

# Busk It!

[Send Permit to SFPD](#)

Permit Number ECOTE26-012

Permit Type OTOE

Case Manager  Dylan Rice

Timeframe Note for SFPD & Special Notes Please reply within 72 hours and copy [entertainment.commission@sfgov.org](mailto:entertainment.commission@sfgov.org). Thank you!

Police District

Tenderloin

Notes

Primary Email(s)

[victor.lew@sfgov.org](mailto:victor.lew@sfgov.org), [phong.q.nguyen@sfgov.org](mailto:phong.q.nguyen@sfgov.org)

Attachment for SFPD (optional)

No attachments

## Applicant Info

First Name Last Name

Rob Ready

Email Phone Number

Business or organization name

Mid-Market Foundation

Address

32 7th Street  
San Francisco, CA 94122

## Event Information

Name of event

Busk It!

Enter the date(s), start time(s) and end time(s) for the entertainment or amplified sound.

2/27/26 – 12/20/26 daily from 11am-8pm, except for the following dates: 3/14/2026, 6/20/2026, 6/21/2026, 6/28/2026  
. Outdoor entertainment will not to exceed a total of 6 hours per day.

Will the event dates and hours be the same as the entertainment/amplified sound dates and hours?

yes

How many total days will you have outdoor entertainment or amplified sound?

300

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## Event Location

Where will the event take place?

Final list of locations as of 2/11/26: Saluhall, 945 Market St - on the sidewalk; Jonathan Carver Moore Gallery, 966 Market St - on the sidewalk; • Habibi's Birria, 998 Market St - on the sidewalk; Golden Gate Theater, 1 Taylor St - on private property under the marquee; Holy Stitch, 1059 Market St - on private property in the entranceway; Yotel, 1095 Market St - on the sidewalk; Arsicault Bakery, 87 McAllister St - at the tables and chairs area in the private patio (on private property); ACT Strand Theater, 1127 Market St - on private property under the marquee; Sam's, 1120 Market St - at the tables and chairs location in the private patio (on private property); Orpheum Theater, 1192 Market St - on private property under the marquee; Moe Green's, 1276 Market St - on the sidewalk; La Cuisine Cafe, 1145 Market St - at the tables and chairs area in the private patio (on private property); The Market, 1355 Market St - on the sidewalk; Redwood Credit Union, 1390 Market St - on the sidewalk.

Tell us the geographic locations of all stages, performance areas, and amplified sound equipment at the event.

Same as above.

Tell us the zip code(s) for the event location.

94102

Will your entertainment or amplified sound activity take place within 250 feet of a hospital, school, place of worship, courthouse, mortuary, public library or City Hall?

no

What is the address of the closest residence to each entertainment or amplified sound location?

Saluhall, 945 Market St - Serif, 960 Market St; Jonathan Carver Moore Gallery, 966 Market St - Serif, 960 Market St; Habibi's Birria, 998 Market St - Serif, 960 Market St; Golden Gate Theater, 1 Taylor St - Prism, 1028 Market St; Holy Stitch, 1059 Market St - Aida Plaza Hotel, 1087 Market St; Yotel, 1095 Market St - Aida Plaza Hotel, 1087 Market St; Arsicault Bakery, 87 McAllister St - 83 McAllister St; ACT Strand Theater, 1127 Market St - National Hotel, 1139 Market St; Sam's, 1120 Market St - Trinity Place, 1177 Market St; Orpheum Theater, 1192 Market St - Trinity Place, 1177 Market

St; Moe Green's, 1276 Market St - Donnelly Hotel, 1272 Market St; La Cuisine Cafe, 1145 Market St - National Hotel, 1139 Market St; The Market, 1355 Market St - Fox Plaza Apartments, 1390 Market St; Redwood Credit Union, 1390 Market St - Fox Plaza Apartments, 1390 Market St.

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## Event Details

Type of event

concert

Tell us about your event

Busk It! consists of solo acts, duos or trios of local musicians playing jazz, funk, or roots music for two hour sets on the sidewalk in front of Mid-Market businesses at lunchtime or happy hour. All events are free to the public.

How many people per day do you expect at your event?

30

What is the maximum number of attendees you expect at the event at any given time?

50

Will your event have alcohol?

Will your event have cannabis sales or consumption?

alcoholNo

cannabisNo

## Type of Entertainment or Amplified Sound

Will your event have amplified sound?

yes

Select the type(s) of outdoor entertainment or amplified sound

liveMusic

## Sound Details

Sound Contact Name

Abra All

Contact Number

[REDACTED]

Sound Equipment Size

mediumSound

Sound Equipment Detail

Sound equipment is provided by each act so it will vary, but it will be basic PA systems, amps, and / or monitors

(as needed).

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## Property Approvals

Choose the locations with entertainment or amplified sound

citySidewalkNoEquipment

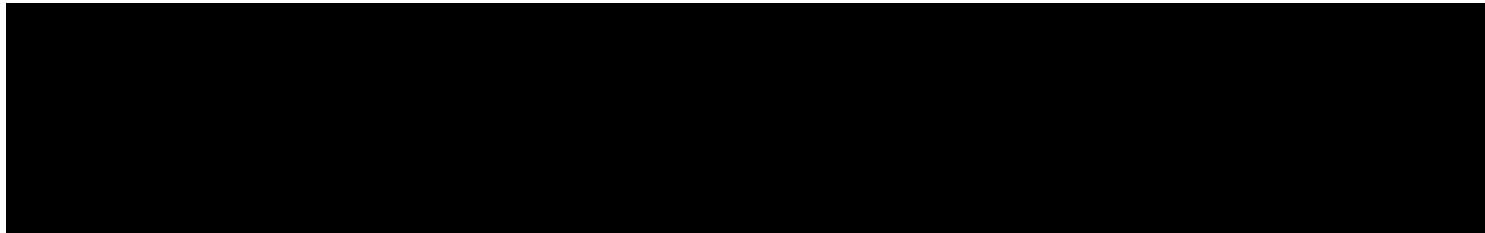
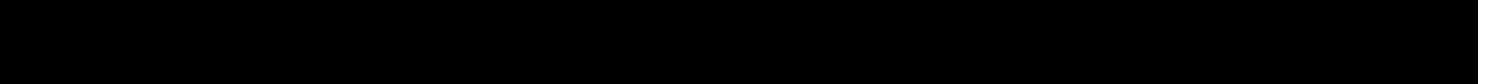
Tell us about the other type of City property

Upload your documentation

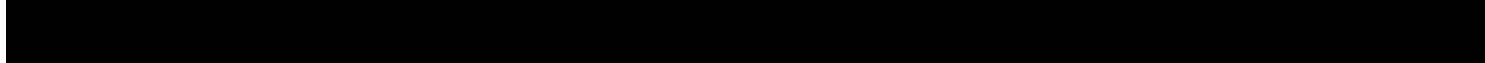
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## Security Plan

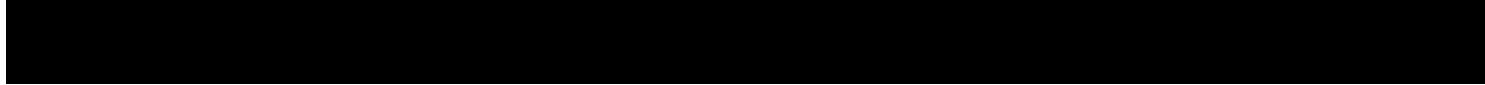
Will you be using a security company, SFPD police officers, or volunteers to ensure the safety and security of persons and property at the event? Please describe.



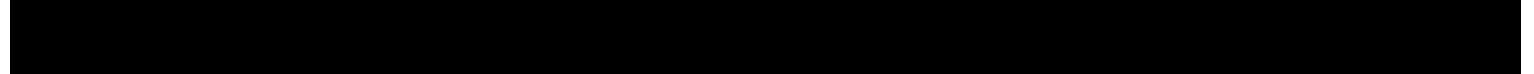
Describe your plan to make sure that your attendees will exit the event premises in an orderly manner.



What is your plan to exit attendees in case of an emergency?



How many emergency exits are at your event premises and where are they located?





Mid Market Foundation  
32 7th Street  
San Francisco, CA 94102

Tuesday, January 27, 2026

Dear Neighbor,

My name is Rob Ready and I am the Business Development Manager of Mid-Market Business Association & Foundation.

This letter is to notify you that we are applying for a One Time Outdoor Event permit from the San Francisco Entertainment Commission for our event, Busk It.

The goal is to bring joy and change the experience on Market Street by hiring local musicians. We know that people live and work down here, so we won't program anything too early or too late, and no act will be too loud.

We are applying for this permit so we can host outdoor entertainment/amplified sound at the following locations:

Saluhall, 945 Market St Jonathan Carver Moore Gallery, 966 Market St Habibi's Birria, 998 Market St Golden Gate Theater, 1 Taylor St Holy Stitch, 1059 Market St Yotel, 1095 Market St Arsicault Bakery, 87 McAllister St	ACT Strand Theater, 1127 Market St Sam's, 1120 Market St Orpheum Theater, 1192 Market St Moe Green's, 1276 Market St La Cuisine Cafe, 1145 Market St The Market, 1355 Market St Redwood Credit Union, 1390 Market St
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Solo acts, duos, trios or quartets will only be programmed between 11am and 8pm, with at most 6 hours of programming on the street on any given day. Most sets will take place at lunch or during the evening commute. The program begins February 27 and ends December 20.

**Our permit application will be heard by the Entertainment Commission on:**

**Date and Time: Tuesday, February 17, 2026 at 5:30pm**

**Location: City Hall, 1 Dr. Carlton B. Goodlett Place, Rm 416, San Francisco, CA 94102. You may also attend remotely on Microsoft Teams.**

The meeting agenda and instructions on how to attend remotely will be available at <https://sf.gov/EntertainmentCommission> by the Thursday prior to the meeting. There will be an opportunity for public comment at the meeting.

If you have any questions or concerns before or during the event, please contact our Director of Creative Engagement, Abra Allan, at [REDACTED] or [REDACTED]. Or you may send public comment to the Entertainment Commission directly at [entertainment.commission@sfgov.org](mailto:entertainment.commission@sfgov.org), 628-652-6030.

Thank you.

Sincerely,

Rob Ready  
Project Manager  
Mid Market Foundation  
[REDACTED]

[www.MarketStreetArts.org](http://www.MarketStreetArts.org)

For translation, please contact SF Entertainment  
Commission, 628-652-6030,  
[entertainment.commission@sfgov.org](mailto:entertainment.commission@sfgov.org)

Para la traducción, por favor, póngase en contacto con

如需翻譯, 請聯絡 SF Entertainment Commission, 電  
話 : 628-652-6030,  
[entertainment.commission@sfgov.org](mailto:entertainment.commission@sfgov.org)

Para sa impormasyon sa wikang Filipino, tumawag lang

# Busk It 2026 Outreach

## Outreach Recipients

- Metro by T-Mobile
- Ross Dress for Less
- The Melt
- MugLife
- Shiekh
- Izzy & Wooks
- Curry Up Now
- Saluhall SF
- Snöberg
- IKEA
- Lagom Bar
- The Wilson

## Blick Art Materials - Custom Printing & Framing

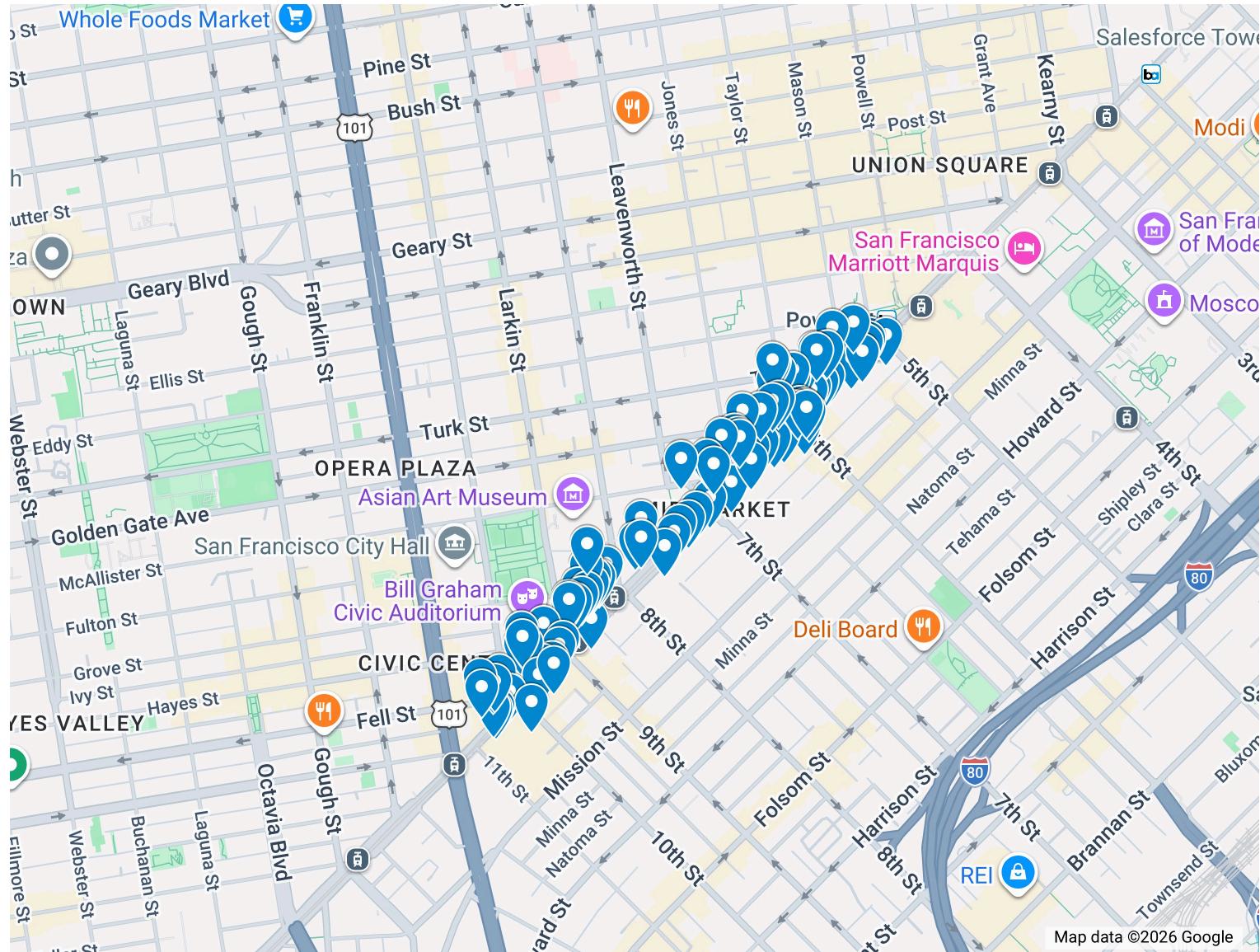
- Oxford Street
- Frontier Tower
- Abe's Pizza

## DIYA Indian and Nepali Cuisine

- Serif SF

## Timbri Hotel San Francisco, Curio Collection by Hilton

- Warfield Commons
- Habibi's Birria Inc.



All of the following locations or businesses received the Busk It 2026 OTOE Outreach Letter\_EC Hearing Required\_ENG.docx

📍 Jonathan Carver Moore

📍 The Warfield

📍 Golden Gate Theatre

📍 Studio Dental

📍

Yemeni kabab &

Mediterranean

📍 Center for New Music

📍 GAI Chicken & Rice

📍 Golden Gate Donuts

📍 Taqueria Cancun

📍 Hospitality House Art Studio

📍 Supreme

📍 Montesacro SoMa

📍

International Art Museum of

America

📍 Homebridge

📍 Cigarettes For Less

📍

HOLY STITCH! FACTORY

FELLOWSHIP

📍 Bay Food Market

📍 BAIT

📍 Aida Plaza Hotel

📍 YOTEL San Francisco

📍 Metro by T-Mobile

📍

Choice Brows Threading Salon

📍 The Rumpus Room

📍 Tú Lan

📍 KurrentLG



American Conservatory

Theater Strand Theater

Tobacco shop

La Cuisine Cafe

LightHouse for the Blind

1177 Market

Dolby Laboratories

Boost Mobile

1010 Market

Prism

50 Jones Apartments

Darussalam Masjid



California Check Cashing

Stores

Warm Planet Bikes

The Hibernia

San Francisco Proper Hotel

Charmaine's

United Nations Cafe

Orpheum Theatre



Mid Market Community

Benefit District



Amici's East Coast Pizzeria at

Mid Market Eats Food Hall

Sam's American Eatery

Jasper's Market

Local Diner ( eggs & tacos)

The Nook

- 📍 Gyro King
- 📍 New York Tobacco
- 📍 Wells Fargo Bank
- 📍 Mercy Housing California

- 📍 Donnelly Hotel
- 📍 Chase Hotel
- 📍 Nepalese Indian cuisine

📍  
Urban Curry nepalese Indian  
Restaurant

- 📍 Mountain Boba
- 📍 Redwood Credit Union
- 📍 Andersen Bakery
- 📍 Walgreens
- 📍 Matko
- 📍 Pinoy Eat 2
- 📍 The Market
- 📍 Starbucks Coffee Company
- 📍 Fox Plaza Apartments

📍  
Carbon Health Urgent &  
Primary Care San Francisco -  
Civic Center

- 📍 Jay's Grill
- 📍 Poké Bar
- 📍 Lilikoi Boba and Cafe
- 📍 Orangetheory Fitness
- 📍 NEMA San Francisco
- 📍 Mateo's
- 📍 Dough
- 📍 Little Griddle @ Dough

 Intersection for the Arts

 Yakiniku Shodai

 The Function

 Mr. Tipple's Jazz Club

 Intersection for the Arts



Main Library - San Francisco

Public Library

 Arsicault Bakery

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MARKET STREET ARTS PRESENTS:  
**BUSK IT!**

Supporting local artists and  
enhancing the experience  
in Mid-Market

MARKET  
STREET  
ARTS

MM  
MID-MARKET

BUSINESS ASSOCIATION  
& FOUNDATION

# ABOUT MID-MARKET BUSINESS ASSOCIATION & FOUNDATION

MARKET  
STREET ARTS

MID-MARKET BUSINESS ASSOCIATION & FOUNDATION

## MISSION:

**Advocating for stakeholders, supporting economic development, fostering a sense of community & inclusion, and creating a vibrant arts and entertainment district.**

The Mid Market Business Association (MMBA) is a 501c6 and advocates on behalf of businesses, property owners, and other stakeholders along Market Street between 5th and Van Ness and surrounding areas.

The Mid Market Foundation (MMF) is a 501c3 non profit established in 2019 which accepts charitable donations and seeks funding to conceive, implement, and manage transformative programs.

Our collective vision is a safe and clean business setting that fosters a sense of community, inclusion, and contribution, by and for everyone. We envision Mid-Market corridor as home to a thriving business community. We believe a strong business community is one important step of many towards an increased quality of life, and a more beautiful and welcoming neighborhood for current and future residents and businesses.

# MID-MARKET BUSINESS ASSOCIATION & FOUNDATION

WE'RE YOUR BOOTS ON THE GROUND IN MID-MARKET:

- Neighborhood Expertise
- Community Safety Leaders
- Programming & Events
- Business Support & Retention
- Filling Vacancies
- Changing the Narrative
- Advocacy & Direct Investment
- Public Art & Enhancements
- Leadership & Convening

WE'RE THE LEADERS AND DOERS DRIVING  
TRANSFORMATION IN THIS CORRIDOR.

A BOLD RECOVERY PLAN

## MARKET STREET ARTS

CULTURE, COMMERCE & COMMUNITY

OUR MARKET STREET ARTS INITIATIVE  
REIMAGINES MID-MARKET AS A WORLD-  
REOWNED DESTINATION FOR ARTS,  
CULTURE, AND COMMUNITY.

- Rooted in the creative legacy of San Francisco's **historic theater corridor**
- Enlists artists, cultural orgs, iconic institutions, creative entrepreneurs, & small businesses
- Together, build a thriving, **economically resilient** district celebrating both diversity & innovation



BUSINESS ASSOCIATION  
& FOUNDATION



HOW THE MID-MARKET BUSINESS ASSOCIATION & FOUNDATION IS...

# TRANSFORMING



**SAN FRANCISCO'S ENTERTAINMENT  
DISTRICT THROUGH MARKET  
STREET ARTS**







# A WORLD CLASS ARTS & ENTERTAINMENT DISTRICT

THE MID-MARKET VISION

## 01 ATTRACTING AND RETAINING

diverse businesses, arts organizations and artists to enliven existing arts infrastructure

## 02 TRANSFORMING

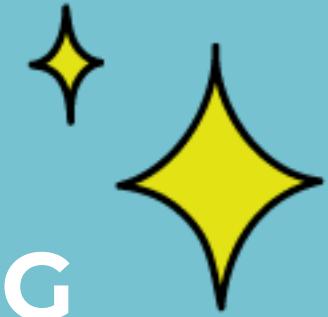
vacant spaces into creative entrepreneur hubs

## 03 FOSTERING

a sense of community, inclusion, collaboration, and contribution

## 04 ENHANCING

the quality of life for residents and visitors



TRANSFORMING THE STREETSCAPE

# ACTIVATING



**PUBLIC SPACES THROUGH  
ARTS & CULTURE**

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MID-MARKET OUTLOOK

©2025 MID-MARKET BUSINESS ASSOCIATION



CREATIVE INTERVENTIONS:

# BECOMING AN ENTERTAINMENT DISTRICT CELEBRATING SF CREATIVITY

## CREATIVE HUBS



## COLLABS



## ARTS AND CULTURE



## SIGNATURE EVENTS



### ACTIVATING VACANT SPACES

with entrepreneurial creators has provided vibrant new spaces and places.

### WORKING ALONGSIDE ARTS ORGANIZATIONS

throughout the neighborhood resulted in lively street-oriented activations.

### LEADING WITH ARTS AND CULTURE

resulted in unique businesses, installations and high-visibility streetscape interventions.

### EVENT PROGRAMMING

provides community-building focused on entertainment and creative expression and are part of the neighborhood's first Entertainment Zone.

# BUSK IT!

*"Performing for Busk It! is an incredible opportunity for both musical artists and the community alike. As a delightful and invigorating sonic disruption to the grind of the work day, "Busk It" benefits all of those within the neighborhood by showcasing local music.*

*It's a two-hour musical happening, twice a day to provide an environmentally improved atmosphere to the everyday hustle...*

*yes, please! Count me in!*

*~ TORI ROZE, TORI ROZE + THE HOT MESS, VIA INSTAGRAM*



**MAR 2024  
THRU  
NOV 2025  
OVER 2024 & 2025 SEASONS**

**\$238,500**  
**AMOUNT PAID TO  
ARTISTS**

**485**  
**NUMBER OF SETS**

**170**  
**NUMBER OF MUSICIANS**

**916**  
**HOURS OF LIVE MUSIC**



# BUSK IT!

A delightful and invigorating sonic disruption.



“

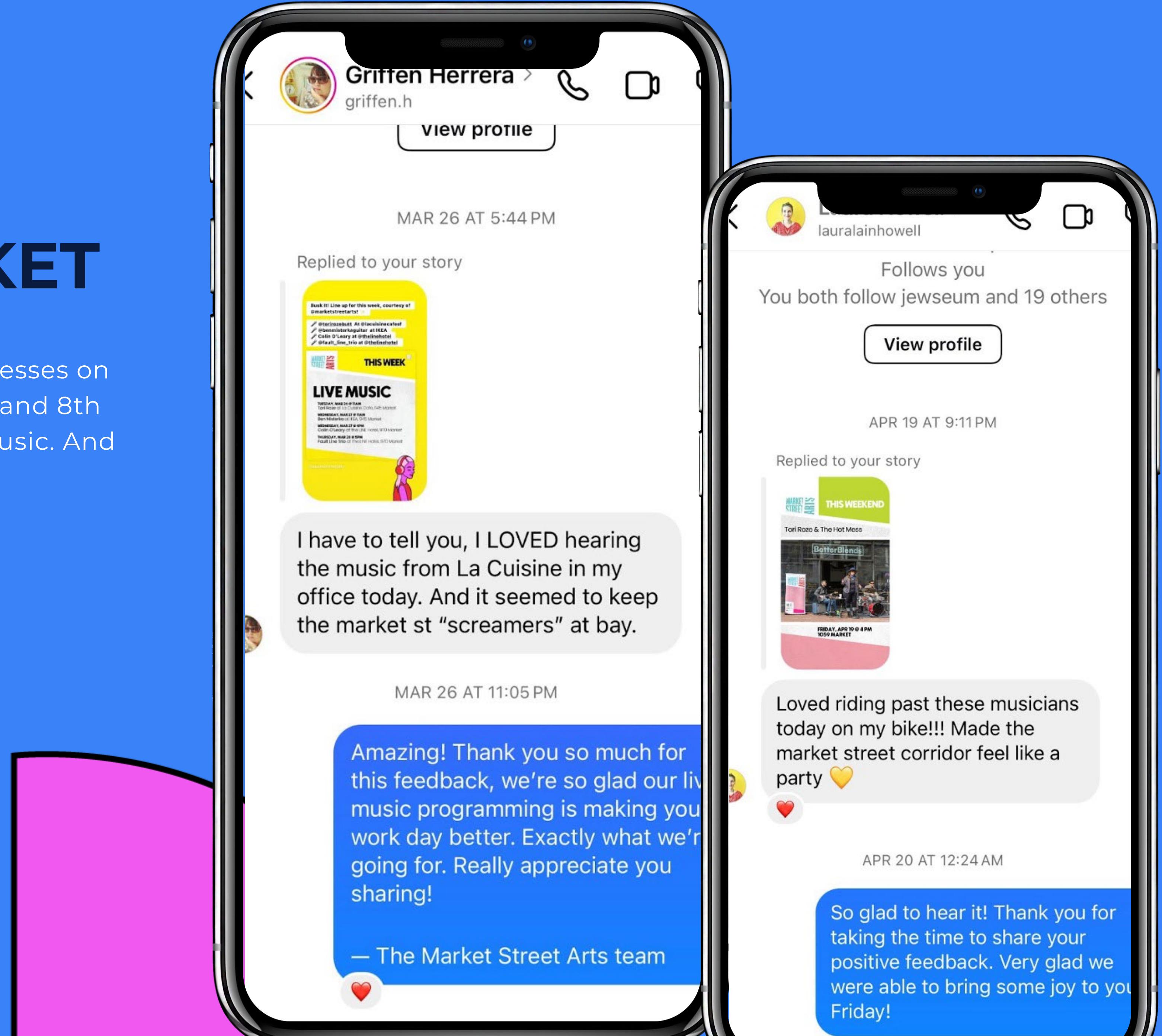
The Mid Market Foundation and  
Market Street Arts are doing  
**great work in Mid-Market!**

We regularly have musicians they have programmed in front of our business. We have countless customers and nearby residents come by and comment on how great it is to have music regularly. It's really helping change the experience of Market Street. We're excited to see what they do next!

~ BUSINESS OWNER KHALID,  
LA CUISINE RESTAURANT

# CREATING A SOUNDSCAPE FOR MID-MARKET

Connecting local performers and businesses on Market Street's sidewalks between 5th and 8th streets, Busk it! fills Mid-Market with music. And people notice.



# BUSK IT! PRESS COVERAGE

The music of **Busk It!** did not go unnoticed, as local media amplified the message that Mid-Market had come alive with the vibrant sounds of local artists.

**07.25.2025**

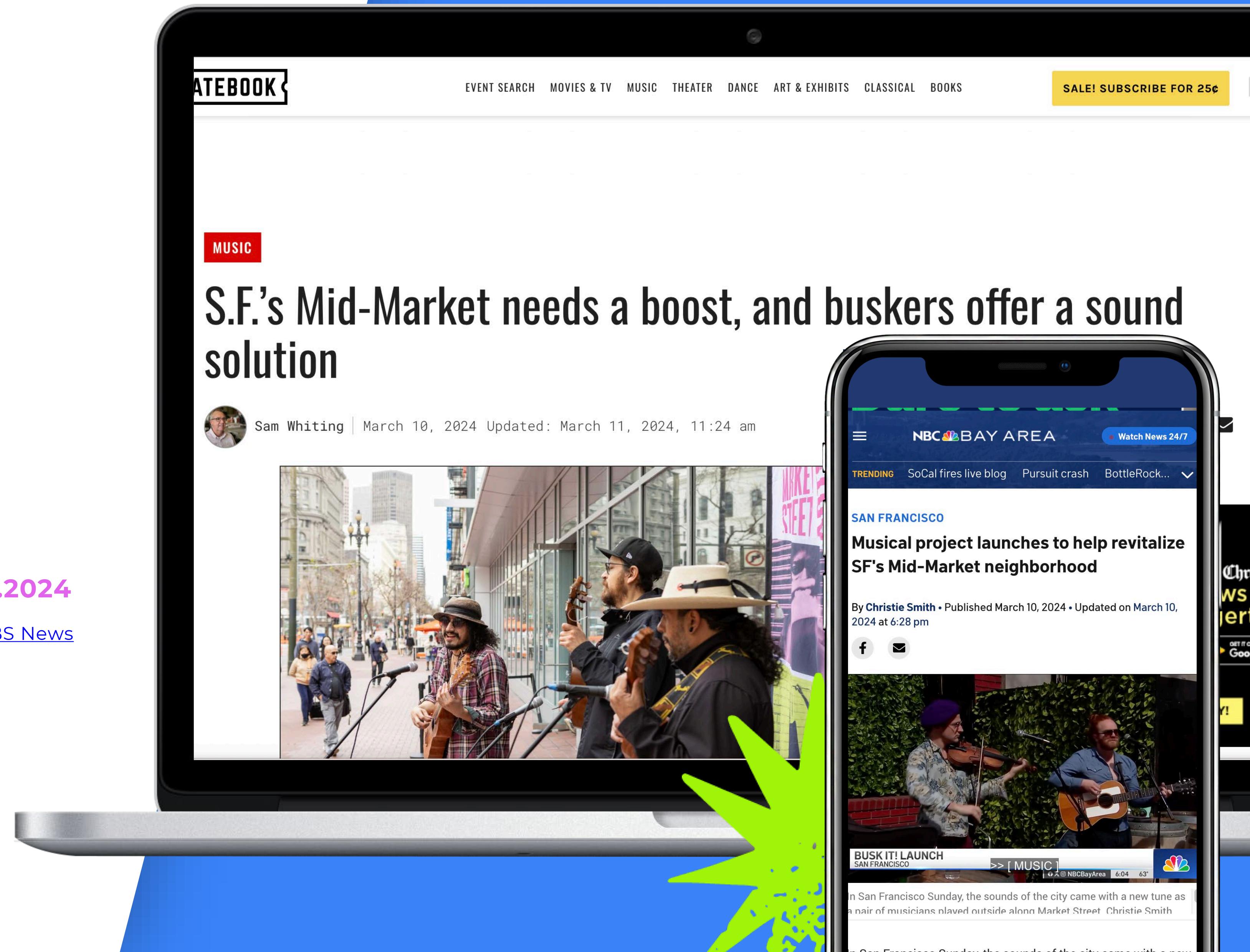
[San Francisco Chronicle](#)

**03.10.2024**

[NBC Bay Area](#)

**04.10.2024**

[KPIX CBS News](#)



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**MUSIC**

## S.F.'s Mid-Market needs a boost, and buskers offer a sound solution

Sam Whiting | March 10, 2024 Updated: March 11, 2024, 11:24 am



**NBC BAY AREA**

TRENDING SoCal fires live blog Pursuit crash BottleRock... ▾

**SAN FRANCISCO**

### Musical project launches to help revitalize SF's Mid-Market neighborhood

By Christie Smith • Published March 10, 2024 • Updated on March 10, 2024 at 6:28 pm

f e



**BUSK IT! LAUNCH SAN FRANCISCO**

>> [ MUSIC ] NBCBayArea 6:04 63°

In San Francisco Sunday, the sounds of the city came with a new tune as a pair of musicians played outside along Market Street. Christie Smith



**Fernando Pujals**

[fernando@mmbaf.org](mailto:fernando@mmbaf.org)

415-533-0272

**M**ARKET  
STREET  
ARTS

**M**ID-MARKET  
BUSINESS ASSOCIATION  
& FOUNDATION