

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. Thank you!

Police District

Tenderloin

Notes

Primary Email(s)

victor.lew@sfgov.org, phong.q.nguyen@sfgov.org

Attachment for SFPD (optional)

No attachments

Applicant Info

First Name

Rob

Last Name

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

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.

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?

alcoholNo

Will your event have cannabis sales or consumption?

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



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).

Property Approvals

Choose the locations with entertainment or amplified sound

citySidewalkNoEquipment

Tell us about the other type of City property

—
Upload your documentation

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, 628-652-6030.

Thank you.

Sincerely,

Rob Ready
Project Manager
Mid Market Foundation
[REDACTED]

www.MarketStreetArts.org

For translation. please contact SF Entertainment
Commission, 628-652-6030,

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

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 & Weeks
- Curry Up Now
- Saluhall SF
- Snöberg
- IKEA
- Lagom Bar
- The Wilson

Blick Art Materials - Custom Printing & Framing

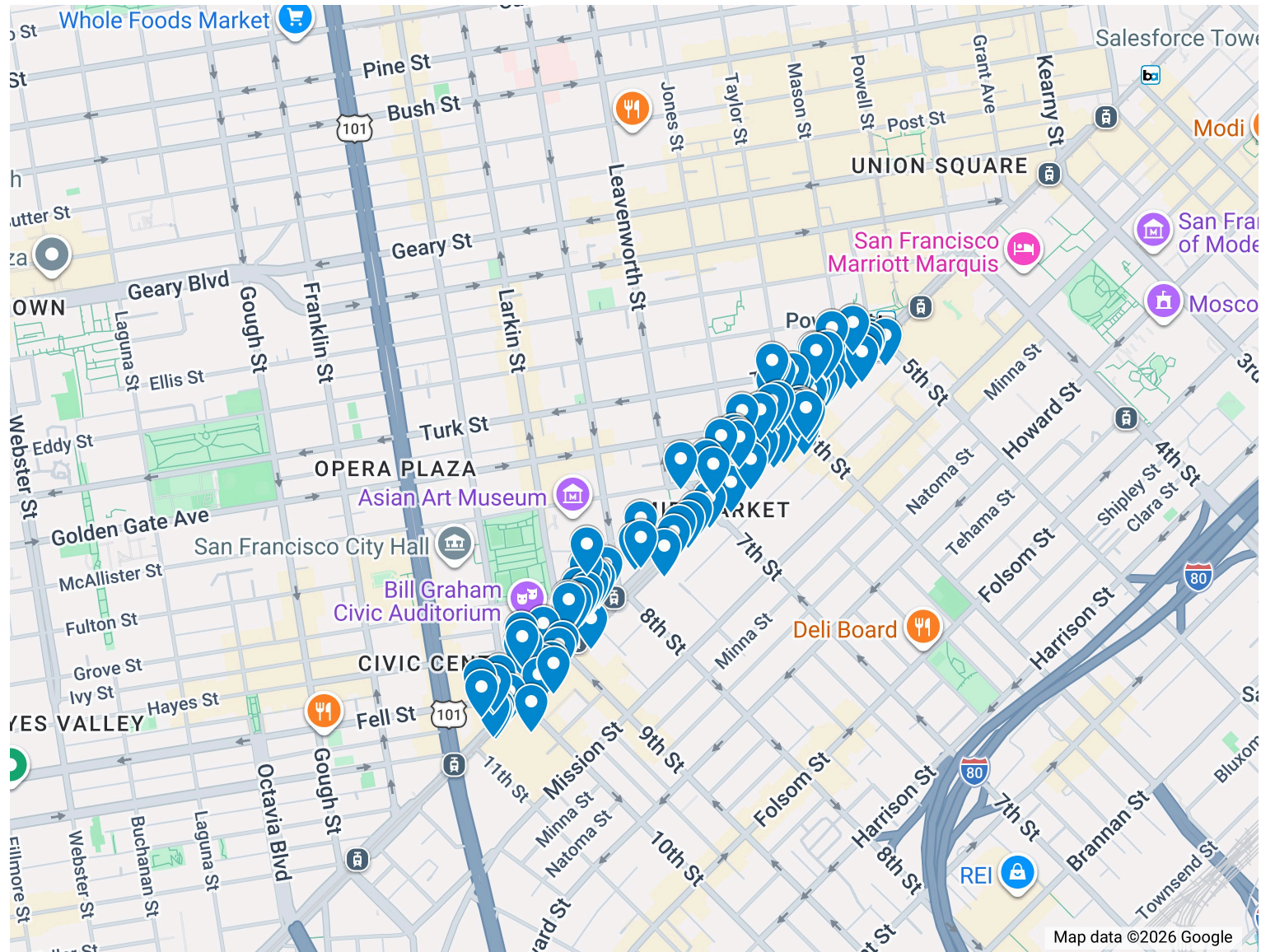
- Oxford Street
- Frontier Tower 🏢
- Abe's Pizza

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



MARKET STREET ARTS PRESENTS:
BUSK IT!

Supporting local artists and
enhancing the experience
in Mid-Market

MARKET
STREET
ARTS

MBUSINESS ASSOCIATION
MID-MARKET & FOUNDATION

ABOUT 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.

MARKET
STREET ARTS



BUSINESS ASSOCIATION
& FOUNDATION
MID-MARKET

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-RENOWNED 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

MARKET
STREET
ARTS

MID-MARKET BUSINESS ASSOCIATION
& FOUNDATION

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

TRANSFORMING



SAN FRANCISCO'S ENTERTAINMENT DISTRICT THROUGH MARKET STREET ARTS





MARKET STREET ARTS



WHERE ART & CULTURE CONVERGE.

A man and a woman are shown in a romantic embrace on a stage. The woman is wearing a white, textured, long-sleeved dress and has her eyes closed. The man is wearing a dark green polo shirt and has his arms around her. The background is a stage set with a large, arched doorway and warm lighting.

THE MID-MARKET VISION

A WORLD CLASS ARTS & ENTERTAINMENT DISTRICT

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



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...



~ 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.



“

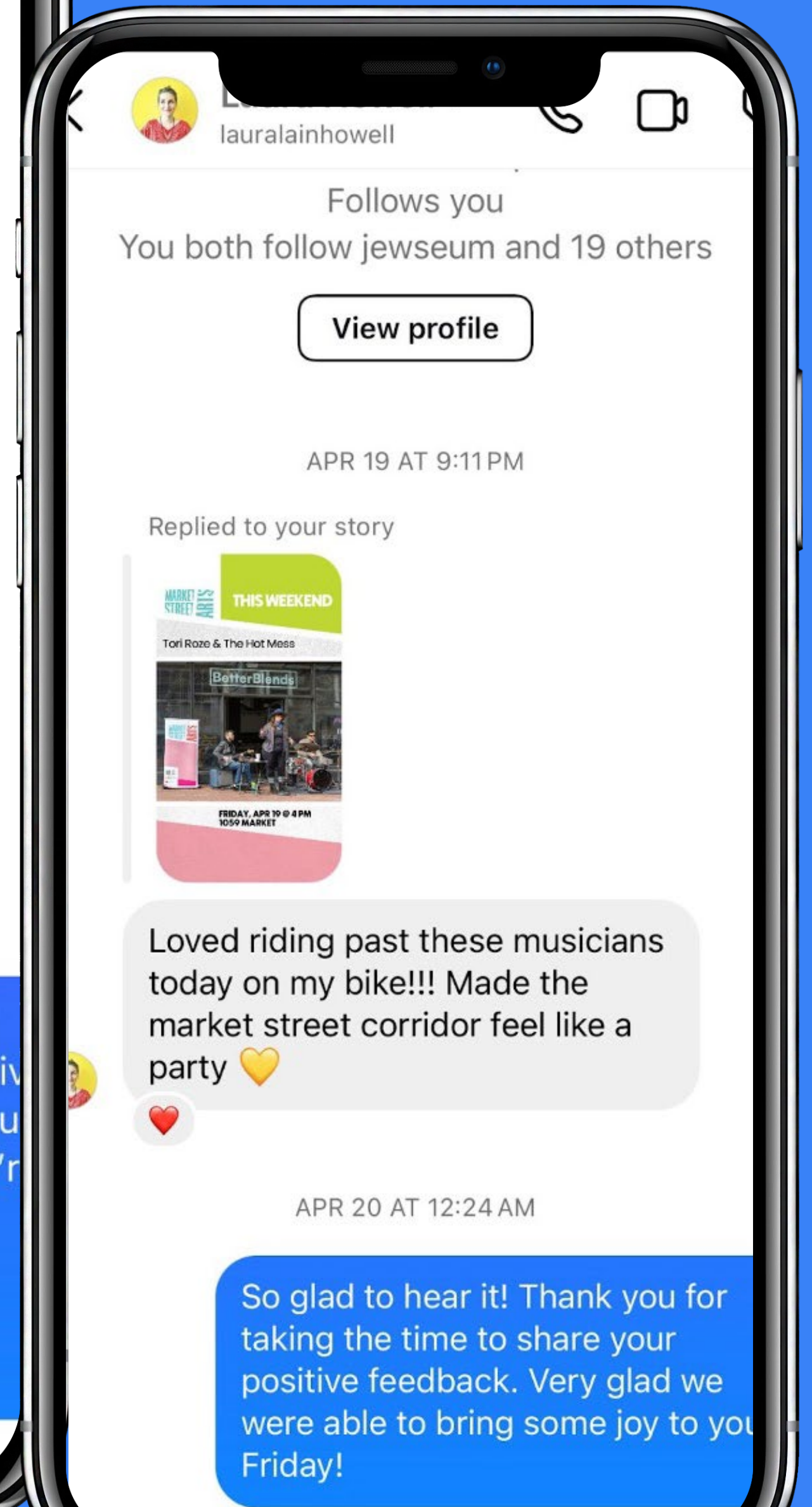
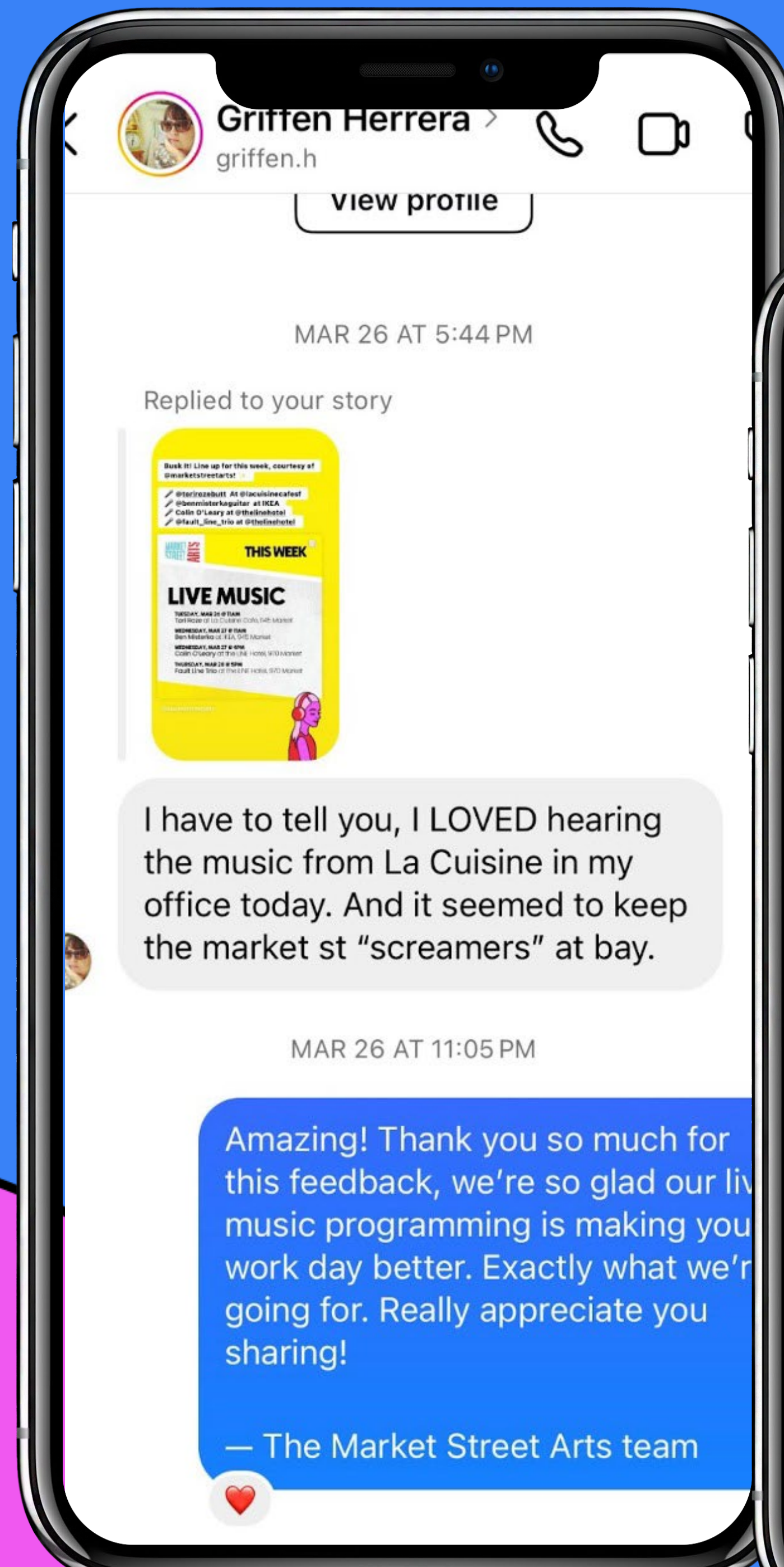
The Mid Market Foundation and Market Street Arts are doing **great work in Mid-Market!**

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

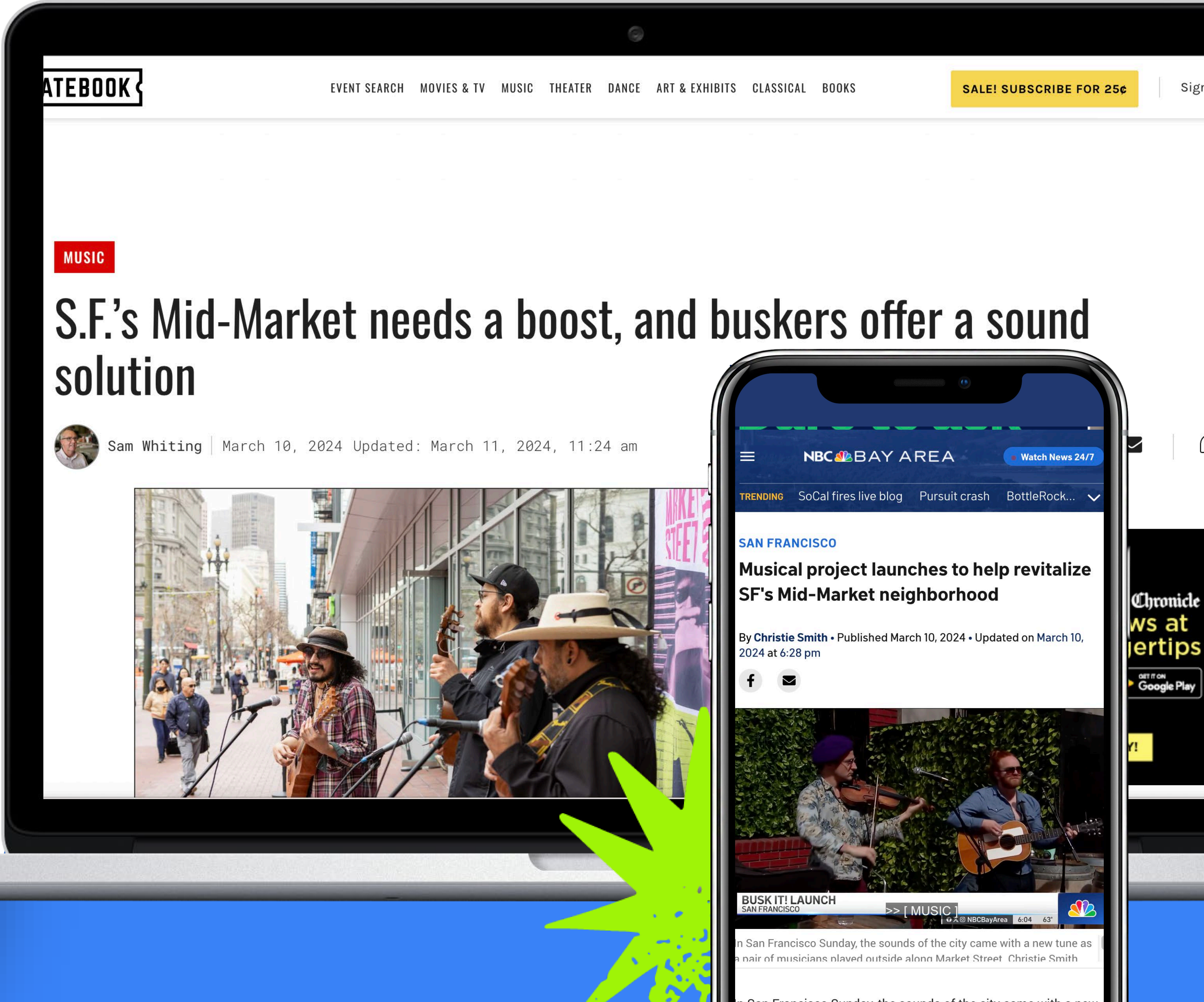
[San Francisco Chronicle](#)

03.10.2024

[NBC Bay Area](#)

04.10.2024

[KPIX CBS News](#)





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MARKET
STREET
ARTS

M BUSINESS ASSOCIATION
MID-MARKET & FOUNDATION