



AGENDA

Welcome

Entertainment Zone Update

Parklet Reminders

2026 Regional Events

Q&A – Feel free to add questions in chat!

downtown stakeholder meeting

ENTERTAINMENT ZONE

SB 969- WIENER. ALCOHOLIC BEVERAGES: ENTERTAINMENT ZONES: CONSUMPTION

- Jurisdictions may adopt an Entertainment Zone Ordinance
 - Allows specific types and sized open containers of alcoholic beverages to be carried and consumed on public right-of-way within the Entertainment Zone with an approved permit.
- All beverages must:
 - Be purchased during the activation from an established ABC licensed location physically located within the zone.
 - No tents, pop up carts, or outside licensees may sell or dispense within the zone. Unable to be combined with an ABC Temp Event Permit.
 - No deliveries by licensee or 3rd parties is permitted, except to private residences or private property
- Each EZ activation/event requires approval through a permitting process.

ENTERTAINMENT ZONE

ABC MUSTS



- Adopt an ordinance → TC to consider on 2/3
- Establish a process to easily identifies 21 + → wristbands
- Identify the boundaries → Downtown
- Max Days/Hours of operation → 8am to 10pm, proposed
- Types of alcoholic beverages permitted
- Approved nonglass & nonmetal containers → uniform plastic cup, researching options
- Businesses must get ABC approval individually and annually, provide copy to the Town → this will be check prior to permit approval

What's our process?

The Town's process will be further defined and communicated once the item is considered by the Town Council.

- Special Event Permit Application
 - Filed in advance, 60 days minimum
- Conditional Letter of Approval
 - Day, hours, map, locations & EZ signage and conditions applied
- Entertainment Zone Requirements:
 - Cups
 - Wristbands
 - Signage at each participating establishment
 - Boundary signage/barricades
 - Ambassadors or event volunteers may be required

What types of activations could work?



EZ activation cannot be combined with a temporary ABC event permit or BYO “*beer or wine with a picnic lunch*” as permitted at Plaza Park or the Civic Center – often observed during Jazz and MIP.

Businesses will need to work together to activate the Entertainment Zone!

- Third Thursdays
- Sip & Shops
- Restaurant Hops & Passport Events
- Summer Evening Events
- Market Nights
- Sporting Events
- Highlight Specific Areas in Downtown, ex Village Lane
- Best of...Signature Cocktail strolls

SHARE YOUR THOUGHTS

- Connect with us to ask questions
- Read the staff report, available on the evening of January 29
- Provide written comments before Tuesday, February 3 at 10:59 am
before 11 am on Monday 2/2 is best
- Send an email to Mrenn@losgatosca.gov
- Provide comments in person or via zoom at the meeting

Town Council on February 3 @ 7PM

parklets... quick review!

Businesses operating parklets are responsible for:

- Maintaining COI that meets Town standards AND providing the updated COI to the Town Clerk's office annually.
- Maintaining an open air, al fresco dining environment unless an approved BP is obtained. This includes installing roofs, covers, pergolas, and other similar structures.
- Ensuring no signs, banners, fabric, plastic, or other materials hang vertically from the parklets at any time.
- Maintaining an open and accessible parklet for the public during non-business hours.
- Clearing any debris that collects in the gutter against the parklet and between the curb and parklet to avoid flooding and maintain storm drain standards.
- Following the Santa Clara County Fire Dept. regulations for heaters in public.
- Maintaining ADA access in and around the parklet.
- Parklet use does not allow for sidewalk use. The public sidewalks must remain free and clear of tables, planters, seating, furniture and other items unless an approved outdoor dining or encroachment permit have been issued.

POSSESSORY INTEREST (PI)

- Required by Santa Clara County Assessors Office, Business is assessed with supplemental bill
- Look up your property → [Santa Clara County Assessor's Public Portal](#)
- Read about Parklet PI → [Santa Clara County Possessory Interest](#)
- Contact the County with questions or to appeal → pi@asr.sccgov.org

PARKLET QUESTIONS + THOUGHTS

Let's connect • Mrenn@losgatosca.gov

THE 2026 REGIONAL EVENTS

Super Bowl → Sunday, February 8, 2026

- Bay Area Wide
- Week of events including bowl games, concerts, etc.

FIFA World Cup → June 13, 16, 19, 22, 25; July 1

celebrate within the regulations

BAHC PLAYBOOK FOR EVENTS



BAY AREA HOST COMMITTEE
VISIT LOS GATOS
LOS GATOS CHAMBER OF COMMERCE

team up with us

Our Town staff team is here to support our community with the shared goal of fun, lively, successful, and safe celebrations.

Even if you are hosting a private event that does not require an event permit, please connect with us. The info is not provided to the public, rather is noted as an opportunity for us to best support the community.

Event questions & notifications specific to Regional Events:

Jessica Ertell, Events Specialist at Jertell@losgatosca.gov

Monica Renn, Economic Vitality Manger at Mrenn@losgatosca.gov

Sergeant Kalipo Kauwelo, LGMSPD at Kkauwelo@losgatosca.gov



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