

Production Manual

Additional Event Guidelines & Park Information

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Salesforce Park Event Production Manual

Additional Event Guidelines & Park Information

About this Event Production Manual

This event production manual for Salesforce Park is provided to organizers as a reference document for planning for their event at Transbay Joint Powers Authority's (TJPA) Salesforce Park.

About the TJPA

The TJPA is owner and operator of the multimodal Salesforce Transit Center, connecting nine-Bay Area transit systems and the public Rooftop Park, providing free activities throughout the year. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center's operating costs.

General Event Approvals and Oversight

Salesforce Park management staff must approve a site plan and rough production schedule before any event agreement is carried out. As details of the event are developed, Salesforce Park management must approve the placement of all event elements (including staging, tents, signage, décor, etc) and the look, content and installation method of all signage in advance. Salesforce Park management staff must approve the load-in and load-out plan for the event and understand any/all heavy machinery used in the process. Any event element brought to the park or added to the plan on the day of the event that was not discussed and approved in advance will not be permitted.

There will be a Salesforce Park representative onsite for all events, including the hours of load-in and load-out. This representative is available to troubleshoot venue-related issues, and is also there to ensure that the Park's interests and assets are protected at all times, and that only approved equipment/materials/signage/etc are brought into the Park via approved methods.

Supplemental Costs & Permits

- **Production Costs:** All event organizers are responsible for their own planning, production, fabrication and logistics, and the costs associated. Salesforce Park staff will not plan or execute your event for you but stand ready to advise on placements and best practices in the park.
- **Liability Insurance:** Event organizers must provide liability insurance for use of the park. A Certificate of Insurance (COI) must be submitted that meets certain requirements. All COIs must be received at least one week in advance of the event.
- **Damage Deposit:** Event organizers may be asked to provide a refundable damage deposit, to cover any resulting damage to park property or other violations of the site agreement. The deposit amount is based on the size and nature of the event. The damage deposit will be returned promptly after a post-event evaluation.

- **Permits:** Overall permission to hold an event in the park will ultimately be granted by TJPA. Many common aspects of event permitting, including permission to gather and use of amplified sound, are included in TJPA's approval of the event. Depending on the nature of your event, you may need other permits associated with holding events in San Francisco. You are responsible for obtaining all permits, paying all fees associated with them, and providing copies of each permit to Salesforce Park staff in advance of your event. Other permits that may be needed:
 - San Francisco Dept of Public Health Permits
 - Department of Building Inspection Permits
 - San Francisco Fire Department Permits

More Salesforce Park Information, A-Z

Alcohol: Local San Francisco brewery, Barebottle Brewing has a beer garden location open daily at Salesforce Park Main Plaza that sells beer and wine by the glass to the public. They hold an ABC license for the whole park. As such, all alcohol service/sales at special events must be made through Barebottle. Hard liquor is not permitted in the park; beer and wine only.

Animals: Pets and other animals are not permitted in Salesforce Park except service animals. Pet adoption events, petting zoos, and other animal-related events will not be permitted on park grounds.

Bathrooms: There are two sets of public restrooms on the fourth floor, park level. Salesforce Park's restrooms are open to the public during park hours.

Cables: All cords/cables that are run across public paths must be covered with cable ramps or mats at all times. These are your responsibility to provide and place.

Electricity: There are two 200-amp three-phase connections in the park – one at the Main Plaza and one at the Amphitheater stage. There are very limited number of 20-amp outlets in the park. If you wish to use them, you must inform us of what type of distribution you are planning to use. It may be necessary to bring a professional electrician to make these connections. The use of park electricity, to the extent that it is available, is included in your event fee. Any electrical needs beyond what the park is equipped to provide must be fulfilled at the producer's own expense -- typically with a generator, which must be approved in advance and placed at a location approved by Salesforce Park staff.

First Aid Station: Salesforce Transit Center's Chief Security Officer will advise on a case-by-case basis whether a First Aid station will be required. If required, it must be staffed with certified first aid providers.

Fitness Class: FITNESS SF is the park's exclusive provider of free public classes in Salesforce Park, as they have a gym location within Salesforce Transit Center. If a private rental would like to host a fitness class/experience for your guests, you are not required to use FITNESS SF but we highly recommend them. We can refer you to FITNESS SF and they would be happy to provide an instructor for a fee. Requiring a paid ticket or otherwise trying to host a for-profit fitness class will not be permitted at the park.

Food: There are no required caterers who must be used at Salesforce Park, but management staff can recommend caterers who have worked previously provided service at the park. San Francisco Department of Public Health Permits must be obtained for food and beverage distribution. Cooking cannot occur on the park level – electric warming equipment permitted only.

Fundraising: On-site donation of cash or exchange of cash during an event will not be permitted for security reasons.

Furniture: Movable chairs and tables found in Salesforce Park (approx. 350 pieces) are for public use at all times. However, if you would like to use the colorful plastic chairs throughout Salesforce Park for your event, they can be provided for no additional charge (up to 150 chairs at the Central Lawn, and up to 50 chairs at the Wetlands garden). The chairs will be left in stacks at the edge of the reserved event area, and it is your responsibility to set them up as desired. Furniture can also be cleared from the event area in advance if necessary.

Gardens & Grounds: Event-related personnel and equipment are NOT permitted in garden beds at any time. Gardens are not to be stepped in or used as storage space for equipment. Equipment cannot be left hanging or leaning on trees or any other horticultural element. The gardens, lawns, foliage, and park paths must be protected from damage during load-in, load-out, and throughout your event. We will work with you to devise an appropriate protection plan.

Hours: Events, inclusive of setup and breakdown, must take place within posted park hours. The park is open daily from 6:00 a.m. to 8:00 p.m. (November to April) or until 9:00 p.m. (May to October).

Lawns: The availability of lawns depends on weather conditions on the day of and days prior to the event. If you plan to use a lawn as a part of your event, please have an alternate plan in case the lawn is unavailable. Structures and heavy equipment are not permitted on the lawns. Salesforce Park tables and chairs, as well as sheets and blankets, are welcome on lawns in the park. Plastic tarps and cardboard are not permitted.

Logistics of Load-in/out: The park must always remain open to the public. No vehicles are allowed on the park level. There is a loading dock and large freight elevator available to get equipment from Minna Street up to the rooftop level, the dimensions of which can be provided upon request. Salesforce Park staff strongly prefers overnight or early morning load-ins to those that affect the park for multiple days, and requires all equipment to be removed from the park promptly post-event.

Parking: There is no street parking in the immediate vicinity of or under the jurisdiction of Salesforce Park. If your event requires dedicated production parking, permits must be applied for independently through SFMTA or Film SF. There are also several private garages and lots in the neighborhood with whom arrangements can be made.

Park rules: Events must uphold the posted park rules regarding alcohol and drug use, smoking, dogs, ball playing, etc. Members of the public who want to use the park but do not wish to interact with/participate in your event cannot be barred from the park and no event can completely close the park to the public. Complete park rules can be found [here](#).

Photography and filming: Permission to photograph or film a special event is typically included within TJPA's approval to hold the event, pending equipment, crew, and power required. Using the park for commercial photography or videography, NOT in conjunction with a park event, requires a permit from TJPA.

Required Vendors: There are no caterers or food vendors specially required to be used at Salesforce Park. Management staff can recommend vendors who have successfully worked in the park in the past. Please note that all beer and wine must be purchased through Barebottle Brewing, as they hold the Alcoholic Beverage Control permit.

Security: There are uniformed security in Salesforce Park during all open hours to ensure public and park safety. The rental fee for your event includes baseline security coverage, at a level determined appropriate by the Salesforce Transit Center's Chief Security Officer. Any event load-in or load-out that happen while the park is closed will require the presence of extra Salesforce Park security officers at producer's expense. Using an outside private security company is typically not permitted. Salesforce Transit Center's Chief Security Officer will advise on a case-by-case basis whether SFPD 10B officers should be hired for your event.

Signage: Salesforce Park is sensitive to excessive event signage and corporate branding in the park. Salesforce Park management staff must approve the look, content and installation method of all signage in advance, in coordination with TJPA staff.

Sound/Music: If amplified sound is desired for your event, you must provide and operate your own sound system. There is an 80-decibel sound limit in the park. We will work with you to ensure the most effective sound scheme for your event. There is no need to apply for an Outdoor Amplified Sound Permit or Outdoor Entertainment Event Permit from the San Francisco Entertainment Commission for events in Salesforce Park.

Stage: The Salesforce Park Amphitheater features a permanent 35 feet wide x 30 feet deep stage. It does not have any built-in lighting or sound equipment. If you would like to use a stage elsewhere in the park, you must provide and construct it, and its placement must be approved by the TJPA.

Tenting: When part of a permitted event, tenting on hardscape areas in Salesforce Park is permitted. Tenting on lawn areas is not expressly prohibited but must be considered and planned with care. Staking is not permitted. Please note, San Francisco Fire Department permits must be obtained for tenting and are the responsibility of the event producer.

Trash removal: All event trash clean-up and removal will be handled by Salesforce Park Janitorial staff. The rental fee for your event includes baseline janitorial coverage. However, this does not include production trash (i.e. large volumes of cardboard, one-time-use set pieces). That is the responsibility of the producer to remove. Additional janitorial coverage can be arranged for an additional fee.

Water: There are several access points to potable and non-potable water in the park. If water is required for your event, please explain the use in your proposal. Use of water hook-up requires advance arrangement from Salesforce Park management staff.

Weather: Rain dates are not automatically provided, as we prefer events to take place rain or shine. If you are concerned about weather, an alternative or additional date may be scheduled for an additional fee. Tenting may also be considered on a case-by-case basis.

WiFi: Free wireless internet is available in the park but is used by the public. Salesforce Park cannot guarantee Wi-Fi service will be working and strong enough for your needs on the day of the event. If your event requires internet connection, we recommend you bring your own hotspot (and test it on-site prior to your event).

Insurance Requirements for Third Party Events at Salesforce Transit Center

A few general notes:

- Insurance must be submitted for the signatory of the agreement to use the space as well as any subcontractors who will be performing work/providing services on the property.
- Any applicable payment must also come from the signatory of the agreement.
- Additional insured endorsement must accompany a Certificate of Insurance (COI).

All COIs should have the following as Certificate Holder & Mailing Address:

Transbay Joint Powers Authority (TJPA)

425 Mission Street, Suite 250

San Francisco, CA 94105

All COIs must name the following as additionally insured, by endorsement:

- Transbay Joint Powers Authority;
- City and County of San Francisco;
- Alameda-Contra Costa Transit District;
- Peninsula Corridor Joint Powers Board – Caltrain;
- California High Speed Rail Authority
- State of California, Department of Transportation;
- Trustee, the Series 1 Holders, the LC Banks and the Direct Placement Banks, and their officers, agents and employees, as those terms are defined in the “Sublease – TJPA Property, dated as of January 1, 2017, by and between U.S. Bank National Association, in its capacity as Trustee, as Sublessor, and City and County of San Francisco, as Sublessee” recorded in the official records of the City and County of San Francisco on January 17, 2017 as document number 2017-K395369;
- United States Department of Transportation, an agency of the United States of America, acting by and through the Executive Director of the Build America Bureau; and
- All of the officers, directors, agents, permitted assigns, employees, heirs, legal representatives, successors and assigns of each of the above.

9-15-25 (TJPA reserves the right to amend at any time, in its sole direction.)

All COIs for events and film/photo shoots must meet these minimum requirements:

- **General Commercial Liability:** \$2M per occurrence; \$2M general aggregate
- **Business Automobile:** Not less than \$1M each accident bodily injury
- **Workers Comp:** Not less than \$1M
- **Excess of Umbrella Liability:** \$1M acceptable (or case by case depending on nature of business and risk exposure)

Payment Requirements for Third Party Events at Salesforce Transit Center and Salesforce Park

A few general notes:

- Payment must come from the signatory of the agreement.
- Payments must be made by wire transfer. There is no online/credit card payment method available.
- In some cases, payment may be made by check made out to "Transbay Joint Powers Authority".
- The signed agreement stating event details and total payment amount will function as your invoice. A traditional invoice will not be provided.

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