

## NEED TO KNOW: ENTERTAINMENT ZONES

Entertainment zones are live in Sacramento! Below is some additional information to help you understand how they work, what it means for your business, and how you can take advantage of upcoming opportunities.

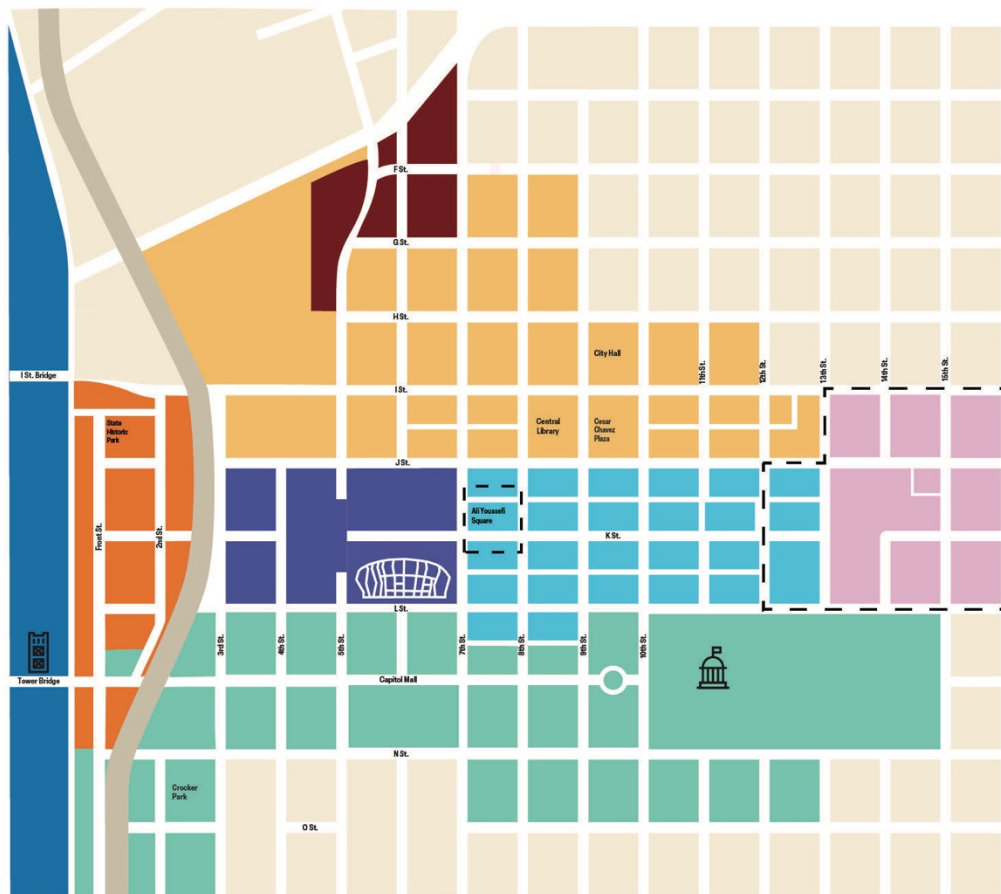
### WHAT ARE ENTERTAINMENT ZONES

An entertainment zone is a designated public area – such as streets or sidewalks – where the consumption of alcoholic beverages is temporarily allowed during permitted special events, provided patrons purchase to-go drinks from licensed nearby businesses.

### ENTERTAINMENT ZONE DOWNTOWN LOCATIONS

There are currently three entertainment zones enacted in Sacramento, two of which are downtown:

- Ali Youssefi Square Entertainment Zone: This includes the square and the adjacent area of K Street between 7<sup>th</sup> & 8<sup>th</sup> Streets (see on map below)
- Convention Center Entertainment Zone: This is the area surrounding the SAFE Credit Union Convention & Performing Arts Center (see on map below)



## **WHAT DOES THIS MEAN FOR MY BUSINESS**

These zones create opportunities to attract more customers to your business during special events. Licensed bars, restaurants, breweries, and wineries can sell to-go alcoholic beverages in branded containers, when a permitted event is active between 10 a.m. and 11:59 p.m. With more visitors drawn to the area for events like concerts, markets, and art exhibitions, these zones are designed to boost foot traffic, nightlife, and sales for local businesses like yours.

## **FAQs**

### **1. Do I need a permit to participate?**

Yes. Both businesses and event organizers must ensure an approved Special Event permit through the City of Sacramento is in place for the zone to be activated in conjunction with any event.

### **2. How do I apply to become a participating business?**

Start by contacting the Zone Lead listed in the Management Plan on the City of Sacramento's [website](#). Then notify ABC through their [website](#) using ordinance number 2025-0017, and email the Office of Nighttime Economy at [nighttime@cityofsacramento.org](mailto:nighttime@cityofsacramento.org) to confirm your participation.

### **3. When are the zones active? Is this a permanent “open container” area?**

No, this is not a 24/7 open container law. The zones are active only during approved special events, which may occur between 10 a.m. and 11:59 p.m.

### **4. What liability do businesses bear?**

To host or participate in a Zone event, applicants must provide proof of general liability insurance as required in the Special Event application. Businesses selling to-go alcohol should confirm coverage with their insurer, as active insurance is mandatory for all Entertainment Zone events.

### **5. How are the branded containers provided?**

Each Zone will provide its own non-metal and non-glass cups. Details are coordinated with the Zone Lead when you create the Management Plan.

### **6. Can outside alcohol be brought into the zones?**

No. Alcohol must be purchased within the zone from approved businesses, and outside alcohol is not permitted.

### **7. What guidelines are in place to ensure safety and compatibility with neighborhoods?**

Each zone operates under a management plan that includes:

- Security arrangements approved by Sacramento Police Department
- ID verification at participating businesses
- Clear signage or sidewalk decals marking the zone's boundaries

## **WHO TO CONTACT**

Should you have additional questions regarding the entertainment zones in the downtown district, please email:

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