



## **Recommendations for Office of Nighttime Economy and Safety**

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## Overview

Atlanta's nightlife economy has always been vibrant and integral to the culture of the city. It is part of what drives so many people to move to Atlanta year after year. Until now, there has been little research into what Atlantans do at night and how to think about the capital's life at night.

The purpose of this presentation is to give a quick overview and some insight into other nightlife cities and how they have transformed their nightlife and entertainment to make it not only more profitable, but a safer industry for everyone.

With the assistance of an outside strategic consultancy firm who has experience in helping cities like Atlanta to transform and grow their nightlife economy, the goal is to quickly conduct a research study on the totality of Atlanta's nightlife and the best practice recommendations on how we move forward to progress. Among other things, this report will inform the city on how to move forward with a nightlife office and/or designated nightlife officer, public safety's role, advocacy for the nightlife community and other pertinent requirements needed to sustain a healthy ecosystem.

## Major Cities With a “Night Mayor” Type Role



Orlando



Pittsburgh



Amsterdam



San Francisco



Washington D.C.



Detroit



New York City



Seattle



London

**“Nighttime economy and diplomacy is a worldwide movement. There are many existing case studies and ideas for pro-active management, city agency cooperation and creative solutions...”**

**-Ariel Palitz, Senior Executive Director, Office of Nightlife in New York, NY**

## Recommendations From Top Cities Who Have a “Night Mayor” Role



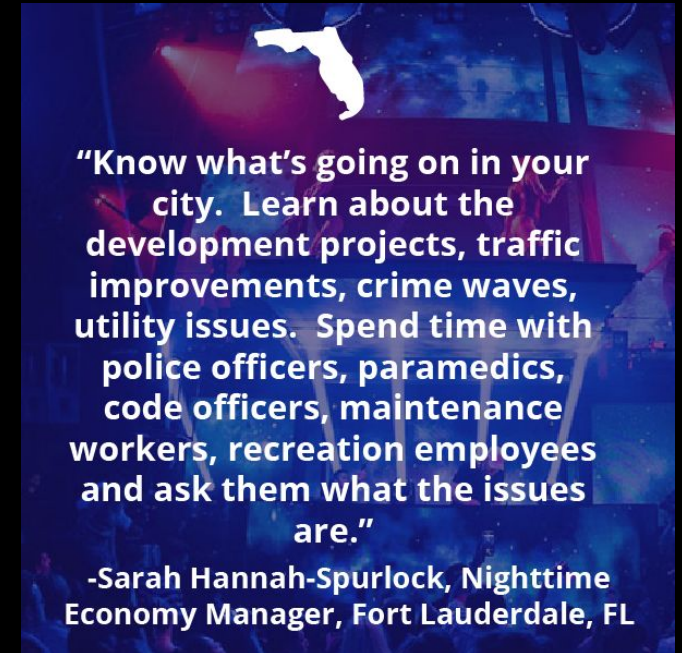
**“Create and use your steering committee to identify action items for immediate, subsequent, long-term and ongoing”**

-Dominique Greco Ryan, Project Manager, Nighttime Economy Orlando, FL



**“An economic impact study can validate that nightlife is a key economic driver worth treating as a serious industry.”**

-Ben Van Houten, Business Development Manager, Nightlife & Entertainment Sector Office in San Francisco, CA



**“Know what’s going on in your city. Learn about the development projects, traffic improvements, crime waves, utility issues. Spend time with police officers, paramedics, code officers, maintenance workers, recreation employees and ask them what the issues are.”**

-Sarah Hannah-Spurlock, Nighttime Economy Manager, Fort Lauderdale, FL

Source for all: [https://www.rhiweb.org/webinar\\_night\\_mayor.html](https://www.rhiweb.org/webinar_night_mayor.html)

## Recommendations From Top Cities Who Have a “Night Mayor” Role



**“Understand how the position is perceived by other City and private sector stakeholders. What are the key components of its strategic plan?”**

-Ben Van Houten, Business Development Manager, Nightlife & Entertainment Sector Office in San Francisco, CA



**“It is all about relationships. Before taking action, build support for yourself and the program. Folks are more likely to participate and consider new ideas if they know the person delivering them. The best way to know what your city needs is by talking with business owners, managers, and staff. Meet with as many key players in the community and attend as many hospitality events as you can muster the strength for. Let people see you everywhere.”**

-Sarah Hannah-Spurlock, Nighttime Economy Manager, Fort Lauderdale, FL



**“The first three months was about getting a lay of the land, meeting all of the stakeholders, learning/ listening to who they are, what they need and have to offer and how to best work together towards common goals.”**

-Ariel Palitz, Senior Executive Direct, Office of Nightlife, New York, NY

Source for all: [https://www.rhiweb.org/webinar\\_night\\_mayor.html](https://www.rhiweb.org/webinar_night_mayor.html)

## Lessons Learned

“Nightlife stakeholders can be hard to engage and connect with if you are coming from government.”

-Scott Plusquellec, Nightlife Business Advocate, Seattle, Washington

Source: [https://www.rhiweb.org/webinar\\_night\\_mayor.html](https://www.rhiweb.org/webinar_night_mayor.html)

“The most important thing is that it should be somebody that really knows nightlife. Otherwise, we’ll just have another civil servant. It needs to be a person who really knows what’s going on — and maybe even better, somebody who actually has organized parties and has been a promoter, and has taken all the risk because it’s a really tough job.”

-Mirik Milan, Amsterdam’s First Night Mayor (2012-2018)

Source: <https://www.6amgroup.com/lessons-from-amsterdams-night-mayor/>

“The voice for nightlife should not be limited to party politics,” says Alan Miller, cofounder of London's Night Time Industries Association, a business advocacy group.” You want a diplomat, someone seen as robust and strong, not someone seen as a 'yes' person.”

Source: <https://www.planning.org/planning/2020/feb/cities-that-love-the-nig>

## Why Is This Role Important?

“Nightlife businesses have a lot of regulations that are frequently not customized for their business models and City staff to service. Nightlife businesses are typically small and lack the capacity to fully engage with the City.”

Brian Block, Entertainment Service Manager in Austin, TX

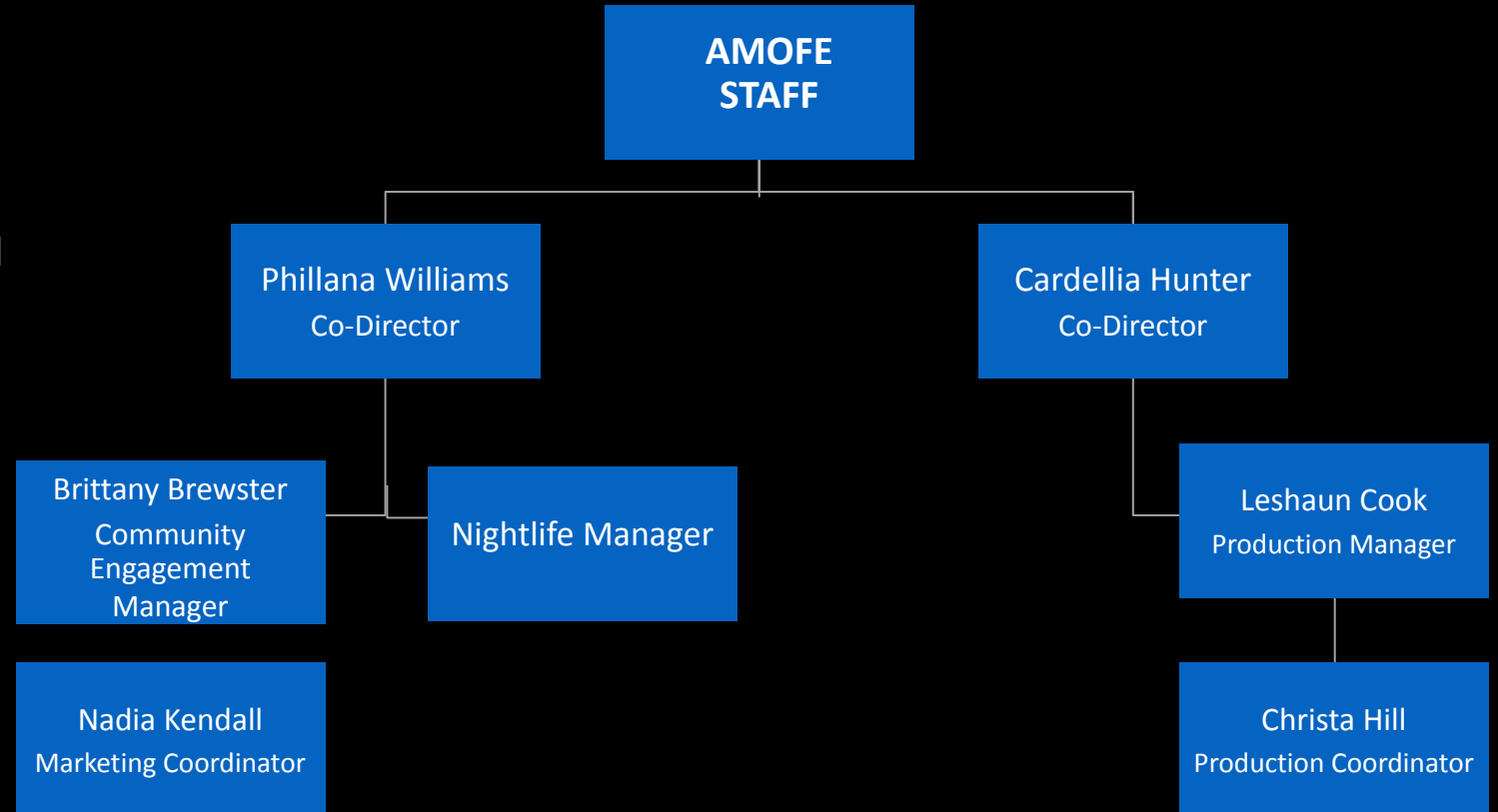
“These businesses need an advocate. The lack of planning for nightlife creates conflict, especially between nightlife and residential. This leads to reactive policy focused on restriction instead of encouraging vibrancy. We must plan more effectively for future compatibility.”

Brian Block, Entertainment Service Manager in Austin, TX

Source for all above: [https://www.rhiweb.org/webinar\\_night\\_mayor.html](https://www.rhiweb.org/webinar_night_mayor.html)

## Recommendation #1

It is our recommendation that the City moves forward with designating an individual from the Office of Film & Entertainment to fulfill the duties of this role until a permanent person can be recruited and hired. Once this person has been onboarded, this role would continue to report to the Office of Film and Entertainment. As this role expands, a need to develop an actual Office of Nighttime Economy would be inevitable.





**Recommendation #2:** It is our recommendation that the city of Atlanta retain an outside strategic consultancy firm to conduct research on Atlanta’s nightlife and entertainment ecosystem and produce a full report on recommended best practices.

This consultancy firm will specialize in music, culture and the night time economy around the globe. Their clients will consist of local, regional and federal governments, convention and visitors bureaus, tourism boards, economic development councils, chambers of commerce, business improvement districts, research institutions, private firms, and more.

It will take approximately six months to conduct a full study on Atlanta’s nightlife ecosystem. The cost will range from \$150,000 - \$200,000.

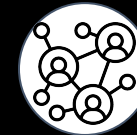
## Consultancy Firm to Perform the Following Services:



**Research and Analysis**



**Infrastructure and Development Consultancy**



**Stakeholder Engagement**



**Economic Impact**

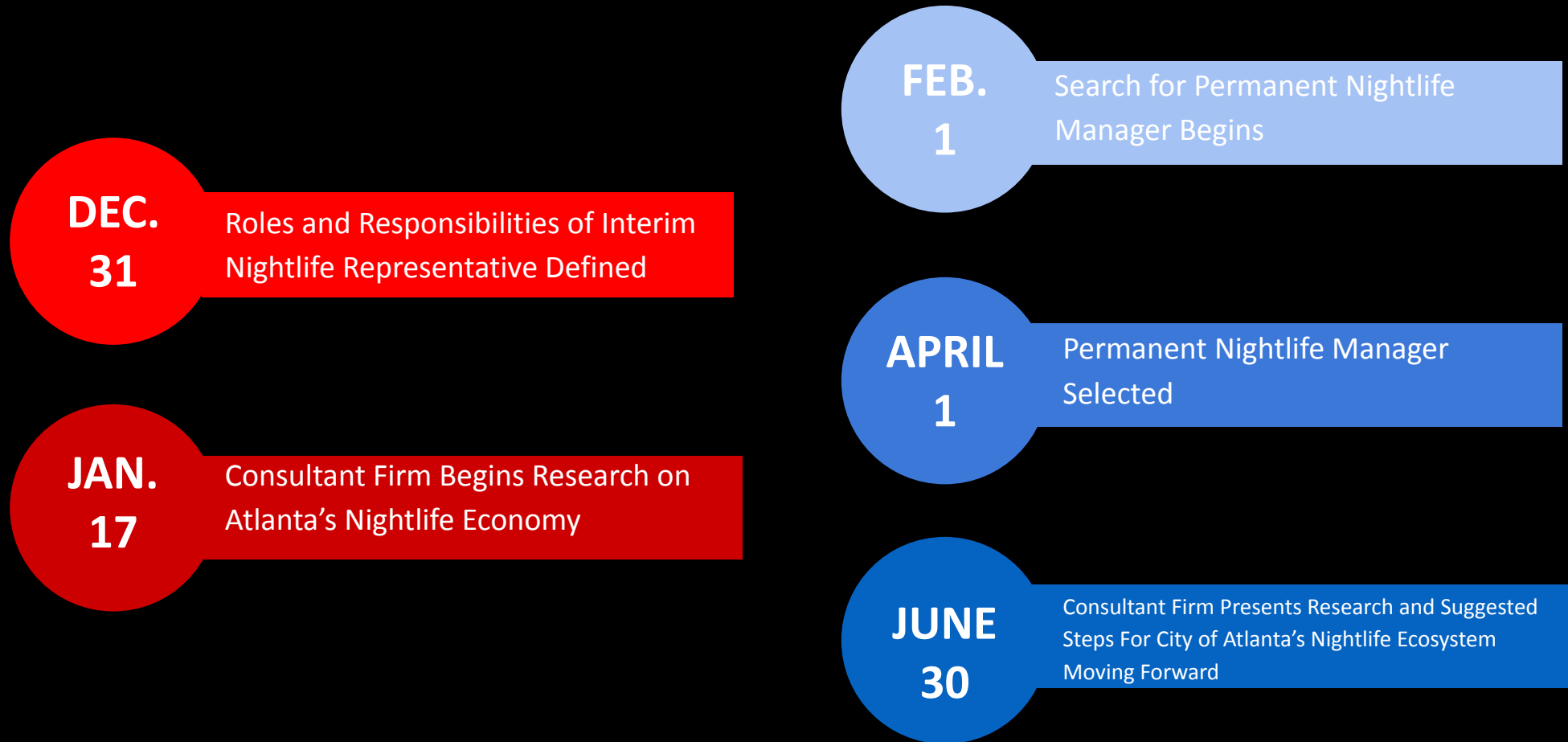


**Mapping and Placemaking**



**Events and Conferences**

## Next Steps



**Questions**  
**Thank You**