

A vibrant nightclub scene with a large crowd of people dancing and raising their hands. The stage is illuminated with bright purple and blue spotlights, creating a dynamic and energetic atmosphere. The text "CREATING VIBRANT CITIES THROUGH NIGHTLIFE ENTREPRENEURSHIP" is overlaid in white, bold, sans-serif font across the center of the image.

CREATING VIBRANT CITIES THROUGH NIGHTLIFE ENTREPRENEURSHIP

An aerial night photograph of a city skyline, likely Chicago, featuring a river (Lake Michigan) in the foreground, a multi-lane highway with traffic, and numerous illuminated skyscrapers in the background under a dark blue sky.

WHAT IS THE NIGHTTIME ECONOMY

- *Activity taking place between 6 pm and 6 am, including a wide range of places and activities such as bars, restaurants, nightclubs and music venues, as well as socializing, strolling, shopping, and interactive recreation, games and entertainment*
- A thriving Nighttime Economy is a vital aspect of a dynamic, vibrant and healthy city.

WHAT'S AT STAKE

- **Economic Driver**
 - Large economic impact documented by numerous impact studies
- **Cultural Benefits**
 - Music, arts and culture is often created and experienced at night
- **Community benefits**
 - Nighttime spaces are where diverse communities are created, sustained and nourished

A nighttime photograph of a city street. In the foreground, a person is walking on the sidewalk. A car with its headlights on is parked or moving slowly. In the background, there are city buildings and streetlights. A black rectangular box with the word "CHALLENGES" in white capital letters is overlaid on the left side of the image.

CHALLENGES

CITY PLANNING, POLICY & SERVICES

Nightlife establishments share the same built environment and ecosystem with the daytime economy

But planning, policy and infrastructure often aren't designed with nightlife in mind.

This includes:

- Sound management
- Safety
- Land use and zoning
- Transportation
- Public space and urban design



CHALLENGES

REGULATORY ENVIRONMENT

Nightlife establishments face a complex regulatory environment that can make it challenging to start or operate a business. Agencies may not understand nightlife needs.

Regulations include:

- Food and beverage
- Public assembly
- Alcohol
- Entertainment/cabaret/dancing

The image is a vertical composition. The top half shows a tall, modern building under construction, with a large crane extending from the top. The building has many windows, some of which are covered with construction materials. The bottom half shows a street scene with traffic lights, cars, and other buildings. A black rectangular box with the word 'CHALLENGES' in white capital letters is overlaid on the left side of the image.

CHALLENGES

AFFORDABILITY & DISPLACEMENT

- The trend of urban redevelopment has been taking place over the past 25 years and continues today.
- Music venues and nightlife establishments were already in downtowns and city centers. As rents rise and properties are redeveloped, they are under increasing risk of displacement.
- Cities lack programs and policies to preserve establishments or support relocation when they are displaced.



INDEPENDENT NIGHTTLIFE

PROVIDES UNIQUE BENEFITS

- Uniquely able to provide localized, distinctive and authentic experiences
- Nourishes diverse communities
- Provides meaningful experiences for residents, workers and visitors
- Amplifies the local creative economy
- Makes our neighborhoods, downtowns and cities unique and vibrant



INDEPENDENT NIGHTTLIFE

MOST IMPACTED BY CHALLENGES

- Least access to capital
- Most at risk of displacement
- Least capacity to deal with regulatory complexity or engage in advocacy and policymaking



SOLUTIONS TO SUPPORT INDEPENDENT NIGHTLIFE

- Land Use and Zoning Reform
- Grants
- Incentives
- Liaison Services
- Streamlined Regulations
- Placemaking Investments



CASE STUDIES

- San Francisco, CA
- Austin, TX
- New York, NY
- Philadelphia, PA