



**City of Seattle**  
Office of the Mayor

July 12, 2011

Honorable Richard Conlin  
President  
Seattle City Council  
City Hall, 2<sup>nd</sup> Floor

Dear Council President Conlin:

I am transmitting the attached proposed Resolution supporting a petition to the Washington State Liquor Control Board to allow for the creation of extended hours service areas within local jurisdictions. This effort is being proposed as part of Seattle's comprehensive Nightlife Initiative, which aims to increase public safety and provide businesses with greater flexibility to adapt to the market demands of residents and visitors.

If these proposed rule changes are adopted by the Liquor Control Board, Seattle will be positioned as a prime candidate to propose and successfully implement an extended hours service area. To date, we have implemented seven of the eight components of the Seattle Nightlife Initiative. These proactive and strategic steps allow us to better manage areas of nighttime activity, and have made a measurable impact to increasing nightlife public safety.

Seattle's diverse lifestyle and economy, as well as conventioners and visitors accustomed to more modern liquor laws, create demand for nightlife that extends beyond existing entertainment hours. This is evident in two recent polls, in which more than 75% of over 4,000 participants supported extended hours in Seattle. Despite market demand for later hours of entertainment, and apparent cultural acceptance of the concept, Seattle venues are not currently allowed to accommodate socializing and entertainment after 2 a.m.

Across the country, at least 15 states allow local jurisdictions substantial authority to determine or extend hours of service based on market demand and regulatory capacity, and at least 18 jurisdictions have established liquor service hours later than 2 a.m. As a progressive and adaptable city, Seattle is well-suited to join these cities by adopting a more flexible urban policy that accommodates diverse lifestyles and entertainment choices.

Thank you for your consideration of this legislation.

Sincerely,

Michael McGinn  
Mayor of Seattle

cc: Honorable Members of the Seattle City Council  
Seattle City Attorney Pete Holmes

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