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**San Francisco's Official Oktoberfest Block Party Returns to Downtown SF after Kicking off
California's First Entertainment Zone Two Years Ago**

*The Downtown SF Partnership is preparing to welcome over 6,000 attendees will celebrate its third
annual Oktoberfest block party on Front Street*

SAN FRANCISCO, CA — Dust off your lederhosen and get ready to test your strength in stein-holding. The Downtown SF Partnership (DSFP) and Schroeder's proudly announce the return of [Oktoberfest on Front](#), taking place Friday, September 18, from 2-10 p.m. in California's first Entertainment Zone. The free celebration will bring live music, food and drink specials, themed beer games, and costume contests to Front Street in Downtown San Francisco, with food and beverages from Schroeder's, Harrington's Bar & Grill, and Royal Exchange. With DSFP officially set to expand its boundaries and services starting in 2027 to support the long-term stewardship of downtown, Oktoberfest on Front is just one example of the organization's role in turning bold ideas into meaningful results that benefit the entire city.

[Supervisor Sauter Quote]

"Oktoberfest on Front was the first event ever held on an Entertainment Zone in California, making it all the more special to see its popularity continue to grow into the official Oktoberfest block party of San Francisco," said **Robbie Silver, President and CEO of the Downtown SF Partnership**. "The overwhelming approval of DSFP's recent district renewal and expansion effort will help us build on our momentum activating the public realm, so we can create more opportunities for people to stay, explore, and enjoy unique experiences like authentic Bavarian polka and yodeling."

Expanding upon the longstanding Oktoberfest block party tradition at Schroeder's, San Francisco's oldest Bavarian beer hall, Oktoberfest on Front brings that festive spirit to the entire street with live music, themed games, food and drink specials, costume contests, and more. Guests are encouraged to don lederhosen and dirndl while enjoying performances by Ladyhosen and Pop Rocks and other festive activities throughout the evening.

"Oktoberfest on Front has become one of those days where you remember why owning a bar is actually fun," said **Ben Bleiman, Managing Partner of Tonic Nightlife Group**. "Thousands of people take over the street, everyone's drinking giant beers, dancing, wearing ridiculous outfits and generally behaving like they've been given permission to have a great time. For Harrington's, it's

also a glimpse of what downtown San Francisco can be when we stop overthinking things and just give people a reason to show up and have some fun.”

The Front Street Entertainment Zone has become a powerful driver of downtown activity since launching in September 2024, welcoming more than 70,000 visitors across 17 events and serving as a model for similar initiatives throughout San Francisco and California. Last year’s Oktoberfest on Front was a standout success, attracting more than 6,000 attendees and delivering a major boost to local businesses. Schroeder’s and Royal Exchange saw sales surge by 900% and 770%, respectively, over a typical Friday.

“Last year’s Oktoberfest on Front was the biggest event in Schroeder’s 130-year history — drawing twice the crowd we usually see for major events like Oktoberfest and St. Patrick’s Day,” said **Andrew Chun, Schroeder’s Managing Partner**. “Being part of California’s first Entertainment Zone has helped us bring people back downtown in a big way, and we’re proud to keep writing this new chapter for the neighborhood alongside our neighbors and broader San Francisco community.”

Oktoberfest on Front builds on DSFP's broader strategy to reimagine downtown San Francisco as a vibrant, mixed-use destination where people want to work, visit, shop, and gather long after traditional office hours. Through initiatives such as Let’s Glow SF, Drag Me Downtown, Fridays on Front Street, Landing at Leidesdorff, Mechanics Monument Plaza, and the Front Street Entertainment Zone, DSFP has demonstrated how strategic placemaking can drive foot traffic, support local businesses, and create memorable experiences that redefine downtown as a destination.

As DSFP enters its next chapter following the successful [renewal and expansion](#) of the Downtown Community Benefit District, the organization is building on that momentum through expanded investments in activations, economic development, advocacy, and enhanced clean and safe services, further strengthening downtown's economic vitality and long-term resilience.

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About The Downtown SF Partnership

The Downtown SF Partnership is a 501(C)3 non-profit organization driven by a mission to create a more vibrant, active downtown that directly supports San Francisco's economic development. Created by a coalition of property and business owners, The Downtown SF Partnership is a community benefit district leading a transformation in the Financial District and Jackson Square, working across the intersection of economic development and programming to revitalize 43-blocks in two of the oldest continuous business districts in San Francisco. These services include activating downtown’s public spaces, promoting the district’s identity, and offering cleaning and safety services. For more information visit www.downtownsf.org. Follow The Downtown SF Partnership on Facebook ([@sfdowntown](#)), Instagram ([@sf_downtown](#)), and LinkedIn ([Downtown SF](#)).

