

FORT MASON CENTER

Annual Report to the National Park Service

October 2009 – September 2010

Overview

Fort Mason Center, a partner of the National Park Service (NPS)/Golden Gate National Recreation Area (GGNRA), is aligned with the mission of the NPS to foster citizen involvement and community partnerships and provide excellent service. As a waterfront destination for thought-provoking programs, events, and organizations, Fort Mason Center supports and reflects the evolving cultural fabric of the San Francisco Bay Area. The campus offers programs which bring a diversity of people to the National Park.

Attendance at events at the Center over the past fiscal year was approximately 1,750,000 visits. Please note: this is not a unique number. One attendee who does numerous activities at the Center would count multiple times. The estimate also does not include the number of visitors who enjoy free campus amenities such as the SFMOMA Artists Gallery, Outdoor Exploratorium, The Mexican Museum, benches, piers, and picnic tables.

Public Attendance and Use in FY 2010

Approximate numbers for total visits are:

Herbst and Festival Pavilions	260,000+
Cowell Theater	75,000+
Conference Center, Firehouse, Meeting rooms, Gatehouse Fleet Room, Southside Theater	650,000+
Resident organization activities (Includes theater activities, museums, classes, conferences and meetings organized by resident organizations)	445,000+
Fort Mason Center Art Campus	165,000+
Greens Restaurant	160,000+
Total Attendance	1,755,000+

In total, Fort Mason Center and its resident organizations hosted more than 11,400 events in FY 2010. The Center's six theaters staged more than 200 productions with more than 800 separate paid performances in fiscal year 2010.

Program and Event Highlights

In FY 2010, Fort Mason Center attracted both returning and new events to its various venues. For example, Open Studios continues to bring new artists and art lovers to the campus in the fall. Large events such as the San Francisco Antiques Fair, Friends of the San Francisco Public Library Book Sale, and Zinfandel Advocates and Producers Festival attract repeat and new visitors. In 2010 the Center instituted two regularly recurring events: the Fort Mason Center Farmers Market, which attracts several hundred neighborhood shoppers each Sunday, and Off the Grid, a Friday evening activity which frequently brings as many as 2,500 visitors to campus.

Fort Mason Center took advantage of the high attendance at these well-attended events to increase public awareness of the variety of programs, events, and activities available on campus.

Highlights for October 2009 through September 2010:

- San Francisco Fall Antiques Show
- American Craft Council Show
- *San Francisco Chronicle* Wine Competition
- Friends of the San Francisco Public Library Annual Book Sale
- Celebration of Craftswomen
- Zinfandel Advocates & Producers tasting
- San Francisco Arts of Pacific Asia Show
- Family Winemakers 2010
- Pacific Orchid Exposition
- International Vintage Poster Fair
- San Francisco Tribal and Textile Arts Show
- San Francisco International Beer Festival
- Pachamama Alliance Rainforest Luncheon
- San Francisco International Chocolate Salon
- San Francisco Lyric Opera
- San Francisco Open Studios
- SF20: 20th Century Art and Design Show
- West Coast Green Conference & Expo
- The BreastFest Beer Festival benefiting breast cancer programs
- San Francisco International Arts Festival
- Hewlett Packard (HP) product launch
- Sunday Farmers Market
- Off the Grid

Programs and Events by Venue

Fort Mason Center maintains the campus facilities and manages the activities taking place within these venues:

1. The Herbst and Festival Pavilions
2. The Cowell Theater
3. The Southside Theater (and the Northside during summer)
4. The Conference Center, Fleet Room, Firehouse, and Gatehouse
5. Meeting and Activity rooms
6. Resident Organization premises

Resident Programs

The performing arts:

1. Magic Theatre (stage operated by resident organization)
2. Bayfront Theater (operated by resident organization)
3. Blue Bear Performance Hall (operated by resident organization)
4. Young Performers Theatre (operated by resident organization)

Exhibit spaces:

1. SFMOMA Artists Gallery
2. Long Now Gallery and Museum
3. Museo ItaloAmericano
4. Readers Bookstore & Cafe
5. The Mexican Museum

Educational organizations:

1. City College of San Francisco Fort Mason Center Art Campus and extension program, classes for adults
2. San Francisco Children's Art Center, classes for children
3. Environmental Traveling Companions, outdoor programs for people with disabilities
4. Blue Bear School of Music, classes for children and adults
5. Museo ItaloAmericano, Italian language and culture classes
6. Young Performers Theatre, classes for children
7. BATS Improv, improvisational theater classes
8. California Lawyers for the Arts, seminars for arts administrators
9. On the Commons, lectures

10. Long Now Foundation, lectures
11. Readers Cafe, poetry and book readings

Herbst and Festival Pavilions

Estimates for the Herbst Pavilion occupancy rate was more than 50 percent during peak times (Thursday through Saturday) and more than 40 percent during non-peak times. The Festival Pavilion's estimated rate was more than 60 and 50 percent respectively. There were many repeat programs, as well as new programs. Fort Mason Center continues to seek new clients and develop new ways to market these spaces.

October 2009

San Francisco Fall Antiques Show
West Coast Green
Halloween Ball: Pirates of the Caribbean

November 2009

San Francisco Ski & Snowboard Festival
THREAD Art & Fashion Show
Pachamama Annual Rainforest Luncheon
San Francisco Holiday Chocolate Show
Bev Mo Holiday Beer Fest
Gem Faire

December 2009

Celebration of Craftswomen, craft fair
Guardsmen Christmas Tree Lot, benefit holiday tree sale
Thrasher Magazine's Skater of the Year & Holiday Party
Renegade Craft Fair Holiday Sale
Streets of San Francisco New Year's Eve

January 2010

Zinfandel Advocates & Producers (ZAP) Wine Tasting: Zin In Paradise

February 2010

San Francisco Tribal and Textile Arts Show
San Francisco Arts of Pacific Asia Show
San Francisco Chronicle Wine Competition Tasting
Pacific Orchid Exposition
Call of Duty: Modern Warfare 2 Tournament Finals
The Warehouse Sale

March 2010

Contemporary Crafts Market
"Art du Jour" Okizu Foundation Gala fundraiser
San Francisco International Chocolate Salon
Rhone Rangers Grand Wine Tasting
Academy of Friends Gala: Academy Awards HIV/AIDS Benefit
San Francisco SPCA Bark & Whine Ball
Stark Carpet Warehouse Sale

April 2010

Twitter's Chirp 24-Hour Hack Day
Bay Area Derby Girls Roller Derby Competition
Toe To Toe: The Grand Slam (dance & sports fundraiser)
San Francisco Vintners Market
San Francisco International Beer Festival

May 2010

San Francisco Art Institute MFA Spring Show, work of graduating artists
Norway Day Festival
Meals on Wheels, Star Chefs & Vintners Gala
San Francisco Fine Art Fair
City Underground 2010, music & skateboarding event

June 2010

Golden Glass Wine Tasting
Tempranillo Advocates & Producers TAPAS Grand Wine Tasting
San Francisco Birth & Baby Fair
Pinot Days Festival
Shecky's Girls Night Out sale

July 2010

The BreastFest
Renegade Craft Fair
Lamb Jam San Francisco
San Francisco Indoor Gardening Expo
The Guardsmen Roundup
Barney's New York Warehouse Sale

August 2010

Annual American Craft Council Show
Family Winemakers of California Annual Tasting

September 2010

SF20: San Francisco Modernism

Ceramics Annual of America

West Coast Green

Cake Moda Cupcake Wars

The Friends of the San Francisco Public Library Annual Book Sale

Non-Profit Housing Association of California Conference

The Cowell Theater

The Cowell Theater has earned a well-deserved reputation as a high-quality performance venue. The theater had a FY 2009-2010 peak-time occupancy rate of approximately 85 percent and a non-peak rate of approximately 65 percent. Following are some of the highlights for this past year.

October 2009

Long Now Foundation Lecture Series: "Rethinking Green"
SF Museum & Historical Society program about the Marina District
Bay Area Flamenco Partnership Performance

November 2009

Abhinaya Dance Company South Indian Dance
Printz Dance Project
Theatre Flamenco's *Ser y Estar*
Mark Growden CD Release Event
Campus MovieFest Western Regional Finale

December 2009

City Dance Studios On Stage
City Ballet School's *The Nutcracker*
Lily Cai Dance Company & Melody of China
Caminos Flamencos: Canciones 2
New Year's Eve Improv: True Fiction Magazine & 3 For All

January 2010

Rock With You: A Tribute to Michael Jackson
Natasha Carlitz Dance Ensemble
Wade Davis — Wayfinders: Why Ancient Wisdom Matters

February 2010

Huun Huur Tu: *Xoomei* — Tuvan Throat Singing
San Francisco Youth Eurythmy Troupe, dance
Ellis Wood Dance: Bay Area Dance Aid Benefit

March 2010

Spring Dance Inspiration
Nuclear Tipping Point (Commonwealth Club & Ploughshares Fund screening)
Mask & Wig Club: *A Cheshire Catastrophe*

April 2010

San Francisco Conservatory of Music Opera Theatre
City Dance Studios
Sicilian Puppet Theater

May 2010

DancEsteem Annual Performance
LINES Ballet School showcase
School of the Arts Annual Dance Concert
San Francisco International Arts Festival

June 2010

Chamberdance
City Ballet School Spring Showcase
Dance Without Borders
New Old Time Chautauqua: *Keep The Faith*
Marin Institute Screening of *La Mission*

July 2010

LINES Ballet School Summer Showcase
Post Ballet: Concert One
Bay Area Producers Conference
Azahar Dance Foundation: *Zahara*

August 2010

Merola Opera's *L'Elisir d'Amore*
Pianist Xiayin Wang In Concert

September 2010

Zhukov Dance Theatre: *Product 03*
WestWave Dance
San Francisco Hip Hop DanceFest Auditions

The Southside & Northside Theaters

The Southside Theater is a new venue for music, film, and theater productions. During summer months, when the Magic Theatre is dark, Fort Mason Center was able to accommodate performances in the Northside Theater as well. Following are some of the highlights for this past year (Southside events unless otherwise noted).

October-December 2009

Jekyll & Hyde: The Gothic Musical

Killing My Lobster: *B-Sides* Sketch Performances

January-March 2010

Royal Underground Theatre — *Rent: The Musical*

A Memory, A Monologue, A Rant & A Prayer (SF Women Against Rape)

April-June 2010

Tell It Slant (play with music about Emily Dickinson)

San Francisco International Arts Festival

Frontline Theatre: *Glory Glory* (Northside)

July-September 2010

Easily Distracted Theatre: *Foresight*

Bay Area Summer Theater Institute: Mozart's *The Magic Flute* (Northside)

Prop 8 Love Stories (Northside)

Comedy For A Cause (Northside)

Lyric Theatre Discovery Series: *The Dollar Princess*

The Conference Center, Firehouse & Gatehouse

The Conference Center, Firehouse, and Gatehouse continued to attract a broad range of activities, for example, arts and crafts exhibitions, hobbyist gatherings, community service conferences, current affairs lectures, memorials, weddings, and business retreats. The occupancy rate for the Conference Center was approximately 30 percent during peak days and 25 percent during non-peak. Here is a small, representative sampling of the diverse activities in those venues.

October 2009

Perceptual Edge Visual Business Intelligence Workshops

Presidio Graduate School

International Vintage Poster Fair

Unite '09: Unity Technologies Game Developer Conference

ArtSpan San Francisco Open Studios

Golden Gate Music Together

Cirque du Survivor Fundraising Event

City CarShare Leadership Retreat

November 2009

Christmas in San Francisco Crystal Fair

Veterans Equity Center 10th Anniversary Party

Clay & Glass 28 Craft Show & Sale
Multinational Exchange for Sustainable Agriculture Cultural Cuisine Dinner
Golden Gate Mothers Group Holiday Boutique
Social Networking For Realtors
The Optimist Opportunity

December 2009

Tibet Day 2009
Rhode Island School of Design Holiday Arts & Crafts Sale
Sterling Silver Jewelry Sales
San Francisco Bay Area Metal Clay Guild Holiday Art Sale

January 2010

The San Francisco Fine Print Fair
Wilderness Ventures Summer Camp Slide Show
Make My Monday: Cocktails & Culture Art-Making Party
Kaplan GMAT Review Course
Zen & Tao Kung Fu

February 2010

San Francisco Fine Print Fair
Friends of the San Francisco Public Library Word Up Wine Tasting
Sterling Silver Jewelry Sales

March 2010

Narrative Night San Francisco
Great San Francisco Crystal Fair
SSDP Drug Policy Conference

April 2010

Salmon Summit: On the Brink of Extinction?
Benchmark Institute's A Taste of Tequila & Tamales By the Bay
Ode Magazine Salon For Intelligent Optimists
Airbnb Party: Around the World in 80 Listings
New Marketing Experience 2010
Diamond Way Buddhist Center

May 2010

SFMOMA Artists Gallery Warehouse Sale
Pacific Center for the Book Arts Printers' Fair
Water 1st Beer 2nd Fun(d)raiser
Jung Embodied Workshop
ExpressionEngine CodeIgniter Conference

June 2010

Summer In San Francisco Crystal Fair
DecadesTwo HauteLook.com Pop-Up Shop Tour

July 2010

Sterling Silver Jewelry Sale
Make My Monday Art & Cocktail Party
Meisner Technique of Acting

August 2009

Vintage European Posters Show & Sale
City Guides Walking Tour
Angel Island: Immigrant Gateway To America

September 2010

Healing Yoga & Healthy Cooking
Golden Gate Music Together

Meeting, Activity & Exhibit Spaces

Fort Mason Center's meeting and activity rooms were used for a wide range of activities, for example, ethnic dance, ecology, public health, hobby circles, film screenings, music, and art. These rooms are sold in units of one hour, and in the past fiscal year, achieved an occupancy rate of about 35 percent during peak times and close to 35 percent during non-peak hours. Here are highlights of the events held in these spaces.

October 2009

San Francisco Open Studios
The Navy in Space Exhibit (Building D)
Improv Comedy Traffic School
Improv Workshop
Bay Mountain Wing Tsung Martial Arts
How to Self-Publish Your Book
Sing Out Loud Performance Workshop For Singers
See Your Success Workshop For Business Owners
Fruit Tree Pruning Class

November 2009

Faith Life Bible Study
Gentle Power Aerobics
SmartyPup Puppy Classes
Marriage Prep 101
Artists Guild: Promoting Your Art in Today's Economy
Jin Shin Jyutsu

December 2009

Writers Studio Workshops
Tai Chi Morning Workout
Rock + Republic Sample Sale (Bldg D)
Endless Knot Rug Sample Sale (Bldg D)
Animal Switchboard Animal People Party
Bay Area Ridge Trail Council Meeting
Battle of the Bowls Chili Cookoff For Sierra Nevada Journeys

January 2010

Self-Publishing Boot Camp
San Francisco Tutors Practice SAT Test
National Council For Geocosmic Research Lecture
San Francisco Bay Area Postcard Club Meeting
Haiku Poets of Northern California Reading

Deep Democracy Institute: Visions & Relationships
San Francisco Somatic Education Institute Feldenkrais Training

February 2010

BCBG & Ella Moss Sample Sale (Bldg D)
Friends of Calligraphy Classes
Zen & Tao Kung Fu
San Francisco Aquarium Society Meeting
Public Speaking Workshop
One Hour of Wellness Seminar
Norman Fisher, Zen poet, author & priest

March 2010

Systems-Centered Training
West Coast Songwriters Association Songscreening
Sounder Sleep "Sominar" & Teacher Training
Fish & Aquatic Plant Swap
SF Astrological Society Meeting

April 2010

Friends of the SF Public Library Vietnamese Poetry Festival (Bldg D)
School of Practical Philosophy
San Francisco Astrological Society Meeting
Master John Douglas Healing Workshop
2012 & The Cabala

May 2010

Jing Mo Athletic Association
San Francisco Astrological Society

June 2010

Shaolin Tai Chi Mantis Kung Fu
Crush Barrel Wine Market (Bldg D)
Quake City Rumble Tournament (Bldg D)

July 2010

Champions Science Adventure Camps
Suio Ryu Iai Kenpo SF Swordsmanship Group
Architecture After Hours Exhibit
Massage For Two Workshop

August 2010

Fabulous Fashionista Sample Sale (Bldg D)

An Evening With Candidate Mark Ritchie

Daytime Dating Workshop

September 2010

San Francisco Bicycle Coalition Free Bike Education Course

Men's Christian Conference

Discover Your Animal Spirit Program

Resident Organizations

Fort Mason Center resident nonprofit organizations include: California Lawyers for the Arts, Arts Arbitration & Mediation Services, BATS Improv, Blue Bear School of Music, Lily Cai Chinese Dance Company, City College of San Francisco Fort Mason Art Campus, Cooks & Company, Environmental Traveling Companions, Greens Restaurant, The Long Now Foundation Museum and Store, Magic Theatre, The Mexican Museum, Museo ItaloAmericano, On the Commons, Readers Cafe and Bookstore, San Francisco Museum of Modern Art (SFMOMA) Artists Gallery, San Francisco Children's Art Center, World Arts West, and Young Performers Theatre.

Of special note in 2010: The Mexican Museum reopened to the public four days a week with plans to open additional days. The Friends of the Library opened the Readers Cafe adjacent to the bookstore and unveiled a new name: the Readers Cafe and Bookstore. On the Commons joined the campus. The Magic Theatre had a successful four-run season after a few difficult years.

Fort Mason Center supports resident organizations by promoting activities on the web site, via regular e-newsletters, in publications, media releases, and on Facebook

A sample of public programming produced by resident organizations:

October 2009

"New World Order: Technology," SFMOMA Artists Gallery

Goldfish, Magic Theatre

The Reluctant Dragon, Young Performers Theatre

Improvised Shakespeare, BATS Improv

"From Italy to California: Italian Immigration, 1850 to Today," Exhibit, Museo ItaloAmericano

November 2009

The Lion, The Witch & The Wardrobe, Young Performers Theatre

"Robert Ogata, Pauletta Chanco, Tomas Nakada," SFMOMA Artists Gallery

Mrs. Whitney, Magic Theatre

"Archaeology of Innovation," Long Now Foundation

Art Birthday Parties, San Francisco Children's Art Center

"Caravaggio, Hero of the Baroque," Museo ItaloAmericano

"Legal Issues For Photographers," California Lawyers for the Arts

December 2009

CCSF Art Campus Exhibit & Sale, City College of San Francisco Art Campus
Private Lessons, Group Classes, Band Workshops; Blue Bear School of Music

BATS New Year's Eve Special, BATS Improv
The Little Prince, Young Performers Theatre
Poets Agneta Falk & Neeli Cherkovski, Book Bay Bookstore
Holiday Art Sale, SFMOMA Artists Gallery
"Anarchists, Union Activists, Radicals" Lecture, Museo ItaloAmericano

January 2010

Oedipus El Rey, Magic Theatre
Rock 'n' Roll Theatresports Tournament, BATS Improv
Continuing education art classes, City College of San Francisco Art Campus
"Enrico Fermi: Navigator to the Nuclear Age," Museo ItaloAmericano
Rumpelstiltskin, Young Performers Theatre
"Trademark Primer For Artists & Entertainers," California Lawyers For the Arts

February 2010

"Foreclosure USA: The Great Recession," SFMOMA Artists Gallery
Relief For Haiti: Laugh 'til It Helps, BATS Improv
No Holds Barrio, Magic Theatre
Italian language classes, Museo ItaloAmericano
Theatre Academy Classes, Young Performers Theatre
"Copyright 101," California Lawyers for the Arts
Valentine Card Making Workshop, San Francisco Children's Art Center

March 2010

"Fantastic Creatures in Art & Myth," The Mexican Museum
Virgin Play Series, Magic Theatre
Willie Wonka & The Chocolate Factory, Young Performers Theatre
The Life Game, The News Show & Directors Cut, BATS Improv
"Public Art Issues & Agreements," California Lawyers for the Arts
"Amy Meyer, An exhibit of recent work," Fort Mason Center Main Lobby

April 2010

An Accident, Magic Theatre
Murder Mystery & Hitchcock, BATS Improv
Peter & The Wolf, Young Performers Theatre
Greens Restaurant: Celebrating 30 Years
Spring Break Mini-Camp, San Francisco Children's Art Center
"From Tuscany To Sonoma," Museo ItaloAmericano
"Bookkeeping For Creative Artists," California Lawyers For the Arts

May 2010

Improv Tarantino, BATS Improv

"Deviant Globalization," Long Now Foundation
Peter & The Wolf, Young Performers Theatre
SFMOMA Artists Gallery Annual Warehouse Sale
"How to Sell Your Works Online," California Lawyers for the Arts

June 2010

"Clean Fusion Power This Decade," Long Now Foundation
Double Feature & Battle of the Bay Theatresports, BATS Improv
Summer Camps, Blue Bear School of Music
Summer 2010 Theatre Academy, Young Performers Theatre
Make A Ripple Fundraiser, Environmental Traveling Companions

July 2010

"Wondrous Strange: Cabinet of Curiosities," SFMOMA Artists Gallery
Spontaneous Broadway, BATS Improv
"Five Ways To Use History Well," Long Now Foundation
"The Italian Diet," Museo ItaloAmericano

August 2010

SF vs LA Theatresports, BATS Improv
Summer Art Classes & Camps, San Francisco Children's Art Center
Goethe's Birthday Celebration & Artist Talk, SFMOMA Artists Gallery
Summer Film & Lecture Program, Museo ItaloAmericano

September 2010

The Brothers Size, Magic Theatre
Big Book Sale, Friends of the SF Public Library
Ceramics Exhibit, SFMOMA Artists Gallery
"Robert Biancalana: A Retro Perspective," Museo ItaloAmericano
Improv Roundup, BATS Improv
"Independence & Revolution," The Mexican Museum
San Francisco Children's Art Center Open House
Pinocchio, Young Performers Theatre