

FORT MASON CENTER
Annual Report to the National Park Service
October 2008 – September 2009



PUBLIC ATTENDANCE & USE IN FY 2009

Overview

Each year Fort Mason Center collects data to enable it to estimate total attendance at Fort Mason Center programs. Attendance at events and activities at the Center over the past fiscal year was approximately 1,700,000 visits. Please note: this is not a unique number. One attendee who does numerous activities at the Center would count multiple times. In addition we have no way to estimate the number of visitors who enjoy the campus amenities such as picnic tables, Outdoor Exploratorium, benches and piers but do not participate in any program activities.

Approximate numbers for total visits are:

Herbst and Festival Pavilions	250,000+
Non-resident organization events (Conference Center, Firehouse, Meeting rooms, Gatehouse)	620,000+
Resident organization activities (Includes theater activities, museums, classes, conferences and meetings organized by resident organizations)	435,000+
Cowell Theater productions	75,000+
Fort Mason Center Art Campus	165,000+
Greens Restaurant	192,000+
Total Attendance	1,737,000+ visits

In total, Fort Mason Center and its resident organizations hosted more than 11,400 events in FY 2009.

The Center's six theaters staged more than 200 productions with more than 800 separate paid performances in fiscal year 2009. Paid attendance is estimated to be more than 125,000 visitors.

Program and Event Highlights

In FY 2009, Fort Mason Center attracted a wide assortment of events and activities to its various venues. A variety of multi-day events brought a renewed focus on green awareness and social responsibility, such as the Social Capital Markets 2009 investor conference, West Coast Green conference and expo, and Fort Mason Center's Destination Fort Mason waterfront celebration of art and the environment. Fort Mason Center also attracted more nightlife activities through events such as the Center-sponsored Make My Monday art and cocktail parties.

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

Highlights for October 2008 through September 2009:

- Macy's Passport Show, a fundraiser for HIV/AIDS organizations
- San Francisco Fall Antiques Show
- American Craft Council Show
- *San Francisco Chronicle* Wine Competition
- Friends of the San Francisco Public Library Annual Book Sale
- Oktoberfest By The Bay
- Celebration of Craftswomen
- Annual ZAP Tasting, Zinfandel Advocates & Producers
- San Francisco Arts of Pacific Asia Show
- RoboGames
- Family Winemakers 2009
- 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 Ocean Film Festival
- San Francisco International Chocolate Salon
- San Francisco Lyric Opera 2007-2008 Season
- San Francisco Open Studios
- SF20: 20th Century Art and Design Show
- Social Capital Markets 2009 Conference
- West Coast Green Conference & Expo

All of the events discussed above, plus an estimated 11,400 additional events (including classes, meetings, conferences, exhibitions, and performances) resulted in the Center's 31st successful year.

Programs and Events by Venue

Fort Mason Center maintains the Center's facilities and manages and markets the activities taking place within these venues:

1. The Herbst and Festival Pavilions
2. The Cowell Theater
3. The Southside Theater
4. The Conference Center and Firehouse
5. Meeting and Activity classroom space
6. Resident Organization premises

Most resident organizations and many Fort Mason Center clients offer programming in performing arts, exhibits, and education, as described next.

The performing arts, as represented by the activities on these theater stages:

1. Cowell Theater (operated by Fort Mason Center)
2. Southside Theater (operated by Fort Mason Center)
3. Magic Theatre (stage operated by resident group, also hosts shows by other theater groups)
4. Bayfront Theater (operated by BATS Improv resident group)
5. Blue Bear Performance Hall (operated by resident group Blue Bear School of Music)
6. Young Performers Theatre (operated by resident group)

Ongoing exhibit spaces:

1. San Francisco Museum of Modern Art Artists Gallery
2. Long Now Gallery and Museum
3. Museo ItaloAmericano
4. Book Bay Bookstore (since relocating in 2006, the larger store space has produced an increasing number of exhibits and other public programming events)

Educational organizations:

1. City College of San Francisco's Fort Mason Center Art Campus and extension program
2. San Francisco Children's Art Center
3. Radio Bilingüe
4. Blue Bear School of Music
5. Museo ItaloAmericano (Italian language and culture classes)
6. Young Performers Theatre
7. BATS Improv (improvisational theater classes)
8. California Lawyers for the Arts
9. Magic Theatre's Young California Writers Program

Herbst and Festival Pavilions

Estimates for the Herbst Pavilion occupancy rate were 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. We continue to seek new clients and develop new ways to market these.

October 2008

San Francisco Fall Antiques Show
Oktoberfest 2008
Social Capital Markets 2008
Rainforest Action Network Benefit Dinner
Wisdom Festival

November 2008

San Francisco Ski & Snowboard Festival
YouTube Live User Community Celebration
Pachamama Annual Rainforest Luncheon

December 2008

Celebration of Craftswomen, craft fair
Guardsmen Christmas Tree Lot, benefit holiday tree sale

January 2009

14th Annual ZAP Tasting, Zinfandel wine tasting & promotion

February 2009

San Francisco Tribal and Textile Arts Show
San Francisco Arts of Pacific Asia Show
Gold Country Classic Gymnastics Competition
San Francisco Chronicle Wine Competition Tasting
Academy of Friends Gala, Academy Awards HIV/AIDS Benefit

March 2009

Contemporary Crafts Market
Okizu Foundation "Art Inspiring Hope Gala" fundraiser
Pacific Orchid Exposition
San Francisco International Chocolate Salon
Rhône Rangers Grand Wine Tasting

April 2009

Bay Area Derby Girls Roller Derby Competition
San Francisco Architectural Heritage Soirée 2009 Gala
San Francisco International Beer Festival

May 2009

San Francisco Art Institute MFA Spring Show, work of graduating artists
Norway Day Festival
Meals on Wheels, Star Chefs & Vintners Gala

June 2009

Golden Glass Wine Tasting
RoboGames, battling robot competition
Pinot Days Festival
Shecky's Girls Night Out sale
ISIS Sample Sale

July 2009

Renegade Craft Fair
San Francisco Indoor Gardening Expo
The Guardsmen Endless Summer Party
International Special Events Society Gala
Barney's New York Warehouse Sale

August 2009

Annual American Craft Council Show
Family Winemakers of California Annual Tasting

September 2009

Social Capital Markets 2009
SF20: 20th Century Art and Design Show
Annual Macy's Passport Show, HIV/AIDS fundraiser
The Friends of the San Francisco Public Library Annual Book Sale

The Cowell Theater

The Cowell Theater has earned a well-deserved reputation as a venue for a wide range of excellent multicultural music, dance, film, and theatrical events. The Theater had a FY2009 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 2008

Long Now Foundation Lecture Series: "Green Planning At Nation Scale"

Claim: The Greatest Ski Movie Ever screening

"On the Medical Frontlines: A Conversation with Doctors Without Borders"

San Francisco Film Museum's 40th Anniversary Screening of *Bullitt*

November 2008

Lamplighters Music Theatre's *Mock the Vote*

Printz Dance Project

Mary Sano's *Dreaming Dancing Isadora*

Theatre Flamenco's *El Camino Perfecto*

December 2008

City Dance Studios Student Show

The Sippy Cups Holiday Freakout

City Ballet School's *The Nutcracker*

Hua Yi Performing Group

New Year's Eve Improv with True Fiction Magazine & 3 For All

January 2009

Gil Chun's *Bay Area Follies*

San Francisco Lyric Opera's *Don Giovanni*

February 2009

San Francisco Ocean Film Festival

Company C Contemporary Ballet

San Francisco Youth Eurythmy Troupe, dance

Ellis Wood Dance

March 2009

Vision Series Dance Festival

Kularts Lalawigan Filipino song & story cycle

Smuin Ballet Choreography Showcase

Spring Dance Inspiration

April 2009

San Francisco Conservatory of Music Opera Theatre

Eve's Elixir Dance

Long Now Lecture: Mayor Gavin Newsom

SF Lyric Opera's *Rigoletto*

KQED Screening of Ken Burns' *The National Parks*

May 2009

Voices From Burma
DanceEsteem Annual Performance
LINES Ballet School
School of the Arts Annual Dance Concert
San Francisco International Arts Festival

June 2009

Chamberdance
City Ballet School Spring Showcase
Dance Without Borders

July 2009

Alonzo King's LINES Ballet School
WestWave Dance Festival
Merola Opera's *L'Amico Fritz*

August 2009

Merola Opera's *Così fan tutte*
Long Now Lecture: "Smithsonian Forever"

September 2009

Women For Women International
El Sonido Del Silencio (flamenco dance)
Capacitor's *The Perfect Flower*
Chitresh Das Dance Company

The Conference Center, Firehouse & Gatehouse

The Conference Center and the Firehouse continued to attract a broad range of activities, including arts and crafts exhibitions, hobbyist gatherings, community service conferences, current affairs lectures, 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 2008

Sake Day
Visual Business Intelligence Workshops
Presidio School of Management
International Vintage Poster Fair
2012 Conference
Tasting Great Wines of Argentina

November 2008

Christmas in San Francisco Crystal Fair
Sterling Silver Jewelry Sales
Society Souk Asian & Ethnic Art Sale
San Francisco International Poetry Festival
Fabulous Fashionista Sale

December 2008

Chris Honeysett Photography Holiday Show
Tibet Day 2008
Rhode Island School of Design Holiday Arts & Crafts Sale

January 2009

The San Francisco Fine Print Fair
Wilderness Ventures Slide Show

February 2009

San Francisco Fine Print Fair
Lovely Details (wedding fair)
Great San Francisco Crystal Fair

March 2009

Narrative Night San Francisco
Drawing On the Right Side of the Brain Workshop
Exploratorium Outdoors Opening Reception
Zócalo/New America Foundation Present Craig Newmark

April 2009

Electric Vehicle Demonstration
First 5 San Francisco's Preschool for All Conference

Benchmark Institute's A Taste of Tamales by the Bay

May 2009

Modern Economy Sample Sale
SFMOMA Artists Warehouse Sale
Pacific Center for the Book Arts Printers' Fair
San Francisco Birth and Baby Fair
Zócalo in San Francisco: What Comes After Newspapers?
Water 1st Beer 2nd Fun(d)raiser
Full Moon Night Photography Workshop

June 2009

Great San Francisco Crystal Fair
Influx Strategic Consulting Conference
Rock Art by the Bay, poster exhibition & sale
Tempranillo Advocates, Producers & Amigos Society Grand Tasting
Cloud Hands West Tai Chi Thirty-Year Reunion
Pinot Days ancillary events

July 2009

Holly Payne's Book Launch Benefit for Litquake
Sterling Silver Jewelry Sale
Doyle Drive Public Information Meeting
Make My Monday Art & Cocktail Party

August 2009

Peruana Cultural Center Black, Red & White Fundraiser
Handmade Nation documentary film screening
Vintage European Posters Show & Sale
Sterling Silver Jewelry Sale
Artigras Ceramic Sculpture Exhibit & Sale

September 2009

Junior League of San Francisco
Bay Area Korean Americans Wine Tasting
Adweek's Social Media Strategies Conference

Meeting, Activity & Exhibit Spaces

Fort Mason Center's meeting and activity spaces were used for a wide range of activities — ethnic dance, ecology, public health, hobby circles, film screenings, music, art, and many other activities. 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 2008

San Francisco Open Studios
GRE Strategy Course
Bruce Cass Wine Lab Tasting Classes
California College of Ayurveda
San Francisco Recovery School
Public Speaking Workshop
Our Space Exploration History Exhibit (Building D)
Social Capital Markets 2008

November 2008

2012 Conference San Francisco
Living Kabbalah Workshop (Bldg D)
Zen & Tao Kung Fu
National Council for Geocosmic Research
San Francisco Ancient Numismatic Society
YouTube Live Streaming Video Command Center (Bldg D)
Solar Living Institute Greenweek Workshops
Oceanic Society's Humpback & Blue Whales: Recent Discoveries

December 2008

Writers Studio Workshops
Meisner Technique of Acting
San Francisco Conservation Crops Training
Krista Sheldon Holiday Show & Open Studio
Improv Comedy Traffic School
Psychic Healing Fair
Tai Chi Morning Workout

January 2009

Bay Mountain Wing Tsung
Exploring the Spiritual Life
San Francisco Medical Coding Classes
Robert Moss Dream Workshop
San Francisco Somatic Education Institute Feldenkrais Training
Environmental Traveling Companions Winter Guide Meetings
Friends of Calligraphy Workshops
BATS Murder Mystery Improv Practice

February 2009

ArtBuzz SF Workshop
Zen & Tao Kung Fu
Sanford Meisner School of Acting
Northern California Society of Botanical Artists Annual Meeting
First Take Acting Program

March 2009

Haiku Poets of Northern California
West Coast Songwriters Association Songscreening
SF Tutors SAT Practice Test
Life Line Screening
Museo ItaloAmericano Italian Language Classes
City College of San Francisco Massage For Two Workshop
Bay Area Ridge Trail Council Meeting
Sounder Sleep Training & Workshops
National Park Service Doyle Drive Meetings
DIY Floral Workshops

April 2009

Mindfulness Meditation
Alcoholics Anonymous
How to Make Your School Bully-Free
Cheuk Fung Yi Chuan Gung Fu
Posture Studio: Say Goodbye to Back Pain
Master Huang Songjian Pottery Figures Exhibition (Bldg D)

May 2009

Breema: The Art of Being Present Workshop
Jing Mo Athletic Association
DrawBridge Homeless Art Program Meeting
San Francisco Astrological Society
Sketching On Location Workshop
Sherwood Test Prep
Zen Therapy Body Therapy Workshop
SFSU Hospitality Management Class: Wine Essentials

June 2009

Shaolin Tai Chi Mantis Kung Fu
Writing From Your Source Fiction Workshops
Quake City Rumble Tournament (Bldg D)
Society of Children's Book Writers & Illustrators
Dragonhorse Lion Dance Group Class
Pinot Days SF Focus Tastings

July 2009

Green Dimensions Art Exhibit (Bldg D)
Fisherman's Wharf Writers Conference

Systems-Centered Training
Shaktipat Meditation Intensive
San Francisco Bay Area Postcard Club
San Francisco Aquarium Society

August 2009

Jin Shin Jyutsu Seminar
Active Myofascial Therapy: The Diamond Method
Opening Space Learning Workshop
Improv Open Workshop
Gentle Power Aerobics
One Smart Kid SSAT Test Prep
Make My Monday Art & Cocktail Party (Bldg D)

September 2009

Barbara Becker Simon Metal Clay Art Workshop
See Your Success Workshop for Business Owners
Museum of Craft & Folk Art: Threads + Wares Sustainable Fashion Sale
Sing Out Loud Performance Workshop for Singers

Resident Organizations

Fort Mason Center's resident organizations include performing arts groups, museums and galleries, a bookstore with literary events, a community college program, and other nonprofit organizations. Throughout 2009, our residents hosted a broad assortment of activities. Fort Mason Center supports residents' efforts by providing free listings in Fort Mason Center publications, on our web site, www.fortmason.org, and through both an e-mail newsletter and an e-mail editors' media release. A complete list of these organizations and the kind of work they do is available on the web site. Here is a sampling of public programming produced by Fort Mason Center resident organizations.

October 2008

Artists' Reception, San Francisco Museum of Modern Art (SFMOMA) Artists Gallery
The K of D, Magic Theatre
More Stories by Tobias Wolff, Magic Theatre (guest theater group Word For Word)
Carnival of the Animals, Young Performers Theatre
Warp Speed Improv Star Trek, BATS Improv
Camille Cusumano Book Launch party, Museo ItaloAmericano

November 2008

Peter & the Wolf, Young Performers Theatre
Theatresports Tournament, BATS Improv
"30th Anniversary Exhibition," SFMOMA Artists Gallery
Evie's Waltz, Magic Theatre
"Recovery of the Mary Rose," SF Maritime National Historic Park Library (Building E)
SF International Poetry Festival readings, Book Bay Fort Mason Bookstore
"Synthetic Biology Debate," Long Now Foundation
Art Birthday Parties, San Francisco Children's Art Center
La Befana performance, Museo ItaloAmericano
"The Business of Making Your Film," California Lawyers for the Arts

December 2008

CCSF Art Campus Art Exhibit & Sale, City College of San Francisco Art Campus
Private Lessons, Group Classes, Band Workshops; Blue Bear School of Music
Family Holiday Drama, BATS Improv
"Lost Landscapes of San Francisco," Long Now Foundation
Peter Pan, Young Performers Theatre

January 2009

"Climate Change Recalculated," Long Now Foundation "Balclutha in the Movies," San Francisco Maritime National Historic Park Library (Bldg E)
Tough Titty, Magic Theatre
Rock 'n' Roll Theatresports Tournament, BATS Improv
Faculty Art Exhibition, City College of San Francisco Art Campus
"Italian Jewish Culture in the Age of the Ghetto," Museo ItaloAmericano

February 2009

“Social Collapse Best Practices,” Long Now Foundation
Iranian Literary Arts Festival, Book Bay Fort Mason Bookstore
“Preserving the Free China,” San Francisco Maritime National Historic Park Library (Bldg E)
Valentine’s Day Improv, BATS Improv
T.I.C. Trenchcoat in Common, Magic Theatre (guest theater group Eureka Theatre Co.)
“The Evil Eye,” Museo ItaloAmericano
Beauty & the Beast, Young Performers Theatre
“Intellectual Property Seminar,” California Lawyers for the Arts
Valentine Card Making Workshop, San Francisco Children’s Art Center

March 2009

Aladdin & the Wonderful Lamp, Young Performers Theatre
“Endangered Languages, Lost Knowledge & the Future,” Long Now Foundation
“Rediscovering Renaissance Women Poets,” Museo ItaloAmericano
“Trademark, Copyright & Licensing for Visual Artists,” California Lawyers for the Arts

April 2009

American Hwangap, Magic Theatre
The Life Game, BATS Improv
“Taking the Sea,” San Francisco Maritime National Historic Park Library (Bldg E)
Madeline & the Gypsies, Young Performers Theatre
“Cities & Time” with SF Mayor Gavin Newsom, Long Now Foundation
SF Zen Center Benefit Event, Greens Restaurant
Spring Break Mini-Camp, San Francisco Children’s Art Center

May 2009

Mauritius, Magic Theatre
Gods & Heroes: Improv Myths, BATS Improv
“A Theory of History,” Long Now Foundation
“Surviving Cape Horners,” San Francisco Maritime National Historic Park Library (Bldg E)
Rough Reading Series, Magic Theatre (guest theater group Playwrights Foundation)
SFMOMA Artists Gallery Annual Warehouse Sale
“How to Sell Your Works Online,” California Lawyers for the Arts

June 2009

“New World Order: Humanity,” SF Museum of Modern Art Artists Gallery
Family Friendly Improv in the Outdoor Bandshell, BATS Improv
Summer Camps, Blue Bear School of Music
“Venturing in Italy: Puglia,” Museo ItaloAmericano
Cooks With Books: Patricia Unterman, Greens Restaurant (author event)
Summer 2009 Theatre Academy, Young Performers Theatre

July 2009

“Pipeline: Arts, Surfing & the Ocean Environment,” SF Museum of Modern Art Artists Gallery
Battle of the Bay Theatresports, BATS Improv
“The Food of the Future,” Long Now Foundation
Parent/toddler lap-sit book readings, Book Bay Fort Mason Bookstore

Italian language classes with art activities, Museo ItaloAmericano
Bay Area Playwrights Festival, Magic Theatre
“Business Issues for Bands” & “Legal Issues for Public Art,” California Lawyers for the Arts

August 2009

“Smithsonian Forever,” Long Now Foundation
Improv Shakespeare, BATS Improv
Summer Art Classes & Camps, San Francisco Children’s Art Center

September 2009

Big Book Sale, Friends of the SF Public Library
“Machines & the Breath of Time,” Long Now Foundation
"The Golden Age of Paper Making," Museo ItaloAmericano
Sex & the City Improv, BATS Improv
Blue Bear Music Day in the Outdoor Bandshell, Blue Bear School of Music

Outreach

Fort Mason Center's publication and web site at www.fortmason.org provide Fort Mason Center visitors and the general public with informative articles and daily listings of events, classes, and workshops organized by diverse arts and cultural communities and groups in the San Francisco Bay Area. During fiscal year 2009 the Center continued to deliver on its mission to provide a dynamic destination for thought-provoking programs, events and organizations which support and reflect the evolving cultural fabric of San Francisco and the Bay Area.



www.fortmason.org