

FORT MASON FOUNDATION
Annual Report to the National Park Service
October 2007 – September 2008



PUBLIC ATTENDANCE & USE IN FY 2008

Overview

Each year the Foundation 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 an estimated 1,736,000 visits. Please note: this is not a unique number. One attendee who does numerous activities at the Center would count multiple times.

Total visits are estimated as follows:

Herbst and Festival Pavilions	265,000
Non-resident organization events (Conference Center, Firehouse, Meeting rooms, Gatehouse)	622,000
Resident organization activities (Includes theater activities, museums, classes, conferences and meetings organized by resident organizations)	435,000
Cowell Theater productions	76,000
Fort Mason Center Art Campus	165,000
Greens Restaurant	173,000
Total Attendance	<u>1,736,000</u>

In total, Fort Mason Center and its resident organizations average over 11,350 events annually.

The Center's six theaters staged more than 225 productions with an estimated 850 separate paid performances in fiscal year 2008. Paid attendance is estimated at 145,000 visitors.

Program and Event Highlights

In FY 2008, Fort Mason Center attracted a wide assortment of events and activities to its various venues. Literary and musical events increased, with the addition of recurring performance series by the San Francisco Lyric Opera, the SF Conservatory of Music, and the Friends of the SF Public Library's International Poetry Festival. Culinary events also expanded with the International Chocolate Salon, Restaurant Boot camp, Star Chefs & Vintners Gala, and Slow Food San Francisco, among others.

Fort Mason Center also became a visitor and information center for popular waterfront events, including the Festival of Sail and the Long Now's Mechanicrawl, both in July. The Center offered visitor information, parking, and activities during these events. 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 2007 through September 2008:

- 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 2008
- 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
- Gold Country Classic Gymnastics Competition
- 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 2008 Conference
- Slow Food San Francisco

All of the events discussed above, plus an estimated 15,000 additional events (including classes, meetings, conferences, exhibitions, and performances) resulted in the Center's 30th successful year.

Programs and Events by Venue

The Foundation 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 Conference Center and Firehouse
4. Meeting and Activity classroom space
5. Resident Organization premises

Most resident organizations fall within the following categories:

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

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

Ongoing exhibit spaces:

1. San Francisco Museum of Modern Art Artists Gallery
2. Long Now Foundation
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

The Herbst Pavilion occupancy rate was 55 percent during peak times (Thursday through Saturday) and 46 percent during non-peak times. The Festival Pavilion's rate was 68 and 58 respectively. There were many repeat programs, as well as new programs. We continue to seek new clients and develop new ways to market this space.

October 2007

San Francisco Fall Antiques Show
Oktoberfest 2007
Western Interiors Design & Home Show

November 2007

Active Living Expo (held in conjunction with US Half Marathon race)
Serendipity Fine Arts & Crafts Show
Energy Ease 2007 (energy conference)
Pachamama Annual Rainforest Luncheon
Celebration of Craftswomen, craft fair

December 2007

Guardsmen Christmas Tree Lot, benefit holiday tree sale

January 2008

14th Annual ZAP Tasting, Zinfandel wine tasting & promotion

February 2008

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

March 2008

Contemporary Crafts Market
A World of Fire and Ice (Okizu Foundation "Art Inspiring Hope Gala" fundraiser)
Gem Faire
Rhône Rangers Grand Wine Tasting

April 2008

Souhl Foundation Gala

Title Nine Blowout Sale
San Francisco International Beer Festival

May 2008

San Francisco Art Institute MFA Spring Show, work of graduating artists
Annual Recognition Dinner, San Francisco AIDS Foundation
Restaurant Boot camp
Norway Days Festival
Meals on Wheels, Star Chefs & Vintners Gala
ESPRIT Warehouse Sale

June 2008

Golden Glass Wine Tasting
RoboGames, battling robot competition
Pinot Days Festival

July 2008

Renegade Craft Fair
Minority Business Expo
San Francisco Indoor Gardening Expo
The Guardsmen Endless Summer Party

August 2008

Scion Battleground (martial arts presentation)
Design Within Reach Warehouse Sale
An Evening with Nancy Pelosi
Annual American Craft Council Show
Blue Dot Boutique Sale
Family Winemakers Annual Tasting
Slow Food Nation

September 2008

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
Wisdom Festival
Art International San Francisco

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 fiscal 2008 peak-time occupancy rate of 87 percent and a non-peak rate of 64. Following are some of the highlights for this past year.

October 2007

J.S. Bach: The Brandenburg Concertos, San Francisco Chamber Symphony
Pasasalamat, LIKHA Pilipino Folk Ensemble
Brisas de España, Carolina Lugo
Printz Dance Project
Taste TV's Singles Chocolate Salon
Bat Tales: That Old Bat Magic, Lively Foundation

November 2007

Jeep Presents Warren Miller's *Playground* (winter sports film)
Pema Lingpa Treasure Dances, Black Neck Crane Dance Troupe
Al Compás Del Tiempo, Theatre Flamenco

December 2007

Live Rhythms from Colombia
Vision Series Dance Festival
The Nutcracker, City Ballet School & City Youth Ballet
New Year's Eve Improv with True Fiction Magazine & 3 for All

January 2008

"Proof of an Afterlife" and "Mind-Reading by the Bay," Forever Family Foundation
Capacitor Presents biome

February 2008

San Francisco Ocean Film Festival
Company C Contemporary Ballet
Eroica Trio (chamber music)
San Francisco Youth Eurythmy Troupe, dance
Ellis Wood Dance
Girls' Night Out — With Sincerity (concert)

March 2008

Banff Mountain Film Festival
La Bohème, San Francisco Lyric Opera
Deborah Slater Dance Theater

April 2008

L'Egisto, San Francisco Conservatory Opera Theatre
Project Bandaloop (aerial dance)
Spring Dance Inspiration
Pacific Chamber Symphony

May 2008

Poetry for Water Benefit
Arve Tellefsen in Concert
DanceEsteem Annual Performance
LINES Ballet School
United Spring Dance Concert
School of the Arts Annual Dance Concert
City Ballet School Spring Showcase

June 2008

The Turn of the Screw, San Francisco Lyric Opera
Chamberdance
R. Buckminster Fuller: The History (& Mystery) Of the Universe

July 2008

Alonzo King's LINES Ballet School
Albert Herring, Merola Opera

August 2008

Don Giovanni, Merola Opera
Annual Korean Day Festival

September 2008

A Traves De Sus Ojos (flamenco dance)
Collaboration! Dance & Music
Aida, San Francisco Lyric Opera

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 31 percent during peak days and 27 percent during non-peak. Here is a small, representative sampling of the diverse activities in those venues.

October 2007

International Vintage Poster Fair
San Francisco Open Studios

November 2007

Black & White Ball, University of California–San Francisco Lupus Center for Children
Bay Area Designer Art to Wear Sale
Golden Gate Mothers' Group Boutique
Christmas in San Francisco Crystal Fair

December 2007

Rhode Island School of Design Holiday Arts & Crafts Sale
Holiday Shopping Gala

January 2008

The San Francisco Fine Print Fair
“Relating to All Living Beings,” Tibetan compassion presentation

February 2008

Lovely Delights (wedding fair)
Sterling Silver Jewelry Sale

March 2008

Pinot Noir Summit
Nocturnes: The Color of Night (art exhibit)

April 2008

San Francisco International Chocolate Salon
Quake City Rumble (gaming tournament)

May 2008

Fine Glass & Ceramics Benefit & Sale
Runway Designers Fashion Show
“Why Bad Things Happen To Good People”
SFMOMA Artists Warehouse Sale
PCBA Annual Book Arts & Printers’ Fair
San Francisco Job Fair
German Wine Tasting
San Francisco Birth and Baby Fair
Buddhism: Living Wisdom for the Modern World

June 2008

Great San Francisco Crystal Fair
Rock Art by the Bay, poster exhibition & sale
Pinot Days ancillary events

July 2008

PSFK Conference SF (trends and innovations)
Sterling Silver Jewelry Sale
Harrison Owen: Open Space Technology
Festival of Sail Visitors Center

August 2008

Introduction to Transmission Meditation with Benjamin Creme
Vintage European Posters Show & Sale
Sterling Silver Jewelry Sale

September 2008

San Francisco Birth and Baby Fair
Great San Francisco Crystal Fair

Meeting, Activity & Exhibit Spaces

The Foundation'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 37 percent during peak times and 34 percent during non-peak. It should be noted that at times during the fiscal year, not-yet-leased resident spaces were used for additional space. Here is a sampling of the events held in these spaces.

October 2007

Food Addicts in Recovery Anonymous
RSVP Presents Elderhostel
San Francisco Open Studios
San Francisco Astrological Society
Cheuk Fung Yi Chuan Kung Fu
Fall Lecture Series "On Religion and Politics," Stanford Women's Club of San Francisco

November 2007

Haute Home Warehouse Sale (Building D)
Texuba Kimono Sale (Building D)
Fabulous Fashionista Designer Sale (Bldg D)
Saga North Ski & Snowboard Club
Word of Faith Christian Center
San Francisco Bay Area Postcard Club
Sanford Meisner School of Acting

December 2007

The Mix: Russian Modern Art (Building D)
ARFF—Animal Rights Film Fest of SF
Psychic Healing Fair
Tai Chi Morning Workout

January 2008

Japanese-English Toastmasters Shinnenkai
Exploring the Spiritual Life
Songscreening
Presidio School of Management
Gentle Power Aerobics
Life Line Screening

February 2008

Golden Gate Triathlon Club Vendor Expo (Building D)
Designer Sample Sale (Building D)
PETA: Speak Up for Animals

March 2008

Peace Corps General Information Session
The Road to Fondwa, documentary film
Alcoholics Anonymous
Essentials of Great Wine
Oral History Workshop

April 2008

A Taste of Tamales by the Bay (Benchmark Institute fundraiser)
Layers: A Celebration of Indian Art
Mindfulness Meditation
Sherwood Test Prep

May 2008

Fashionista Sample Sale
National Council for Geocosmic Research
Jing Mo Athletic Association
Screenwriting as a Pro

June 2008

Breakfast with Enzo (sing-a-long performance)
Bay Area Astrologers Panel
Friends of Calligraphy: Renaissance Bookhand

July 2008

Open Space Learning Workshop
Systems-Centered Training
Language at Play: Spanish, Chinese, and French
Practical Philosophy
Dreams and Out-of-Body Experiences

August 2008

College Financing Strategies
Drawing on the Right Side of the Brain
Creative Collaborations and Partnerships
Shaolin Tai Chi Mantis Kung Fu

September 2008

Ayurvedic Health Educator Program

The Writers Studio

Marriage Prep 101

Paying For College

Photovoltaic Design for Engineers

Resident Organizations

Fort Mason Center's resident organizations include performing arts groups, museums and a gallery, a bookstore with literary events, and other nonprofit educational, cultural, recreational, and environmental organizations. Throughout 2008, our residents hosted a broad assortment of activities. Fort Mason Foundation supports their 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 2007

Artists' Reception, San Francisco Museum of Modern Art Artists Gallery
Expedition 6, Magic Theatre
Charlie & the Chocolate Factory, Young Performers Theatre
Friends of the SF Maritime Museum Library 25th Anniversary Celebration
(Building E)

November 2007

The Witches, Young Performers Theatre
Hitchcock Thriller, BATS Improv
The Crowd You're In With, Magic Theatre
SOPRO, Magic Theatre (guest Brazilian theater group, Lume Teatro)
In The Land of the Grasshopper Song, Magic Theatre
"Enduring Principles for Changing Times," Long Now Foundation
Art Birthday Parties, San Francisco Children's Art Center

December 2007

"Presepi of Val Gardena," Italian nativity scenes exhibit, Museo ItaloAmericano
CCSF Art Campus Art Exhibit & Sale, City College of San Francisco Art
Campus
Amahl & the Night Visitors, Museo ItaloAmericano
Private Lessons, Group Classes, Band Workshops; Blue Bear School of Music
It's A Wonderful (Improvised) Life, BATS Improv
"For Keeps," women's personal essays, Book Bay Fort Mason Bookstore
New Voices West, Magic Theatre

January 2008

"Embracing Uncertainty: The Secret to Effective Forecasting," Long Now
Foundation
ReOrient 2008, Magic Theatre (guest theater group, Golden Thread)
"A Raft Voyage across the Pacific," San Francisco Maritime National Historic
Park

Territories, Magic Theatre
Rock ‘n’ Roll Theatresports Tournament, BATS Improv
Faculty Art Exhibition, City College of San Francisco Art Campus
“Post-War Italian Politics: Communists vs. Christian Democrats,” Museo ItaloAmericano
“The Treasures & Pleasures of Sicily,” Museo ItaloAmericano
Rapunzel, Young Performers Theatre

February 2008

“The Future Has Always Been crazier than We Thought,” Long Now Foundation
San Francisco International Poetry Series, Book Bay Fort Mason Bookstore
Italian Film Series, Museo ItaloAmericano
“Quiet Spaces: Photography of Interiors,” SF Museum of Modern Art Artists Gallery
“Shipwrecks, Scalawags & Scavengers,” San Francisco Maritime National Historic Park
Tír Na nÓg, Magic Theatre
“Cinema Piemonte,” Museo ItaloAmericano

March 2008

Pinocchio, Young Performers Theatre
“Perugia — Fierce & Accessible,” Museo ItaloAmericano
Improvised Film Noir, BATS Improv
“Sailing Aboard the James Craig,” San Francisco Maritime National Historic Park
“Getting Your Book Published” and “Digital Dilemma,” California Lawyers for the Arts

April 2008

Monkey Room, Magic Theatre
Z/Magic Mondays, Magic Theatre/Z Space Studio
Green Ink Series, Book Bay Fort Mason Bookstore
Spontaneous Broadway, BATS Improv
“The Saga of Captain William Shorey,” San Francisco Maritime National Historic Park
Winnie the Pooh, Young Performers Theatre
Ancient Sicily Lecture Series, Museo ItaloAmericano
“Historian vs. Futurist on Human Progress,” Long Now Foundation

May 2008

San Francisco International Poetry Series: Alejandro Murguía, Book Bay Bookstore
Octopus, Magic Theatre

Improvised Shakespeare, BATS Improv
“Technology Empowers the Poorest,” Long Now Foundation
“The S.S. Brother Jonathan,” San Francisco Maritime National Historic Park

June 2008

“Paper Work,” artists’ works on paper,” SF Museum of Modern Art Artists Gallery
Summer Camp, Blue Bear School of Music
“A Reading with Jerry Ratch,” Book Bay Fort Mason Bookstore
“Bruce Anderson Book Signing,” Book Bay Fort Mason Bookstore

July 2008

“Summer Selections,” SF Museum of Modern Art Artists Gallery
Mechanicrawl (waterfront event), Long Now Foundation
“The 10,000-Year Gallery,” Long Now Foundation
“Wise Talk, Wild Women,” Book Bay Fort Mason Bookstore
“A Triumph in Italian American Aviation History,” Museo ItaloAmericano
“A Brief History of Fascism: Benito Mussolini’s Speeches,” Museo ItaloAmericano
Bay Area Playwrights Festival, Magic Theatre

August 2008

Bay Area Playwrights Festival, Magic Theatre
“Daemon: Bot-Mediated Reality,” Long Now Foundation
Il Mercatino Sale, Museo ItaloAmericano
Spontaneous Broadway, BATS Improv

September 2008

“A History of Iron in Shipbuilding,” San Francisco Maritime National Historic Park
More Stories by Tobias Wolff, Magic Theatre (guest theater group, Word for Word)
The K of D, Magic Theatre
“Chuck Forester: Memoir Reading,” Book Bay Fort Mason Bookstore
Improvised Tarantino, BATS Improv
The Carnival of the Animals, Young Performers Theatre
Dave Fritz: 6- & 12-String Guitarist, Blue Bear School of Music Performance Hall

Outreach

The Foundation's *Fort Mason Center* 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 2008 the Center continued to deliver on its mission to bring a varied mix of cultural, educational, and recreational programs to this National Park.

