The Green Room

San Francisco War Memorial & Performing Arts Center
Host to more than 200 functions and 40,000 guests each year, The Green Room is known for its distinctive color, soaring ceiling and russet tiled loggia. This recently renovated room complements the graceful Beaux-Arts architecture of its home, the Veterans Building, and features fresh paint and gold leaf, new curtains, additional restrooms and a modern catering kitchen.

The Green Room—perfect for dinners, lectures, receptions and celebrations—also provides an ideal location for events held in conjunction with performances in the Herbst Theatre and War Memorial Opera House. Five 24-lamp chandeliers, a wide open floor, built-in wet bar, and floor-to-ceiling windows that lead to an outdoor loggia overlooking San Francisco City Hall, make The Green Room a beautiful and flexible event space for groups up to 500.
capacity & floor plans

Standing room only: 500  Seated at tables: 250  Wedding: 150-200  Theater-style seating: 200-250
rental rates

Rental rates are for eight hours of access, which includes three hours of set-up, 3.5 hours of event time and 1.5 hours for load-out.

Rent does not include personnel, equipment or insurance. See Fees & Expenses for more information.

STANDARD
Monday – Thursday $2100
Friday – Sunday $2375
Weddings (July and August only) $2650

NONPROFIT
All days $1050

ADDITIONAL RENTAL FEES
Additional hour or portion of an hour before midnight $150
Additional hour or portion of an hour after midnight $300
Holiday Rentals add $500

RATE INCREASES
All rental rates are subject to increase each year on July 1.

CANCELLATIONS
SFWMPAC retains the full rental fee unless the date is re-rented to another party. If the date is re-rented, SFWMPAC will retain an administrative fee of $150.

WEDDINGS AND PRIVATE PARTIES
We welcome private parties, anniversary celebrations, wedding ceremonies and receptions during the months of July and August only. All wedding bookings must be managed by a wedding planner.

YOUTH EVENTS
As a multi-use venue, we are unable to accommodate youth events, such as proms, dances, bar/bat mitzvahs, debuts, cotillions or quinceañeras.
fees & expenses

PERSONNEL
To create a personnel estimate we will need your complete timeline, expected attendance and desired guest services. All events require SFWMPAC Event Managers. Additional staff is available, including coat checkers, set up staff, ticket takers and security. Access starting before 8:00 am or ending after midnight requires hiring a building engineer.

INSURANCE
A Certificate of Insurance with an Additional Insured Endorsement is required for all events and performances. Insurance must include Workers Compensation coverage, Public Liability coverage of $1 million and Property Damage coverage of $1 million. Insurance is also available through SFWMPAC. Costs vary based on guest count and event type and length.

EQUIPMENT
Equipment rentals are dependent on the needs of each event. Estimates will be developed at the time of booking. See Equipment for an inventory.

CLEANING & DAMAGE DEPOSIT
A refundable $300 deposit is required for all events.

PERFORMANCE BOND
The Performance Bond is a deposit paid to cover all estimated personnel, equipment and insurance, as well as any other costs that fall outside of the rent. It will be used to cover all expenses and any unused portion will be refunded at the time of settlement.

AVERAGE COST
The average cost of an event is based on the rent combined with the Performance Bond. While costs vary widely, most average from $4500 to $5500 for standard events and weddings, and from $2500 to $3000 for nonprofit events.

CATERING & BAR SERVICE
You are welcome to use any licensed caterer of your choice, provided they are properly licensed and insured, adhere to our Rules and Regulations, and conduct a site visit prior to the event.
rental equipment

Equipment prices are listed per item.

**TABLES AND CHAIRS**

Stack chairs with green padded backs and seats (300 available): $.50

6’ and 8’ Rectangular tables
30” wide, ¾” lip (16 each size): $5

6’ and 8’ Rectangular tables
18” wide, ¾” lip (10 each size): $5

60” Round tables (16): $10

60” Round tables on wheels (9): $10

48” Round tables on wheels (10): $10

30” Round tables (18): $5

30” Round kiosk tables (11): $10

4’ Two-tier table (2): $12

6’ Two-tier table (1): $15

**SOUND AND ELECTRICAL EQUIPMENT**

9’ Baldwin concert grand piano with tuning: $200

Sound system (4 speakers & 2 mics): $125

Microphones (each additional): $5

CD player: $25

Music stands: $2

Music stand lamps: $2

**STAGE EQUIPMENT**

Lectern, 4’ high with 6” fold-out step and gooseneck for mic: $25

Staging sections with carpeted top, skirt and one set of stairs
4’ x 8’ sections, 2’ tall (8): $30 each

13’ Folding partition screen: $25

20’ Folding partition screen: $35

Rubber interlocking matting sections (25): $1

3’ x 5’ rug mats (3): $3

**ADDITIONAL EQUIPMENT**

Easels: $2

Coat racks with hangers: $10

Mirrors: $3

Stanchions: $3

(silver, black or dark blue)
booking instructions

1. INITIAL INQUIRY
Contact us to check availability of your desired date(s). Availability is limited, so be prepared with alternate dates and a clear sense of your event and its timeline. If your desired date(s) appear open and your event is compatible with the venue, you may place a tentative hold.

We welcome wedding ceremonies and receptions during the months of July and August only.

2. CHALLENGE PROCEDURE
If another party has a tentative hold on your desired date, you may challenge their hold by submitting a completed application and a check for the full rental fee. The challenged party will then have two working days to pay the rental fee or release the challenged date. Only one tentative hold can be challenged at a time. If your challenge is successful, the rental deposit is not refundable.

3. APPLICATION
Once your date is confirmed, submit a completed application together with the rental deposit (one half of the rent).

4. LICENSE AGREEMENT
We issue a Short Term License Agreement (STLA). Next steps:
• Sign and return the STLA.
• Pay the balance of the rent.

5. EVENT & SITE VISIT
Prior to your event:
• Forty-five days before your event, submit a floor plan and a completed Appendix C, which details your event timeline, technical elements and needed equipment.
• Confirm desired guest services, food and beverage requirements, and any additional needs.
• Conduct a site visit with your caterer. Site visits are by appointment, Monday through Friday, from 9:00 am to 4:30 pm.

6. PAY PERFORMANCE BOND & INSURANCE
No less than four weeks prior to your event, furnish proof of insurance and pay your Performance Bond, which is paid to cover the total estimated cost of labor and equipment. See Fees & Expenses for more information.

7. SETTLEMENT
Following your event, you will receive a full settlement and a refund of the unused portion of the Performance Bond. This process typically takes two weeks.

ABOUT SFWMPAC
Home to many of the Bay Area's most dynamic performing arts presenters, the San Francisco War Memorial and Performing Arts Center (SFWMPAC) is a landmark cultural institution owned and operated by the City and County of San Francisco.
The distinctive SFWMPAC venues and grounds are ideal for film and photography, having served commercial clients such as Ford, American Express and Eileen West, and set the scene for major motion pictures, including *The Right Stuff*, *Milk* and Danny Boyle’s *Steve Jobs*.

**RENTAL RATES**

Rental rates include same day set up and rehearsal, but do not include labor, equipment, insurance or additional rehearsal or set-up days. Rentals on holidays are subject to additional costs.

**FILMING**
- Minimum rent (includes four hours) $500
- Per hour after four hours $200

**STILL PHOTOGRAPHY**
- Minimum rent (includes four hours) $400
- Per hour after four hours $100

**BOOKING AGENT**

Sharon Walton  
*Communications and Events Manager*  
Email: sharon.walton@sfgov.org  
Phone: 415.554.6321
frequently asked questions

May I use my own caterer?
Yes. You are welcome to use any licensed and insured caterer of your choice, provided they adhere to our Rules & Regulations and conduct a site visit prior to the event. A list of vendors that have worked in The Green Room is available on request.

What equipment is available?
See Equipment for an inventory.

Is insurance required for my event?
Yes. See Fees & Expenses.

When are payments due?
Deadlines for paying Rent and Fees will be outlined in your Short Term License Agreement (STLA).

Where do we park vehicles for event staff, loading and unloading?
No parking is available on the premises. All loading and unloading is done through the Veterans Building lobby elevators. The white zone on Van Ness Avenue is available for a limited number of vehicles to drop off and pick up equipment and supplies. There is no loading dock, so delivery trucks should be equipped with a ramp or lift gate. See Directions & Parking for more information.

Where will event guests park?
See Directions & Parking. There is no on-site parking available.

What time can we load in and set up?
Access hours will be determined at the time of booking. SFWMPAC staff must be present at all times Licensee and their staff, performers, volunteers and guests are in the building.

Is the building ADA accessible?
The Green Room is accessible by elevator and an ADA-compliant ramp. Accessible restrooms are located near The Green Room entrance.

Will we have access to support rooms and conference center style amenities?
As we are a performing arts center, our facility does not have support rooms, Wi-Fi or many other amenities typically found at conference centers.

Can I celebrate my wedding or anniversary in The Green Room?
We welcome private parties, anniversaries, and wedding ceremonies and receptions during the months of July and August only.

Does The Green Room accommodate youth parties?
Because we are a multi-use venue, we are not able to accommodate youth events, such as proms, dances, bar/bat mitzvahs, debuts, cotillons or quinceañeras.
rules & regulations

ACCESS
Hours specified in the Short Term License Agreement (STLA) are the only hours Licensee and their staff, vendors, performers, volunteers and guests may access The Green Room or its support spaces. SF WMPAC staff must be present at all times. Events must end as designated in the STLA, unless prior approval is granted by SF WMPAC.

SET-UP AND BREAK DOWN
Licensee is responsible for all set up and break down in The Green Room, and for proper movement and storage of all equipment. Should equipment be moved while an event is in progress, clear guests from the area where the work is occurring. Any Licensee equipment and supplies left for next-day pick up should be moved to The Green Room storage room immediately following the event. Chairs should be left in The Green Room and restacked in racks of eight. SF WMPAC staff is available for hire to perform this work. The Green Room must be left clean and clear of equipment or additional cleaning fees will apply.

FOOD & BEVERAGE
Only licensed and insured caterers may provide food and beverage service in The Green Room. Caterers must have a manager on site at all times.
• Consumption of food and beverage is permitted only in The Green Room and on its loggia.
• Sale of food or beverages is permitted only with prior SF WMPAC approval and requires appropriate licenses and insurance.
• Food and beverage service areas must be matted. Ice must be delivered and moved in plastic tubs.
• Only ice and liquids may be disposed of in sinks (no coffee grounds or foodstuffs). Do not dispose of ice in restroom sinks, toilets or on the lawn.
• Should leaking or spills occur, clean them immediately.
• Licensees and their caterers are responsible for removal of all ice and garbage from The Green Room following the event.

CAPACITY
There is no admission of persons in excess of the capacity approved at time of booking.

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CARE & PROTECTION
Special care should be taken to preserve and protect floors, walls, elevators and equipment. Use carts and dollies with rubber wheels to prevent scratching floors. Avoid dragging or rolling metal items, and items with metal edges, bases or glides. There is no use of tape, staples, tacks or nails to affix materials.

STORAGE
The Green Room has limited storage for rental items and supplies. All deliveries must be scheduled in advance. SFWMPAC accepts no responsibility for stored equipment or supplies. Tableware, glassware and dishes must be thoroughly rinsed to be stored overnight.

CANDLES & HEATING DEVICES
Bottled gas is not permitted. Use of candles, open flame, sterno and electrical equipment must be approved in advance, and candleholders must meet specifications of the San Francisco Fire Code (i.e. candleholders extend 2” above the flame).

ITEMS NOT PERMITTED
Bottled gas in any form, “fog“ or “smoke“ producing equipment, mylar balloons, birdseed or rice for throwing, keg beer, confetti, glitter or loose flower petals.

KITCHEN PREP ROOM
Use of a modern catering kitchen is included in the rental. The kitchen must be left clean and clear of equipment or additional fees will apply.

USE OF SPACE
Licensee may not use areas outside of The Green Room without prior approval, including adjacent hallways, rooms and other areas.

NOISE LEVELS
Because we are a multi-use venue, we can not permit bands with amplification. Doors to The Green Room must remain closed whenever music or entertainment is occurring in The Green Room or the Herbst Theatre. During Herbst Theatre performances, corridor noise should be kept to a minimum so as not to disrupt their audiences.

POSTING OF DISPLAY MATERIALS
Use of display areas is a non-exclusive right and Licensee will not post or allow to be posted any signs, cards or posters on the premises, except as approved in advance.

SMOKING
Smoking is prohibited by law inside the Veterans Building and must be confined to The Green Room loggia.

RESTORATION
When load out is complete, Licensee or their designated representative will accompany the SFWMPAC Event Manager on an inspection of all areas used for the event. The Cleaning Deposit may be withheld if:

- Licensee does not complete room break down and restoration.
- Event access hours exceed those specified in the STLA.
- There has been damage to the facility or its equipment.
- Additional funds are required for rent, personnel fees or equipment rentals.

SECURITY
SFWMPAC Security Staff is responsible for building security. Additional private security can be arranged as needed by SFWMPAC. The Veterans Building is open to the public and home to a wide variety of tenants. Specific event security needs should be presented at the time of booking.
The Green Room
Veterans Building, 2nd Floor
401 Van Ness Avenue (at McAllister Street)

DRIVING DIRECTIONS
FROM THE SOUTH BAY OR PENINSULA
1. Take 101 North and exit 9th Street
2. Turn left on 9th Street
3. At Market Street bear right onto
   Larkin Street
4. Turn left on McAllister Street
5. Turn left on Van Ness Avenue

FROM THE EAST BAY
1. Take I-80 West and cross the Bay Bridge
2. Take the 9th Street/Civic Center exit
   and stay right
3. Turn left on Harrison Street
4. Turn right on 9th Street
5. At Market Street bear right onto
   Larkin Street
6. Turn left on McAllister Street
7. Turn left on Van Ness Avenue

FROM THE NORTH BAY
1. Drive South on Highway 101 and cross
   the Golden Gate Bridge
2. Follow signs to Downtown via
   Lombard Street
3. Turn right on Van Ness Avenue
4. Continue to McAllister Street

PARKING
P1 PERFORMING ARTS GARAGE
  360 Grove Street | 415.252.8238
P2 CIVIC CENTER PLAZA GARAGE
  355 McAllister Street | 415.863.1537
P Additional parking

TRANSIT
511.ORG
Phone: 511 | TDD: 711
BART www.bart.gov
415.989.2278 | TDD: 510.839.2220

MUNI www.sfmta.com
415.701.2311 | TDD: 415.701.2323
AC TRANSIT www.actransit.org
510.891.4700 | TDD: 800.448.9790
CALTRAIN www.caltrain.com
510.817.1717 | TTY: 650.508.6448
GOLDEN GATE TRANSIT
www.goldengatetransit.org
415.455.2000 | TDD: 711
SAMTRANS www.samtrans.com
510.817.1717 | TDD: 605.508.6448