Proposal to allow beverages in the performance spaces at Davies Symphony Hall and the War Memorial Opera House

- Proposal: Allow San Francisco Symphony, Opera, and Ballet patrons to bring beverages to their seats in covered containers.

- Term: Half-year pilot, effective January, 2017 through the conclusion of the resident companies’ summer seasons.

- Opt out: organizations may opt-out of the Pilot for certain programs at their discretion. Non-resident organizations may opt-out should they so choose.

- Termination: The War Memorial or any of the performing arts organizations may terminate the experiment at any time if we find that it is causing distraction to our audiences or performers, or if we find that it is damaging the facilities in any way.

- Monitoring: Patrons will be surveyed, on a regular basis, in order to determine the impact on their experience. We will use a standardized survey across all organizations. In addition, ushers and custodial staff will be monitored to assess any potential damage to the seats/floors and share any patron feedback. War Memorial and Patina shall monitor beverages sales volume and revenue. We will be asking War Memorial Trustees to share their feedback and perception of the pilot as it unfolds.

- Reporting: All three organizations will prepare a written report to this Committee at the end of each month (assuming that performances take place during that month) describing the impact, both positive and negative, of the pilot. A final report at the end of the pilot will be prepared, shared and discussed with the War Memorial Trustees.