

City Box Office
180 Redwood Street, Suite 100
San Francisco, CA 94102

September 1, 2021

John Caldon, Managing Director
War Memorial Performing Arts Center
401 Van Ness Ave., Room #110
San Francisco, CA 94102

Dear John,

Now that we are finally returning to live events at the Herbst Theatre I would like to propose a renewal of our agreement with the War Memorial to provide Box Office/Ticketing services for the Herbst Theatre. Our previous contract ended in the Fall of 2020. We had agreed that it would be best to wait until venues in San Francisco were able to reopen before going forward with a new agreement.

We would propose a three-year agreement from September 1, 2021 through August 31, 2024.

Except for the pauses due to the Veterans Building/Herbst renovation and of course, the pandemic, City Box Office has served as the box office for the Herbst Theatre successfully since 1991. City Box Office provides full box office and ticketing services for the Herbst. We have a staffed phone room to handle customer service phone calls and emails. We work directly with the Herbst Licensees to set up and maintain their events on our ticketing system. And we staff the onsite Herbst Box Office during events.

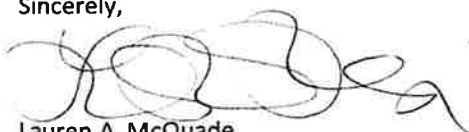
I would like to note that our Customer Service phone hours are changing. The new phone hours are Monday – Saturday, 11am – 3pm.

If a new agreement is approved, we would like to keep our fee structure to the presenting organizations/licensees the same. However, we would like to make some changes to the customer service fees. We have not changed or raised our fees in thirteen years. In looking at other Bay Area organizations and venues we find that what we are proposing is still lower than most. I feel that if ever we need to make a change it is now, as we bring staff back on payroll after the shutdown. My core team has worked with me throughout the shutdown, although furloughed for over a year, and I want to support them as we return to work. I have had to maintain operating costs, including rent, utilities and certain licensing fees throughout the shutdown and all of these costs continue to go up as we reopen. I also continued to pay healthcare benefits for my employees that were furloughed, as I didn't think a pandemic was the best time for them to be unemployed and uninsured. Our group plan contract renews in October with higher premiums.

The following pages outline our current fees to the Herbst Licensee where we are not proposing any changes and the changes in customer service charges that we are seeking. We have also included comparables of other Bay Area venues and organizations' single ticket service fees.

Thank you for your consideration of our request and thank you for your continued support. We hope to work with you and your staff for many years to come.

Sincerely,



Lauren A. McQuade
President, City Box Office

Current Fee Structure:

\$1.00 - \$20.00	\$2.50 per ticket
\$20.01 - \$59.99	\$2.75 per ticket
\$60.00+	\$3.75 per ticket

Plus \$1.00 per order

Proposed Fee Structure:

\$1.00 - \$14.99	\$1.75 per ticket
\$15.00 - \$24.99	\$2.75 per ticket
\$25.00 - \$49.99	\$4.75 per ticket
\$50.00 - \$99.99	\$5.75 per ticket
\$100.00 - \$149.99	\$6.75 per ticket
\$150.00 - \$199.00	\$7.75 per ticket
\$200+	\$8.75 per ticket

Plus \$1.00 per order

COMPS:

SFJAZZ: \$9.50 per ticket

SF Symphony and SF Opera: \$12 per order (average order is two tickets, therefore average \$6.00 per ticket)

CalPerformances: \$14 per order (average \$7.00 per ticket)

SHN: \$9.25 per ticket + \$5 order fee

Great American Music Hall: Average \$7.40 per ticket for tickets priced \$18 - \$25

Leshor Center for the Arts–Walnut Creek - \$5.00 - \$7.00 per ticket for tickets priced \$5 - \$75

Marin Center: \$4.75 or \$5.75, depending on ticket price

Montgomery Theatre in San Jose: \$7.50 - \$13.00 per ticket for tickets priced \$40 - \$85

Licensee Fees and Expenses – No proposed changes

Box Office Fee

The Box Office Fee is based on the number of tickets distributed, per performance. Distributed tickets include all tickets sold, complimentary tickets, and any tickets allotted to the Licensee.

Single Performance	
Tickets Distributed	Box Office Fee
1 – 350 Tickets	\$400.00
351 – 500 Tickets	\$450.00
501 – 650 Tickets	\$500.00
651 – 800 Tickets	\$550.00
801 – 950 Tickets	\$600.00
950+ Tickets	\$625.00

Subscription Performance	
Tickets Distributed	Box Office Fee
1 – 350 Tickets	\$500.00
351 – 500 Tickets	\$550.00
501 – 650 Tickets	\$600.00
651 – 800 Tickets	\$650.00
801 – 950 Tickets	\$700.00
950+ Tickets	\$725.00

City Box Office Staff at Performance

One City Box Office staff member is included with the Box Office Fee. Each additional staff member is an additional \$70.00. City Box Office staff distribute will call and sell any remaining tickets for a period of 2 hours. The box office at the Herbst Theatre will be open 90 minutes prior to the performance through 30 minutes following the performance start.

Credit Card Reimbursement

A fee of **3.5%** will be charged on all amounts (including tickets sales, service charges, and processing fees) which are paid for by credit card or PayPal.

Customer Service Charges – Current and Proposed

Current Fee Structure:

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GLOBAL GOURMET
CATERING & EVENTS

September 1, 2021

To Our Valued Board Members and Trustees:

Thank you for your time and consideration. We are requesting price increases to our concessions & restaurant operations for the 2021 – 2022 season as noted in the attached documents. These increases are intended to offset inflation and the increase in expenses we've experienced since returning from the pandemic.

The cost of goods has increased beyond the standard inflation rates due to the rubber-banding effects of production rate changes from the pandemic. There have been shortages & greater expenses for producers that have been driving up demand & therefore our costs. This directly effects our ability to provide top quality food & beverage at our current price points.

Secondly, we have made staffing adjustments to accommodate for Covid safety concerns which has increased the number of staff working for each performance. This in combination with the minimum wage increase to \$16.32 per hour, for all of our hourly staff, has made a significant increase to our labor cost per performance.

Lastly, as a premium event venue in the San Francisco market, we intend to keep our venues top-of-mind and competitive with our counterparts. These price increases reflect the market trend of similar venues and will keep the War Memorial properties in a competitive market position.

Thank you again for your consideration of this matter.

Melissa Gartner
General Manager
Global Gourmet Catering
San Francisco War Memorial & Performing Arts Center

ITEM	Approved 5/12/16	Approved 4/13/17	GGC initial	PROPOSED	
	9/1/16	5/31/17	8/1/18	1/2/20	8/12/21
Café at the Opera House					
Buffet - Opera Season	40	45	48	48	52
Buffet - Ballet Season	40	45	48	48	52
Buffet - Sunday Brunch	NA	NA	38	38	42
Buffet - Children (age 14 and under)	20	20	20	24	26
Buffet - Sunday Brunch Children (age 14 and under)	NA	NA	NA	19	21
Ala Carte Items (minimum 3 items)	14-23.00	15-24.00	10-32.00	10 & up	14 & up
Plated Desserts	10	10	10-13.00	10 & up	11 & up
Coffee/Tea if Ala Carte	3.5	4	4	4	4
(included in Buffet)	(12 oz.)	(12 oz.)	(12 oz.)	(12 oz.)	(12 oz.)
Intermission Bar Beverages - Opera House/Davies Symphony Hall/Herbst Theatre					
Cocktails	10	10	10	11	12
Cocktails - Premium	13	14	14	14	15
Irish Coffee	13	14	14	14	15
House Wine by Glass	11	12	12	13	14
(New House Wine effective 9/1/16)	(6 oz.)	(6 oz.)	(6 oz.)	(6 oz.)	(6 oz.)
House Wine by Glass - Large 9 oz.		18	18	19	20
Premium Wine	13	13	13	varies	varies
	(6 oz.)	(6 oz.)	(6 oz.)		
Domestic/Imported Beer (12 oz.)	8	8	8	8 & up	9 & up
Sparkling Wine by Glass (6 oz.)	12	13	13	13	14
Champagne Split (187 ml)	17	17	17-28.00	17 & up	varies
Champagne Split (375 ml)	45	45	45-47.00	47	varies
Soft Drinks	4	4	4	4	5
	(12 oz.)	(12 oz.)	(12 oz.)	(12 oz.)	(12 oz.)
Bottled Water - Sparkling (12 oz.)	4	4	4	4	6
Bottled Water - Still (16 oz. effective 2018)	5	6	6	6	6
Intermission Bar Food - Opera House/Davies Symphony Hall/Herbst Theatre					
Sandwiches	6-10.00	6-10.00	6-13.00	9 & up	10 & up
Salads	13-17.00	13-17.00	10-17.00	13 & up	14 & up
Fruit & Cheese Plate/Charcuterie Plate	13	13	15	15	17
Desserts (Cakes & Tarts)	10	10	10-13.00	10 & up	10 & up
Cookies, Brownies & Sweets	3-5.00	4-6.00	4-10.00	4 & up	5 & up
Candies (Truffles & Mints)	4-5.00	4-5.00	5	4 & up	4 & up

San Francisco War Memorial and Performing Arts Center

FOOD AND BEVERAGE - PRICING

2016 - 2021

Approved 5/12/16 Approved 4/13/17 GGC initial

PROPOSED

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