

The image shows the interior of the Herbst Theatre. The stage is at the far end, featuring a large red curtain with a white valance. A grand piano is positioned on the stage. The walls are ornate, with a large mural on the left wall depicting a scene with figures. The ceiling is high and decorated with gold-colored patterns. The audience seating is visible in the foreground, consisting of rows of dark wooden chairs. The overall atmosphere is grand and historic.

Herbst Theatre

San Francisco
War Memorial
& Performing
Arts Center



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ABOUT THE WAR MEMORIAL

Home to many of the Bay Area's most dynamic performing arts presenters, the San Francisco War Memorial and Performing Arts Center (War Memorial) is a landmark cultural institution owned and operated by the City and County of San Francisco.

The Herbst Theatre is a cornerstone of San Francisco performing arts, with more than 200 shows presented on its stage every year. Distinguished as the historic site of the United Nations Charter signing in 1945, it is now the primary venue for many of the Bay Area's premier cultural organizations, including San Francisco Performances,

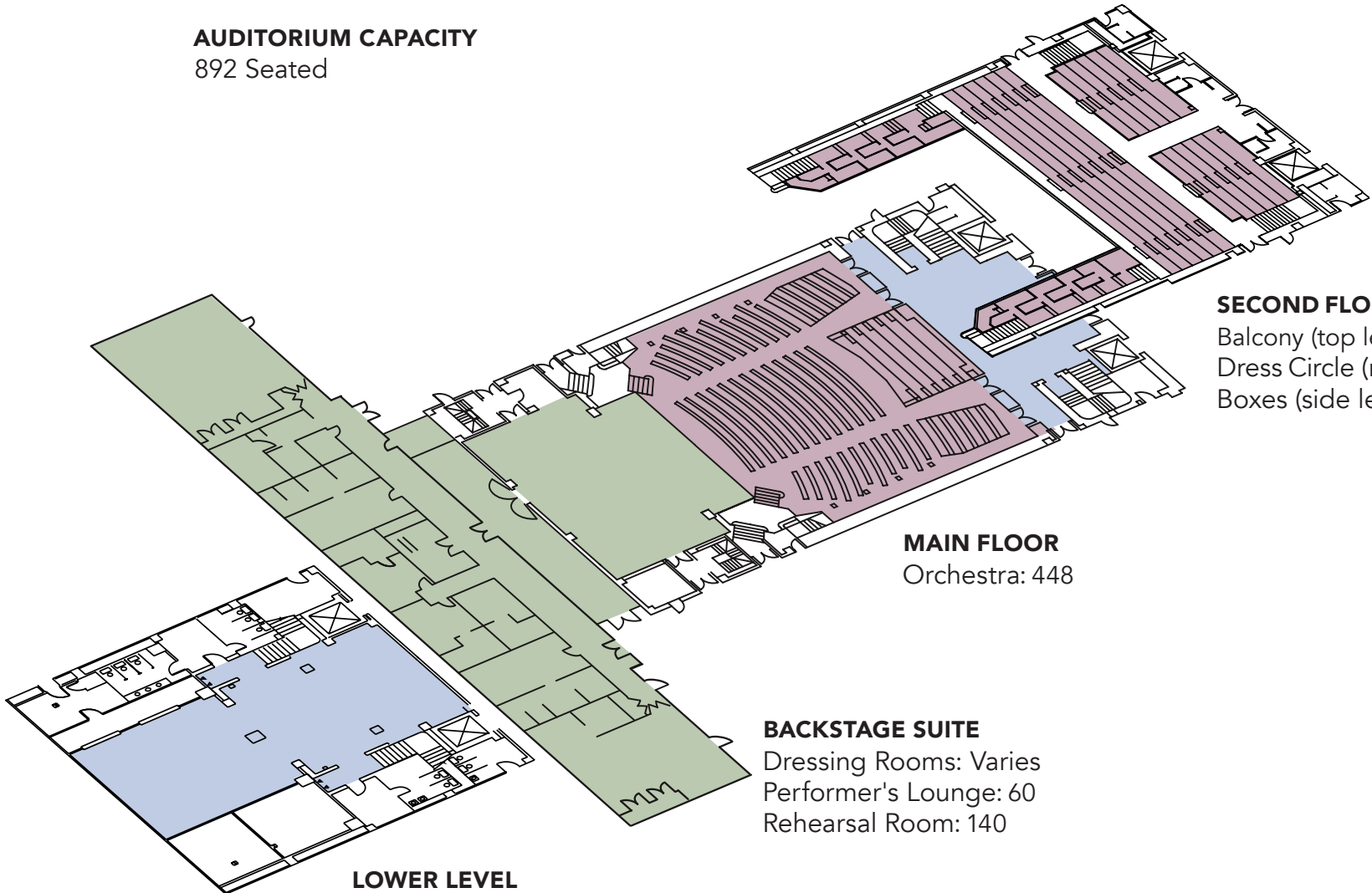
Philharmonia Baroque Orchestra, New Century Chamber Orchestra and Chamber Music SF.

The Herbst Theatre is housed in the Veterans Building, which echoes the Beaux-Arts design of the War Memorial Opera House and is also home to The Green Room. Adorned by a series of stunning Frank Brangwyn murals originally painted for the 1915 Panama-Pacific International Exposition, this 892-seat auditorium features stage-level dressing rooms, a dedicated rehearsal space and a modern performer lounge.



capacity & floor plans

AUDITORIUM CAPACITY
892 Seated



SECOND FLOOR
Balcony (top level): 158
Dress Circle (mid level): 228
Boxes (side levels): 58

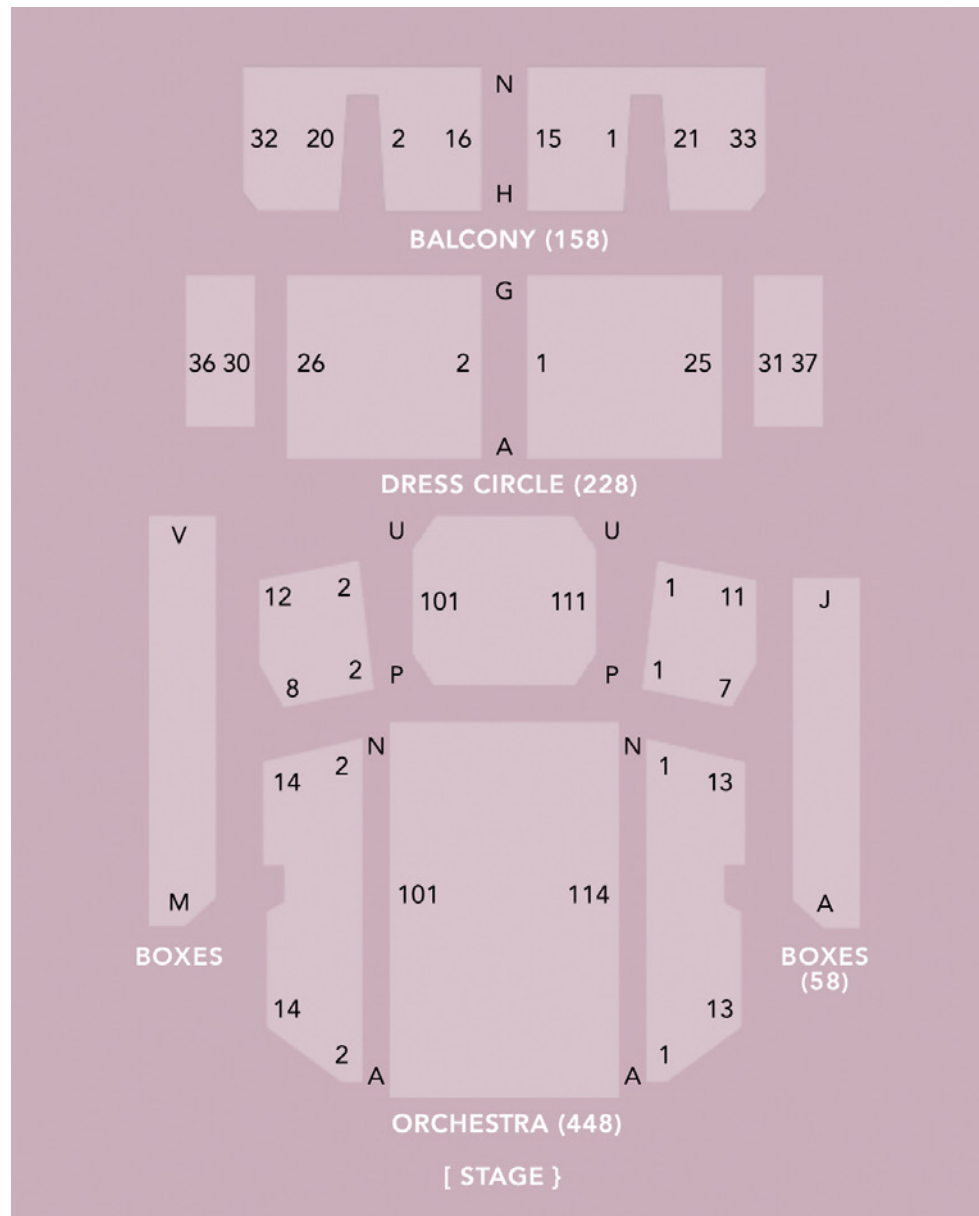
MAIN FLOOR
Orchestra: 448

BACKSTAGE SUITE
Dressing Rooms: Varies
Performer's Lounge: 60
Rehearsal Room: 140

LOWER LEVEL
Bar & Lounge seated: 50
Bar & Lounge standing: 100

seating chart

**AUDITORIUM
CAPACITY**
892 Seated



rental rates

Rental rates include same day set up and rehearsal, but do not include labor, equipment, insurance, box office services, lobby event space or additional rehearsal or set up days. Merchandise sales, commercial displays and audio/video recording require separate agreements and fees. Rentals on holidays are subject to additional costs. Rates for lobby event rentals in conjunction with stage performances vary based on guest count and type of use. Please see [Fees & Expenses](#) for more information.



STANDARD

One performance and same day rehearsal	\$2900
Second performance on same day	\$2000
Additional set up or rehearsal day	\$2300

NONPROFIT

One performance and same day rehearsal	\$1450
Second performance on same day	\$1000
Additional full day of set up or rehearsal (longer than four hours or after 5:00 pm)	\$1150
Additional half day of set up or rehearsal (shorter than four hours and ending before 5:00 pm)	\$685

NONPROFIT MINI EVENT

Weekday events running less than two hours, ending before 5:00 pm, and with ticket prices under \$20.

One performance	\$820
Second performance on same day	\$630

fees & expenses

RENT

All fees and expenses are in addition to rent. See [Rental Rates](#) for more information.

BOX OFFICE

Use of City Box Office by separate agreement is required. The basic fee is \$450 to \$675 plus 3.5% of credit card sales, which includes set up, ticket printing and one night-of-show ticket seller. For more information, contact [City Box Office](#) at 415.392.4400 or sales@cityboxoffice.com.

LABOR

Performances and events require union stage labor, front-of-house staff, event management, security, and custodial and engineering services. Creating an estimate requires knowing the exact nature of the performance or event, including its timeline, complete technical needs, expected guest count and desired audience services.

EQUIPMENT

Equipment rentals are dependent on the needs of each performance or event. Estimates will be developed at the time of booking. See [Equipment](#) for an inventory.

INSURANCE

A Certificate of Insurance with an Additional Insured Endorsement is required for all performances and events. Insurance must include Workers Compensation coverage, Public Liability coverage of \$1 million and Property Damage coverage of \$1 million. Insurance is also available through the War Memorial. Rates are available on request.

MERCHANDISE SALES

Merchandise sales must be approved in advance. War Memorial retains 10% of net sales plus applicable sales tax. Licensee must provide seller(s).

AUDIO & VIDEO RECORDING

Arrangements for recording must be made in advance and require a separate agreement. Recording(s) may require additional equipment rentals, union labor and origination fees.

COMMERCIAL DISPLAYS

Third-party commercial displays in the venue (such as corporate sponsor banners or giveaways) must be approved in advance and may be subject to a commercial display fee of \$1500 per day.

FOOD & BEVERAGE

For performances with an intermission, the bar will operate pre-show and during intermission. For performances with no intermission, pre-show service arrangements can be made and may require a minimum guarantee. All catering requests require a separate agreement with our exclusive provider of food and beverage, Global Gourmet Catering.



technical specifications

STAGE SYSTEMS

- The Herbst Theatre has a proscenium stage with an orchestra pit lift, which acts as a stage thrust when in its raised position.
- The fly system has 41 pipes on 6" centers.
- There is a complete set of black velour legs and borders (8," 16" and 24" legs).

LIGHTING

A complete stage plot consisting of ETC Source 4 lamps is available at no charge. Complete documentation is available by request in either PDF or CAD.

Phoebus Titan 2 follow spots (two available): \$75

SOUND

A professional sound system consisting of the L'Acoustics Kudo Line Array System with a Yamaha CL5 digital console: \$100 per day

Intercom system: No charge

Denon Dual CD player: \$25

Wireless microphones: \$25

Condenser microphones: \$20

LOADING

All items to be loaded into the Herbst Theatre enter via the southwest doors of the Veterans Building from the Memorial Court Driveway. As there is no loading dock, trucks delivering items should have a lift gate or ramp. Short-term parking is allowed for loading and unloading with advance approval. Street parking for large trucks and vehicles must be arranged in advance, and may require approval of the San Francisco Municipal Transportation Agency.

ENTRYWAY DIMENSIONS

Narrowest point in south corridor:
4'8" wide by 7'7" high

Loading door to exterior:
4'9" wide by 7'5" high

Upstage Center loading door:
6'11" wide by 7'11" high

Stage Right loading doors:
4'10" wide by 7'1" high

East loading door to exterior:
4'9" wide by 7'11" high

PRODUCTION PARKING

One parking permit is available to Licensees after 5:00 pm on weekdays and all day on weekends. No additional parking is available on the premises. See [*Directions & Parking*](#) for more information.



equipment



RENTAL INFORMATION

- Rental rates subject to change
- Equipment prices are listed per item.
- Necessary expendables, including tie line, gaffers tape and lighting gels, can be made available to you at cost.
- Equipment is rented on a per-day basis. Weekly rental rates are the equivalent of three days.
- The Herbst Theatre Stage Electrician can arrange for rental of other necessary equipment through outside vendors.

STAGE EQUIPMENT

Lectern with light and microphone: \$45

Orchestra shell: No charge
(additional labor expense for installation)

Wenger adjustable height staging platforms,
4' x 8' (6 available), 4' x 6' (4 available),
4' x 4' (2 available): \$25/platform

Black Rosco dance floor: \$300

Includes gaffer's tape

Additional expense for installation

MUSICAL INSTRUMENTS & ACCESSORIES

9' Baldwin grand piano: \$100

Piano tuning: \$135

Black upholstered, straight-back orchestra
chairs (100 available): \$1 each

Black Manhasset style music stands
(40 available, includes 1 light per stand): \$1

PROJECTION EQUIPMENT

Sanyo video projector 5200 Lumen: \$250

15' x 20' Fast-Fold® rear projection screen: \$75

19.5' x 25' Fast-Fold® front projection
screen: \$100

Folsom video switcher: \$50

Laptop computers, DVD player, and other
equipment available

booking instructions



Herbst Theatre lobby

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 performance or event is compatible with the venue, you may place a soft hold while we confirm availability.

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.

2. APPLICATION

Once your date is confirmed, submit a completed application together with the \$500 rental deposit for approval by the War Memorial Board of Trustees (WMBT).

3. LICENSE AGREEMENT

Once approved by WMBT, we will issue a Short Term License Agreement (STLA). Next steps:

- Sign and return the STLA.
- Pay the balance of the Rent.
- For ticketed events, execute a separate agreement with City Box Office.
- For performances and events requiring catering services, execute a separate agreement with Global Gourmet Catering.

4. FINALIZE DETAILS

Prior to your performance or event:

- Confirm the timeline, technical elements and needed equipment with our Stage Electrician.
- Confirm desired audience services, food and beverage requirements, and any additional needs.

5. PAY EVENT DEPOSIT & INSURANCE

No less than two weeks prior to your event, furnish proof of insurance and pay your Event Deposit, which is a deposit paid to cover the total estimated cost of labor and equipment. See [Fees & Expenses](#) for more information.

6. SETTLEMENT

A settlement of rental fees and labor and equipment expenses will be completed following your performance or event. This process takes approximately two weeks.

For events and performances *with box office receipts*:

- War Memorial completes a preliminary settlement and withholds all actual expenses from box office receipts.
- The box office completes its settlement and transmits remaining receipts to Licensee.
- War Memorial completes final settlement and refunds unused portion of the Event Deposit.

For events and performances *without box office receipts*:

- All expenses are deducted from Licensee's Event Deposit. War Memorial refunds any unused portion of the Event Deposit.

food & beverage

The Herbst Theatre is proud to have Global Gourmet Catering as its exclusive in-house food and beverage services provider. Global Gourmet is known for specializing in highly customized, large-scale catering, high-end weddings and receptions, intimate fine dining experiences, and for providing the highest caliber concession food and beverage services in the Bay Area.

PERFORMANCE CONCESSIONS

For performances with an intermission, Global Gourmet will operate pre-show and intermission food and beverage concession services in lobby areas. For performances with no intermission, pre-show service arrangements can be made and may require a minimum guarantee.

CATERING

Global Gourmet Catering creates incomparable experiences through customized food, beverage and event services, using sustainable practices and a customer service-driven team to exceed their clients' expectations.

GLOBAL GOURMET CATERING

Lori Yarialian

Email: lori@ggcaterring.com

Phone: 415.252.1933

Global Gourmet Catering
1030 Illinois Street
San Francisco, CA 94107
www.ggcaterring.com



Lower lounge bar area



film & photography



The distinctive War Memorial 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

Does the War Memorial present or produce events?

No. The War Memorial is the department of the City and County of San Francisco responsible for managing the rental and maintenance of the Performing Arts Center facilities. Production and promotion of all events and performances is the responsibility of Licensees.

Can we sell our own tickets?

No. Licensees must use City Box Office for ticket sales services.

Can the lobby be used for a reception?

The Veterans Building lobby is not included with Herbst Theatre rentals. Lobby receptions are subject to additional rent and labor costs. Conveniently located on the second floor of the Veterans Building, The Green Room is an ideal venue for receptions held in conjunction with Herbst Theatre performances. Its use is subject to availability and a separate agreement.

May I use my own caterer?

Global Gourmet is the exclusive provider of all concessions and catering services. Licensees must enter into a separate agreement with Global Gourmet for food and beverage service. For more information, please contact Global Gourmet Catering at 415.252.1933.

What will my performance or event cost?

Cost depends on technical needs, as well as the timeline of load in, presentation and load out. While all performances and events are unique, costs in the Herbst Theatre typically range from \$4,000-\$10,000 each.

What is an Event Deposit?

An Event Deposit is a deposit paid to cover your estimated labor and equipment expenses. For ticketed events, the Event Deposit will be fully refunded provided that box office receipts are sufficient to cover expenses. For performances and events with no paid admission, the Event Deposit is used to cover expenses, and the unused portion is refunded at the time of settlement.

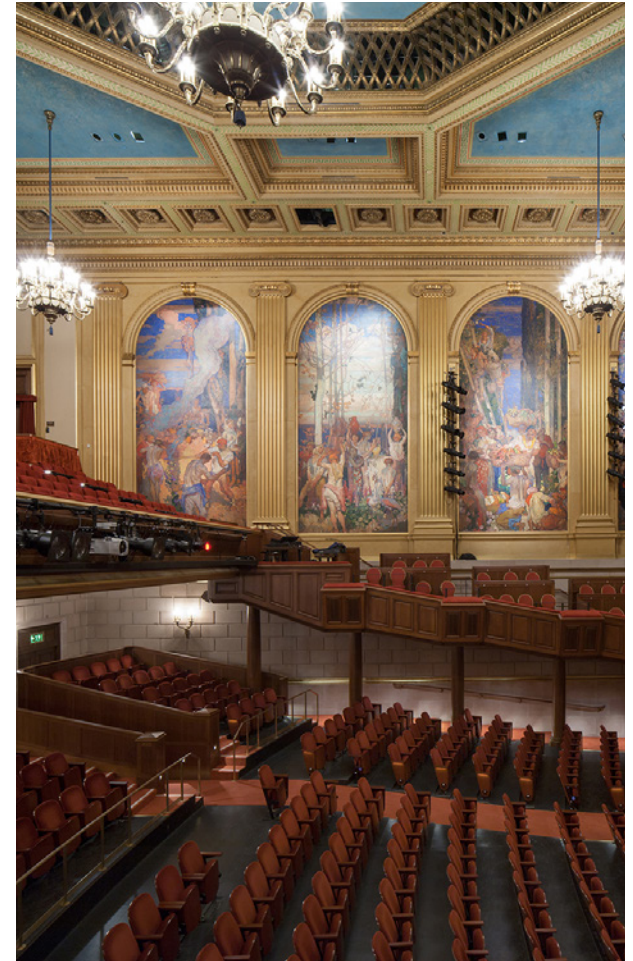
Where do we park vehicles for event staff, loading and unloading?

Two parking spaces can be made available to Licensees after 5:00 pm on weekdays and all day on weekends. No additional parking is available on the premises. See [Directions & Parking](#) for parking information. See [Technical Specifications](#) for loading information.

Where will event guests park?

See [Directions & Parking](#).

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frequently asked questions (con't)

Is the building ADA accessible?

Yes. Seating charts identify specific locations of wheelchair seating. City Box Office is happy to work with you to accommodate special needs.

What time can we load in and set up?

Access hours will be determined at the time of booking.

To where should our programs be delivered?

Delivery of programs must be coordinated in advance. The War Memorial has limited storage for programs and cannot facilitate return shipping of any items.

Please address delivery to:
San Francisco War Memorial
& Performing Arts Center
Attn: House Manager
401 Van Ness Avenue, Room 110
San Francisco, CA 94102

Can you display my poster in your case? If so, what size should it be?

The Veterans Building has a limited number of poster cases available for Licensee use. Posters are rotated as space becomes available and should be no larger than 16" tall by 16" wide.



Can we sell merchandise?

Yes. Merchandise sales must be approved in advance. The War Memorial retains 10% of net sales plus applicable sales tax. Licensee must provide seller(s). No food or beverage sales are permitted.

Can we make an audio or video recording of our event or performance?

Arrangements for recording must be made in advance and require a separate agreement. Recording(s) may require additional equipment rentals, union labor and origination fees.

Are there dressing rooms?

Yes. The Herbst Theatre has an all new stage-level backstage suite with dressing rooms, a performer lounge and multi-purpose rehearsal room.

What is IATSE stage labor?

The International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, its Territories and Canada (IA or IATSE) is a labor union for entertainment and related industries. The War Memorial requires the use of IATSE Local 16 stagehands to perform all theatrical work in our venues.

Can we hire our own Security?

War Memorial Security is responsible for all building security. Additional private security can be arranged as needed by the War Memorial. The Veterans Building is open to the public and home to a wide variety of tenants. Specific performance or event security needs should be presented at the time of booking.

rules & regulations



BUILDING ACCESS

War Memorial staff must be present at all times Licensee and their staff, performers, volunteers and audience are in the building, including lobbies, stage areas and dressing rooms.

LOBBY ACCESS

Lobby set ups require front-of-house staff to be present, and may begin no earlier than 90 minutes prior to performance or event start time, unless prior arrangements have been made.

- Lobby set ups requiring more than two tables must be arranged in advance and may require additional rental fees.
- The large marble-floored entrance lobby to the Veterans Building is a public space not included with Herbst Theatre rentals.
- IATSE stagehands must handle all set ups that include lighting, audio/visual and décor.

DELIVERIES

Delivery and pick up of all items must be approved and scheduled in advance. Rental equipment and all other materials must be removed by Licensee immediately following their performance or event, unless otherwise prearranged.

STAGE ACCESS

Hours specified in the Short Term License Agreement are the only hours Licensee or their vendors may access the Herbst Theatre or its dressing rooms and support spaces.

- Stage crew begins work at the start of your access hours. No work may be done prior to the start of your access hours, including set up or rehearsal.
- IATSE stagehands must perform all work on stage. No “casual help” is permitted.

ITEMS NOT PERMITTED ON PREMISES

Bottled gas in any form, helium and mylar balloons, confetti or glitter. With exception of water, no food or drink is allowed in the Herbst Theatre auditorium or its carpeted lobby.

POSTING OF DISPLAY MATERIALS

All material to be posted must be approved in advance. Licensee will not post, or allow to be posted, any signs, cards or posters that have not been approved.

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rules and regulations (con't)



PROGRAM INFORMATION

While a printed program is not required, any printed program must include the emergency exit diagram and a list of the War Memorial Board of Trustees provided in Appendix D of your Short Term License Agreement.

PROTECTION & CARE

Protection and care are required on floors and walls. Carts and dollies with rubber wheels should be used to prevent scratching floors. Avoid dragging or rolling metal items, or items with metal edges, bases or glides. There is no use of staples, tacks, or nails to affix material(s) to facility equipment.

SPACE USE

The Veterans Building is a public space with multiple venues and offices. All space to be used must be approved in advance, and all building users are asked to respect each other's presence and needs.

directions & parking

Herbst Theatre Veterans Building

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

**Herbst Theatre
Veterans Building
401 Van Ness Avenue, San Francisco**

RENTALS

Logan Hehn, *Booking Administrator*
Email: Logan.Hehn@sfgov.org Phone: 415.554.6315

San Francisco War Memorial
& Performing Arts Center
401 Van Ness Avenue, Room 110
San Francisco, CA 94102
Main Phone: 415.621.6600
www.sfwarmemorial.org

FOOD & BEVERAGE

Lori Yaralian
Email: lori@gg catering.com
Phone: 415.252.1933

Global Gourmet Catering
1030 Illinois Street
San Francisco, CA 94107
www.ggcatering.com

BOX OFFICE SERVICES

City Box Office
180 Redwood Street, Suite 180
San Francisco, CA 94102
Phone: 415.392.4400
Email: info@cityboxoffice.com
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