

108-0032017-002

Meeting of May 16, 2017

INFORMATIONAL MEMORANDUM

TO: Community Investment and Infrastructure Commissioners

FROM: Nadia Sesay, Interim Executive Director

SUBJECT: Yerba Buena Gardens Festival 2016 Season Report

EXECUTIVE SUMMARY

The purpose of this Informational Memorandum is to provide the Commission with a copy of the Yerba Buena Gardens Festival 2016 Season Report (see Attachment 1, Yerba Buena Gardens Festival 2016 Season Report). This report was prepared by Yerba Buena Arts and Events pursuant to a programming agreement with the Office of Community Investment and Infrastructure to plan, program, and manage a variety of cultural and community events and activities in outdoor venues throughout Yerba Buena Gardens including the esplanade, the upper terrace, the east garden, the children's garden, the carousel plaza, and Jessie Square plaza.

(Originated by Susan Daniel, Administrative Secretary Real Estate & Development Services)

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Nadia Sesay
Interim Executive Director

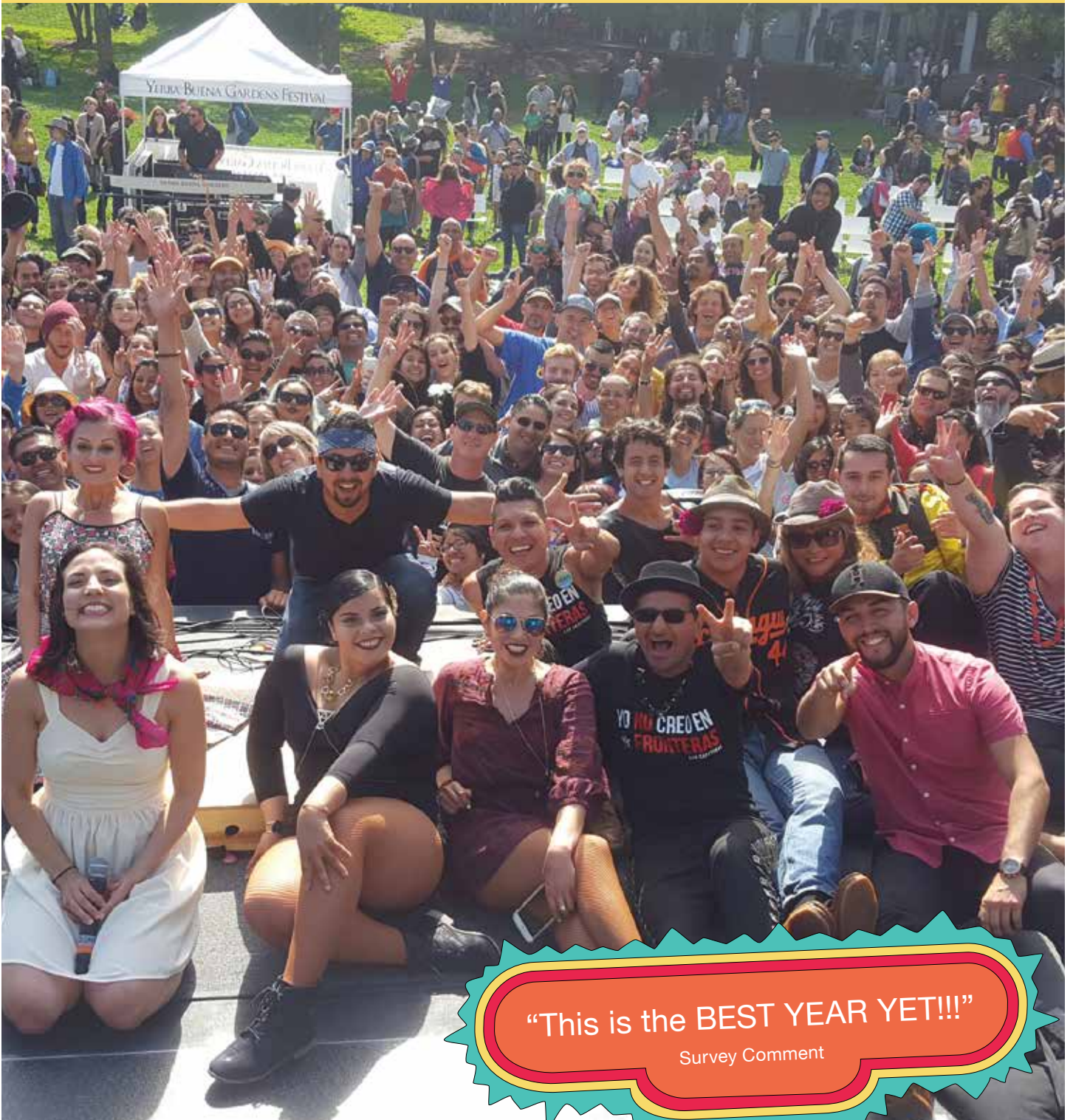
Attachment 1: Yerba Buena Gardens Festival 2016 Season Report

One S. Van Ness Ave.
5th Floor
San Francisco, CA
94103

415 749 2400

www.sfocii.org

YERBA BUENA GARDENS FESTIVAL



"This is the BEST YEAR YET!!!"

Survey Comment

2016 SEASON REPORT



Pedrito Martinez Group featuring Issac Delgado
May 1, 2016

YERBA BUENA GARDENS FESTIVAL

presents dance, theater, poetry, children's and family programs and cultural events reflecting the rich cultures and creativity of the region. Artistic excellence, inclusion, diversity and innovation are at the heart of our mission. As the only curated arts park fully dedicated to the long-term presentation of free arts and cultural programs, Yerba Buena Gardens has a unique place in the cultural landscape of San Francisco.



Circus Bella Out of Line!
June 24 & 25, 2016



Gamelan Sekar Jaya
June 4, 2016



Embodiment Project Chalk Outlines
June 11, 2016



Nā Lei Hulu I Ka Wēkiu
The Ola Project
July 16, 2016



Jane Bunnett & Maqueque
August 20, 2016

2016 SEASON BY THE NUMBERS

YBGF Programs: 93
YBGF Attendance: 115,700
(Children's Series: 7,975)
YBGF Artists: 1,508

Off-Site Programs: 19
Off-Site Attendance: 24,645
Off-Site Artists: 195

Educational Programs: 24
Educational Attendance: 1,614
Participating Artists: 60

Grand Total Programs: 136
Grand Total Attendance: 141,959
Grand Total Artists: 1,763

Cover: Las Cafeteras, September 10, 2016. Selfie courtesy of the band.



Soltron
September 10, 2016

COMMISSIONS, SPECIAL PROJECTS & WORLD PREMIERES

LETTER FROM THE EXECUTIVE/ARTISTIC DIRECTOR

What a year – on many fronts.

2016 was a full year for Yerba Buena Gardens Festival, with well over 100 admission-free programs, 1,700 artists, and over 140,000 attendees.

We ask our artists to dream big.
And dream big they did!

YBGF's commissioned artists created rich, challenging, exuberantly joyful work and took astonishing artistic risks of scale and possibility.

Art is powerful. Music, dance, theater and poetry can enrich lives, reflect on current realities, **offer us hope and a way forward.**

We present artists from all over the world and our own rich local community who explore identity, cultural resistance and social justice - artists who inspire, engage and bring us together.

In Yerba Buena Gardens, the cultural crossroads of San Francisco, Yerba Buena Gardens Festival is creating **a space where art and people thrive**, where people connect. In a place and in a time where almost everyone is living on uncertain ground, our work is more necessary than ever.

Warmly,



Linda Lucero

Yerba Buena Gardens Festival has a flourishing commissioning and residency program in which some of the nation's most accomplished writers, composers, choreographers and educators are developing new work and expanded programs especially for Yerba Buena Gardens Festival audiences.

COMMISSIONS AND SPECIAL PROJECTS

Beyond the Blues (ongoing community programs)
Resident Composer: Marcus Shelby

Resident Youth Ensemble: Latin Jazz Youth Ensemble of San Francisco

Out of Line!
Circus Artists: Abigail Munn and David Hunt for Circus Bella

The Ola Project
Choreographer: Patrick Makuakane for Nā Lei Hulu I Ka Wēkiu

Jazz for Dancing: From New Orleans to Swing & The Birth of Rhythm & Blues
Arrangers: Lavay Smith and Chris Siebert for Lavay Smith and Her Red Hot Skillet Lickers

The Brass Convergence
Composer: Adam Theis

The Lunar Conquest Suite
Composer: Teddy Raven for Alligator Spacewalk

The Latin Roots of Jazz
Lecturer: John Santos

WORLD PREMIERES

Edgardo & Candela (CD Release, *Tatuajes del Alma*)

Venezuelan Music Project (CD Release, *La Casa Embrujada/The Haunted House*)

Joe Bagale (all new music for the band Otis McDonald)

**"Curation for YBGF is EXCELLENT!
Please keep it up!"**

Survey Comment

SEASON ARTISTS

Yerba Buena Gardens
Festival presented
approximately 1,763
artists in 2016!

YERBA BUENA GARDENS STAGES (IN ORDER OF APPEARANCE)

Pedrito Martinez Group	Brian Tierney	James Cagney	Mazacote
Slow Research Lab	La Gente	Chris Davidson	Venezuelan Music Project
Tongo Eisen-Martin	Pi Clowns	Karen Llagas	Jane Bunnett & Maqueque
Leticia Hernández-Linares	Jazz Mafia	Julia B. Levine	Naima Shalhoub
Randall Mann	Mission Delirium	O Happy Dagger	Aireene & The Itch
Kathleen Winter	Brass Convergence	Tiffany Austin	Chelle! & Friends
JimBo Trout	L Frank	Nā Lei Hulu I Ka Wēkiu	Non Stop Bhangra
Duniya Dance & Drum	Ras K'Dee	Fito Reinoso y Su Ritmo y Armonia ft. Roberton	Red Baraat
Con Brio	Twice as Good	Zena Carlota	Destiny Muhammad Jazz Trio
American Conservatory Theater	Winnama Ba-Kay Yachma	Fito Reinoso	Lavay Smith & Her Red Hot Skillet Lickers
Cypress String Quartet	All Nations Singers and Medicine Warrior Dancers	The Unique Derique	Mass Bass
Orquesta La Moderna Tradicion	Charlie Ballard	Alligator Spacewalk	Soltron
Patrick Ball	Christy Galbadon	Cosa Nostra Strings	Las Cafeteras
Inspector Gadje	Kanyon Sayers-Roods	SF Mime Troupe	Lisa Allen Ortiz
CryWolffs	Celeste Aguilar	Joe Bagale	Baruch Porras Hernandez
Camille Mai	Jeffrey Martinez	Ka-Hon	Saba Syed Razvi
Ensemble Mik Nawooj	Elephantine	Andre Thierry	Benjamin Gucciardi
LoCura	Los Compas	Tom Rigney & Flambeau	Jethro Jeremiah
Red Panda Acrobats	Karin Osbeck & Matilda Lindholm	Artists Guild of San Francisco	Edgardo & Candela
Gamelan Sekar Jaya	Los Compas	The Seshen	Yassir Chadly & the Moroccans
Dr Loco & Friends	Circus Bella	Crosspulse	J. Scott Brownlee
Latin Jazz Youth Ensemble	Caterpillar Puppets	Tammy Hall	Martin Rock
Alphabet Rockers	Subharmonic	Linda Ricketts	Gregory Thomas
Embodiment Project with Valerie Troutt and Mooncandy	Troker	Chiyuma Elliott	Miss Erma
Mộng-Lan	San Francisco Lesbian/Gay Freedom Band	Leora Fridman	Dirty Cello
Muqdad Majeed	Cal Rajjin Taiko	Robert Andrew Perez	Trash Mash-Up
Lisa Gluskin Stonestreet	The Klezmatiks	John Shoptaw	Madam Z
	Charming Hostess	House of Mary	Chiquy Boom!
		Blue Tango Project	

SEASON ARTISTS

UNION SQUARE CO-PRESENTED WITH UNION SQUARE LIVE

SFSU Afro-Latin Ensemble
The B-Stars
Tango No. 9
Andy y Su Orquesta Callao
The Fil Lorenz Orchestra
Trio Garufa
Orquesta Dharma
Stompy Jones
Redwood Tango Ensemble
Josh Jones Latin Ensemble
Lisa Gonick & the Damfino Players
Orquesta Z
Latin Jazz Youth Ensemble
Steve Lucky & the Rhumba Bums
Circus Bella

BEYOND THE BLUES RESIDENT COMPOSER MARCUS SHELBY

East Palo Alto Library
February 13, 2016
Juvenile Justice Center
February 15, 2016
Millbrae Library
March 30, 2016
Healdsburg Jazz Festival
June 12, 2016
San Quentin Prison
June 19, 2016
December 28, 2016
Folsom Prison
June 20, 2016
June 21, 2016
Red Poppy Art House
March 16, 2016
April 20, 2016
May 18, 2016
June 08, 2016
July 7, 2016
September 21, 2016

CESAR CHAVEZ ELEMENTARY SCHOOL CO-PRESENTED WITH BRAVA THEATER CENTER

La Familia Peña-Govea
El Teatro Campesino

ANNIE STREET PLAZA CO-PRESENTED WITH YERBA BUENA COMMUNITY BENEFIT DISTRICT

CryWolffs
Gurkestra
The Pocket

"I would like to thank you and the Yerba Buena Gardens Festival for your generosity and continued support of Japanese performance art... I would also like to express my gratitude to your wonderful and capable staff for all of their hard work in preparation for and during this great event."

Akira Ichioka,
Consulate General of Japan in San Francisco

COMMUNITY PARTNERS

Partial List

51Oakland.org	Consulate General of Sweden
AfroSolo	Filipino-American Arts Exposition
American Conservatory Theater	Healdsburg Jazz Festival
American Indian Contemporary Arts	Litquake
Artists Guild of San Francisco	Museum of the African Diaspora
ArtSpan	Red Poppy Art House
Bayanihan Community Center	San Francisco County Juvenile Justice Center
Brava Theater Center	SFJAZZ
California Rural Legal Assistance	SFMOMA
Children's Creativity Museum	Union Square Live
Community Music Center	Yerba Buena Alliance
Consulate General of Japan	Yerba Buena Center for the Arts
	Yerba Buena Community Benefit District



Cal Raijin Taiko
July 7, 2016



Native Contemporary Arts Festival
June 19, 2016

FESTIVAL TEAM

STAFF

Linda Lucero, Executive/Artistic Director

Steve Cho, Events Director

Alice Lin, Communications Director

Marcelo Avilés, Program Manager

Raul Panzar, Social Media Coordinator

Cristina Ibarra, Events Coordinator

Preston Justice, Festival Emcee

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Avetis Chalaganyan

Derek Magsanay

Dominic Cheng

Alfred Manzano

Kilian Farrell-Alvarado

Megan McDermott

Ingrid Garcia

Peter Ray

Thomas Green

Stephanie Sherriff

Preston Justice

Aaron Wilder

Diann Leo

Joshua York

Michael Leo

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Marshall Lamm Promotions, Public Relations

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Waters Creative Services, Video Documentation

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"I've been to several venues throughout the city and nothing - I mean nothing compares to the good spirited good energy staff at Yerba Buena Gardens who are amazingly welcoming, hospitable, attentive and treat everyone as unique and special."

Survey Comment
Program: Jane Bunnett + Maqueque

* Affiliations for identification purposes only

ABOUT OUR AUDIENCE

Artistic excellence, inclusion, diversity and innovation are at the heart of our mission. Results are based on 805 surveys collected throughout the 2016 season at Yerba Buena Gardens Festival.

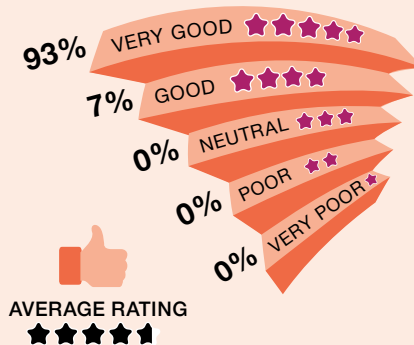
ATTENDANCE

141,959
attendees

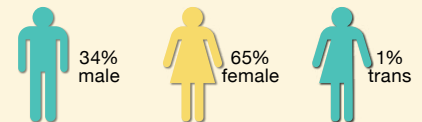
136
programs

1,763
artists

PROGRAM RATING



GENDER

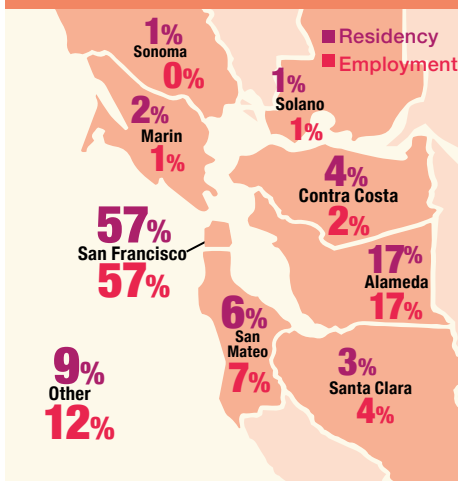


AUDIENCE AGE

under 30 years old	15%
30–39 years old	17%
40–49 years old	18%
50–59 years old	15%
60–69 years old	25%
70+ years old	10%



COUNTY OF RESIDENCY / EMPLOYMENT



AUDIENCE ETHNICITY MULTIPLE RESPONSES ALLOWED

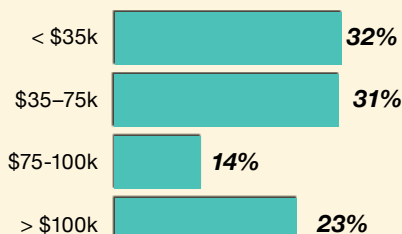
White, non-Hispanic	441
Hispanic, Latino, or Spanish origin	119
Asian, Native Hawaiian, or Pacific Island	130
Other or mixed	70
Black or African American	80
American Indian or Alaska Native	24



DISABILITY



HOUSEHOLD INCOME



DAY'S OTHER ACTIVITIES MULTIPLE RESPONSES ALLOWED

278
Dining Out

272
Museum

202
Shopping

182
Sightseeing

100
Working

93
Playground/carousel visit

116
Movies

19
Convention

ABOUT OUR AUDIENCE

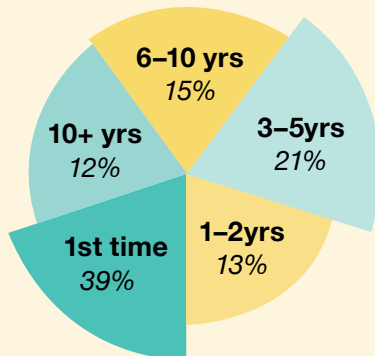
"I work as staff with Toolworks – adults with developmental disabilities. These programs are wonderful for our community and many of our clients get to attend and be enriched by the music. The free admission helps us provide this cultural experience with them. Thank you much. We are often among the dancing groups!"

Survey comment

"Amazing. YBG concerts remind me of what Michelle Obama said, 'Don't let anyone ever tell you that America isn't GREAT!'"

Survey Comment

REPEAT ATTENDANCE

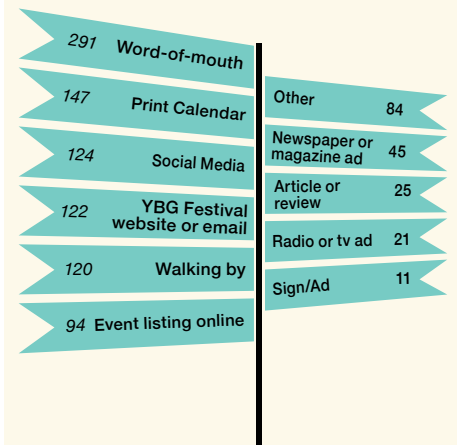


IMPORTANCE OF FREE ADMISSION



SOURCES OF INFORMATION

MULTIPLE RESPONSES ALLOWED



INTERESTS

MULTIPLE RESPONSES ALLOWED



NOTED BY THE PRESS



Pedrito Martinez kicks off Yerba Buena Gardens Festival



Percussionist Pedro Martinez and his band are the first of many exciting performers playing free shows in Yerba Buena Gardens this summer. (Courtesy Tom Ehrlich)

By Examiner Staff on April 26, 2016 12:01 am



Now in its 16th year, the Yerba Buena Gardens Festival begins at 1 p.m. Sunday with a performance by Grammy nominated Cuban percussionist Pedrito Martinez and his group, with vocalist Issac Delgado. It's the first of 100 free events in the outdoor urban center this summer.

Calling the season "jam packed" with "the most amazing artists from the Bay Area and beyond," program director Linda Lucero invites visitors to experience the "true heart and soul of San Francisco."

Each weekend offers at least one free show — music, theater, circus, dance, poetry or children's programs — with about 10 performances slated each month from May through September. Most are around lunchtime, and some are in the early evenings.

Highlights include a salsa dance series at 6 p.m. Thursdays, featuring Orquesta La Moderna Tradición (May 19), Los Compas on (June 23), Fito Reinoso y Su Ritmo y Armonía (July 21), Mazacote (Aug. 18) and Candela featuring Calixto Oviedo (Sept. 18).

Concerts are offered most Thursdays from 12:30 to 1:30 p.m. The lineup includes Cypress String Quartet (May 19), Inspector Gadjé (May 26), LoCura (June 2), Latin Jazz Youth Ensemble (June 9), Jenny Lind Concert (June 23), Cal Rajlin Taiko (June 7), Tiffany Austin (July 14), Zéna Carlota (July 21), Joe Bagale (July 28), Blue Tango Project (Aug. 11), Naima Shalhoub (Aug. 25), Destiny Muhammad (Sept. 1) and Mass Bass (Sept. 8).

New works commissioned by the festival also are on the bill. They include Circus Bella's "Out of Line!" on June 24-25; Patrick Makukane and his hula school and dance company, Na Lei Hulu I Ka Wekiu, and their kuahu (a traditional Hawaiian shrine, accompanied by chanting and dance), on July 16; and Lavy Smith and Her Red Hot Skillet Lickers in a performance tracing the evolution of jazz and popular dance on Sept. 3.

The gardens also host cultural events, including the 18th Native Contemporary Arts Festival on June 19, 16th annual AfroSolo in the Gardens on Aug. 6, and the 23rd annual Pistahan on Aug. 13-14.

KQED Arts

The rent is too damn high, as is the price of just about everything else in the Bay Area. But summertime brings some blessed relief, at least when it comes to live music. From the sylvan setting of Sigmund Stern Grove to a hidden rooftop greenspace in downtown Oakland, from the urban oasis of Yerba Buena Gardens to a quaint town square in the Santa Cruz Mountains, an array of festivals and free concert series across the region present some of the best players in the world for less than a song. Family friendly and usually al fresco, these events build community, provide listeners with pleasure, and artists with work, a win-win-win trifecta that can only be summed up as priceless.



Balkan brass band at Yerba Buena Gardens Festival

Set in an oasis of green surrounded by museums, galleries and theaters, the Yerba Buena Gardens Festival is the region's most expansive and generous free concert series. There are far too many highlights to list them all, but some gigs to watch out for are Jazz Mafia godfather Adam Thie's sprawling Brass Convergence showcase (July 18); the radical Judaic double bill of the Klezmatics and vocalist Jewlia Eisenberg's *Charming Hostess* (July 9), and the all-women Cuban ensemble Maqueque assembled by Canadian soprano sax master Jane Bunnett (Aug. 20).

SFGATE

33 things to do in San Francisco that are free or cost less than \$5

Rory Greff Updated 7:28 am, Tuesday, June 14, 2016



Photo: Kikilukero

MAGE 24 OF 34

Catch free performances at the Yerba Buena Gardens Festival. Over 75 performances, from hula dancing to Japanese Taiko, May through October. <http://bit.ly/ybg16>

WEEKLY

Las Cafeteras + Soltron

When: Sat., Sept. 10, 1 p.m.
Phone: 415-543-1718
Price: Free
www.ybgfestival.org

Las Cafeteras came together when seven young men and women started taking free music classes at the Eastside Café, a bustling Chicano cultural center in northeast Los Angeles. What started as a casual exploration of their Mexican roots quickly turned into a vital community institution, and now Las Cafeteras's contemporary take on the traditional Afro-Mexican grooves of son jarocho has turned the band into a world music force. Soltron grew out of the Mission District's vital arts scene, blending Latin jazz, Chicano rock, and Brazilian batucada with strains of hip-hop and electronic music.



examiner.com

The bleeding edge: June roars in with an abundance of adventurous gigs

May 30, 2016
5:14 PM PST



Sunday, June 5, 1 p.m., Yerba Buena Gardens: The annual [Yerba Buena Gardens Festival](#) gets under way on Thursday, June 2. Stages are set up in different areas of the Yerba Buena Gardens grounds; and, depending on the venue, audiences can either sit on the ground or on folding chairs. The Festival will continue through the end of October, concluding with a *Halloween Hoopla*, and all performances are free.

The title of this particular performance is *In the Spirit of Flying Eagle: Dr. Loco's 75th Birthday Tribute to Jim Pepper*. Pepper is probably the best known Native American jazz saxophonist; and his music frequently involved a fascinating fusion of post-bop jazz with Native American chant. Saxophonist Dr. Loco is José Cuellar, who will celebrate his own 75th birthday by curating this program with support from American Indian Movement (AIM) West. He will be joined by saxophonists Francis Wong, Hafez Modirzadeh, and Melecio Magdaluyo, as well as other special guests. The concert is scheduled to last 90 minutes, and the best way to enter the grounds is on the south side of Mission Street between Third Street and Fourth Street.



RED TRICYCLE

Your Guide to the Coolest Kiddie Music Fest in SF: Yerba Buena Children's Garden Series

2016/04/22 | Sabine Wensch

5 min 14

Want to add some music to your mornings? Then set a date with your kids and the Children's Garden Series at the 16th Annual Yerba Buena Garden Festival. Starting Friday, May 6th through Sunday, October 30th, the urban oasis will come alive with free mornings of music, dance, clowning and more—curated specifically for kids under 10.



Photo: Pi Clowns, courtesy of Yerba Buena Garden Festival

Festival 411

The celebrated Yerba Buena Gardens Festival packs the park every summer with incredible performances. But did you know that Friday mornings are just for the kids? (Plus select Saturdays and Sundays—[check series program](#).) The [Children's Garden Series](#) will feature interactive performing arts including, dance, music, martial arts, circus, art projects and much more brought to you by your little one's favorite artists. Most performances start at 11 a.m. and last about 30 minutes. Don't worry if you miss the first show. There is a repeat performance at 12:15 p.m. [Circus Bella](#) and the festival's closing [Halloween Program](#) will run on the weekend and feature extended performances, so factor in some extra time for these signature shows.

48hills

Our picks for Saturday August 27, 2016

Last updated: August 25, 2016 at 2:50 pm
BY MARKE B.



LIVE MUSIC RED BARAAT Appearing with the incredible Non Stop Bhangra crew! "A pioneering eight-piece band from Brooklyn, Red Baraat combines the ecstatic, hard-driving North Indian tradition of bhangra with elements of go-go, rock and jazz. Conceived by Sunny Jain, a master of bhangra's signature dhol drum, the group has drawn worldwide praise with a singular sound featuring muscular horns, raucous electric guitar, and a powerhouse percussion triumvirate. Dubbed "the best party band in years" by NPR, Red Baraat puts the bang in bhangra." *Sat/27, 1pm-3pm, free, Yerba Buena Gardens, SF. [More info here.](#)*

FUNDERS, SPONSORS & CONTRIBUTORS



Special thanks to the City & County of San Francisco

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Bloomberg Philanthropies



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METREON



where





Yassir Chadly & The Morrocans
September 25, 2016



Audience at The Brass Convergence
June 18, 2016



Halloween Hoopla
November 5, 2016

"The best way to spend an afternoon with a picnic... and maybe dancing with someone you just met!"

Facebook Fan

"I came from Santa Clara just to see my two favorite groups!... It's like I died and went to heaven!"

Survey Comment
Program: Tom Rigney & Flambeau + André Thierry

"POWERFUL. One of the best performances I've ever seen!"

Survey Comment
Program: Embodiment Project



Alphabet Rockers
June 10, 2016



Con Brio
May 14, 2016



The Klezmatics
July 9, 2016



Red Baraat
August 27, 2016



Fito Reinoso & Roberton
July 21, 2016



Lavay Smith Jazz for Dancing
July 16, 2016