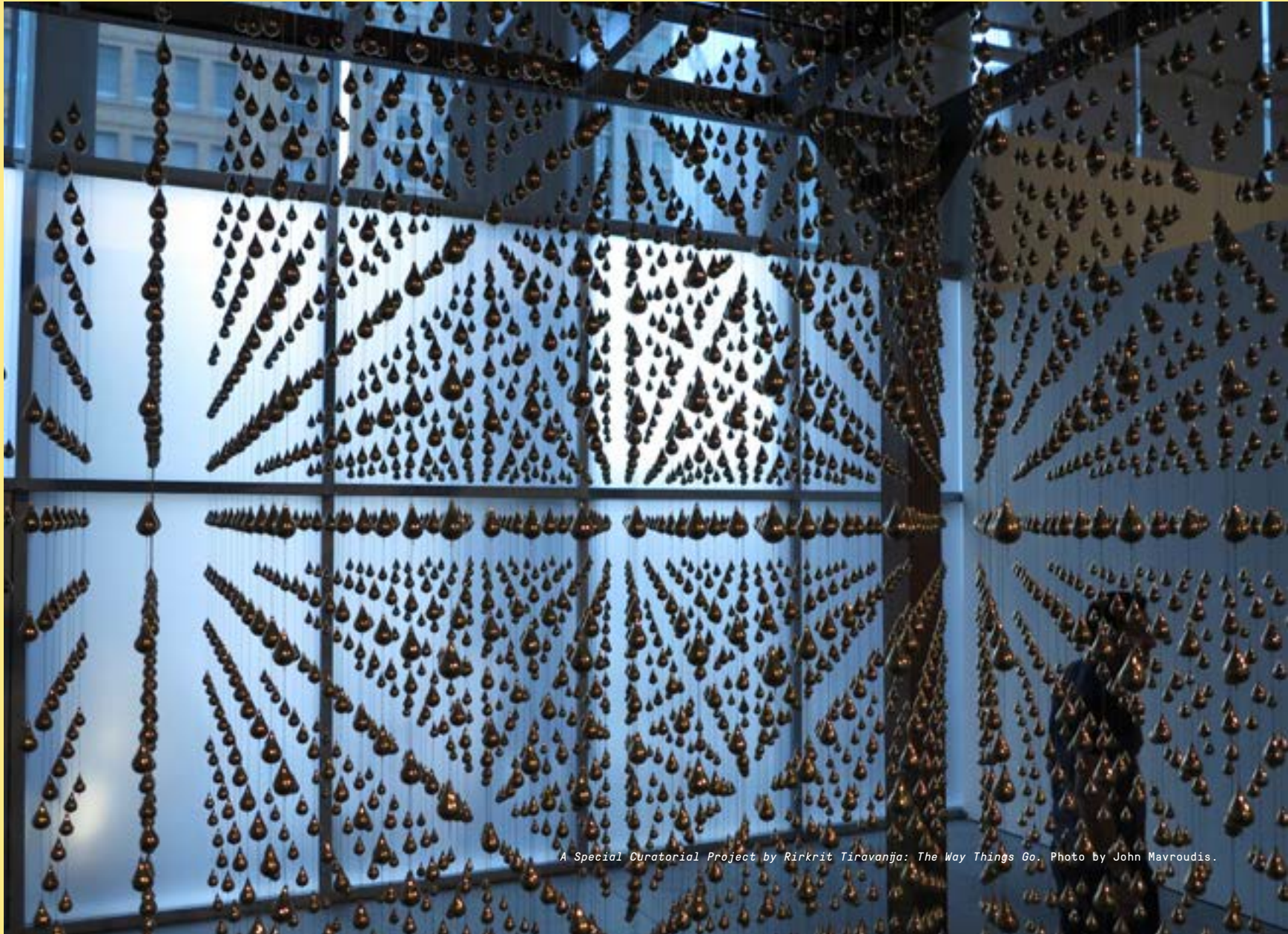


ANNUAL REPORT 2014-15



YERBA BUENA
CENTER FOR
THE ARTS

A Special Curatorial Project by Rirkrit Tiravanija: The Way Things Go. Photo by John Mavroudis.

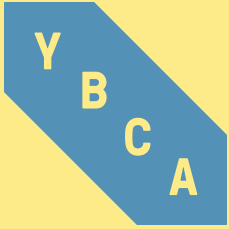


OUR MISSION: TO GENERATE CULTURE THAT MOVES PEOPLE.
OUR VISION: A COMMUNITY THAT THRIVES ON INSPIRATION.



Dohee Lee. Photo by Tommy Lau

In 2014–15 YBCA’s programs celebrated the work of leading creative change makers. Together with our community, we curated cutting-edge performances, exhibitions, screenings, events, public projects, think tanks, partnerships and convenings that focused on surfacing and exploring the important questions of our time.



LETTER FROM OUR CHIEF EXECUTIVE OFFICER AND BOARD PRESIDENT



DEBORAH CULLINAN
CEO of YERBA BUENA
CENTER FOR THE ARTS



JOHANN ZIMMERN
PRESIDENT of YBCA
BOARD OF DIRECTORS

Dear friends,

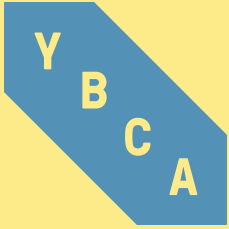
Reflecting back on 2014-15, it was a year filled with intense strategic planning, change and forward motion. We started by asking ourselves: What role can an arts center play in society? Together, we revisited our founding mandate as a true citizen institution at the heart of San Francisco, interviewed a variety of stakeholders and with the input of our talented board and staff, started to imagine a world where creativity and empathy are the norm. From there we launched our evolved mission and vision: to generate culture that moves people, leading to a community that thrives on inspiration.

What followed was a year of bold moves and new partnerships. We fine-tuned our programs and initiatives to center on the important questions that move our city, empowering different kinds of people to come together and create a cultural movement. Whether it was promoting joy and connection in public life through our prototyping work or inviting in the next generation of creative changemakers to collaborate with us, YBCA became a convener of creative souls from all walks of life, a place to practice the art of action with each other.

In 2014-15 we saw the impact we can achieve together by harnessing our city's collective imagination and testing solutions that have the potential to transform ourselves and our neighborhoods. We are grateful for your participation—we couldn't have done it without you as part of our community.

Warmly,

DEBORAH CULLINAN & JOHANN ZIMMERN



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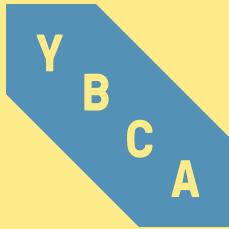
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Murmur Wall. Photo by Tommy Lau.



2014-15 AT A GLANCE

STAFF

88 Full-time

606 Part-time and on call

412 Volunteers and interns

PARTICIPATION

731,428 People

1,096 Members

595 Featured artists, artist collectives,
and thought leaders from **26** countries

ARTS PROGRAMMING

72 YBCA-commissioned artworks

54 YBCA-commissioned prototypes

197 Unique public programs

4 Large-scale community festivals

3 Public art installations

8 Gallery exhibitions

11 YBCA Presents performances

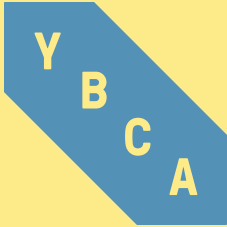
28 Community rental partner productions

152 Films screened

YERBA BUENA
CENTER FOR
THE ARTS



Young Artists at Work. Photo by Tommy Lau.



CENTER FOR THE ART OF BUILDING COMMUNITY WITH CREATIVITY



Market Street Prototyping Festival. Photo by Tommy Lau.

COLLECTIVE PROBLEM SOLVING THROUGH THE FIRST-EVER MARKET STREET PROTOTYPING FESTIVAL AND THE CREATIVE ECOSYSTEM

During the 2014–15 year we forged impactful partnerships across sectors, leveraging the power of collective creative inquiry to make a difference. Together with our ever-expanding network of organizations and local change makers—among them educators, engineers, architects, activists, designers, and artists of all kinds—we set out to investigate and prototype around the pressing issues of our beloved city.

We met people where they live, work, and play during the first **Market Street Prototyping Festival**, where citizen-generated prototypes sparked inspiration among 590,000 people, connecting the dots of Market Street’s past, present, and potential future.



Creative Ecosystem. Photo by Tommy Lau.

Our **Creative Ecosystem** think tank members delved deep into dreaming up solutions for improving urban landscapes, healthy ecosystems, and labor conditions, culminating in a sharing of their ideas after a year of artistic inquiry during daylong YBCA Public Square events.



CENTER FOR THE ART OF ACTION

BECOMING PART OF THE ART WITH YBCA

Over the course of the year, we offered immersive art experiences that sparked connections and active participation, inspiring art goers to become art makers.

People danced along to the electrifying beat of hip-hop music reimaged during our **Clas/sick Hip-Hop Festival**.

In a two-year exploration of jazz with artist **Myra Melford**, community members discussed the ins and outs of jazz music, coming together for workshops, listening labs, and jam sessions.

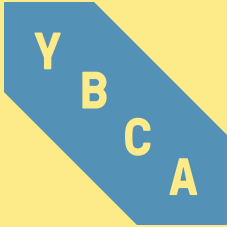
Once a month for **YBCA:ConVerge**, people engaged with art, artists, and ideas through hands-on activities such as screenprinting, interactive pop-up performances, food tastings, and mini-movement workshops.

**IT IGNITED THAT SENSIBILITY IN ME
FOR MY OWN IMPROVISATION WITH
CREATIVE EXPERIENCE.**

—JAZZ@YBCA PARTICIPANT



Top to bottom: Clas/sick Hip-Hop, Jazz@YBCA, ConVerge. Photos by Tommy Lau.



CENTER FOR THE ART OF DOING SOMETHING ABOUT IT



FOSTERING THE NEXT GENERATION OF CHANGE MAKERS

In 2014–15 our Young Artists at Work (YAAW) program turned twenty, engaging another talented cohort of teens from inner-city high schools in explorations of art and social justice. YBCA's staff helped them discover their unique ability to be creative individuals in the world, empowering them to lead positive change.

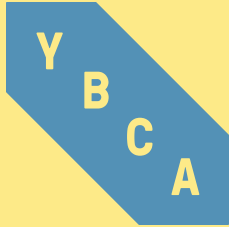
June Herreria (above), part of the YAAW program for all four years of high school, remembers the collaborative performance piece she created with inmates at the San Francisco County Jail, with choreography inspired by America's jury duty obligations. "I was always very curious about juries but didn't know much about them. During the project I learned how much power the jury really has over the verdict."



Alasia Allah (at left) joined YAAW her sophomore year of high school. In 2014–15, her final project took a stance on misogyny. Drawing from interviews conducted with different women in her life, she created a cast of her arm inscribed with poetry and the voices she had collected through her research. "I've always believed that art has a lasting impact on the world and could make change in our society. YAAW is about putting that ideology into play."

June will be attending City College of San Francisco in the fall. Photo by Maya Vilaplana.

Alasia is now attending UC San Diego, majoring in communications and gender studies. Photo by Tommy Lau.



CENTER FOR THE ART OF PROGRESS

SHOWCASING PROVOCATIVE WORK FROM THE BAY AREA

The seventh edition of our popular Bay Area Now triennial celebrated the diversity of artistic practices in the Bay Area. Myriad thought-provoking, interactive visual art installations, performances, film screenings, and workshops transformed YBCA into a true cultural epicenter.

For **BAN7** we:

- Invited **15** arts organizations to curate site-specific multimedia installations in an art-fair-style format.
- Featured **16** performing arts groups and 14 pre-show pop-up performances.
- Screened **16** feature films curated by YBCA's passionate cinemaniacs.
- Organized **4** artist-hosted BAN7 Clinics, carving out space for creative social engagement.

Our spaces were filled with makers of all disciplines from across the region, bringing a compelling sample of the Bay Area art scene to YBCA.

Above: BAN7 Opening Night Party. Photo by Tommy Lau.

Below: BAN7. Photo by Katya Min.



I CAME HERE ON ONE OF THE FREE NIGHTS AND HAD A GREAT TIME. THE EXHIBITS ARE THOUGHT PROVOKING, UNIQUE, AND ENGAGING.

—COMMUNITY MEMBER



A WARM THANK YOU TO YBCA'S CONTRIBUTORS!

Thank you to our contributors for enthusiastically supporting YBCA's programs. Special thanks to the City of San Francisco for its ongoing support.

\$100,000 AND ABOVE

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Doris Duke Charitable Foundation
The William and Flora Hewlett Foundation
The James Irvine Foundation
The John S. and James L. Knight Foundation

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San Francisco Planning Department

ORGANIZATIONS

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Choreographer Commissioning Awards
The Bernard Osher Foundation
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Walter & Elise Haas Fund

GOVERNMENT

San Francisco Department of the Environment

ORGANIZATIONS

Verba Buena Community Benefit District

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Make Your Market Street*
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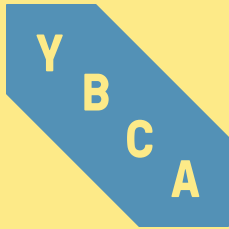
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ANNUAL REPORT 2014-15



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David and Claire Baker

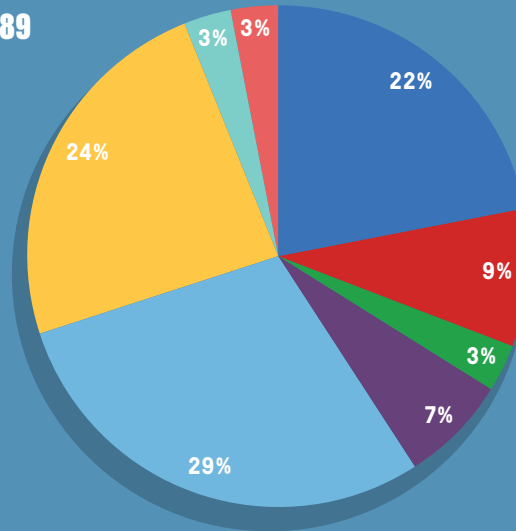
Alvin H. Baum, Jr.
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*denotes in-kind gift



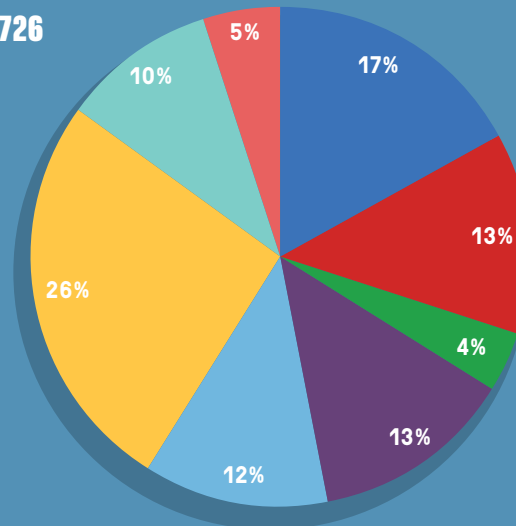
2014-15 FINANCES

TOTAL REVENUE \$16,004,289



- Support from City of San Francisco, **22%**
- Contributions, **9%**
- Box Office ticket sales, gallery admissions, travelling exhibition fees, **3%**
- Subsidized community programs, **7%**
- Facility rentals, **29%**
- Raffle ticket sales (net of expenses), **24%**
- Naming rights, **3%**
- Other income, **3%**

TOTAL EXPENSES \$15,251,726

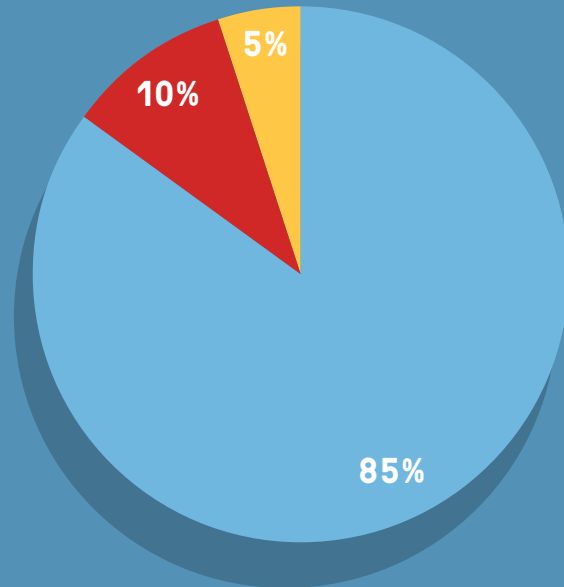


- Visual arts, **17%**
- Performing arts, **13%**
- Film/video, **4%**
- Community engagement, **13%**
- Subsidized community programs, **12%**
- Rentals, **26%**
- General administration and operations, **10%**
- Fundraising, **5%**



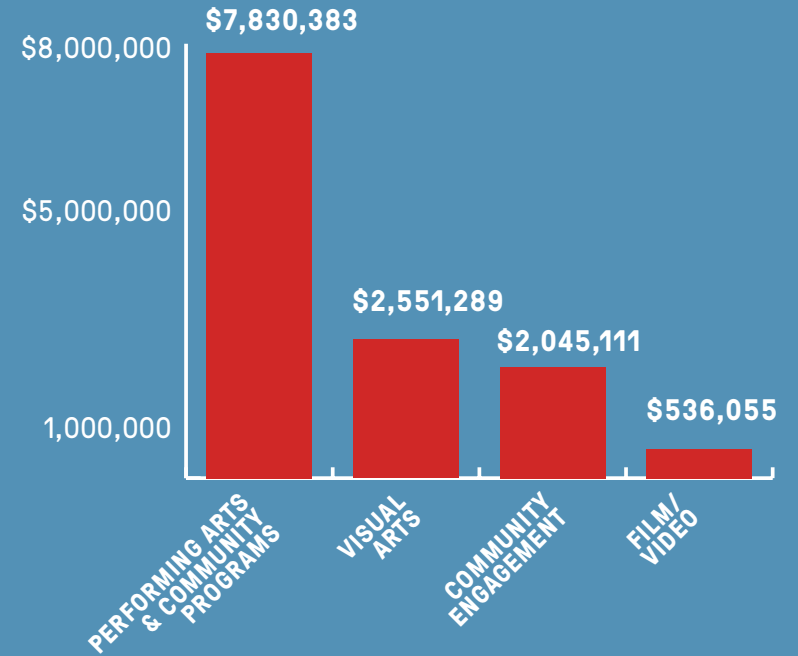
2014-15 FINANCES

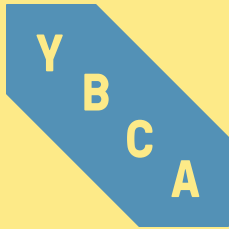
TOTAL EXPENSE BREAKDOWN



- Programs, **85%**
- Administration, **10%**
- Fundraising, **5%**

ARTISTIC PROGRAM EXPENSES





THANK YOU TO OUR 2014-15 VOLUNTEERS!

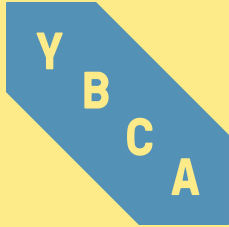
Justin Ackerman
Ashleigh Adamec
Lauren Aguilar
Linda Akiyama
Cristine Albert
Kris Albert
Daniel Alex
Narek Amirbekian
Rodney Anderson
Adrienne Aquino
Avi Asherov
Corine Assouline
Anne Averill
Joseph Ayers
Ganna Baatarsuren
Crystal Baker
Thaddeus Ballantine
Jessica Barber
Martine Barbier
Joyce Barnett
Elaine Becker
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Trudy Berger
Marissa Katarina Bergman
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Armand Caputi
Clayton Carlson
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Mary Casserly
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Ellen Chang
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Naomi Davidman
Rosanna Davila
Qianhui De
Maria De Alva
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Misía Denéa
Anirudh Dhawan
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Phoebe Douglass
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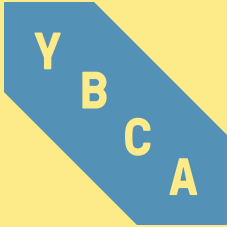
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HELP US PURSUE BOLD NEW WAYS TO TRANSFORM OUR CITIES AND OUR LIVES THROUGH ART AND CULTURE BY [BECOMING A MEMBER.](#)

YBCA: YOU HAS GIVEN ME A SENSE OF BELONGING. EVERY TIME I ENTER THE BUILDING, IT'S LIKE COMING HOME.

-YBCA:YOU MEMBER

