

*Renew the promise.  
Preserve the legacy.*



## The Legacy

In 1931, Rosalie Meyer Stern gave Sigmund Stern Grove as a gift to the city and people of San Francisco with a promise and a vision.

The promise, to provide a glorious place to experience free music, dance, and theater.  
The vision, to share the arts in the beauty of the Grove for generations to come.

Today, Stern Grove Festival is a respected non-profit performing arts presenter and a beloved Bay Area tradition. Few things compare to the joy of an afternoon shared with friends and family in Stern Grove, experiencing world-class performances under towering eucalyptus and redwood trees.

## A Critical Need

### *Revitalizing the Grove*

Nearly seven decades of concerts and more than six million visitors had taken their toll on Stern Grove. For many years, the park had suffered from a lack of repairs and renovations.

The Festival needs your help to pay for the following major renovations to Stern Grove:

- Hillside erosion
- Rundown patron amenities
- Limited access for the physically challenged
- Sub-standard stage and production facilities



*Concert Meadow Before Renovations*

### *Preserving the Legacy*

The establishment of an endowment fund is vital to sustaining the Festival today and into the future. If we do not act now, the future of this wonderful community treasure will be jeopardized.

## The Vision



*The Renovated Concert Meadow*

### *Stern Grove Festival Legacy Campaign Goals*

- Create a one-of-a-kind performing arts venue with state-of-the-art features
- Enhance and protect the natural beauty of Stern Grove
- Endow the Festival's mission for generations to come

\$15 million capital improvements  
\$ 5 million endowment  
\$20 million total

## Building the New Grove

Stern Grove is a wonderful sanctuary in the heart of the city. To protect the site's unique character, Stern Grove Festival worked with world-renowned landscape architect Lawrence Halprin to design the improvement plan for Stern Grove.

The plan was developed through a series of public workshops and addresses the needs and priorities of the community.

### Construction Phase I:

Aug. 2004 – June 2005

- Stonework terracing in the concert meadow, increasing safety, comfort, and accessibility.
- New stage and backstage structures with modern facilities, including a removable fabric stage cover and state-of-the-art sound system.
- New restroom facilities and patron amenities.
- Upgraded infrastructure, including utilities, irrigation and lighting.
- New entry plaza at 19th Avenue and Sloat Boulevard.

### Construction Phase II:

Aug. – Dec. 2006

- Removal of unsafe trees on the steep hill behind the concert meadow.
- Shoring up the hillside to prevent erosion and landslides into the concert meadow.
- Restoration of hillside trails to a safer condition.
- Building of a new archway bearing the Stern Grove name at 19th Avenue and Sloat Boulevard.



*Phase II: New Entry Archway*

## Become a Friend of the Grove

The Legacy Campaign will protect and preserve Stern Grove Festival's 70-year legacy so that generations to come can enjoy admission-free performing arts in a venue of incomparable splendor. We invite you to become a Friend of the Grove during this historic campaign.

For a donation of \$3,000 or more, or \$1,000 each year for three years, your name will be included on a permanent donor recognition wall in Stern Grove. Every contribution makes a difference. Contact Stern Grove Festival Association to arrange your donation today.



### Contact

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