PastForward 2018: Reflections on the Future

This past November, PastForward 2018 conferees considered the intersections of climate resilience, intangible heritage, and the culture-nature connection. In her ninth and final opening plenary address as president and CEO of the National Trust for Historic Preservation, Stephanie Meeks highlighted five themes that will help guide the preservation movement over the next decade and beyond. **STORY ON PAGE 6**
On November 13-16, 2018, preservationists from all over the country convened in San Francisco for PastForward 2018, the annual conference of the National Trust for Historic Preservation. As a former longtime National Trust staff member, the conference has special personal significance. My very first week on the job at the Trust, in 1998, was spent at the national preservation conference in Savannah, Georgia. It was an unforgettable and inspiring introduction to the dedicated community of activists and professionals working to save historic buildings, neighborhoods, and communities. In the two decades since, I have returned to the conference each and every year to reconnect with friends and colleagues, learn from one another, and leave fortified with new tools, success stories, and fresh perspectives on the value of what we do as preservationists.

To a large extent, San Francisco was selected to host PastForward 2018 because the city exemplifies the real and evolving threats posed by sea-level-rise and gentrification to cultural heritage preservation, but also because of its innovative responses to these challenges. Under a persistent haze of smoke from the Camp Fire, conference speakers and sessions highlighted the interconnectedness of the environmental, social justice, and heritage conservation agendas. As declared by Dr. Victoria Herrmann, President and Managing Director of The Arctic Institute, at the TrustLive session on resilience: “Climate change is, at its core, a story about losing the places and cultures that make us who we are. America’s tangible and intangible heritage assets are in danger.”

The conference kicked off with a truly spectacular welcome event at one of San Francisco’s most breathtaking historic settings, the Palace of Fine Arts. As the lead local nonprofit partner, Heritage contributed to myriad sessions and tours. Docent coordinator Pam Larson and volunteer Rajni Gagnon led three water-based overview tours of San Francisco aboard Hornblower Cruises. Communications and program manager Terri Le organized a field study session on community-focused programming at the Haas-Lilienthal House and David Ireland House. Board member Nancy Gille gave a groovy presentation on the Doolan-Larson Building as part of the session, “Jimi, Bruce, and the Dead: Sites of Creativity.” As is tradition, the conference closed with a “candlelight tour” of historic homes in Alamo Square as well as the Haas-Lilienthal House, organized by the Victorian Alliance and Heritage. PastForward 2018 was a grand showcase for San Francisco, its architectural and cultural heritage, and the many organizations, professionals, and advocates dedicated to its stewardship.

As 2018 draws to a close, we must bid farewell to another outgoing class of Heritage board members, including Alicia Allbin, Patrick McNerney, and Willett Moss. We are profoundly grateful to each of them for their contributions to Heritage’s success over the past nine years, and look forward to their continuing involvement. At the same time, Heritage enthusiastically welcomes Ted Lieser of Equity Community Builders to the board. Finally, thanks to all of our many loyal members and constituents who support Heritage’s mission each and every year.
Welcome, Kevin!

In October 2018, Heritage welcomed Kevin Bulivant as its Vice President of Finance and Operations. In this new position, Kevin is responsible for financial, accounting, and operations decisions, working closely with the President and CEO and Finance Committee to provide fiscal guidance to advance Heritage’s mission.

With the completion of Heritage’s first-ever capital campaign in 2017 and the planned gift of the Doolan-Larson Building from Norman Larson in August 2018, Heritage’s annual operating budget, asset portfolio, and mix of revenue sources have been significantly expanded and transformed. The Vice President of Finance and Operations position was created to manage these complexities effectively and to work with the board to build and execute an operational model and long-term financial plan to maintain and improve these historic properties.

Kevin comes to Heritage from The Episcopal Church of St. Mary The Virgin in San Francisco, where he served as Director of Finance and Facilities since 2014. Before that, he held finance and accounting positions at St. Mary’s Medical Center Foundation and St. Mary’s Medical Center. Kevin previously worked in the natural-resource sector, primarily focused on treasury management, operations funding, and banking relationships.

His extensive nonprofit accounting and varied finance experience will be a tremendous asset as Heritage enters a new phase of growth. As his first major accomplishment on staff, Kevin comprehensively reorganized the 2019 budget – top to bottom – to provide improved oversight and transparency. The board unanimously approved the new budget at its December 2018 meeting.

Born and raised in Canada, Kevin only intended to be in the United States for six months. However, he met and fell in love with his wife, Mary, in his fifth month and decided to stay. They reside in Balboa Terrace and are now empty-nesters, with two children in college. Away from work, Kevin enjoys gourmet cooking, blues and jazz music, and family travel.

Donna Graves and Christopher Ver Planck will provide an overview of the draft San Francisco New Deal Historic-Context Statement, followed by a photo presentation from community activist Richard Rothman depicting WPA murals in various states of deterioration and preservation. Mike Buhler will provide an update on Heritage’s latest activities. Admission is free for Heritage members and $10 for non-members. The meeting will be held at the Hobart Building, Variety Club Preview Room. Because space is limited, please RSVP at sfheritage.org/upcoming_events or by contacting Terri Le at tle@sfheritage.org or (415) 441-3000, ext. 22.

Attend the third-annual Victorian Valentine Ball fundraiser at the Haas-Lilienthal House. Learn to waltz with dance instructors from the SF Waltzing Society, enjoy delectable finger foods, indulge your sweet tooth in the candy bar, and play Victorian trivia games for exciting prizes! Costumes encouraged but not required. For guests ages 18 and up. Serving non-alcoholic beverages, wine, beer, and a free signature cocktail with ticket purchase. Tickets available January 1st. $55/person and $95/couple. Visit haas-lilienthalhouse.org or contact Terri Le at tle@sfheritage.org or (415) 441-3000, ext. 22 for more information.
Heritage enthusiastically welcomes the new San Francisco Legacy Business Program logo, introduced in Fall 2018. In July 2017, following a Request for Proposals process, the Office of Small Business selected Osaki Creative Group to provide marketing and branding services for the San Francisco Legacy Business Program. The goal for the project is to elevate the Legacy Business Program through the creation of a logo, brand, marketing strategy, and new website.

As part of this work, the Office of Small Business established a Marketing and Branding Committee comprised of representatives from the Small Business Commission, Office of Small Business, Historic Preservation Commission, Office of Economic and Workforce Development, Planning Department, and Heritage. The committee met monthly from February 2018 to August 2018 to discuss research and drafts developed by Osaki Creative Group for multiple iterations of the project.

“It was a great honor to be selected to work on this project, which represents so many unique businesses from San Francisco. We appreciate the time and effort that the committee put in to ensure that this branding and marketing project will truly represent this prestigious program and the businesses from the registry,” said Robert Reilly, branding consultant from Osaki Creative Group.

Inspired by the history of the city, art deco architecture and influences, and San Francisco’s cityscape, the final logo is a simple but bold design in white, black, and gold. The logo consists of four design elements:

1) Flame — the element of “fire” has great power for forging will and determination. The committee incorporated the flame to represent the “soul of the city” that comes from historically and culturally significant legacy businesses;

2) Torch — the torch represents the endeavor of protection and struggle for victory. It also symbolizes the “passing of tradition” by giving light or guidance to the next generation. The committee incorporated the torch to highlight the struggle of preservation that many legacy businesses have endured amid changing times;

3) Border — the border gives the design a badge-like quality, while also acting as a mark of achievement and membership. The committee also incorporated the border to signify the city’s willingness to protect legacy businesses;

4) Ribbon — the ribbon is a symbol of awareness and support. The committee incorporated the ribbon wrapped around the entire logo to represent the city’s support of and commitment to San Francisco’s legacy businesses.

The logo style guide will display examples of how the logo is applicable on shirts, bags, bus stops, banners, window clings, certificates, and plaques. In addition, the logo will have Chinese, Japanese, Korean, Russian, Spanish, Tagalog, and Vietnamese translations.

In the months ahead, the Office of Small Business will work with Osaki Creative Group to complete the marketing materials and strategy to increase the visibility of the program. Other upcoming deliverables include a style guide to assist legacy businesses in their own marketing efforts. For more information on the San Francisco Legacy Business Program, visit http://sfosb.org/legacy-business.
Central SoMa Plan Dedicates Funds for Old Mint

After more than seven years of community planning and debate, the Central SoMa Area Plan received final and unanimous approval by the San Francisco Board of Supervisors on December 4, 2018. According to the Planning Department, the up-zoning plan will create an economically, socially, and environmentally sustainable neighborhood that benefits current local residents without compromising future generations. Within the area bounded by Market Street, Townsend Street, 2nd Street, and 6th Street, the Central SoMa Plan is expected to add more than 8,800 housing units (over 33% below-market-rate), facilitate new jobs that pay a living wage and are union-supported, and fund over $2 billion in public benefits for the growing neighborhood.

Significantly, the plan dedicates up to $20 million to the Old U.S. Mint restoration project. Also, in conjunction with its adoption, three buildings were designated City Landmarks, including the New Pullman Hotel (228-248 Townsend), Pile Drivers, Bridge and Structural Ironworkers Local No. 77 Union Hall (457 Bryant), and Hotel Utah (500-504 Fourth Street). The plan also designates the new Clyde and Crooks Warehouse Landmark District and the Mint-Mission Conservation District, and rates an additional 17 properties as historic resources under Article 11 of the Planning Code.

450 O’Farrell Settlement Agreement

On November 12, 2018, Heritage and Mill Valley developer Thompson Dorfman Partners, LLC, reached an agreement to resolve Heritage’s appeal of the city’s approval of the mixed-use project at 450 O’Farrell Street in the Tenderloin neighborhood. The agreement addresses Heritage’s policy issue opposing inappropriate ‘façadism’ and will provide funding to preserve other historic buildings within the Uptown Tenderloin National Register Historic District. It clears the path for Thompson Dorfman Partners and Fifth Church of Christ, Scientist, to build housing and a new church facility on the site.

“I want to congratulate our community stakeholders, resident leaders, and project sponsor for working collaboratively to develop a project that builds housing and serves the Tenderloin neighborhood,” said District 6 Supervisor Jane Kim. “The project will build higher levels of affordable housing than required, urgently needed in the Tenderloin, and provide funding for preservation in this historic neighborhood.”

The project will replace three existing buildings with 176 dwelling units, including 16 percent affordable, a new church facility and reading room, and ground-floor retail. Built in 1923, the church building is individually eligible for the California Register of Historic Resources and part of the Uptown Tenderloin Historic District. Originally proposed in 2013, the planning process guided the project sponsors to retain the colonnade against the wishes of the Church. Heritage promoted alternatives to demolition of the church while opposing the proposed design, which it viewed as inappropriate façadism.

“We are pleased to have reached an agreement to allow this project to proceed. We will use this experience to initiate a dialogue with the San Francisco Interfaith Council and other communities of faith to explore creative options that respect their position in the community and their historical properties,” said Heritage President and CEO Mike Buhler.
PastForward 2018: Reflections on the Future

This past November, PastForward 2018 conferees were asked to consider the intersections of climate resilience, intangible heritage, and the culture-nature connection. In a startling yet very real example of the impact of climate change, attendees had to contend with pervasive smoke from the Camp Fire, a clear illustration of what we have to lose, not only as preservation professionals but also as human beings.

In her ninth and final opening plenary address as president and CEO of the National Trust for Historic Preservation, Stephanie Meeks highlighted five themes that will guide the preservation movement over the next decade and beyond, summarized below:

1. Preservation for People: Meeting Needs

The best way we continue attracting more converts to our work is by ensuring that preservation is speaking to the needs of families today. Many neighborhoods in America are looking for more jobs and economic growth. Others, in the face of rising costs, are looking for more affordable housing opportunities. The preservation movement must explore the deeper needs of connection, belonging, and meaning. Taking these needs seriously will help us broaden the frame of our work, from saving important buildings to preserving the intangible heritage — customs, culture, and practices — that undergird them.

Meeks highlighted Heritage’s work in creating the San Francisco Legacy Business Registry, as well as the city’s cultural-districts program, as examples of San Francisco’s leadership in helping “ensure that the customs and traditions that have defined San Francisco’s past have a fair opportunity to continue to thrive.”

2. Keep Innovating

As preservationists, we may focus on the past, but we must never be afraid to embrace the new: new science, new technology, new research, new ideas. From L.A. to Louisiana and Buffalo to Boise, more cities and states are realizing the potential of GIS maps to advocate for better preservation outcomes. In Annapolis, Alameda, and dozens of other places, cities are creating 3-D laser scans of historic assets to analyze how they may be impacted by weather or climate change.

3. Preservation to Scale

There’s much good work being done to save important places, but there are also many opportunities that are left unrealized due to lack of funding or vision. While many of America’s most prominent cities are primarily composed of old and historic buildings, only a handful are protected by any kind of landmark designation. In San Francisco, for example, roughly two-thirds of the city’s buildings were built before World War II, yet only two percent are designated
as historic. The preservation movement needs to scale up its work — beyond individual buildings to blocks and entire neighborhoods. The key is to work with more city officials, local advocates, developers, and property owners to modernize regulations, lift barriers, and make it easier to breathe new life into older buildings. To this end, Meeks challenged attendees to work to enact historic tax credit legislation in every state in America, starting with California!

4. Conservation and Climate Change

Meeks observed that conservation and preservation are essentially synonymous, noting that America is unique in how the two movements have grown independently of one another. Everywhere else in the world, they are considered arms of the same cause.

She emphasized that it will take leadership at all levels of government to address the growing impacts of climate change, and as preservationists we have a critical role to play. According to the Department of Energy, operating buildings accounts for 41 percent of America’s energy consumption and 38 percent of its carbon emissions. Studies have shown that commercial buildings built before 1920 still tend to be among the most energy-efficient. Conversely, it takes decades — up to 70 years — for even the best new, LEED-certified buildings to make up the energy and environmental costs of demolition and new construction.

As preservationists we are accustomed to thinking about our built environment over time. Just as we have looked back over centuries to put historic places in context, we now need to help communities look forward centuries, and begin preparing places now for what we know is coming.

5. Keep Spreading Joy

Preservationists bring enormous passion, and sense of fun, to their work. This past summer, the National Trust launched its most ambitious marketing campaign yet, a “Great American road trip” from Chicago to Los Angeles along Route 66. With State Farm, National Geographic, Airstream, and several other partners, the Trust sent a team of preservationists, writers, and photographers on a one-month, eight-state, 2,400-mile trip along the “Main Street of America.” Along the way, they took in sights such as the Gemini Giant in Wilmington, Illinois; the famed Blue Whale of Catoosa, Oklahoma; and Elmer Long’s Bottle Tree Ranch in Oro Grande, California. They explored the history of Route 66 from the Dust Bowl to the Green Book, which informed Black travelers of safe havens on the route. They talked with thousands of residents along the road, and worked to capture stories, photos, and memories of America’s first highway. Everywhere they went, they met people who have fallen in love with Route 66 and the 300 communities that line it. The reason why the preservation movement continues to attract new advocates all over America, Meeks concluded, is because it is also infused with joy, and love for our country and our communities.

To view the opening plenary address by Stephanie Meeks and other conference highlights, visit #PastForward18 on YouTube.

Asian & Pacific-Islander Americans in Historic Preservation Forum 2018

As a prelude to PastForward 2018, the Asian & Pacific Islander Americans in Historic Preservation (APIAHiP) held its 2018 National APIA Historic Preservation Forum in San Francisco on November 10-13.

Inspired by the recent publication of the National Park Service’s Asian American Pacific Islander National Historic Landmarks Theme Study, the forum addressed the need to support historic and cultural preservation efforts by bringing together experts in preservation, community development, history, and the arts with community groups, practitioners, and students.

Working with APIAHiP and other community partners, Heritage staff proudly served on the planning committee and educational panels to discuss how local government agencies and organizations approach the evolving threats to historic and cultural resources — from cultural districts and historic context statements to the San Francisco Legacy Business Program. APIAHiP is a national network of preservationists, historians, and advocates focused on historic and cultural preservation in their communities. Learn more at apiahip.org.
At the close of PastForward 2018, Jay Turnbull, namesake of Page & Turnbull, was presented with the prestigious Louise du Pont Crowninshield Award in recognition of his work and volunteer leadership in historic preservation. Jay is widely regarded as an elder statesman among “historic” architects. His contributions to the field are legion, having touched many of the city’s and state’s most celebrated preservation projects — including the Ferry Building and the Palace Hotel, among many others. Jay is also a tireless nonprofit leader. His contributions to Heritage alone span five decades, starting in 1976 as staff architect and later as a board member for 11 years, including two years as president from 2004 to 2006. His prescient remarks at the closing luncheon are excerpted below. Congratulations, Jay!

This award is really for all who made the buildings, spaces, or landscapes my friends and I in the world of preservation have had a chance to conserve.

In the 1950s and 60s, those vanished days, there weren’t many preservation programs available in schools of architecture – at least, I wasn’t in one! But I had mentors and professors who told me things that I never forgot. One such person, Jaque Robertson, who was my boss for a while, said “Old or new, everything is design! It’s all architecture, whether you’re designing a spoon or a city!” If you’re working on old buildings, it’s mostly individual spoons you’re polishing. But it’s always fun.

When we speak of preservation today we are really talking of community and continuity. A thought strikes us: wasn’t it in this room I heard something true? Wasn’t it on that street that I understood something about the heart of this city? We have these thoughts, and when enough people have them, we start to honor, or set aside, or simply keep, what we remember and revere.

These days I’m thinking about ‘preservation at a crossroads.’ What isn’t at a crossroads in this time of change? I seem to be hitting more things that are about what this concept isn’t than what it is. Historic preservation doesn’t necessarily arise:

• Out of privilege (though it has). The houses of early presidents are certainly sacred places within our society and worthy of being set aside, even though the forces that built them may have been flawed;
• Out of exclusion (though it can). The country’s first penitentiaries. The operative idea was to put people aside so they could be penitent, and emerge as better persons. There are many examples of exclusion today, not necessarily allied with memorable monuments, and not benign.
• Or out of social conflict (though remembered conflict can produce eloquent memorials). In August of this year, for example, the routes of 1970s protest marches in southern California were listed by the California Historic Resources Commission.

But what historic preservation is, what it can be, especially if it retains value in an age of conflict — seems to come from the bonds we have with each other. Defining our field, our cause, beyond that will involve making sense of many a question. What we need most to do is integrate our work with the shared task of rebuilding our environment. Here are some dilemmas I’ve encountered so far:

• We’re being inundated with recent antiques! The explosion of building after the close of World War II is the cause of this, and we need to choose well what and how we keep.
• We need to use preservation standards – but creatively.
• Honoring historic resources is too often used as an excuse to avoid addressing hard needs, including particularly the pressure of housing shortages.
• We are too wedded to process.
• We aren’t facing the dire problems of the natural world: climate, sea-level rise, and the need for sustainability.

If these are challenges, what can we do to make things right? In our office we try to:

• Weave well-designed new fabric into existing districts
• Work to create/adopt more effective regional planning
• Expand advocacy
• Answer environmental challenges
• Streamline process
• Design in an orderly, humane, and thoughtful way.

A voice from another time said the right adjectives were masterly, correct, and magnificent! Practice without “can’t” — using that word (with and without the apostrophe). In fact, maybe our slogan going forward ought to be: ‘no can’t.’ By which I mean, there is nothing we cannot do. Well, again, thanks, to you all. I still can’t believe this honor.
American Express and National Trust Award Grants to Four San Francisco Projects

At the closing luncheon for PastForward 2018, American Express and the National Trust for Historic Preservation awarded over $600,000 in preservation grants to four historic sites in San Francisco, including $150,000 each to Nihonmachi Little Friends, the Roxie Theater, the Women’s Building, and Heritage’s own Doolan-Larson Building. Collectively, these four sites reflect the diversity of San Francisco’s architectural and cultural heritage.

Created by American Express and the National Trust, the Partners in Preservation program launched in 2006 in the Bay Area. Since then, it has committed more than $22 million in support of more than 200 historic places across the U.S. (including the Haas-Lilienthal House). “San Francisco is unique in that it welcomes change, yet celebrates its rich history. These landmarks reflect some of the most important cultural movements that have shaped the city,” said Timothy J. McClimon, president, American Express Foundation. “The Partners in Preservation program launched twelve years ago in the Bay Area and set us on an amazing journey to engage Americans all across the country on the importance of preservation. We are honored to return to the city where this initiative began and continue this critical work.”

The four San Francisco projects receiving grants are:

- **Doolan-Larson Building, Haight-Ashbury:** This $150,000 grant will support repairs to and restoration of the building’s exterior envelope including the roof, facades, and windows.

- **Nihonmachi Little Friends, Japantown:** Nihonmachi Little Friends is a nonprofit childcare center with a mission to provide Japanese/English bilingual, educational childcare for preschool through elementary school-aged children. Famed architect Julia Morgan designed its building in 1932 as the Japanese Young Women’s Christian Association (YWCA). At the time of its construction, Japanese Americans were prohibited from holding land, so they partnered with the YWCA to build it. This $150,000 grant will support the repair and replacement of exterior windows, as well as exterior stucco repair and painting.

- **Roxie Theater, Mission District:** One of the nation’s oldest continuously operated cinemas, the Roxie Theater opened in 1909 and is listed on the San Francisco Legacy Business Registry. A nonprofit organization and one of the few independent movie theaters in San Francisco, the Roxie brings people together to meet and connect through distinctive cinematic experiences and is an important forum for San Francisco’s independent-film community. This $150,000 grant will support upgrades to the building entrance and lobby concessions area, as well as neon sign maintenance.

- **Women’s Building, Mission District:** In October 2018, the Women’s Building secured a $160,000 grant by successfully competing in the Partners in Preservation: Main Streets 2018 campaign. The Women's Building has been serving the community since 1971, providing a safe and welcoming place that facilitates the wellbeing of women, girls, and families. After outgrowing its initial office, the organization purchased 3543—18th Street in 1979. Built in 1910, this landmark building was formerly a Sons of Norway meeting hall and neighborhood bar called Dovre Hall. It was listed in the National Register of Historic Places in 2018. The $160,000 grant will support the retrofit of its 108-year-old windows.

*The Women’s Building (1910) and MaestraPeace mural (1994 and 2000), by Juana Alicia, Miranda Bergman, Edythe Boone, Susan Kelk Cervantes, Meera Desai, Yvonne Littleton, and Irene Pérez*
Dennis Richards describes himself as a “dyed-in-the-wool” preservationist. The two-term San Francisco Planning Commissioner first became involved with historic preservation in 1996 when the Fallon Building (San Francisco Landmark No. 223, at Market and Octavia) was targeted for demolition to build the SF LGBT community center. As a member of Friends of 1800 Market, an LGBT community organization, Dennis worked alongside San Francisco Heritage to save the building and transform it into the eye-catching purple Victorian that now houses part of the community center. It was this accomplishment that inspired Dennis and spurred Heritage to invite him to join its board of directors. He served on the board for eight years, prior to his appointment to the Planning Commission in 2014.

Originally from Pittsburgh, Dennis has lived in San Francisco for more than twenty years. He loves the city’s plethora of historic buildings, having always been interested in architecture that connects people to their past. “I would be in an old building growing up and wonder what it must have been like when it was built; what happened there and who was there.” His favorite historic spot is a classic: the Ferry Building. From the farmers’ market, shops, and restaurants to the still-active piers, the Ferry Building is a perfect example of what Dennis values most about San Francisco: “our amazing variety of buildings, climate, food, and people!”

Dennis recently decided to make a legacy gift to Heritage because of his respect for the organization’s growth, and its branching out into areas beyond traditional historic preservation. Heritage’s work in cultural preservation, such as partnering with Calle 24 and creating the Legacy Business Registry, has helped, in Dennis’ words to, “work at retaining some of what makes San Francisco special!” By leaving Heritage a contribution in his estate plans, Dennis is helping to protect the diversity of the city’s cultural and architectural inheritance.

“I could not think of a better-qualified organization that I trust to carry out a mission which mirrors my values as a San Franciscan.”

— Dennis Richards

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With love and gratitude, we would like to acknowledge and thank the following supporters for including Heritage in their wills or estate plans.

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