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BALBOA THEATRE SAVED: SFNTF PARTNERS WITH GARY MEYER TO KEEP THEATRE OPEN
S.F. Neighborhood Theater Foundation Secures Long Term Lease for Balboa Theatre

The San Francisco Neighborhood Theater Foundation announced today that it is partnering with Gary Meyer to keep the City's historic Balboa Theatre (1926) open and to develop a sustainable long-term plan for the Theatre. The Theater Foundation also announced it has reached an agreement to lease the theatre through 2024 – thus securing the future of one of San Francisco's oldest operating cinemas.

The Balboa Theatre, located at 3630 Balboa Street, opened in 1926 as the New Balboa Theatre. The Theatre was built by the Levin Family who operated a network of San Francisco theatres that included the Metro, the Coliseum, the Coronet and the Vogue. The theatre was designed by brothers James and Merritt Reid who designed numerous movie palaces throughout San Francisco and the Bay Area. They also designed the famous Hotel Del Coronado near San Diego. The Balboa joins the Vogue as the second Levin Theatre to be rescued by the San Francisco Neighborhood Theater Foundation. The Theater Foundation purchased the Vogue in 2007.

"It's great to be able to save another of San Francisco's last remaining neighborhood cinemas," said Alfonso Felder, president of the S.F. Neighborhood Theater Foundation. "Gary Meyer has done an incredible job keeping the Balboa going and providing the Richmond district with an exceptionally well-programmed neighborhood theatre. We're looking forward to working with Gary to establish a plan to keep the Balboa's marquee lit for many more years."

The Theater Foundation plans to initiate a fundraising campaign immediately to cover the costs of necessary repairs and improvements to the Balboa Theatre. "The Balboa needs some work to continue to survive and thrive. The partnership with the Theater Foundation provides an incredible opportunity to make much needed upgrades to the Theatre," said Gary Meyer, the Balboa's long-time operator. "Together with the Foundation, I'm looking forward to establishing a plan that will secure the long term survival of the Balboa and its sister theatre, the Vogue." Meyer has strong connections to both the Balboa and SFNTF's Vogue Theatre which he booked while working for the United Artists Theatre circuit early in his career.

The San Francisco Neighborhood Theater Foundation will host an open house at the Balboa Theatre on Saturday, November 5th at 10 AM to discuss future plans for the Balboa. Gary Meyer and members of the Theater Foundation's Board of Directors will be present to answer questions and solicit input. Fundraising efforts will also be discussed.

Donations to support the Balboa Theatre can be made to the San Francisco Neighborhood Theater Foundation. More Information is available at www.sfntf.org.

The San Francisco Neighborhood Theater Foundation is a 501(c)(3) non-profit organization established in 2002 that works to preserve and maintain neighborhood movie theaters throughout San Francisco. The Theater Foundation owns the historic Vogue Theater and presents the Mostly British Film Festival and the popular Film Night in the Park outdoor film series in Dolores Park, Washington Square Park and Union Square.

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