

December 15, 2008

Mailname
Address 1, Address 2
City, State Zip

Dear [Salutation],

As you may know, on November 12, 2008, the Masonic Center hosted an open house for its surrounding neighbors. This forum was designed to provide neighbors with a tour of the building and to answer any questions about the proposed interior renovations from the public. During the event, a number of issues were raised by the audience. This letter is intended to provide members of the community who attended the open house -- as well as those who were unable to attend -- with some additional information and clarifications regarding the Masonic and its current and future operations.

First, for those of you who did attend, we appreciate your candor in the meeting and want to assure you that we take your concerns seriously. The Masons are an organization with deep ties to San Francisco and a dedication to community service. The feedback we received on the evening of November 12 was a clear signal that we need to be more proactive in our communications and responsive to our neighbors' concerns. Since the open house, the Masonic organization has made some immediate changes to its operations which are outlined in greater detail below.

In addition, it is important to consider that Live Nation, as the future long-term operator of the facility, has extensive experience managing venues of all sizes in a variety of communities and neighborhoods. Live Nation will offer consistency in operations, which will translate into direct benefits to the neighborhood. Once Live Nation becomes the sole operator, it will implement an operations plan for the Masonic that will include clearly defined roles and responsibilities, a fulltime onsite manager to be a day-to-day contact for area neighbors, and contracts with vendors and entertainers that clearly spell out the rules and expectations for behavior while on the premises. Each event would be subject to an operations plan, regardless of the nature of the event or the size of the audience.

Live Nation and its predecessor company, Bill Graham Presents, have a long history in San Francisco and the greater Bay Area. We take our reputation seriously and know that our ability to promote entertainment depends on our credibility in the communities where we do business.

As was referenced above, the remainder of this letter is an attempt to address some of the issues that were raised at the open house and outline some of the immediate and long-term steps we are taking to address your concerns.

Operations and Loading

First, we want to make clear that the interior capacity of the building will not be expanded as a result of the renovations. Currently the building can accommodate 3,500 patrons and that number is not going to increase.

Second, enclosed with this letter are copies of correspondence the Masonic has recently sent to bus companies, other vendors and nearby hotels and attractions whose buses may use the curb in front of the auditorium. The documents make clear that it is the Masonic's policy to not allow bus idling in front of the building. The letter also reminds buses and other operators not to obstruct any residential driveways. We will continue to advise bus operators of our policy, to monitor activities along California Street, and enforce these policies.

Additionally, as was mentioned at the open house, Live Nation is exploring the feasibility of installing electricity at the curb – otherwise known as “shore power” – to allow buses to obtain power for internal systems without having to use a generator.

The Masonic has increased San Francisco Parking and Traffic (DPT) personnel at its events and found that this is helpful in reducing traffic congestion.

Live Nation and the Masonic are also investigating the feasibility of modifying parking operations for our customers that will help ease the ingress and egress traffic at the garage. Additionally, Live Nation will promote the use of car pooling, car sharing, and public transportation for those attending performances at the Masonic.

Finally, in direct response to comments made by neighbors regarding loading, we are exploring the feasibility of new options, including some that were raised at the open house, to reduce noise and inconvenience to neighbors and hope to share those with you in the near future.

After renovations have been completed, the Masonic will have a commercial grade kitchen that will negate the need for substantial catering equipment to be loaded in and out of the facility on a regular basis. Additionally, the renovation to the auditorium will reduce the amount of lighting and audio equipment that must be brought in and removed for certain performances.

Smoking

As a result of the feedback we received at the open house, the Masonic has restricted smoking to a designated area on the north terrace near Taylor Street. This designated smoking area will continue once Live Nation takes control of programming for the building in the spring.

Programming at the Auditorium

Live Nation owns, operates and programs many different facilities. In the Bay Area alone it can range from the Oakland and San Francisco stadiums, to any of the area theatres, and wineries. In every case, consideration is given to match the artist and audience with

the potential facility. The Masonic will be no exception. It is Live Nation's intention to maintain some of the current business including SF Jazz and our own shows like Van Morrison, KKSF Christmas Jazz concert, and a variety of music, comedy, and speaking events.

Thank you for you input and we look forward to further conversation as we move ahead in a positive, united manner with the neighborhood.

Sincerely,

Allan Casalou
Grand Secretary
Masons of California

Lee Smith
Chairman
Live Nation