



**SUMMARY OF FINDINGS
SOCIAL, CULTURAL AND
ECONOMIC IMPACTS OF
AMC KABUKI THEATRES,
JAPAN CENTER AND
FESTIVALS**

*Strategic Planning
Economic Revitalization
Sustainable Ventures
Cultural Preservation
Redevelopment*



P O R A T C O N S U L T I N G

*Environmentally and Socially Responsible Real Estate and
Economic Development Consulting for Landmark Properties*



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Project photos pictured on cover from top to bottom:

Fort Baker, Golden Gate National Recreation Area, California

Japantown, San Francisco, California

Ellis Island, Statue of Liberty – Ellis Island National Monuments, New York/New Jersey

Mills College, Oakland, California



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I. INTRODUCTION

PURPOSE OF STUDY

The Japantown Planning, Preservation and Development Task Force (“Task Force”) retained Porat Consulting, in association with Gene Bregman, (“Consultants”) to conduct a social, cultural and economic impact analysis of Japantown’s key anchor sites and events. Specifically, the study analyzed the impacts of the AMC Kabuki Theatres, Japan Center, Cherry Blossom Festival and Nihonmachi Street Fair on Japantown’s vitality. The San Francisco Mayor’s Office of Community Development and the Mayor’s Office of Economic Development funded the study to achieve the following: “qualitative and quantitative information within the framework of the larger picture of overall community planning, in order to inform any future actions on the part of the community, as well as any future action on the part of the City”. The purpose of the study includes the following:

- assess the overall social, economic, cultural contributions of the AMC Kabuki Theatres, Japan Center and primary Japantown cultural events to the vitality of Japantown;
- determine future uses that would continue to benefit the community in the event that the Kabuki Theatres or Japan Center properties are sold; and
- Identify specific economic development recommendations for increasing the Japantown’s commercial and cultural vibrancy.

This study represents the conclusion of a two-part study, which commenced with an analysis of the social, cultural and economic impacts of Japantown Bowl’s closure.

METHODOLOGY

The methodology for this study involved self-administered intercept interviews with 422 patrons, dispersed among the venues as follows:

- AMC Kabuki Theatres: 202 surveys
- Japan Center: 116 surveys
- Cherry Blossom Festival: 54 surveys
- Nihonmachi Street Festival: 50 surveys

The interviews occurred at different times of the day and week, including weekend and workweek times, to capture the diversity of each venue’s patrons. The surveyors were



multi-lingual offering translations of the survey instrument in Japanese, Chinese, French and German. The surveyors sought respondents within an evenly distributed age range and gender. Otherwise, the respondents were selected randomly.

The Consultants supplemented the survey data with market research, interviews with industry specialists and property owners, review of existing documents and reference to the *Concepts for a Japantown Community Plan* produced by BMS Design Group and Porat Consulting (November 2000). The preliminary findings of this study were presented to the Task Force and will be discussed at a subsequent meeting of the new Japantown Task Force, Inc.

REPORT ORGANIZATION

Summary of Findings

This report presents the survey data and key findings in an executive summary format. The unique demographic characteristics, spending patterns and opinions of respondents from the AMC Kabuki Theatres are described in Chapter II, and the Japan Center, Cherry Blossom Festival and Nihonmachi Street Fair are described in Chapter III. The Consultants assimilated consistent findings from both surveys in formulating 17 specific economic development strategies for the new Japantown Task Force, Inc. as presented in Chapter IV.

Detailed Data Exhibits

The exhibits provide the detailed compilation of the survey responses and computer printouts of cross-tabulated survey results. Exhibit A provides the detailed data for the AMC Kabuki Theatre survey and Exhibit B provides the detailed data for the Japan Center, Cherry Blossom Festival and Nihonmachi Street Fair.