



Phase Zero – Year 1 Annual Update

Program Objective

Launched in fall of 2015, Phase Zero is an early stage marketing and activation campaign designed to raise awareness of the project within local and regional audiences, increase visits to The Point, and generate buzz within the target audience. Through a combination of regular programming and longer term installations the program provides the opportunity to foster relationships with potential tenants early in the project.

Phase Zero events and the supporting marketing enable the brand to mature in advance of the official project opening, engage the surrounding community, and serve as a tool to enhance the creative spirit emerging in the surrounding area.

Early place making activities are a key component of the activation process introducing the brand and aesthetic of the project prior to breaking ground. A new a pop-up Container Village provides the infrastructure and “place” for traffic to grow organically taking advantage of the site’s natural assets – stunning views of San Francisco and waterfront access while avoiding heavy construction in the Phase One area.



Year 1 Activities and Results –

The Point - Updated Phase Zero Activity Plan - Presented Mar. 22, 2016

Date	Event	Outcome
Oct. 1 - 31, 2015	Alameda Point Pumpkin Patch	6,000 attendees
Oct. 4, 2015	Antiques Faire After Party	400 attendees
Oct. 18, 2015	Halloween Bazaar	75 attendees
Nov. 25 – Dec. 24, 2015	Christmas Tree Lot	1,000 attendees
Dec. 5, 2015	Holidays at the Point	100 attendees
Jan. 18, 2016	MLK Day of Service	188 attendees
April 9, 2016	Alameda Point Nature Walk	110 attendees
April 30, 2016	Whimsy (Alameda Arts Festival) (Signature Event)	1,300 attendees
June 4, 2016	Clay Harding Skateboard Contest After Party (Summer Series)	300 attendees
July 15 – 16, 2016	The Soiled Dove	Two sold out shows - 500/ea.
July 4, 2016	Café & Beer Garden soft launch	Expected completion Q4 2016
July 22, 2016	Vespertine Circus - Midsummer Night*	300 attendees
July 23, 2016	Point of Transition - A Photography Project*	30 attendees
August 6, 2016	Bohemian Carnival*	500 attendees
August 7, 2016	Circus Spectacle at The Point (Summer Concert Series)	430 attendees
Total Year 1 Attendance		11,733 Attendees

* Incremental event added post Mar. 22, 2016

Results

With 14 distinct events executed within Year 1, the program succeeded in attracting over 11,700 visitors to an area of Alameda Point with historically low foot traffic. The first year's plan included a spectrum of programs from local, community events to new, signature events designed to attract new audiences to The Point.

Community focused programming included a coastal cleanup, nature walk, and a partnership with ARPD to enhance the annual Clay Harding Skateboard Contest with live music, creative art, and a silent auction benefitting the skate park.



Year 1 also introduced new signature events to the area with Whimsy, a creative arts street fair with 1,300 attendees. The event has had a lasting impact on the area with the introduction of three new murals, two of which will be woven in to Phase Zero place making initiatives with the Container Village.

Phase Zero also succeeded in attracting new off-island partners to the area including Vau de Vire Society, a performing arts troupe formerly based in San Francisco who will be making Alameda Point their new long-term home. In summer 2016, Phase Zero welcomed their big-top circus tent, Tortona which served as a temporary venue for four separate events. The Soiled Dove, a circus infused dinner theater produced by Vau de Vire, succeeded in attracting visitors from as far as Santa Cruz and Sacramento to two sold out shows in a relatively unknown location.

At a time when the East Bay is teeming with creativity, these events have helped put The Point on the map with audiences who are eager to bring even more creative programming to the area.

PR & Social Media

In addition to launching a new event series, Year 1 also had a number of PR and social media successes. Most major Phase Zero programs were promoted or covered within the Alameda Sun or East Bay Times. The emerging partnership with Vau de Vire Society garnered the widest press coverage for the project.

Key Press Phase Zero Year 1

Event	Press Coverage
Whimsy	East Bay Times
Vau de Vire Society & The Soiled Dove	East Bay Times Digital Journal - The Soiled Dove Coming Soon Digital Journal - Vau de Vire & Alameda Point

A crucial component to the success of the event series was marketing through Facebook, Instagram, and Twitter. Utilizing social media enabled the team to have a direct dialog with the Alameda community, draw in new audiences from our partner’s social followings, and lay the foundation for larger project marketing initiatives. Community interest is evident through the growth of Facebook likes which launched in April, 2016 and stands at nearly 500 as of September, 2016.

Evolution & Lessons Learned

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The original plan approved in September 2015 was reviewed and updated with city staff in March 2016 enabling the team to improve based on lessons learned through the initial kick off events.

Learnings from 2015/2016:

- Plans will need a degree of flexibility due to changes with site and partners, and to incorporate new opportunities that arise throughout the year
- Place making activities are essential to accomplishing the “bodies and buzz” objectives
- Smaller scale, regularly programmed activities need a “home” before they can successfully be incorporated in to Phase Zero plans
- Programming will continue to be seasonal (light in winter, more frequent in summer) due to the outdoor nature of the site
- Given the vast landscape at Alameda Point moving audiences from one event to another has been met with limited success
- Events take time to effectively plan, promote, and execute. A monthly schedule may not always be the most effective solution for accomplishing the overall objective





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Year 1 Phase Zero – Income and Expenses

YEAR 1 (Sept. 2015 - Aug. 2016)		-
Income		
	Pumpkin Patch/Christmas Tree Lot	\$6,450
	Whimsy (April)	\$1,514
	Total Income	\$7,964
Expenses		
	Place Making Expenses	
	Container Village	\$311,711
	W. Trident Ave improvements	\$3,170
	Branding/Signage	\$2,416
	Total Place Making Expenses	\$317,297
	Event Expenses	
	Antiques After Party Event (Oct)	\$16,096
	Pumpkin Patch Event (Oct)	\$11,032
	Christmas Tree Lot Event/APC Benefit(Nov - Dec)	\$1,806
	Martin Luther King Day of Service Event (Jan)	\$1,685
	Nature Walk (April)	\$1,000
	Whimsy (April)	\$41,291
	Clay Harding (June)	\$9,486
	The Soiled Dove (July)	\$10,033
	Point of Transition (Aug)	\$1,511
	Summer Family Circus Event (Aug)	\$11,085
	American Armed Forces Cup	\$2,500
	Total Event Expenses	\$107,525
	Overhead	
	Overhead Costs	\$11,801
	Total Administrative Expenses	\$11,801
	Net Phase Zero Expenses	\$428,659

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