

## EXHIBIT C PHASE 0 IMPLEMENTATION PLAN AND SCHEDULE

### PLAN OVERVIEW

Consistent with the Town Center and Waterfront Precise Plan, Phase 0 will be implemented to quickly bring people to the waterfront and further establish Alameda Point as a fun and cultural experience and show what it can become. The focus, which will include significant engagement of the local business community, is to create facilities and events that support APP's long term vision, create an immediate draw and be transitioned into a permanent part of Site A development.

The Developer will engage a consultant and/or event manager to coordinate with the City and execute the Phase 0 plan consistent with its development plan and the City's vision. Phase 0 features and events will need to cater to a diverse audience which has many options competing for its leisure time. In addition to the many ideas put forth by the City, Phase 0 is expected to include:

- Develop the theme of a 'creative waterfront' with space, events and exhibits focusing on the 'artisan-maker-innovator' community that leverages the industrial vibe of the base and the existing makers already there. An east-bay 'Dogpatch' expanding on the Bay Area's..and East Bay's... thriving entrepreneurship.
- Host a Night Market – instead of just the typical off-the-grid events, hold a once-a-month night market. Think First Fridays/Art Murmur in Oakland, or the Frenchmen Art Market in New Orleans ([www.frenchmenartmarket.com](http://www.frenchmenartmarket.com)) but with an Alameda vibe and personality.
  - Within 30 days of execution of the DDA, commence formal outreach to artisans, local restaurants and purveyors with the goal this become a permanent event at Alameda Point. Workwith Martha Trela of UrbanBloc to create an eclectic shipping container village for local retailers and restaurants to use for events, some of which may later be incorporated into a permanent, central urban park.
- Bring back drive-in movies for families using the side of Building 41.
  - Engage Syufy Enterprises-West Wind Drive-ins, for planning of the venue. Partner with Alameda businesses and food trucks for concessions. This will require some seed money but we envision this as a profitable venture contributing to other Phase 0 functions.
- Introduce the 'Pan Am Plaza' concert series to be coordinated with the Crab Cove Concert series.
- Holiday events focused on kids and families including a Halloween pumpkin patch and Christmas tree sales with kid's attractions (e.g. GM Farms in Livermore [www.gmfarms.com](http://www.gmfarms.com)).
  - Create 1-2 signature holiday events that can be sustained on a permanent basis.
  - Have a holiday toy drive to benefit the Alameda Collaborative and other children's charities.
- Leverage Community Involvement: engage existing community business members and event producers to be a part of and participate in the successful launch of The Town Center. Some members might include:
  - Rythmix Cultural Works in connection with the Night Market

- Alameda Bicycle and Team Alameda – bike events including a temporary pump track, weeknight criterium's and host its family bike tours and BBQs.
- Michaan's Auctions to help facilitate sales of artisan-makers wares.
- Little Ice Rink: offer a temporary or even permanent home for the successful public ice skating venue.
- Bladium – set up waterfront space and sports courts for local tournaments and events, including water events, while promoting the vision for the Regional Sports Complex.
- Alameda Community Sailing Center: provide lessons and rentals of small, non-motorized watercraft including junior sailing camps.
- Frank Bette Center for the Art's – hold a yearly event for the artisans and makers that will be juried and have prizes associated with it.
- VF Outdoor, offer an annual outlet equipment and apparel sales event.

#### **IMPLEMENTATION SCHEDULE**

- Engage Phase 0 marketing/event consultant to develop a theme and brand, including a website and social media tools, engage with any participating community members, and publish a detailed implementation plan including schedule of first year events and features on or before execution of the DDA.
- Develop necessary marketing collateral and launch the Phase 0 marketing campaign within 60 days of DDA execution.
- Launch the year 1 program within 90 days following execution of the DDA.

#### **PHASE 0 BUDGET**

- Developer is expected to pay all costs of Phase 0 which are expected to be approximately \$1.5 million. Developer will use all net revenues from Phase 0 to cover Phase 0 costs with any excess to be used for costs associated with the Project. Costs and revenues from Phase 0 shall be included in the project Pro Forma for purposes of determining the City's profit participation payments