



Phase Zero – Year 2 Activity Plan

Place Making Activities/Container Village –

The need for a long term home for Phase Zero activities was recognized early on in the project and included as part of the original activity plan in September, 2015 as the Container Café. Place making provides the essential basic infrastructure, “place” for traffic to grow organically, events to have a more lasting impact, and highlights the site’s natural assets – stunning views of San Francisco with waterfront access.

Working with Urban Bloc, the team responsible for developing The Yard in San Francisco adjacent to AT&T Park, Q4 2016 will see the unveiling of a new pop-up Container Village at Alameda Point. The project will include a café, beer garden, deck, and flexible games/entertainment area and starting in spring 2017 will have a heavy focus on creating community through regular programming. The Container Village will have regular hours on every weekend starting in April.

Strategically placed adjacent to the Alameda Naval Air Museum the location will enable the project to take advantage of waterfront views, access to power, and avoid Phase One construction. The café & beer garden will be accessible via a temporary route cutting through to the taxiway from W. Tower Ave. with parking located on the taxiway in front of Bladium.

EST. 1940



THE POINT

ALAMEDA, CALIFORNIA



Year 2 Activity Plan –

The proposed second year of Phase Zero activities includes a combination of recurring hits from 2015-2016, new recurring events in the Container Village, and bigger activities currently under discussion.

Confirmed Calendar –

9/29/16 -10/31/16	Speer Family Farms Pumpkin Patch
10/1/16	American Armed Forces Cup
Early December	Photos with Santa
1/16/17	MLK Day of Service Coastal Cleanup
February	Point of Transition Photography Show
3/12/17	Alameda Paddle Sports Event
4/29/17	Container Village Grand Opening
5/19/17	Yappy Hour
6/3/17	Clay Harding Skateboard Tournament
7/14/17	HOT Yoga @ The Point
8/1/17	Outdoor Movies at The Point
9/15/17	Yappy Hour
10/7/17	American Armed Forces Cup (Signature Event)

Event Descriptions –

Speer Family Farms Pumpkin Patch – This is the return of the successful pumpkin patch which drew in over 6,000 visitors in 2015. The month-long event includes multiple inflatable attractions, a petting zoo, and more.

American Armed Forces Cup – This sailing regatta places active members and reservists from all five branches of the military in a competitive challenge to win the trophy. The event will feature the launch of land side



EST. 1940



THE POINT

ALAMEDA, CALIFORNIA

activities with a family friendly afternoon of activities to coincide with the race. Live music, displays from multiple branches of the military will coincide with viewing stands along the shore of Seaplane Lagoon. The event will also serve as a fundraiser for Operation Dignity, a local non-profit providing support services to veterans.



Holiday Photos with Santa – The first activation event to be held within the Container Village the community will be invited to get commemorative photos with Santa. The event will also serve as a toy or canned food drive.

MLK Weekend Coastal Cleanup – A recurring event in which the community is invited to clean up the shores of Alameda Point, followed by an afternoon of refreshments at The Point’s Container Village.

Point of Transition Photography Event – This event will be a public showcase of the work from the 30 professional photographers who were invited to document the inside of several buildings within Site A before demolition commenced. The event will also include selected works from an online photography contest.



EST. 1940



THE POINT

ALAMEDA, CALIFORNIA



Alameda Paddle Sports Show – Gear up for summer with a demo day from stand up paddle sports and kayak vendors. The event will give locals the opportunity to get out on the water before the summer winds kick up. Local paddling outrigger canoe, dragon boat, kayak, and stand up paddleboard clubs will be invited to participate.

Container Village Grand Opening – The Container Village is scheduled for a soft launch in Q1 2017 and as the weather heats up and the days get longer the end of April will mark the grand opening and start to the summer season. The occasion will be marked with a community celebration with live music.

Clay Harding Skateboard Tournament – Partnering with Alameda Recreation and Parks Department and Patty Harding, we will work to support a popular and growing tradition in our community with the 3rd annual Clay Harding Skateboard Tournament. Activities at the event will help benefit park maintenance and improvements.

Outdoor Movies @ The Point- As the days get shorter the evenings warm up The Point will be offering an evening outdoor movie complete with special menu options from the café.



Potentially Recurring Events –

These smaller scale events will be hosted within the Container Village and are part of the anticipated regular programming at the site. Should they prove to be successful they will be incorporated in to a recurring calendar of activities.

Yappy Hour – Bring Fido down for a beverage and a cookie at this specially themed dog friendly happy hour at the Container Village.



THE POINT

ALAMEDA, CALIFORNIA

HOT Yoga @ The Point – A recurring event during the summer, The Point’s Container Village will host free outdoor yoga.



EST. 1940



THE POINT

ALAMEDA, CALIFORNIA

In Progress –

Burning Man Decompression – This is a highly popular event currently based in San Francisco brings a taste of Burning Man’s creative spirit to those who can’t make it out to The Playa. Organizers are looking to relocate and expand and see tremendous opportunity to bring big art out to Alameda Point with a free, family friendly street festival. The event currently draws over 10,000 attendees each year.





THE POINT

ALAMEDA, CALIFORNIA

Year 2 – Phase Zero Income and Expenses

YEAR 2 (Sept. 2016 - Aug. 2017)		-
Income		
	Container Village	\$42,000
	Pumpkin Patch	\$2,000
	Event Vendor Fees	\$2,000
	Total Income	\$46,000
Expenses		
	Place Making Expenses	
	Container Village	\$425,000
	Branding/Signage	\$20,000
	Total Place Making Expenses	\$445,000
	Marketing Expenses	
	Advertising & Marketing Materials	\$8,550
	Total Marketing Expenses	\$8,550
	Event Expenses	
	Speer Family Farms Pumpkin Patch	\$-
	American Armed Forces Cup 2016	\$12,850
	Photos with Santa	\$4,250
	MLK Day of Service	\$1,950
	Point of Transition - A Photography Project	\$1,900
	Alameda Paddle Festival	\$12,000
	Container Village Grand Opening	\$15,000
	Yappy Hour @ the Container Village	\$2,000
	Clay Harding Skateboard Tournament	\$5,000
	HOT Yoga @ the Container Village	\$2,000
	Outdoor Movies	\$6,000
	Yappy Hour @ the Container Village	\$2,000
	American Armed Forces Cup 2017	\$15,000
	Total Event Expenses	\$79,950
	Net Phase Zero Expenses	\$480,464