

# **Phase 0 Activities Plan**

**October 2015 – September 2016**

**Submitted to the City of Alameda 8/13/2015**

**Alameda Point Partners, LLC**

# **Phase 0 Activities Plan - Calendar**

## Phase Zero Year One Activities Calendar Oct. 2015 – Sept. 2016

| Date                    | Event   | Identified Vendors/Sublicensees                           |
|-------------------------|---|---|
| Oct. 1 - 31, 2015       | Alameda Point Pumpkin Patch   | Speer Family Farms  |
| Oct. 4, 2015            | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| Oct. 17 - 18, 2015      | Tinkering School Academy  | Tinkering School  |
| Nov. 25 – Dec. 24, 2015 | Christmas Tree Lot  | Speer Family Farms  |
| Jan. 18, 2016           | MLK Day of Service  | Conducted in conjunction with Alameda Public Works*       |
| Feb. TBD, 2016          | Tinkering School Academy  | Tinkering School  |
| March 12, 2016          | Winter Arts Festival  | TBC   |
| April 2, 2016           | Alameda Point Nature Walk   | TBC   |
| April 3, 2016           | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| April 16, 2016          | Alameda Point Open House  | Alameda Point Tenants*                                    |
| May 1, 2016             | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| May TBD, 2016           | Launch Bike Playground**  | Bike Hub*   |
| May 21, 2016            | Ride on 2 Wheels  | Alameda Bicycle*  |
| June 5, 2016            | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| June 11, 2016           | Outdoor Movie Series  | Conducted in conjunction with Alameda Parks & Recreation* |
| July TBD, 2016          | Launch Waterfront Café/Wind Shelter (Open weekends throughout summer) |   |
| July 3, 2016            | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| July 9, 2016            | Outdoor Movie Series  | Conducted in conjunction with Alameda Parks & Recreation* |
| Aug. 7, 2016            | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| Aug. 13, 2016           | Outdoor Movie Series  | Conducted in conjunction with Alameda Parks & Recreation* |
| Sept. 4, 2016           | Antiques Faire After Party  | A-town Events *<br>Lucky 13*<br>Multiple food trucks      |
| Sept. 10, 2016          | Outdoor Movie Series  | Conducted in conjunction with Alameda Parks & Recreation* |

Schedule of events is as of Aug. 11, 2015. Exact event location and dates may change

\* In partnership with local Alameda business or organization

\*\* Subject to approval by Alameda Parks & Recreation for acceptance and operation as a public facility

Note 1: Alameda Point Partners, LLC shall have the right to cancel a scheduled event if it reasonably determines that (a) the physical condition of the approved location (or any material portion thereof) creates an unsafe condition for vendors or participants and (b) it is not practicable (due to time or cost) to correct the identified condition prior to the scheduled date. Such canceled events may be relocated/rescheduled with the City Manager's approval.

Note 2: City staff shall have the right to cancel a scheduled event upon written notice to Alameda Point Partners, LLC if it determines that the activity is (a) located on property that is subject to the Tidelands Trust and (b) prohibited by the Tidelands Trust.

Note 3: Activities may be canceled by Alameda Point Partners, LLC due to inclement weather and canceled events may be rescheduled for a different date with the City Manager's approval.

# **Phase 0 Activities Plan - Events**

# Alameda Point Pumpkin Patch

## Event Description

The inaugural Alameda Point Pumpkin Patch produced by Speer Family Farms will be one of the attractions that will help establish Alameda Point as *the* Halloween destination in 2015. More than a place to pick a pumpkin, the Patch will rival Bay Area favorite seasonal events in Half Moon Bay and Lathrop with a wide variety of family friendly attractions including:

- Petting zoo
- Zip line
- Maze
- Rock climbing wall
- Giant hamster balls
- Multiple jumpy houses
- 30 foot slide
- Controlled trampoline
- Pony rides

Weekend food trucks provide the incentive for families to make a full afternoon of their visit.

Additionally, Speer Family Farms and Alameda Point Partners, LLC will be working to amplify marketing efforts by collaborating with ScareCo Pro (producers of the Haunted Hornet) as well as existing Alameda Point tenants.

This event requires a fee for entry.

## Timing

October 1 – 31, 2015. Hours 10 AM – 9PM

## Target Audience

The Alameda Point Pumpkin Patch will be marketed to families across the region including Alameda, Oakland, Berkeley, and San Leandro.

## Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Bike racks will be installed in the area to provide secure parking.

Directional signage co-branded with the Pumpkin Patch and Haunted Hornet will guide audiences from the Webster tube to Site A.

## Infrastructure Needs

- |   |                       |
|---|-----------------------|
| Power for entertainment                           | Garbage and recycling |
| Port-a-johns                                      | Directional signage   |
| Event permits including approval for live animals | Bicycle parking       |

## Marketing & Promotion

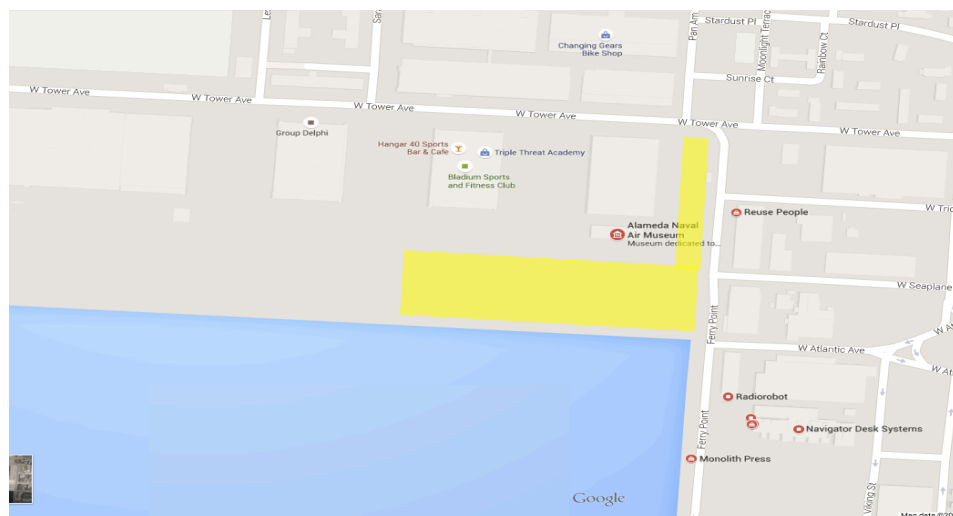
- Guerilla Marketing:**  
 Printed co-marketing postcards in conjunction with the Haunted Hornet as well as having a strong presence at the Antiques Faire entrance.
- PR outreach to the following publications:**

|                             |                                  |
|-----------------------------|----------------------------------|
| The Alamedan                | Thrillist                        |
| Alameda Sun                 | SFist                            |
| Alameda Journal             | Funcheap SF                      |
| East Bay Express            | Local event listings KPIX, KTVU, |
| Eventbrite/Rally            | KQED                             |
| City of Alameda email blast |                                  |
- Facebook groups:**

|                          |                           |
|--------------------------|---------------------------|
| Alameda Peeps            | Alameda 94501             |
| What's Happening Alameda | Oakland Parties, Concerts |
- Paid Advertising:**

|                              |              |
|------------------------------|--------------|
| Facebook                     | Spot radio   |
| East Bay Express             | SF Chronicle |
| Antiques Faire program guide |              |
- Potential co-marketing:**  
 Alameda Theater  
 Halloween Passport will provide discounts to both Alameda Point Pumpkin Patch, Haunted Hornet, and West End/Alameda Point businesses

## Location



# Antiques Faire After Party

## Event Description

Phase Zero's most regular event, the Antiques Faire After Party, offers an opportunity for attendees of the highly popular regional event to extend their time at Alameda Point.

Multiple food trucks, DJs, and additional entertainment will create a festive atmosphere. In October this will include zombie guest appearances from the Haunted Hornet, the Broken Spokes Bicycle Club, and opportunities for craft vendors to set up booth space.

Returning in April 2016 with monthly regularity, the After Party will include additional entertainment options such as live mural paintings, bands, and craft vendors.

## Timing

The first Sunday of Oct 2015 and the first Sunday of Apr – Sep 2016. Sunday, from 1 PM– 5 PM

## Target Audience

Marketing will be targeted to attendees of the popular Alameda Antiques Faire, visitors to any concurrent special events on the Taxiway including the Alameda Point Pumpkin Patch, and local Alameda residents.

Projected Attendance: 300

## Confirmed Vendors (October)

Lucky 13 – Alcohol  
Kenny's Heart & Soul – Food  
A-town Events – DJ services & equipment  
ScareCo Pro – Entertainment  
Broken Spokes Bicycle Club – Entertainment/attraction

## Transportation & Logistics

Limited parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Directional signage will be placed along the Antiques Faire express exit route throughout Alameda Point.

Event will be open to the Public.

## Infrastructure Needs

|   |                       |
|---|-----------------------|
| Power for entertainment                             | Garbage and recycling |
| Port-a-johns  | Directional signage   |
| Picnic tables/outdoor furniture                     | Bicycle parking       |
| Permits for alcohol, food trucks and street closure |                       |



## Marketing & Promotion

### **Guerilla Marketing:**

Printed posters to be distributed around Alameda

Additional posters placed adjacent to the Antiques Faire entrance

### **PR outreach to the following publications:**

The Alamedan

Alameda Sun

Alameda Journal

East Bay Express

Eventbrite/Rally

City of Alameda email blast

Thrillist

SFist

Funcheap SF

Local event listings KPIX, KTVU, KQED

### **Facebook groups:**

Alameda Peeps

What's Happening Alameda?

Alameda 94501

Oakland Parties, Concerts, Underground Events

### **Paid Advertising:**

Facebook

East Bay Express

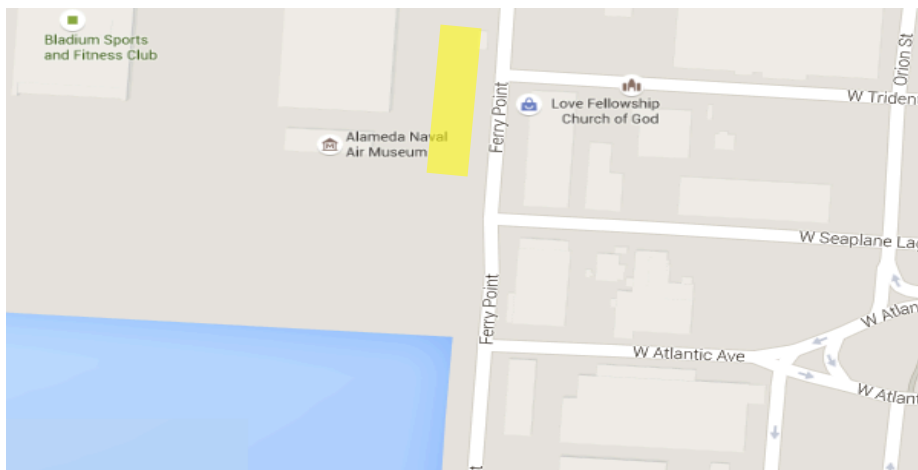
Antiques Faire program guide

### **Collateral Required:**

Eventbrite Listing

Poster/flyer

## Location



# Tinkering School Academy

## Event Description

The popular San Francisco Makers academy for 6-17 year olds will bring a special workshop out to Alameda Point this fall as a pilot program for potential future expansion. Tinkering School camps teach children problem solving skills through hands on experiences of design, building, play, and exploration, while using real tools.

During the one-day program 16 students will be invited to complete a marshmallow shooter. Each child will receive a shooter-building kit: materials for building the shooter, an ammo belt, a bag of marshmallows, a schematic with building directions, and safety goggles. Kids dive straight into building and an epic battle ensues.

## Timing

One-day event in October, exact date is in process of being finalized.

One-day event in February, exact date is in process of being finalized.

## Target Audience

Alameda/East Bay kids ages 6-17

Projected attendance: 16 students

## Transportation & Logistics

Staff parking and parent drop off alongside W. Sea Plane Lagoon Ave.  
Event will require fee and advanced sign up.

## Infrastructure Needs

|                   |                       |
|-------------------|-----------------------|
| Power             | Garbage and recycling |
| Port-a-johns      | Bicycle parking       |
| Shelter from wind |                       |

## Marketing & Promotion

### PR outreach to the following publications:

The Alamedan  
City of Alameda email blast

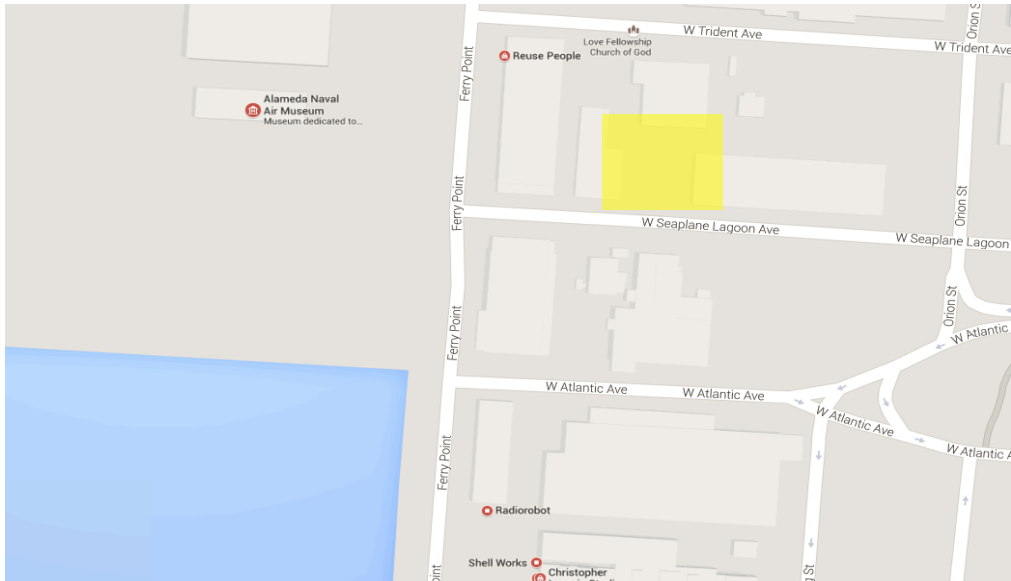
### Facebook groups:

Alameda Peeps  
What's Happening Alameda  
Alameda 94501

### Additional Outreach:

Parents of Alameda's young Maker community including Wood Middle School PTA

# Location



# Christmas Tree Lot

## Event Description

The holiday season will kick off on Wednesday, Nov. 25 with the opening of the Alameda Point Christmas Tree lot. Some attractions such as the jumpy houses and petting zoo will return following their debut at the Alameda Point Pumpkin Patch and Santa will make occasional guest appearances.

A special one-day charity event will help to support the Alameda Point Collaborative. Similar to Santa Con, children from around the area will be invited to come dressed as elves to help make wreaths for Collaborative residents. The location will also serve as a designated Toys for Tots drop off point.

This event will be open to the Public.

## Timing

Nov. 25, 2015 – Dec. 24, 2015

## Target Audience

Alameda residents with an emphasis on the West End

## Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Event will be open to the Public.

## Infrastructure Needs

Power for entertainment

Port-a-johns

Garbage and recycling

Directional signage

Bicycle parking

## Marketing & Promotion

### PR outreach to the following publications:

The Alamedan

Alameda Sun

City Email Blast

Alameda Journal

### Facebook groups:

Alameda Peeps

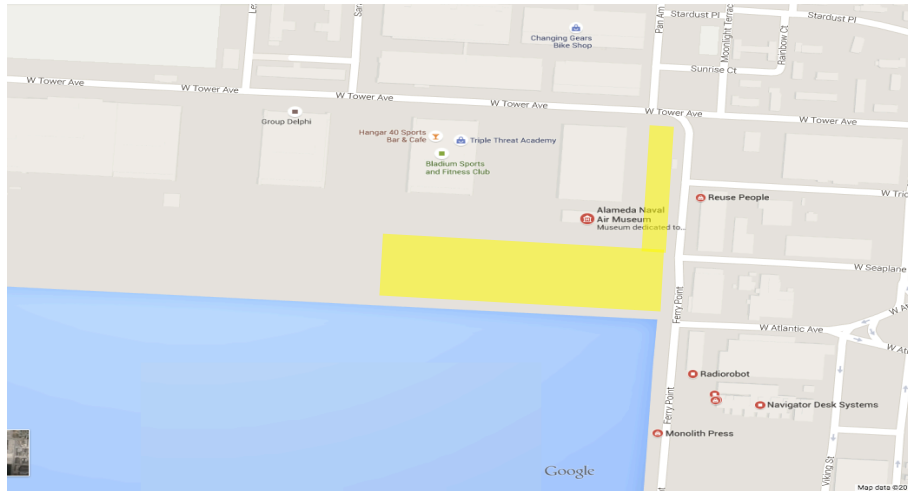
What's Happening Alameda?

Alameda 94501

### Paid Advertising:

Possible mailing to west end residents

# Location



# MLK Day of Service

## Event Description

Building on the new tradition launched by President Obama, Alameda Point Partners, LLC will host a day of service in honor of Martin Luther King Jr. Residents will be invited to help revamp sections of Alameda Point. Activities for the day will include a shoreline cleanup, plantings along the proposed De-Pave pop up park, and installations of picnic tables/benches in the area.

Non-profits Friends of the Parks, Baykeeper, the Audubon Society, and EBRP will be invited to have a presence, share their mission for clean water and open space, and educate volunteers on how they can continue to donate their time and services throughout the year.

The day will begin with a hosted breakfast and will culminate in a thank you barbecue celebration at Sea Plane Lagoon or the inside event space.

## Timing

Saturday, January 16, 2016 10 AM – 1PM

## Target Audience

Alameda residents with a focus on children and advocates for our public parks

## Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Event will be open to the Public

## Infrastructure Needs

|                                   |                                       |
|-----------------------------------|---------------------------------------|
| Port-a-johns                      | Food vendor for BBQ                   |
| Garbage and recycling             | Contribution to any clean up supplies |
| Directional signage               | Bicycle parking                       |
| Picnic tables for thank you event |                                       |

## Marketing & Promotion

### PR outreach to the following publications:

|              |                             |
|--------------|-----------------------------|
| The Alamedan | Alameda Journal             |
| Alameda Sun  | City of Alameda email blast |

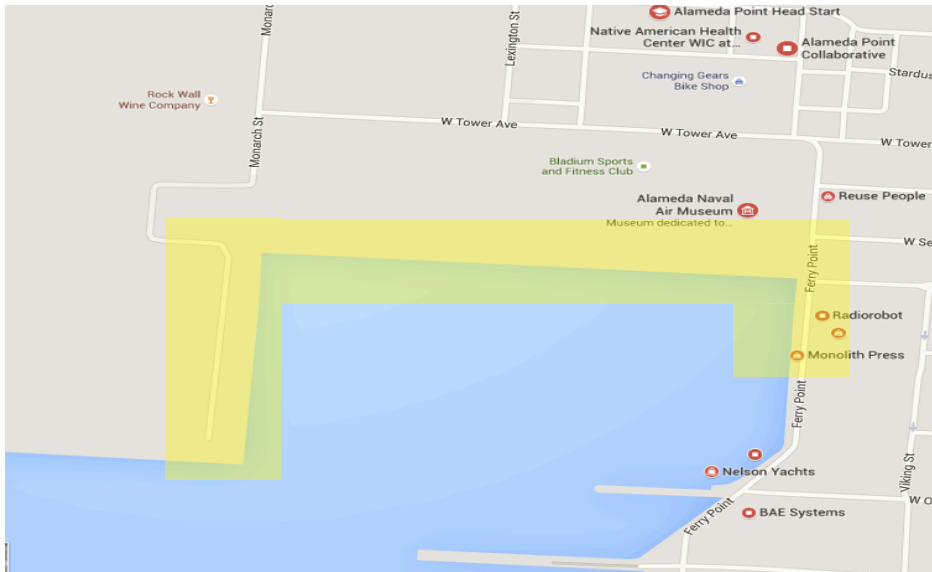
### Facebook groups:

|                           |               |
|---------------------------|---------------|
| Alameda Peeps             | Alameda 94501 |
| What's Happening Alameda? |               |

### Additional advertising:

Banner across Central Ave & Webster St. promoting the event

# Location



# Winter Arts Festival

## Event Description

Creativity abounds at Alameda Point with furniture makers, industrial artists, craft spirits and more. The Winter Arts Festival will help to reinforce and celebrate that unique energy and creative opportunity of the area's large scale and industrial vibe.

East Bay street art has matured and crossed in to the fine art realm and Alameda Point Partners, LLC will bring a piece of that spirit to Alameda Point with a muralist and a pop up gallery. A curated artist will be invited to transform the side of building 113 into the first large-scale outdoor mural at Alameda Point. Once complete the piece will serve as the backdrop for the Beer Garden and Antiques Faire After Party events in the summer of 2016. Additional pop up gallery space will feature other fine artists, photographers, and art cars.

The event will also feature DJs and food trucks, and craft cocktails featuring Alameda Point spirits.

## Timing

Saturday, March 12, 2016: 3-7PM

## Target Audience

Adults 21+ in the Alameda, Oakland and Berkeley areas who are fans of street, industrial, and fine art

## Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Event will be open to the Public.

## Infrastructure Needs

|                                |   |
|--------------------------------|---|
| Indoor event space for gallery | Directional signage                               |
| Power for entertainment        | Artist materials (paint, temporary boards, etc.)  |
| Port-a-johns                   | Permits for street closure @ Sea Plane Lagoon Way |
| Event permits                  | Bicycle parking                                   |
| Garbage and recycling          |   |



## Marketing & Promotion

### PR outreach to the following publications:

The Alamedan  
Alameda Sun  
Alameda Journal  
East Bay Express  
SF Weekly  
City of Alameda email blast

Eventbrite/Rally  
Thrillist  
SFist  
Funcheap SF  
Local event listings KPIX, KTVU, KQED

### Facebook groups:

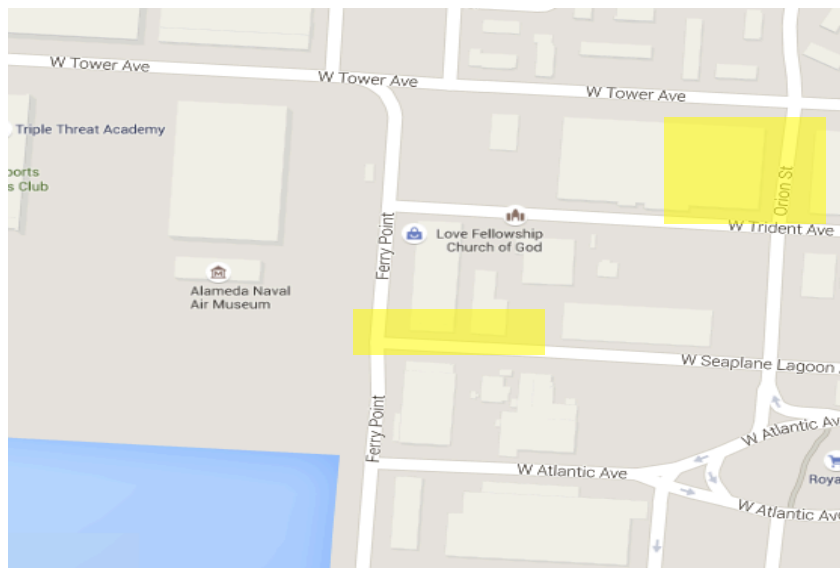
Alameda Peeps  
What's Happening Alameda?  
Alameda 94501

Oakland Parties, Concerts, Underground  
Events

### Paid Advertising:

Facebook  
East Bay Express

## Location



# Alameda Point Nature Walk

## Event Description

Alameda Point is home to all sorts of unique wildlife, from endangered Terns to Harbor Seals. We will host and coordinate a nature walk to highlight all the creatures that are thriving in our own backyard.

We will work with non-profit partners and wildlife experts for a special educational morning nature walk. There will be three key stops along the walk, the first highlighting the new Harbor Seal haul out adjacent to Viking Street. From there, attendees ride out to De-pave Park to learn about Alameda's most protected citizens, the Least Terns, and the thousands of pelicans that call our shores home. Finally, they return to the corner of Sea Plane Lagoon for the chance to learn about conservation efforts and hosted children's activities.

## Timing

Saturday, April 2, 2016: 9AM – 11AM

## Target Audience

Outreach will primarily be targeted to Alameda residents with an emphasis on those who enjoy hiking and nature.

## Transportation & Logistics

Sea Plane Lagoon serves as the logistical center for the walk. Parking will be provided near key stops.

Event will be open to the Public.

## Infrastructure Needs

|                       |                                     |
|-----------------------|-------------------------------------|
| Pop up tents          | Directional signage                 |
| Port-a-johns          | Bicycle parking at Sea Plane Lagoon |
| Garbage and recycling |                                     |

## Marketing & Promotion

### PR outreach to the following publications:

|              |                             |
|--------------|-----------------------------|
| The Alamedan | Alameda Journal             |
| Alameda Sun  | City of Alameda email blast |

### Facebook groups:

Alameda Peeps  
What's Happening Alameda

# Location



# Alameda Point Open House

## Event Description

The open house is a community celebration of Alameda Point's past, present, and future. An event designed to educate and inspire exploration of and excitement for what's to come.

To celebrate Alameda Point's rich history as a former Naval Air Station, Alameda Naval Air Museum and the USS Hornet will provide educational opportunities through history walks and tours. Atlas Obscura, a website dedicated to documenting hidden wonders and curiosities, will promote special access to buildings, areas, or archives normally not accessible to the public. Additionally, salon style history talks will be hosted at The Crow's Nest within the Alameda Naval Air Museum.

The open house will also highlight the entrepreneurial spirit and creative opportunity that has thrived at the Point since the base closure. Current tenants at Alameda Point from Spirits Alley to Alameda Point Studios have an opportunity to throw open their doors and celebrate their craft.

Alameda Point Partners, LLC will share the vision of a new future at Alameda Point with a gathering along Sea Plane Lagoon. Food trucks, live music, sailing demonstrations, art, and a beer garden create a festive atmosphere and educates attendees about what is to come.

## Timing

Open house – Saturday, April 16<sup>th</sup>: 1PM – 4PM, Sea Plane Lagoon Celebration: 2PM – 6PM

## Target Audience

The primary target is local Alameda residents with a secondary focus on the surrounding areas (Berkeley, Oakland, San Francisco), people interested in craft food, beverage, and urban exploration.

## Transportation & Logistics

**Cycling** –Pedi cabs will also be invited to circle around the base to take attendees from stop to stop.

**Car** – Limited parking will be offered at key stops (USS Hornet, Sea Plane Lagoon, Spirits Alley, Parade Grounds)

**Shuttle** – Attendees can purchase a deluxe ticket that will secure a seat on the shuttle that will take attendees from stop, to stop throughout the day and provide access to paid attractions like the Hornet and Naval Air Museum.

Event will be open to the Public.

## Infrastructure Needs

Power for entertainment  
Port-a-johns  
Stage  
Shuttle

Pop ups for participating vendors at  
Sea Plane Lagoon  
Garbage and recycling  
Directional signage  
Bicycle parking

## Marketing & Promotion

### Guerilla Marketing:

Presence at the Antiques Faire entrance  
Promo materials at public facing Alameda Point tenants

### PR outreach to the following publications:

|                             |                                       |
|-----------------------------|---------------------------------------|
| The Alamedan                | SFist                                 |
| Alameda Sun                 | Funcheap SF                           |
| Alameda Magazine            | Berkeleyside                          |
| Alameda Journal             | Atlas Obscura                         |
| East Bay Express            | Urban Daddy                           |
| Eventbrite/Rally            | SF Weekly                             |
| Thrillist                   | Local event listings KPIX, KTVU, KQED |
| City of Alameda email blast |                                       |

### Facebook groups:

|                          |   |
|--------------------------|---|
| Alameda Peeps            | Oakland Parties, Concerts, Underground Events |
| What's Happening Alameda |   |
| Alameda 94501            |   |

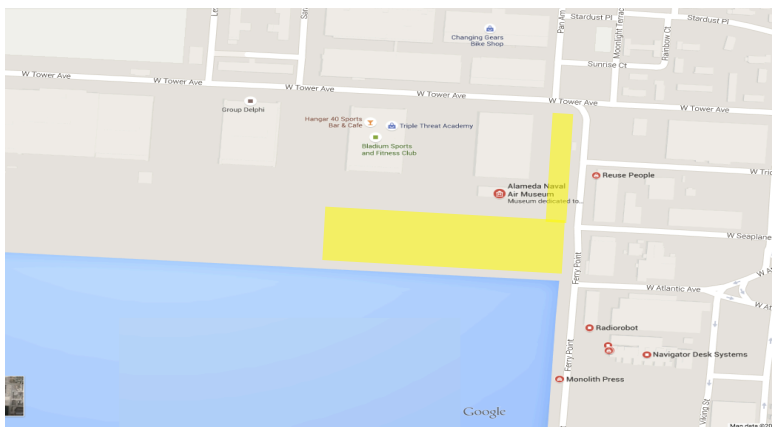
### Paid Advertising:

|                  |                              |
|------------------|------------------------------|
| Facebook         | Antiques Faire program guide |
| East Bay Express | Alameda Theater              |

### Collateral Required:

Basic website  
Poster/Flyer  
Event program or map

## Location



Multiple stops throughout Alameda Point. Main gathering point and celebration at the NE corner of Sea Plane Lagoon.

# Ride on 2 Wheels

## Event Description

Working in conjunction with Alameda Bicycle we will bring a special Ride on 2 Wheels class out to Alameda Point out to celebrate the launch of the Bicycle Playground. Ride on 2 Wheels is the popular free class hosted by Alameda Bicycle that teaches kids how to ride without training wheels.

The Taxiway's large, flat surface is the perfect place to let kids test out their new skills in a safe environment, free from traffic. The gentle obstacles and striping of the Bicycle Playground will give them the chance to further build on their cycling skills.

Following the 2-hour class, attendees and the general public will be invited on a slow, family ride through the Taxiway, along De-Pave Park, and around Spirits Alley before we return to the Bicycle Playground for a barbecue to celebrate the launch of this one-of-a-kind park space.

## Timing

Saturday, May 21, 2016: 10AM – 1PM

## Target Audience

Families, with an emphasis on those with small children.

## Transportation & Logistics

Limited parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Secure bike parking will be provided near Sea Plane Lagoon and the Bicycle Playground.

Event will be open to the Public.

## Infrastructure Needs

Port-a-johns

Garbage and recycling

Directional signage

Picnic tables and pop ups for shade

Bicycle parking

## Marketing & Promotion

### PR outreach to the following publications:

The Alamedan

Alameda Sun

Alameda Journal

City of Alameda email blast

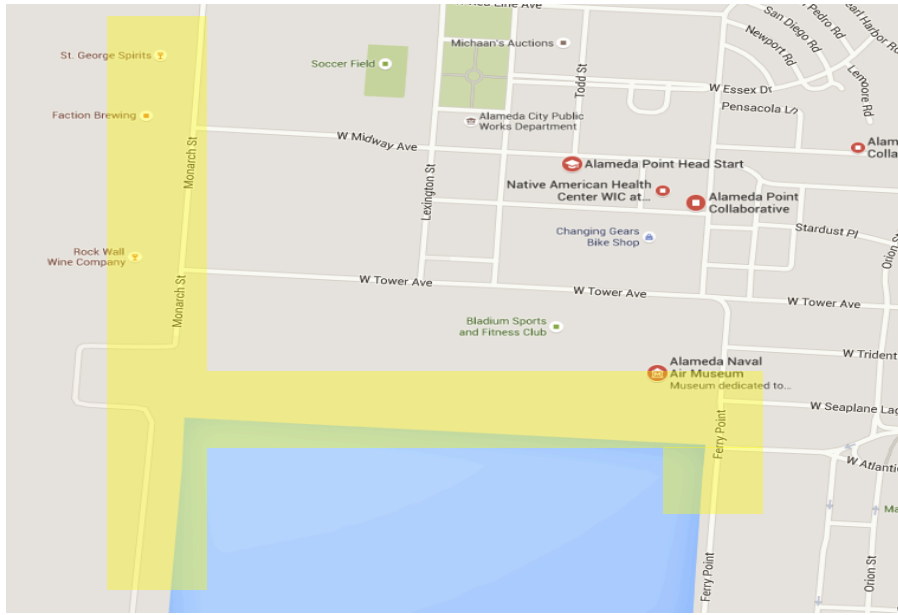
### Facebook groups:

Alameda Peeps

What's Happening Alameda

Alameda 94501

# Location



# Outdoor Movie Series

## Event Description

Held during the summer months, Alameda Point Partners, LLC will support a monthly outdoor movie series along the taxiway. Each movie night will include a different theme: 50's Night with retro cars, Musical Night with a sing-a-long movie, etc.

Families will be encouraged to make a full evening out of the event by bringing lounge chairs and picnics while enjoying views of San Francisco. Food trucks and DJs will provide entertainment while waiting for the sun to go down.

## Timing

2<sup>nd</sup> Saturday of the month June – September 2016, 6 PM – 10PM

## Target Audience

Alameda residents with an emphasis on families.

Projected attendance: 300 – 500

## Transportation & Logistics

Limited parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Secure bike parking will be provided.

Event will be open to the public.

## Infrastructure Needs

|                                  |                       |
|----------------------------------|-----------------------|
| Power for entertainment          | Garbage and recycling |
| Port-a-johns                     | Directional signage   |
| Permits for alcohol, food trucks | Bicycle parking       |

## Marketing & Promotion

### PR outreach to the following publications:

|                             |                                       |
|-----------------------------|---------------------------------------|
| The Alamedan                | Thrillist                             |
| Alameda Sun                 | Funcheap SF                           |
| Alameda Journal             | Local event listings KPIX, KTVU, KQED |
| East Bay Express            |                                       |
| City of Alameda email blast |                                       |

### Facebook groups:

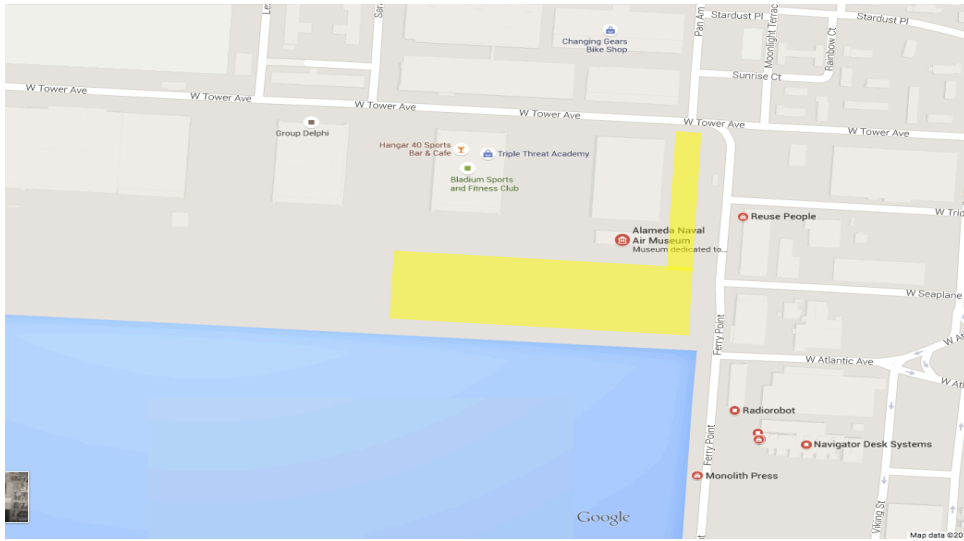
|                          |               |
|--------------------------|---------------|
| Alameda Peeps            | Alameda 94501 |
| What's Happening Alameda |               |

### Paid Advertising:

Facebook



# Location



# **Phase 0 Activities Plan - Budget**

# Phase 0 Activities Budget - Year 1

October 2015 - September 2016

## Income

|                         |         |
|-------------------------|---------|
| Halloween Pumpkin Patch | \$5,000 |
| Open House Sponsorship  | \$5,000 |
| Café Rent (Jul - Sep)   | \$9,000 |

|                     |                 |
|---------------------|-----------------|
| <b>Total Income</b> | <b>\$19,000</b> |
|---------------------|-----------------|

## Expense

### Infrastructure Expense

|                         |             |
|-------------------------|-------------|
| Beer Garden             | \$(100,000) |
| Bike Playground         | \$(75,000)  |
| Waterfront Pop Up Space | \$(200,000) |

|                                     |                    |
|-------------------------------------|--------------------|
| <b>Total Infrastructure Expense</b> | <b>\$(375,000)</b> |
|-------------------------------------|--------------------|

### Overhead Expense

|                                |            |
|--------------------------------|------------|
| Insurance                      | \$(90,000) |
| Maintenance/Janitorial/Garbage | \$(48,500) |

|                               |                    |
|-------------------------------|--------------------|
| <b>Total Overhead Expense</b> | <b>\$(138,500)</b> |
|-------------------------------|--------------------|

### Events Expense

|  |            |
|--|------------|
| Alameda Point Pumpkin Patch (Oct)*                             | \$(15,500) |
| Antiques Faire After Party (Oct, Apr, May, Jun, Jul, Aug, Sep) | \$(29,750) |
| Tinkering School Academy (Oct & Feb)*                          | \$-        |
| Christmas Tree Lot (Nov - Dec)*                                | \$(1,000)  |
| MLK Day of Service (Jan)*                                      | \$(1,500)  |
| Winter Arts Festival (Mar)                                     | \$(9,250)  |
| Alameda Point Nature Walk (Apr)*                               | \$-        |
| Alameda Point Open House (Apr)                                 | \$(31,650) |
| Ride on 2 Wheels (May)*  | \$-        |
| Outdoor Movie Series (Jun, Jul, Aug, Sep)*                     | \$(9,000)  |

|                             |                   |
|-----------------------------|-------------------|
| <b>Total Events Expense</b> | <b>\$(97,650)</b> |
|-----------------------------|-------------------|

|                      |                    |
|----------------------|--------------------|
| <b>Total Expense</b> | <b>\$(611,150)</b> |
|----------------------|--------------------|

|                             |                    |
|-----------------------------|--------------------|
| <b>Net Operating Income</b> | <b>\$(592,150)</b> |
|-----------------------------|--------------------|

\*Vendor sponsored event- vendor makes investment to operate on Site A