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THE POINT

ALAMEDA, CALIFORNIA

Phase Zero – Annual Update
October 18, 2016

Phase Zero Objectives

- **Increase awareness** of the project within local and regional audiences
- **Attract new audiences** to visit The Point
- **Generate buzz** about the project within local and regional press



Year One Activities

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	1000 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)	1300 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



Year One Activities



Vau de Vire Society/The Soiled Dove



Key Results

- Over **11,000 attendees** across **14 events**
- Launch of social media marketing – **500 likes** over 6 months
- New **buzz** worthy, long-term partnerships that have unique entertainment opportunities to The Point
- Multiple **new murals** add creativity and color to the area
- Frequent coverage of events within the East Bay Times and Alameda Sun

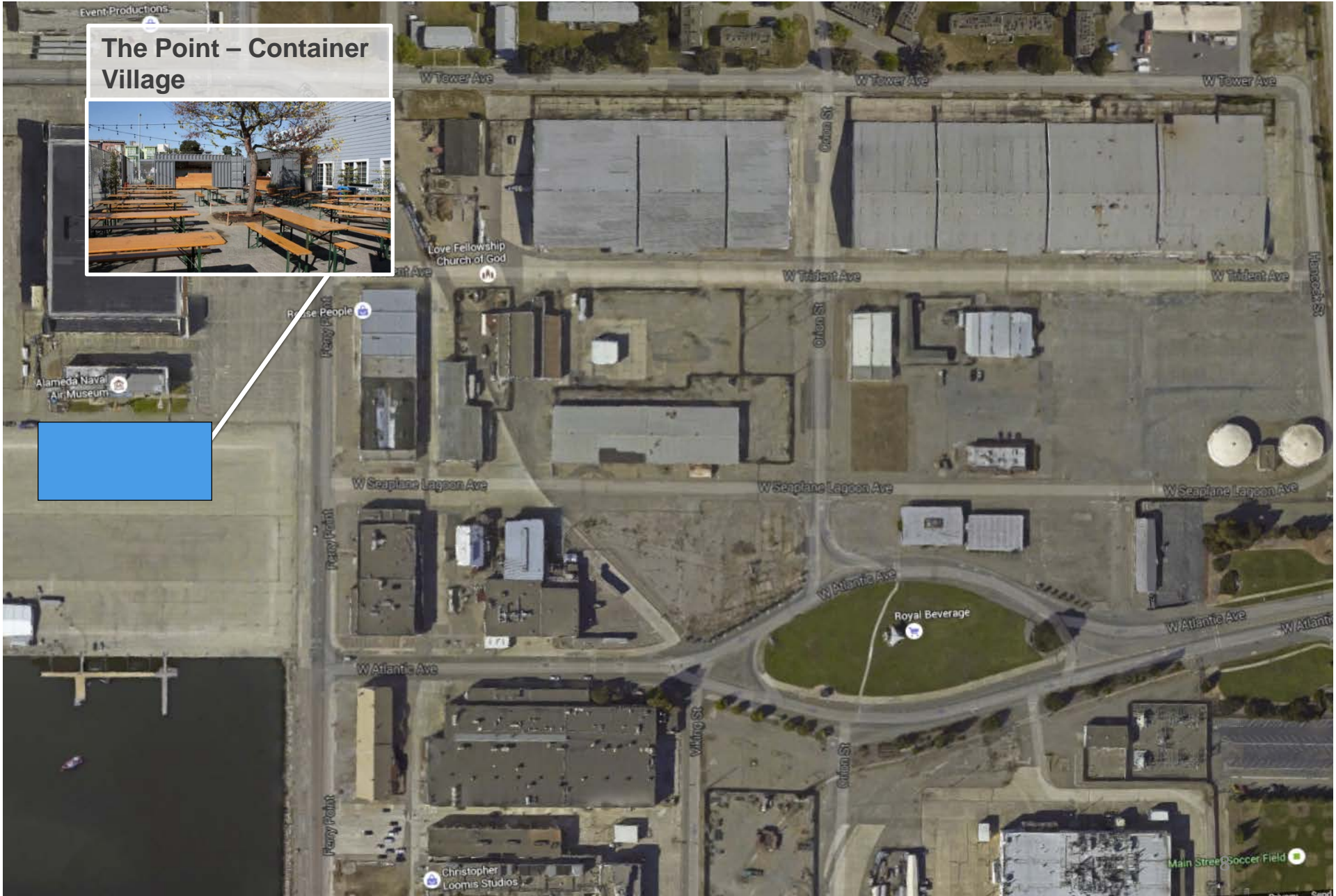


Key Learnings

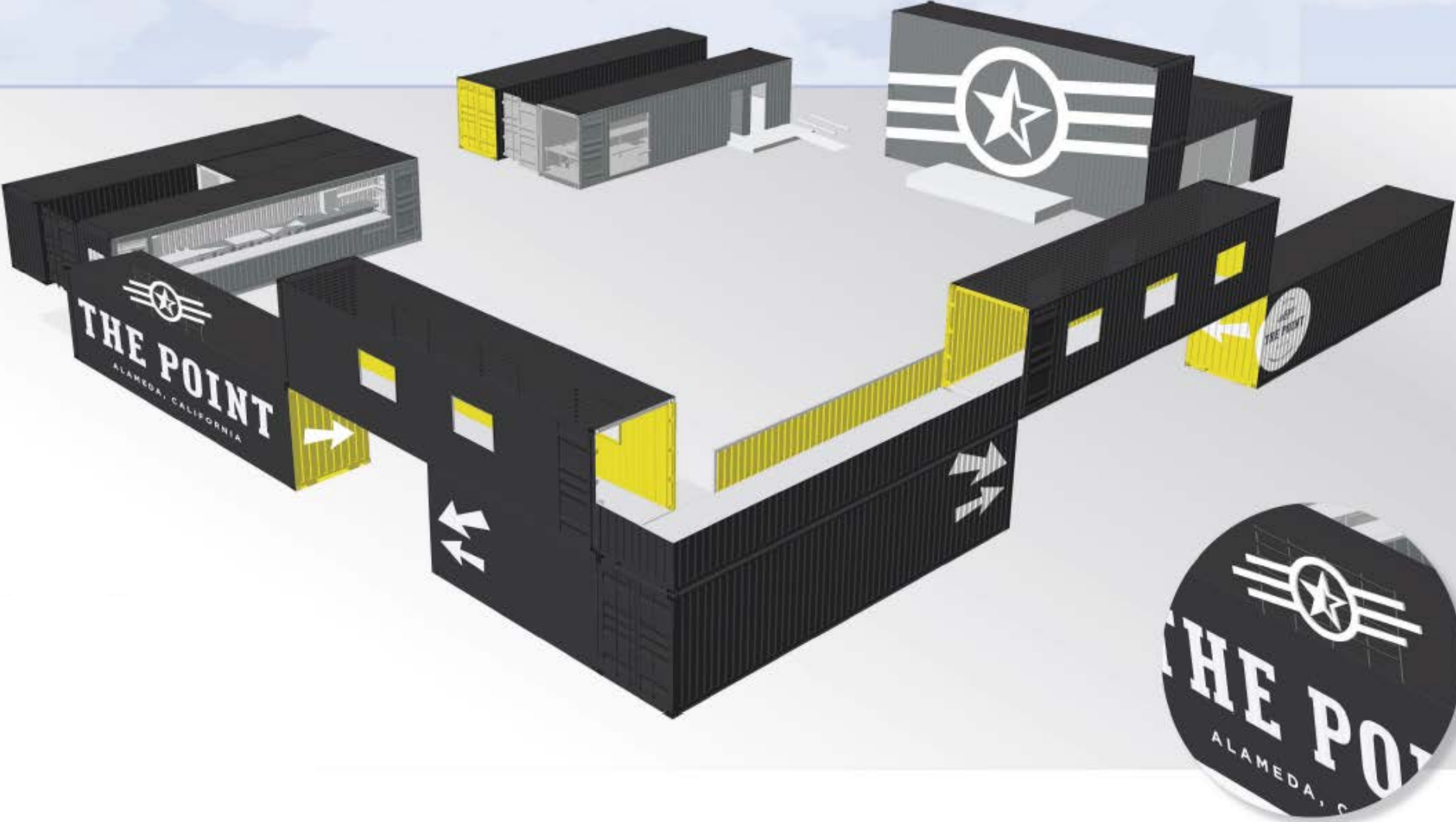
- Plans must be flexible
- Moving audiences through the area is a challenge
- Creating a “There” there
- Place making must come before small, recurring events can be successful
- Programming will have a seasonal nature



Year Two – Container Village



Container Village Layout



Creative Place Making

Whimsy mural containers will be repurposed within the Container Village



Year Two Activity Plan

9/29/16 -10/31/16	Speer Family Farms Pumpkin Patch
10/1/16	American Armed Forces Cup
12/10/17	Holiday Open House @ the Container Village
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)

* Indicates Potential Recurring Event



Speer Family Farms Pumpkin Patch (Oct. 2016)

The popular Speer Family Farms Pumpkin Patch returns for 2016. Open during the entire month of October this event attracted families from across the region for pumpkins, jumpy houses, slides, and a petting zoo.



American Armed Forces Cup (Oct. 2016)

This new event for Alameda highlighted the rich military history of the area and new aquatic opportunities that are available at Seaplane Lagoon.

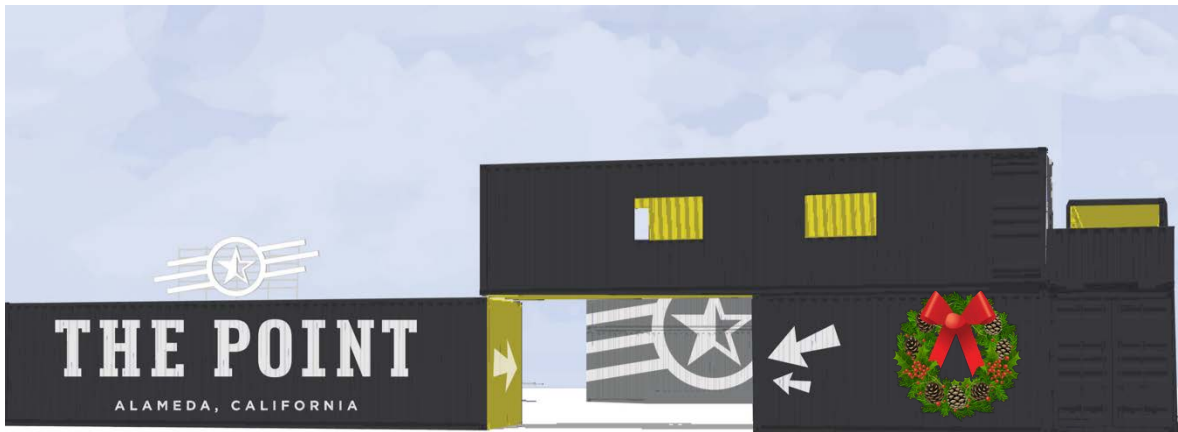
The afternoon featured a sailing regatta, live music, displays from Alameda Police Department, Army, Marines and more.



Holiday Open House at the Container Village

This event will be a creative way to introduce the public to the new Container Village with a holiday open house.

Activities include photos with Santa in a unique pop-up setting, hot cocoa, and a meet & greet with the café & beer garden operators.



MLK Day of Service

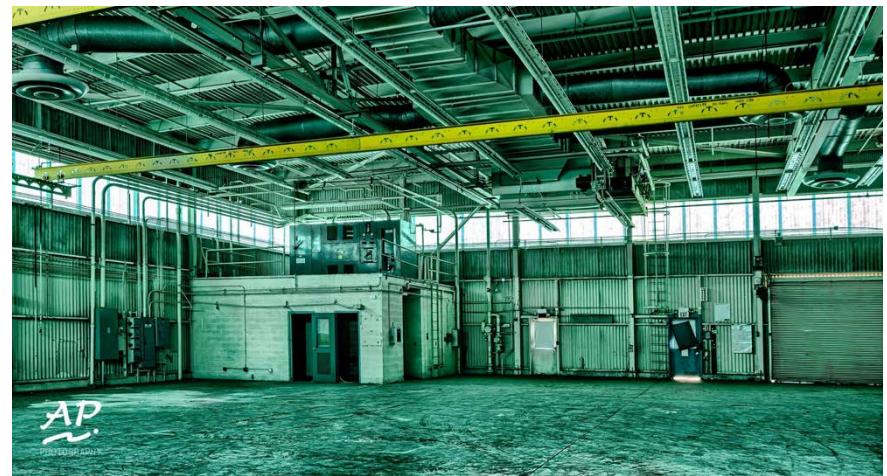
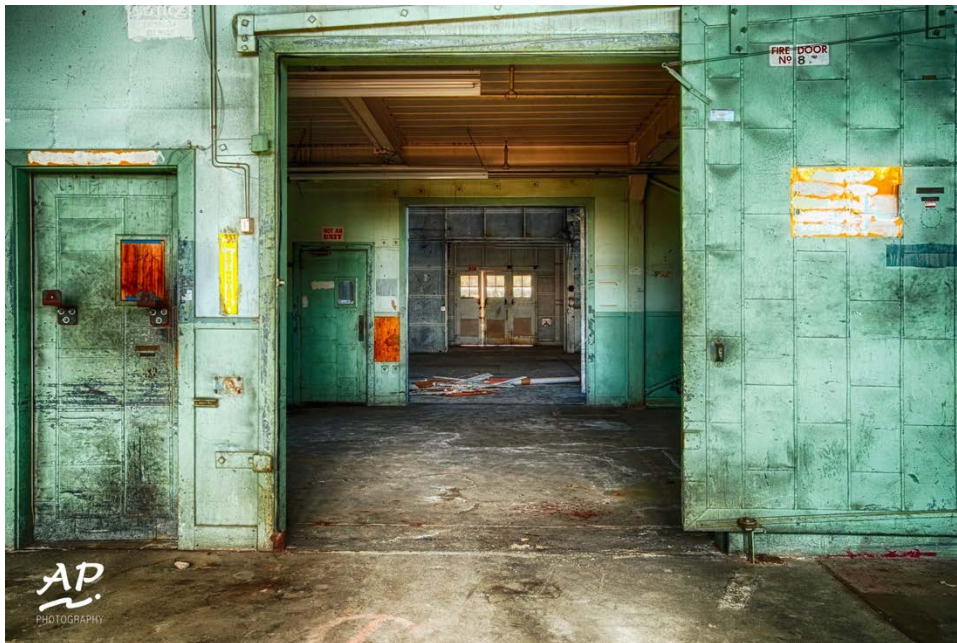
The MLK Day of Service shoreline cleanup at Alameda Point returns in January 2017. Last year's event attracted nearly **200 volunteers** and picked up over **1,300 pounds of trash** from our shorelines.



Point of Transition – A Photography Project

In July 2016 thirty professional photographers were invited to artfully document buildings within The Point.

February 2017 will include a public viewing of the work from the event.



Alameda Paddle Sports Event

Local paddleboard, canoe, kayak, and dragonboat clubs will be invited to Seaplane Lagoon to introduce the community to their sports and take boats for a spin on the lagoon.



Container Village Grand Opening

Following a soft launch of the café & beer garden in early Spring 2017, April 29th will mark the official grand opening and launch of the summer season of activities with a colorful celebration including live music, artists, games and more.



Clay Harding Skateboard Tournament

The 3rd Annual Clay Harding Skateboard Tournament is scheduled for June 2017. The 2016 event brought over 300 attendees to enjoy an afternoon of live music, live painting, and prizes for our top local skaters.



Outdoor Movies at The Point

With the Container Village as a backdrop, late summer will bring a new venue for outdoor movies in Alameda.



Yappy Hour (Recurring)

Bring Fido & Spot out for a special dog themed happy hour at the Container Village with a themed menu and canine friendly cookies.



HOT Yoga (Recurring)

Held monthly at the Container Village, HOT Yoga invites the community to be active and enjoy the outdoors in this new venue.



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Thank You