

**CITY OF ALAMEDA
COMMUNITY DEVELOPMENT DEPARTMENT**

ADMINISTRATIVE USE PERMIT

ITEM NO: 3-D

**PROJECT
DESCRIPTION:**

PLN15-0572 - Alameda Point – Applicant: Rachel Campos de Ivanov for the Alameda Point Partners. The applicant requests use permit approval to hold a series of temporary events in and around Site A, with certain events extending to the entirety of Alameda Point. These events, referred to as Phase Zero will range from single-day to month-long, and range in size from less than 20 people to events that will feature multiple sites across Alameda Point and attract thousands of visitors. No alterations to structures are planned as part of the event series.

GENERAL PLAN: Mixed Use

ZONING: AP-AR, Alameda Point Adaptive Reuse
AP-TC, Alameda Point Waterfront Town Center
AP-NR, Alameda Point Nature Reserve
AP-E1, Alameda Point Enterprise 1
AP-E2, Alameda Point Enterprise 2
AP-E3, Alameda Point Enterprise 3
AP-E4, Alameda Point Enterprise 4

**ENVIRONMENTAL
DETERMINATION:**

Environmental review for this project pursuant to the California Environmental Quality Act was completed as part of the Final Environmental Impact Report for the Alameda Point Project (State Clearinghouse No. 2013012043).

PROJECT PLANNER: Henry Dong, Project Planner

PUBLIC NOTICE: A notice for this hearing was mailed to property owners and residents within 300 feet of the site, published in local newspapers and posted in public areas near the subject property. Staff has not received any public comments on this proposed project.

EXHIBIT: 1. Phase Zero Activation Plan

RECOMMENDATION: Approve the project with conditions based on the findings contained in this report.

BACKGROUND: "Site A" refers to an approximately 68-acre area immediately northeast of the Seaplane Lagoon at Alameda Point which is planned for the Alameda Point Waterfront Town Center. The applicant requests use permit approval to hold a series of temporary events in and around Site A, with certain events extending to the entirety of Alameda Point. The Alameda Point Waterfront Town Center Plan, which included direction for the Phase Zero Activities Plan, was approved on July 15, 2014 by the City Council. On September 15, 2015, City Council approved the Phase Zero Activities Plan drafted by Alameda Point Partners (APP).

The Phase Zero Activities Plan includes at least one event for every month of the year. The complete details of the Activities Plan are provided in Exhibit 1. The event calendar calls for an initial cluster of events in October 2015, followed by a limited series of events over the winter when weather is inclement. The number of events will increase during the spring and summer as the weather improves. The fall events include the Alameda Point Pumpkin Patch, an inaugural Antiques Fair After Party (featuring Alameda-based beer and food vendors), and the Tinkering School Day Camp, where children can learn problem-solving skills through creative hands-on experiences.

Over the winter, a Christmas Tree lot will run from Thanksgiving to Christmas and feature a wreath making event benefitting Alameda Point Collaborative. Winter events will continue with the MLK Day of Service's De-Pave Park clean-up, a second Tinkering School one-day event, and a Winter Arts Festival in March.

April and May will feature the Alameda Point Nature Walk with guided tours of De-Pave Park and the waterfront; the monthly Antiques Fair After Party; a bicycle playground for all ages built by local partner Bike Hub; and a Ride on 2 Wheels event run by local business Alameda Bicycle to teach kids to ride their bicycles. April will also feature APP's Signature Event, the Alameda Point Open House. This only-in-Alameda event will educate visitors about the history of Alameda Naval Air Station and give them behind-the-scenes tours of Alameda Point Studios, the Alameda Point Collaborative, and the USS Hornet. In June the first of four Outdoor Movie events (in partnership with the Alameda Recreation and Parks Department) will occur.

The schedule continues on through the summer months with the opening of the Waterfront Café and Wind Shelter on weekends for the entire summer and continuing Outdoor Movie Nights and Antique Fair After Parties. This Phase Zero Activities Plan proposal covers the first year.

FINDINGS:

- 1. The location of the proposed use is compatible with other land uses in the general neighborhood area, and the project design and size are architecturally, aesthetically, and operationally harmonious with the community and surrounding development.**

No new structures or changes to existing buildings are proposed as part of the Phase Zero Activities Plan. The temporary event structures will only remain on the property during the duration of the special event and will not permanently alter the architectural character of the surrounding area. The proposed pumpkin patch, Christmas tree lot, arts festival, bicycle training, outdoor movies, and other temporary events will provide

favorable exposure and foot traffic for the surrounding area, while increasing commercial activity overall at Alameda Point.

2. **The proposed use will be served by adequate transportation and service facilities, including pedestrian, bicycle and transit facilities.**

The proposed project is served by adequate transportation and service facilities including the AC Transit No. 31 Bus Line and the Alameda Main Street Ferry Terminal. The proposal, as conditioned, includes adequate vehicle and bicycle parking on site for each event.

3. **The proposed use, if it complies with all conditions upon which approval is made contingent, will not adversely affect other property in the vicinity and will not have deleterious effects on existing business districts or the local economy.**

The proposed temporary events will not adversely or permanently affect other properties in the vicinity. The project will provide favorable exposure and foot traffic for the surrounding area, while increasing commercial activity overall at Alameda Point. No new structures or changes to existing buildings are proposed as part of the Phase Zero Activities Plan.

4. **The proposed use relates favorably to the General Plan.**

The proposal is consistent with Phase Zero of the Waterfront Town Center Plan which provides independent vendors and tenants the opportunity to try out their products and determine market viability in a cost effective way, while creating public awareness. The temporary uses are consistent with interim type uses of the plan which allow for very flexible tenant and programming solutions. The proposals are consistent with the small retail shops, collective food locations, outdoor events, biking and easy lagoon access envisioned by the plan. The proposed uses are also consistent with the Mixed Use General Plan land use designation.

CONDITIONS:

1. Approved Uses: This Use Permit approves the events as listed in the Phase Zero Activities Plan (Exhibit 1) approved by City Council on September 15, 2015, and other activities which the Community Development Director finds similar to the approved Phase Zero Activities Plan and consistent with the purpose and conditions of this use permit.
2. Special Event Permits: The applicant shall apply for a Special Event permit from the Permit Center for any Phase Zero Event at which over 300 simultaneous visitors are expected.
3. Conformance with License: The applicant shall conform to the signed and executed License Agreement between the City and Alameda Point Partners (APP). This includes but is not limited to submitting to the City no less than 28 days in advance of each event the following:
 - a. Detailed event descriptions including a list of component activities
 - b. Site plans

- c. Event schedules (including set-up and break down periods)
 - d. A list of permits to be obtained for the event, including tent and/or film permits
 - e. A description of temporary improvements to be constructed for the event
 - f. A fencing plan for the event
 - g. An automobile and bicycle parking plan for the event
 - h. A list of vendors that will participate in the event
 - i. An Urban Runoff / Stormwater and Integrated Waste Plan (see Condition #16 for requirements)
 - j. A description of power requirements for the event
4. Noise: The applicant shall observe the City of Alameda noise regulations, Alameda Municipal Code Article II, 4-10, as well as noise regulations stipulated by the August 29, 2012 Biological Opinion of the U.S. Fish and Wildlife Service. Any use found to increase the noise level above standards may be required to mitigate noise levels, including insulation or baffling noise sources. The applicant shall limit noise, particularly night noise, within the standards of the General Plan and other City noise regulations, to the satisfaction of the Community Development Director. Any sound amplification system used for special events shall be subject to operational testing prior to use. If there are noise complaints from residences or businesses, the City may require the applicant to revise the system, such as but not limited to, smaller speakers, directional speakers, or other audio equipment necessary to eliminate disturbances. There shall be no outdoor sound amplification after 10:00pm except when approved as part of a Special Events Permit on a case by case review by the City.
5. Hours of Operation: Outdoor events with any amplified sound are limited between the hours of 9:00am and 10:00pm except when approved as part of a Special Events Permit on a case by case review by the City. Indoor events may be held until 12:00am.
6. Changes to Existing Buildings: This permit does not authorize any changes to existing structures. Any such request, including but not limited to murals on the exterior of existing structures, must be handled separately, include notification to the property owner, and may require Design Review approval.
7. Design of Temporary Structures: This permit does not authorize the construction or placement of any long-term temporary structures. Any such request must be handled separately.
8. Conformance with Biological Opinion: The applicant shall conform to all restrictions listed in the Biological Opinion, including but not limited to sound and lighting restrictions.
- a. Any lighting shall be shielded from view from neighborhood residences and the Wildlife Refuge in accordance with the Biological Opinion by hoods or skirting. No lights shall shine directly toward residences, and all exterior lighting shall be subject to the approval of the Community Development Director.

- b. All garbage facilities shall be secured within a fenced area protected from access by raccoons or other potential Least Tern predators. In no circumstances will uncovered garbage, grain, refuse or other edible materials be placed outside the building in an open bin or can.
9. Water Access Plan: All events with in-water activities shall be consistent with Biological Opinion and the Alameda Point Environmental Impact Report
10. Parking: Sufficient bicycle and vehicular parking will be made available for each event.
11. Transit. If location, event facilities, or access of the event necessitates changes to existing bus routes, Applicant must notify the relevant transit agency and specify required re-routing 30 days in advance of event.
12. Food Truck Vendors. Food Truck Vendors may operate onsite with the following requirements:
- a. *Proof of permits and fees*:
 - 1) Vender must obtain a City Business License, based on the same classification as restaurants.
 - 2) Vendor must provide proof of insurance and valid CA driver's license.
 - 3) Vendor must provide proof of a valid health permit from the Alameda County Health Department.
 - 4) Vendor is required to obtain a hazardous materials permit when quantities of propane are equal to or exceed ten (10) gallons.
 - b. *Site requirements for off-street locations*:
 - 1) Vendor must specify and be limited to a specific address at which vending of food will occur.
 - 2) Vendor must be stationary for a minimum of two (2) hours. No trolling allowed.
 - 3) Vendor will be required to provide proof of agreement from the business owner.
13. Alcohol. Alcoholic beverages in the locations specified in Exhibit A are permissible as long as Applicant has Alcoholic Beverage Control (ABC) permit and Alcoholic Beverage Liability Insurance with a limit of not less than One Million Dollars (\$1,000,000) per occurrence for the duration of all events.

Public Works Department Conditions.

14. Urban Runoff / Stormwater Requirements:

- a. Applicant must ensure that no pollutants, including food waste/grease, liquid wastes, garbage/debris, litter, and/or other materials, are discharged to the City's storm drain system (including roadways and storm drains), or the paved use areas or wind-dispersed off-site.
- b. Applicant will be required to pick up, remove, and dispose of all garbage, refuse or litter consisting of foodstuffs, wrappers, and/or materials dispensed, and any

residue deposited on the street and the paved use areas from the operation thereof, and otherwise maintain in a clean and debris-free condition the entire area within a 25-foot radius of the location where food vending is occurring.

- c. Applicant will be required to pick up, remove and properly dispose of all wastes, debris and trash from the use site daily.
- d. Applicant shall use best management practices and dry methods of cleaning to prevent accumulation or discharge of any materials to the City's storm drain system (including roadways and storm drains) and the paved use areas.
- e. Applicant shall ensure that any wash water from surface cleaning activities shall be collected and discharged to the sanitary sewer system and shall implement surface cleaning best management practices described in the Bay Area Stormwater Management Agencies Association (BASMAA) "Pollution From Surface Cleaning" guidance document.

15. Integrated Waste Requirements:

- a. Applicant shall provide event participants sufficient garbage, recycling, and organic collection receptacles.
- b. Applicant shall place graphically rich signs or labels on or adjacent to containers so customer discards are more thoughtfully sorted.
- c. All receptacles shall be covered or secured when operations are closed. Applicant will discourage the scavenging of bottles and cans from use area.
- d. Applicant understands that disposable food service ware that uses polystyrene foam (aka Styrofoam™) is prohibited within jurisdictional limits.
- e. Use of City waste receptacles is prohibited.

16. Revocation. This Use Permit may be modified or revoked by the Zoning Administrator, pursuant to Alameda Municipal Code Section 30-21.3d should the Zoning Administrator determine that: 1) the use or conditions under which it is being operated or maintained is detrimental to the public health, welfare or materially injurious to property or improvements in the vicinity; 2) the property is operated or maintained so as to constitute a public nuisance; or 3) the use is operated in violation of the conditions of the Use Permit.

17. Indemnification. The Applicant shall defend (with counsel reasonably acceptable to the City), indemnify, and hold harmless the City of Alameda, the Alameda City Planning Board and their respective agents, officers, and employees from any claim, action, or proceeding (including legal costs and attorney's fees) against the City of Alameda, Alameda City Planning Board, and their respective agents, officers, or employees to attack, set aside, void or annul, an approval by the City of Alameda, the Community Development Department, Alameda City Planning Board, the City of or City Council related to this project. The City shall promptly notify the Applicant of any claim, action, or proceeding and the City shall cooperate in such defense. The City may elect, in its sole discretion, to participate in the defense of said claim, action, or proceeding. No judicial proceedings subject to review pursuant to California Code of Civil Procedure Section

1094.5 may be prosecuted more than ninety (90) days following the date of this decision plus extensions authorized by California Code of Civil Procedure Section 1094.6.

DECISION:

Environmental Determination

On February 4, 2014, the City of Alameda certified the Alameda Point Final Environmental Impact Report (FEIR) in compliance with California Environmental Quality Act (CEQA). The FEIR evaluated the environmental impacts of redevelopment with reuse of the lands at Alameda Point consistent with the Alameda Point Waterfront Town Center Plan, which included Phase Zero Activities at Site A. Environmental review for this project pursuant to the CEQA was completed as part of the FEIR for the Alameda Point Project (State Clearinghouse No. 2013012043).

Use Permit

The Zoning Administrator approves the Use Permit with conditions.

The decision of the Zoning Administrator shall be final unless appealed to the Planning Board, in writing and within ten (10) days of the decision.

Approved by: 
Andrew Thomas, Zoning Administrator

Date: January 19, 2016

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 * Lucky 13* 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 * Lucky 13* Multiple food trucks
April 16, 2016	Alameda Point Open House	Alameda Point Tenants* Alameda Community Sailing Center* O'Kalani Outrigger Canoe Club*
May 1, 2016	Antiques Faire After Party	A-town Events * Lucky 13* 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 * Lucky 13* 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 * Lucky 13* 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 * Lucky 13* 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 * Lucky 13* 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

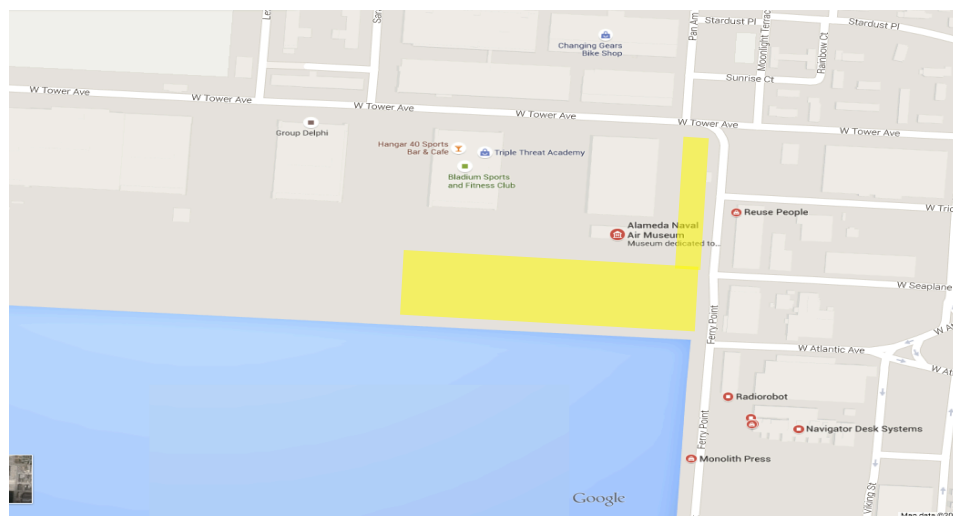
- **Guerilla Marketing:**
Printed co-marketing postcards in conjunction with the Haunted Hornet as well as having a strong presence at the Antiques Faire entrance.
- **PR outreach to the following publications:**

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

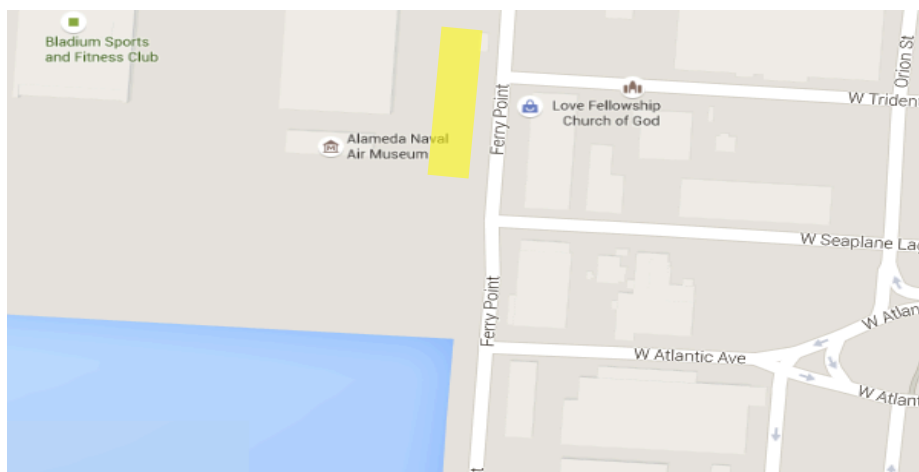
Antiques Faire program guide

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

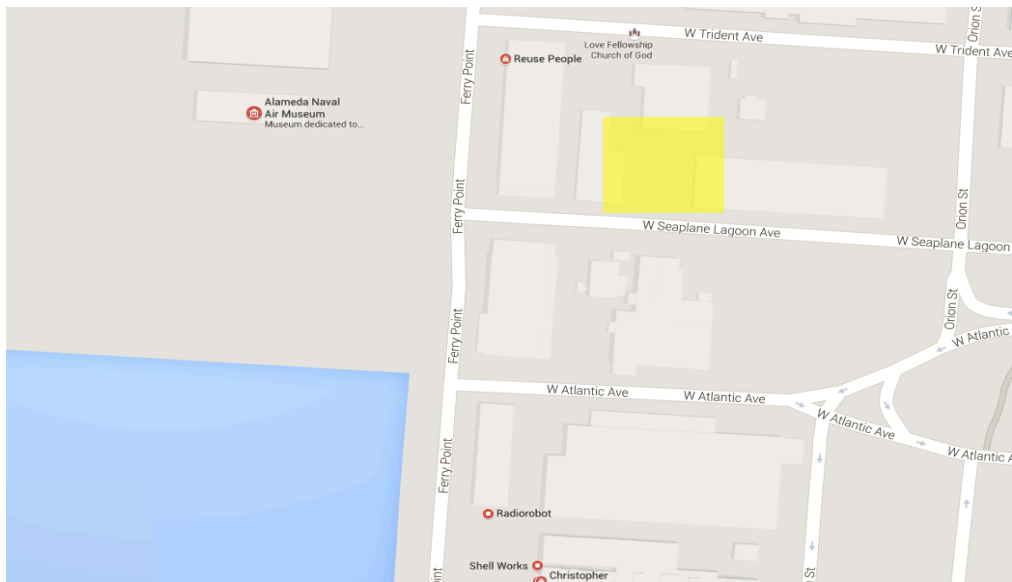
Facebook groups:

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

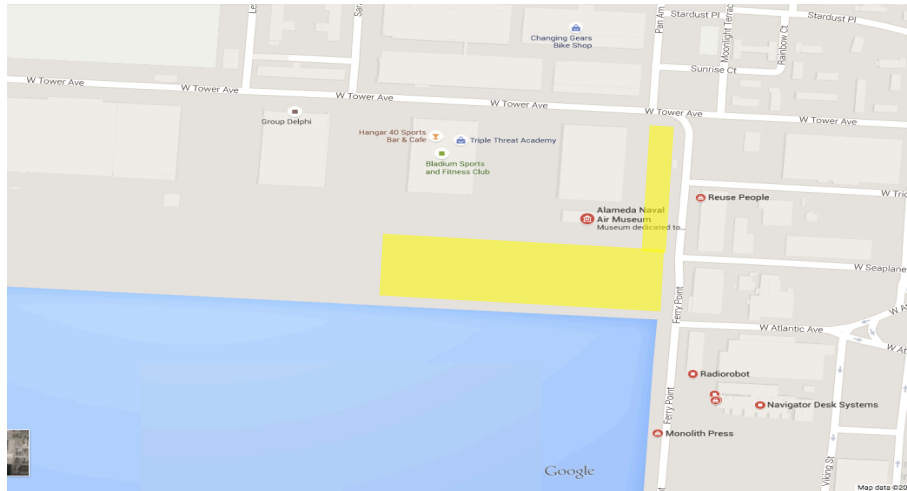
Facebook groups:

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. Additionally, to lay the foundation for the creation of the future De-Pave park as envisioned by the Waterfront & Town Center Specific plan, volunteers can participate by planting native plants in the area and other recreational furnishings.

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

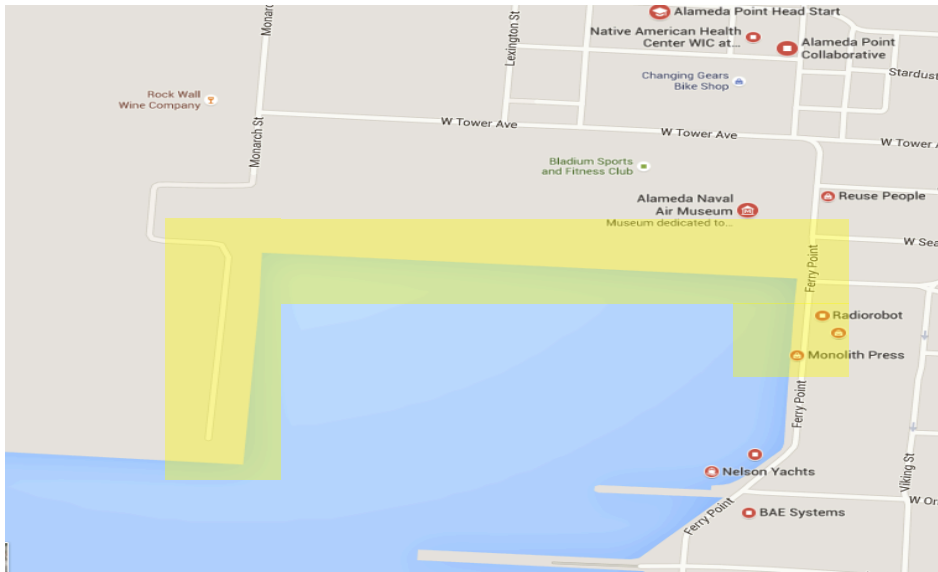
Facebook groups:

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	Eventbrite/Rally
Alameda Sun	Thrillist
Alameda Journal	SFist
East Bay Express	Funcheap SF
SF Weekly	Local event listings KPIX, KTVU, KQED
City of Alameda email blast	

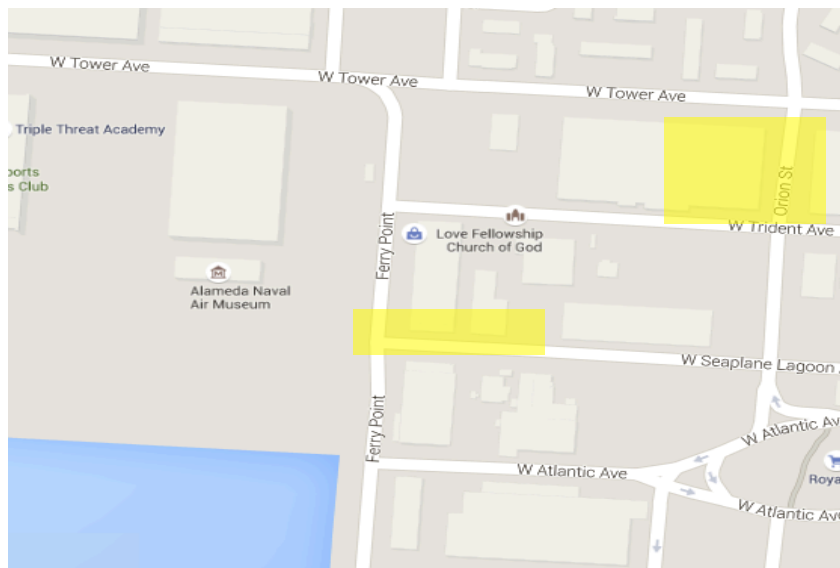
Facebook groups:

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

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 back yard.

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

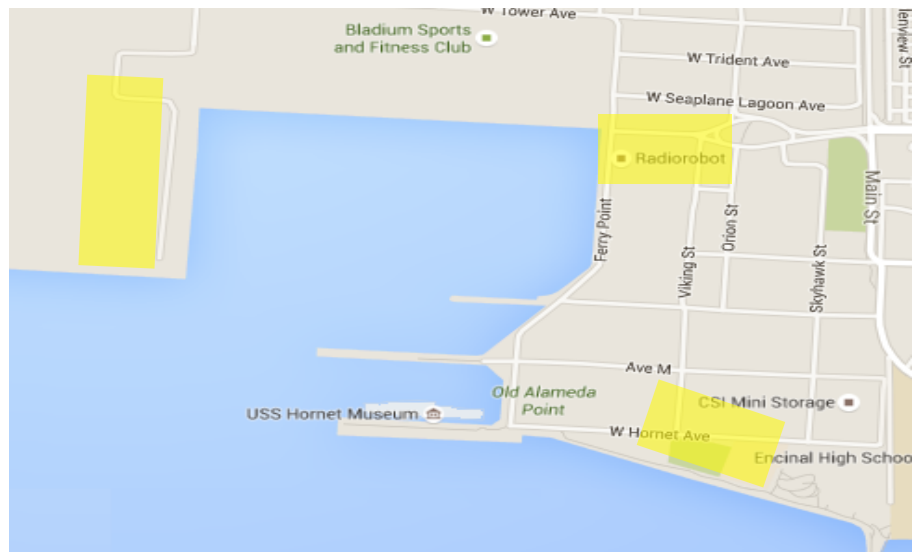
PR outreach to the following publications:

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 in and along Sea Plane Lagoon. Food trucks, live music, sailing and paddling demonstrations provided by Alameda Community Sailing Center and O'Kalani Outrigger Canoe Club, art, and a beer garden create a festive atmosphere to educate attendees about what is to come.

Timing

Open house – Saturday, April 16th: 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
What's Happening Alameda	Events
Alameda 94501	

Paid Advertising:

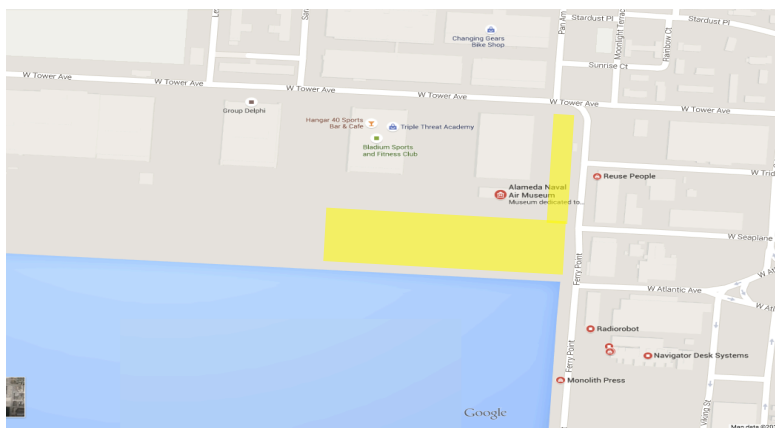
Facebook	Antiques Faire program guide
East Bay Express	Alameda Theater

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

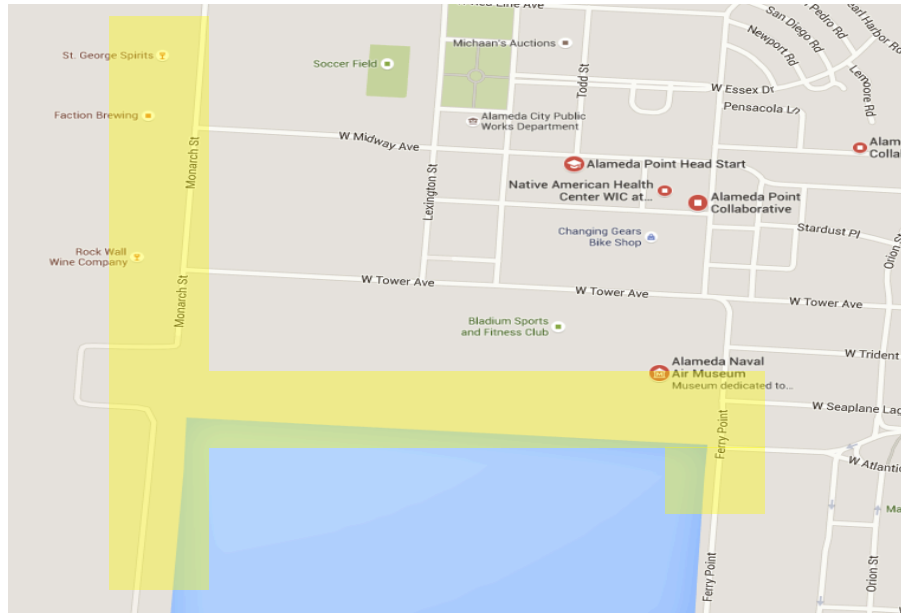
Facebook groups:

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

2nd 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

Port-a-johns

Permits for alcohol, food trucks

Garbage and recycling

Directional signage

Bicycle parking

Marketing & Promotion

PR outreach to the following publications:

The Alamedan

Alameda Sun

Alameda Journal

East Bay Express

City of Alameda email blast

Thrillist

Funcheap SF

Local event listings KPIX, KTVU, KQED

Facebook groups:

Alameda Peeps

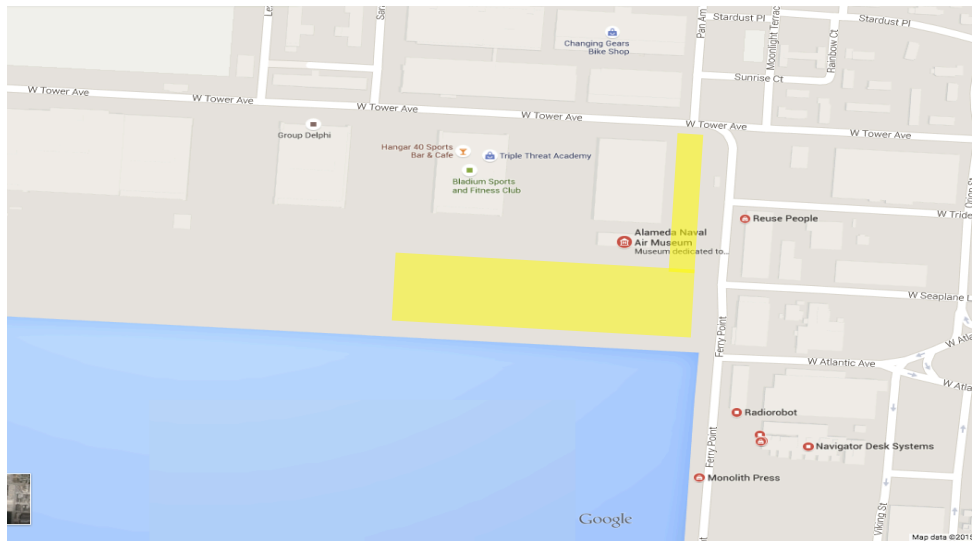
What's Happening Alameda

Alameda 94501

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

Total Income	\$19,000
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Expense

Infrastructure Expense

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

Total Infrastructure Expense	\$(375,000)
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Overhead Expense

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

Total Overhead Expense	\$(138,500)
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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)

Total Events Expense	\$(97,650)
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Total Expense	\$(611,150)
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Net Operating Income	\$(592,150)
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**Vendor sponsored event- vendor makes investment to operate on Site A*