

Pop Up Activation RFQ Update

March 16, 2022

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Real Estate and Development



GOAL OF RFQ

Deliver vibrant and diverse waterfront experiences that enrich the City and San Francisco Bay, by activating parks, open space, and outdoor public facilities along the waterfront.





VALUES

- **Deliver vibrant and diverse waterfront experiences, that safely engage the public based on COVID-19 Health Orders**
- **Increase opportunities for small and local business participation**

ACTIVATION CATEGORIES



Less than **10,000 SF** of space

Event Occupancy **up to 50 people**

Examples of activations in this category include: Art Exhibitions, Performances, or Non-Food Single Retailer Concession, etc.



Less than **25,000 SF** of space

Event Occupancy **up to 100 people**

Examples of activations in this category include: Salsa or Swing Dancing in the Park, Multi Retailer Concession, or Food Concessions, etc .



25,000 SF of space and greater

Event Occupancy **greater than 100 people**

Examples of activations in this category include: Movies in the Park, Drive-In Theaters, Athletic Showcases, or Food Festivals, etc.



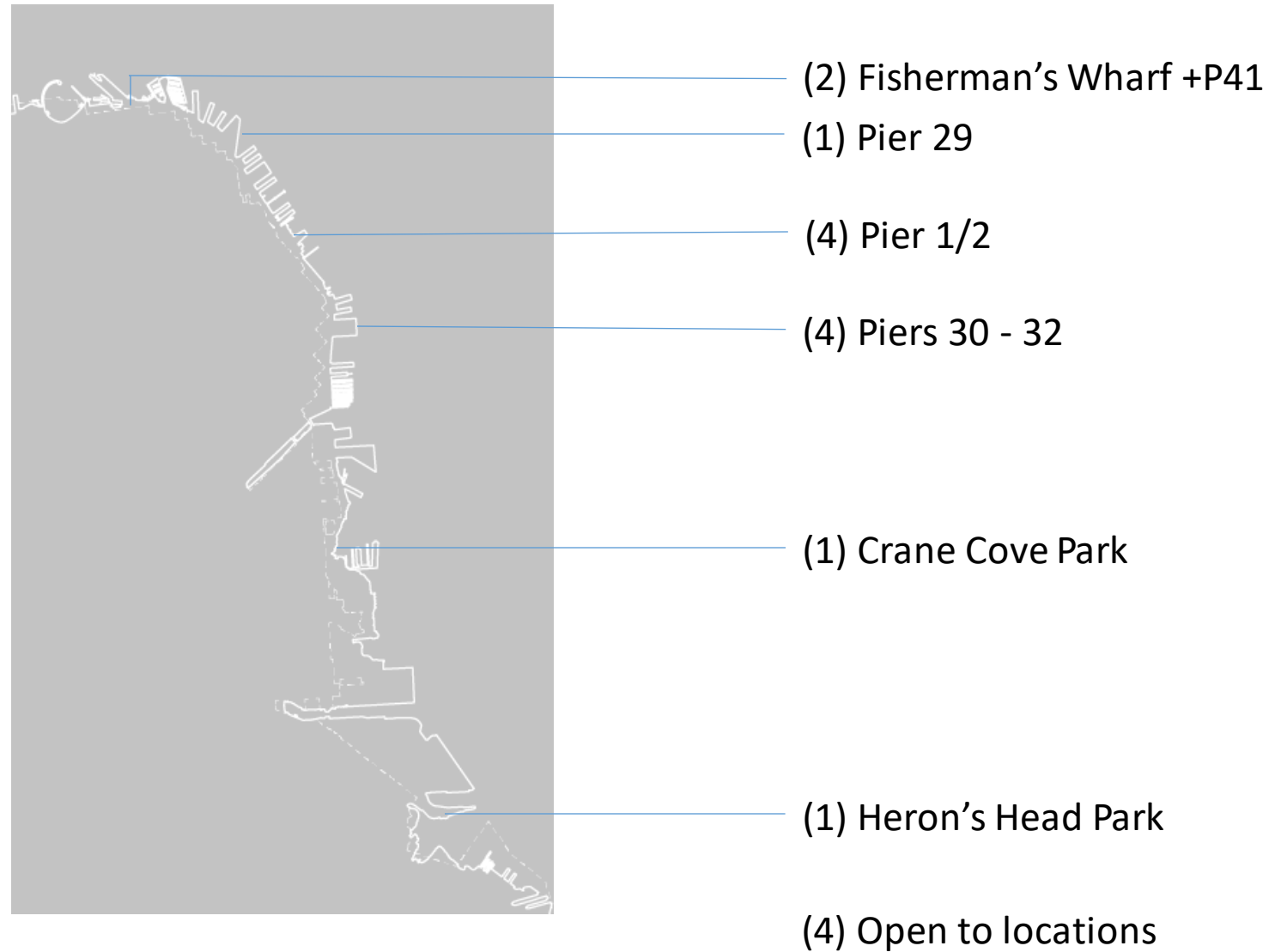
Small Scale Activations may not include use of open flame, placement of stanchions/barricades, construction/installation of structures, require overnight security, or include food or alcohol service or consumption.

OVERVIEW OF KEY OUTREACH ACTIVITIES

Date	Task
May 6, 2021	Early calls to key stakeholders
May, 7, 2021	RFQ Issued & Email Communication to 125+ community stakeholders
May 10, 2021	Coordinated list serv blasts with CMD, OEWD, SFAC, GFTA, & OSB
May 14, 2021	Virtual Pre-Submittal Meeting with 21 participants
June 14, 2021	Calls to small businesses and community organizations who registered to be kept informed of RFQ
June 17, 2021	Submittals Due
July - August 2021	Review and Rank Respondents
September 2021	Review Respondents with Port Commission and CAC's
October to Present	Negotiate with Respondents
March, 2022	Review Concepts with NAC

RFQ OUTCOMES

Category	Submitted	Qualified
Small	9	5
Medium	4	4
Large	9	8
Total	22	17



Introduce Mitote Team

Respondent	Description	Desired Location
Lavendar Skyline	Jewelry Vendor	Pier 1/2
Grey Dixon, GreyeWolfe	Jewelry Vendor	
Jennifer Greco Jentana	Jewelry Vendor	
Paws and Claws - Simone Guimaraes	Art Vendor	P 30-32
Another Planet	Music & arts festival	
Jason Michael Paul, The Dock	live entertainment, audio/visual education, cultural food & beverage, and locally represented products	
Live Nation	20-25 Shows (various forms of entertainment)	
Mitote	10 Food Trucks	
Omar Aram Bay Area Jazz Mobile	Music Pop Up out of Van	Open Various
Gumbo Social, Bay Area Food	Food Competition	
Chalos, Gonzalo Del Cerro	Food Truck/Pop Up Cart	
Noise Pop Industries	Music Street Festival	
En2Action	Health/wellness and eco-educational programming designed to highlight the park's existing elements and wildlife	Heron's Head
Fisherman's Wharf Community	Art Activation, photo locations for contest	Fisherman's Wharf
Crepes a la Carte	Food Semi Permanent Kiosk	
Off the Grid	Beer Garden/Food Trucks/Music	Pier 27 Plaza, 29 tip, other Crane Cove
SF Parks Alliance	Slipway Mercantile, Sundown Cinema	