



## Ferry Plaza Programming & Events Proposal

## Ferry Plaza Overview

- + The **Ferry Plaza** is an approximately 49,000-square-foot public access area located east of the Ferry Building.
- + **San Francisco Bay Conservation and Development Commission (BCDC)** permits the plaza to be used for public seating seven days per week and a Farmers Market to operate two days per week, Saturdays and Sundays, 8:00AM – 2:00PM.
- + **Ferry Building operator, Hudson Pacific Properties**, seeks to update the BCDC permitted uses, expanding the activity on the plaza with additional events and programming.
- + Like the models already in use by the Exploratorium, Pier 39 and Pier 70, **an event addendum at the Ferry Building would allow for streamlined events planning and management within required agency guidelines.**



## Current Event Example

### Farmer's Market

- + The **Ferry Plaza Farmers Market** has been operated by Foodwise (formerly CUESA) since 2003, connecting the Bay Area community with fresh, local food and sustainable family farms.
- + The Ferry Plaza offers the expansive footprint required for the **Saturday market, which features up to 100 farm and food vendors from 8:00AM – 2:00PM.**
- + Though the current BCDC permit allows for it, the Ferry Plaza Farmers Market does not currently operate on Sundays.



# Current Event Example

## Local Makers Market

- + On a case-by-case basis, the BCDC has permitted operator Hudson Pacific to host a small variety of Sunday markets beginning in the year 2021.
- + Markets like **HEAD WEST**, which features 50 local artisans on the Ferry Plaza, have operated on **Sundays from 11:00AM – 5:00PM from March – December.**
- + Expanding the active days and use types on the Ferry Plaza brings new audiences to the Waterfront and Ferry Building, in turn supporting merchants the vitality of the area.



## Past Event Example

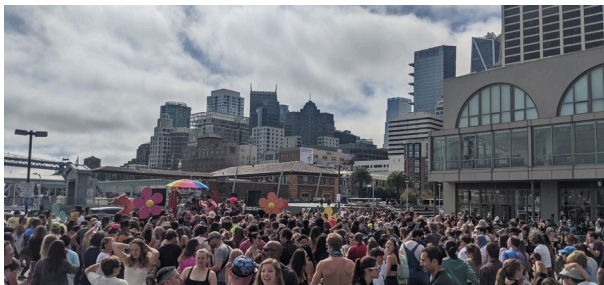
### Outdoor Movie Screening

- + Hudson Pacific aims to expand the hours the Ferry Building is enjoyed by the public. **Peak times currently span from mid-morning through mid-afternoon.**
- + Through partnerships with events like the San Francisco Parks Alliance's Sundown Cinema, **visitors and locals alike can experience the Ferry Building later into the evening hours.**
- + The event debuted on the Ferry Plaza in 2023. After a well attended first screening, the program will continue in 2024.



## Past Events

Activating with music, fitness, and evening events invite patrons to enjoy the Ferry Plaza more frequently



## Proposed Plaza Use Overview

- + **Farmers Market**, continuing every Saturday\*
- + **Retail Markets**, 1 – 2 events monthly
- + **Music and Special Performances**, small activations weekly and larger activations quarterly
- + **Art Installations**, single installation quarterly or larger activation annually
- + **Fitness Classes**, weekly
- + **Private Events**, limited to mid-size rentals monthly and larger rentals quarterly\*\*

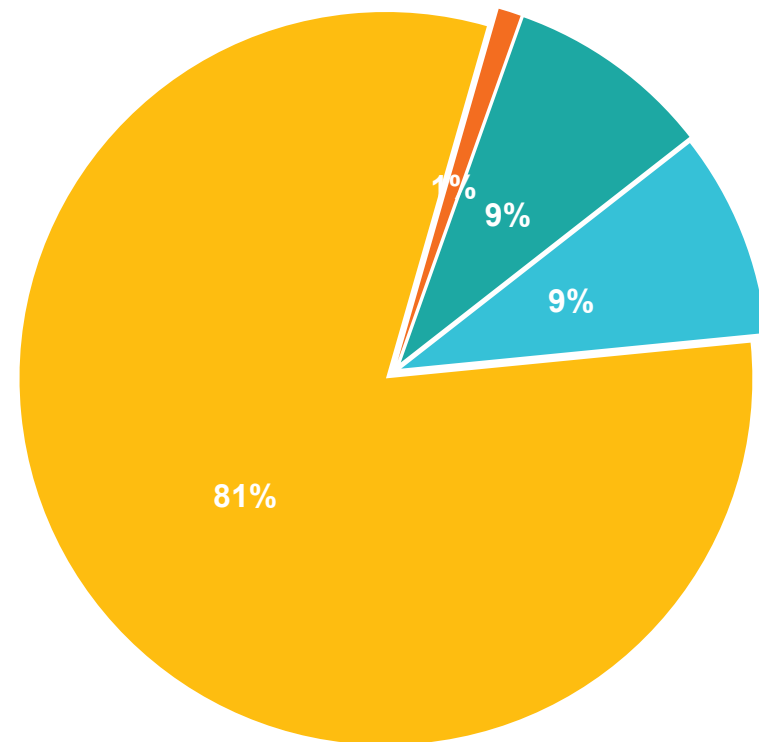
*\*Coordination with the Foodwise Farmers Market will ensure no markets or sellers are displaced with the addition of new events.*

*\*\*All revenue will help underwrite public programming and plaza maintenance.*

## Proposed Event Categories

Percentages of Civic, Charitable, Commercial and Private Events

- + **145** – Civic events from small classes to large markets (includes 52 days for the existing Farmers Market)
- + **16** – Commercial events like small sponsor booths or ticketed events
- + **16** – Maximum number of private events such as receptions
- + **2** – Proposed number of charitable events such as fundraisers or concerts with non-profit beneficiary



Charitable Private Commercial Civic



## Community Impact & Partnerships

- + **We aim to cultivate community partnerships and support businesses with increased event opportunities.** We work with: Ferry Building Merchants, Foodwise, La Cocina, Head West, Creativity Explored, SF Made, the Port of San Francisco, the City & County of San Francisco, Mega Black, Outdoor Yoga SF, Dance Mission, Voss Gallery, Church of 8 Wheels, Mission 415, LYRIC, Queens of the Castro, Dear SF, Shine On SF, Napa Valley Vintners, SF Parks Alliance, and more.
- + Surveyed Ferry Building merchants reported that they find events valuable to their business and would like to see increased events frequency.
- + Varied event types bring in key age demographics from 26 – 35, around 90% of which are local to the Bay Area, according to a self-reporting survey of events attendees in 2023.
- + 80% of respondents reported visiting the Ferry Building several times a year for events and 10% reported that attending an event had been their first visit to the building since before the pandemic, indicating that special events provide necessary engagement and are an integral part of retail recovery.

Thank you!





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