

Strangetown, USA: An Immersive Exploration of San Francisco's Past, Present and Future

Port of San Francisco Embarcadero Historic District Piers Request for Interest

In this Request for Interest (RFI), the Port is seeking responses with public-oriented concepts for sites in the Embarcadero Historic District in two categories: (1) Full building(s) or "Master Tenant" Responses or (2) Less than full building or "Smaller Tenant" Responses.

Respondents in the Master Tenant category have a vision for entire buildings, including one or more structures named in this RFI. Master Tenant respondents have the experience to execute a complex rehabilitation project for an historic structure over water and to operate such a facility under a long-term lease.

Respondents in the Smaller Tenant category are experienced in operating the proposed use and in managing a tenant improvement construction project. Respondents should assume the facility will be in a cold shell condition in their response. Respondents who feel they qualify for both categories (a Master Tenant candidate that also operates a public-oriented use) are invited to respond to all information below.

All answers are non-binding and will help the Port generate a better understanding of the possibilities for the future of the Embarcadero Historic District piers. View the RFI: <http://bit.ly/sfport-piers-rfi>. Learn more: <https://sfport.com/historic-pier-opportunities-partnership>. Email questions to Rebecca Benassini, Port Assistant Deputy Director Waterfront Development Projects, at historicpiers@sfport.com.

Please start by providing your email address and then proceeding to the next section. If at any point, you would like to save your responses and quit the form, click "NEXT" in each section and click "SUBMIT" in the final section. You will be emailed a link to your form. Responses can be edited until Wednesday, October 31, 2018 at 5:00 p.m., PDT. The Port of San Francisco will not consider responses until after the RFI closes.

Email address *

[REDACTED]

All Respondents

All respondents should provide the following information via this online form. Click "NEXT" at the end of this section.

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1. Indicate whether this response is for the Master or Smaller Tenant Category or both.

Master Tenant

Smaller Tenant

2. Name of responding entity

Ad Naka

3. List the names of key personnel, describe their roles, and detail their relevant experience in the space provided.

David (Dee) Morley: Construction/Project Manager

Mr. Morley works as a Project Manager for large Construction work, including San Francisco General Hospital and Transbay Terminal. Originally working in the trades in Chicago, Morley had a knowledge of how systems go together and good connections throughout the Bay for building large scale work.

Ad Naka: Creative Director

Ad Naka is an immersive arts producer, creator and performer. With several years of experience creating narrative driven events and installations in collaboration with many artists, Ad has connections with local artists and project management skills to organize them under one creative vision.

Colin Epstein: Artistic Director

Colin Epstein has extensive experience in interactive participatory theatre and directing large groups of artist towards common performance goals. As Artistic Director of Twisted Oak Dance Theater, and performer for multiple companies creating large scale site-specific performance including Epiphany Productions, Lizz Roman & Dancers, and Rhythmix Cultural Works, he has connections to performers from circus to dance to theatre that could create pieces to perform in the installation.

Michael Morgenstern: Director of Operations

Michael Morgenstern has produced films, large-scale immersive art, and events. He specializes in galvanizing communities to attend events, integrated promotion and marketing, and focuses on education, empathy-building, and awareness-building among communities.

4. Describe proposed use(s) of the Port's Historic Piers. Include (a) a description of the use, (b) how the use is public-oriented, (c) types of populations targeted for service, and (d) how it complements and responds to existing nearby uses and conditions in the Embarcadero Historic District.

(a) The use we are proposing is an immersive art installation that will interpret the past, present and future state of San Francisco. In a style similar to Meow Wolf (www.meowwolf.com) large scale installations and environments will provide a means of telling the story of our city. It will be an extensive showcase of the art of hundreds of Bay Area artists in our community that have years of experience in designing immersive environments, theatrical shows and interactive activities.

(b) Similar in appeal to tourists and viewers as the Exploratorium, the building will be an attraction for the public to visit, explore and experience. It will be unique in that the exhibit will be an extensive environmental installation that will engage the viewer in a surrealist world to explore. Viewers will view the installation and interact with certain elements of it (i.e. solving a puzzle, crawling through a tunnel, opening a secret trap door). There will be performances in the space that range from musical to circus/dance to theatrical, adding a dynamic element to the viewer experience. As a whole, the installation, performances, and actions of the viewer will provide insight into the history of the city, interpretations of the current events, and projections of how the city might develop into the future.

(c) Populations targeted are local residents and tourists of any age. This will be a family-friendly, ADA accessible, and affordable experience. Schools will be targeted for field trips and community members of all ages could participate in classes, tours and workshops.

(d) This exhibit will add a unique experience to the area, complementing the Exploratorium in interactivity while inviting viewers to experience surreal, imaginative environments that interpret our city's story in novel ways. San Francisco's embrace of this new form of art is consistent with its reputation as a forward-thinking city which supports innovation, and would provide tourists with a new way to engage deeply in the rich and varied history of our great city.

The art will incorporate historical and cultural elements of San Francisco and its populations, and would employ local artists. In their first year, Meow Wolf saw over 400,000 visitors (<https://meowwolf.com/2017/03/13/first-year-numbers-post/>) and the installation is speculated to have increased tourism in the state (http://www.santafenewmexican.com/news/local_news/officials-saw-record-visits-to-new-mexico/article_c5c91c17-b8c1-5f5e-b32d-8188579e378d.html). The success of the company has employed hundreds of local artists, and we see this proposal as a way to ameliorate the displacement of artists from the city in recent years. A large open space would provide ample opportunity for creativity in the design, allowing for non-conventional layout and large scale structures to be constructed indoors.

5. Provide a summary of your experience related to the operation described in (4).

We have designed and implemented dozens of large-scale immersive experiences for audiences of thousands. Our larger community of hundreds of experience designers, construction workers, craftspeople, theater actors, and producers regularly produces decentralized theater and unique, spectacular stage shows. We're also well connected to large scale Burning Man art teams, including the teams that built Sanctuary, Sonic Runway and R-Evolution. We know other talented and experienced individuals who are interested in joining this project should it advance to the next stage.

We are part of an emerging industry, which we believe is the future of theater and performance. Immersive, interactive pieces are gaining in traction and popularity across the nation. With years of experience of working together to further this novel art form in ephemeral installations, we are able to bring the untapped potential of immersive art to this scale.

6. Provide information about your preferred location. Information on the sites included the RFI can be found at <http://bit.ly/sfport-piers-rfi-facilities> and <https://sfport.com/historic-pier-opportunities-partnership>.

In questions 6. a. - 6. d. describe the site(s) of interest.

6. a. Rank your preferred pier facility location(s) with 1 as your first choice.

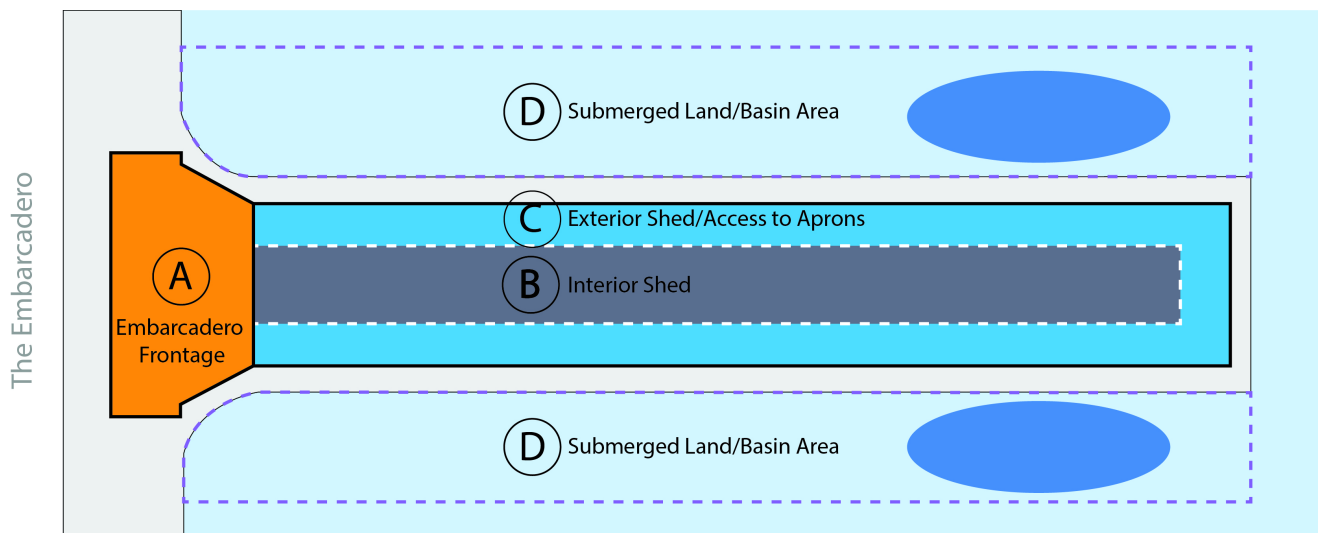
	1	2	3	4	5	6	7	8	9	10	11
Pier 35	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 33	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Pier 29½ & 29	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 23	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 19½ & 19	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture Building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 26	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 28	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 38	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 40	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 48	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



6. b. Using the image below, select your preferred area(s) of the pier facility. If the Agriculture Building is your preferred location, proceed to 6. c.

- A. Embarcadero Frontage: Access to The Embarcadero and associated foot, bicycle, and automobile traffic; lots of natural light; architecturally beautiful exterior; often two stories.
- B. Interior Shed: Spacious, open area that can be outfitted to suit your needs; minimal natural light; high ceilings; single story.
- C. Exterior Shed/Access to Aprons: Beautiful, open water views; immediate bay access; immediate truck delivery access.
- C. & D. Exterior Shed/Access to Aprons and Submerged Land/Basin Area
- A.-D. Master Tenant Whole Pier
- Other: Depending on square footage, could use both A&B

Layout of Pier Facility



6. c. Describe the areas and the portions of the site(s) you propose to occupy.

6. d. Check all aspects of your preferred site(s) that influence your pier selection

- Location on The Embarcadero
 - Proximity to pedestrian traffic
 - Proximity to the Ferry Building
 - Proximity to AT&T Park
 - Proximity to the Cruise Terminal
 - Proximity to tourist attractions
 - Access to public transportation - MUNI
 - Access to public transportation - BART
 - Access to public transportation - Ferry
 - Facility width
 - Facility height
 - Facility ingress/egress
 - Facility apron access
 - Facility square footage
 - Facility architecture
 - Berthing space
 - Access to water
 - Other:
-

Master Tenant Respondents

Respondents in the Master Tenant category of responses provide the following information via this online form. All answers are non-binding. Click "NEXT" at the end of this section.

Smaller Tenant Respondents should skip this section by clicking "NEXT" below.

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7. Describe in paragraph form the operational concept including public-oriented use mix, such as: Where in the facility would different uses be located? Approximately how much space would be dedicated to different use-types (e.g., publicly-oriented uses, higher-revenue generating uses)? How would the public experience the facility, including public access to the building perimeter, views of and access to the Bay, maximizing access to and enjoyment of the historic elements of the building interiors, and minimizing the private feel of non-public uses?

60% of the space will be dedicated to the exhibit, which will be a ticketed experience that includes immersive & environmental installations as well as occasional performances. The front 20% will be dedicated to a publicly accessible installation, and perhaps a community space that could be rented for use, used for educational events, etc. The remaining 20% will be dedicated to offices, fabrication studios, storage, etc. These will be placed in the rear of the building, and could include area for community use of tools, classes, etc.

8. Describe in paragraph form the physical improvements concepts. Please keep in mind that enhancements and alterations to the structures must be consistent with Secretary of the Interior Standards for Historic Rehabilitation.

We will create a unique environment for viewers to walk through and explore through assigning artist or crews of artists spaces within the building to design and build in a style that supports the larger creative vision. As an example of this model, please watch the Strangetown, USA video our community created last year (www.strangetownusa.com). The world we built in an Oakland warehouse was created by just over 100 artists (many of whom would build this structure) in less than a month. For a permanent installation, we will make something with interactive elements for viewers to enjoy. Unique passageways will create an interesting space to explore--for example, we might build tunnels to crawl through, or walkways above and below and art piece. A viewer will be able to walk into a room and pick up props, read books, open safes, etc. to understand the narrative as they move through the exhibit.

We will restore the building to be aesthetically in line with the colorful style within, as well as potentially build permitted structures in the interior of the building.

9. Describe in paragraph form how you would access sufficient capital to complete an undertaking like the rehabilitation of a full pier structure or structures.

We will connected to a network of financiers passionate about immersive theater, storytelling, and the history of San Francisco. We will either raise under a nonprofit structure with donations to a fiscally sponsored corporation, or raise using a for-profit structure with investor return coming through a portion of ticket sales. We will work with the city to determine the appropriate financial structure and model of investor return.

Smaller Tenant Respondents

Respondents in the Smaller Tenant category of response provide the following information via this online form. All answers are non-binding. Click "NEXT" at the end of this section.

Master Tenant Respondents should skip this section by clicking "NEXT" below.

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7. Provide a range of rental rates in dollars per leasable square foot per month for a triple net lease that the proposed operation can pay.

Specific financials are dependent on the existing value of the property, applicable taxes, and specifics of the agreement with the city including renovations desired, ticket prices, and ticket + merchandise revenue split.

8. a. Would you be willing to make capital improvements to your preferred pier facility that would last beyond your lease term?

Depends on the deal

No

Other:

8. b. Provide an approximate amount of tenant improvement funding you can advance to prepare space for your operation.

See previous question regarding funding.

9. Provide a range of number of years of lease term you would anticipate requiring to amortize the tenant improvement investment in (8).

10 years is our current estimate, though the hope is to build a centerpiece and landmark that continues on for many years to come.

Additional Information

Both Master and Smaller Tenant Respondents, click "SUBMIT" below to complete the Port of San Francisco Embarcadero Historic District Piers Request for Interest. If you have any additional information you would like to submit with your RFI response, please email these items to historicpiers@sfport.com with "Historic Piers Additional RFI Information" in the subject line.

You will be emailed a link to your form and you will be able to make changes to your responses until the RFI closes on Wednesday, October 31, 2018 at 5:00 p.m., PDT. The Port of San Francisco will not consider responses until after the RFI closes.

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