

Kulturehaus: bringing art to the people and people to art

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

Common Ground Urban Development

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

Tyler Hanson, Founder, Kulturehaus

Julia Rossetti, Director, Kulturehaus

Leiasa Beckham, Principal Common Ground Urban Development

Lisa Zahner, Principal, Common Ground Urban Development

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. DESCRIPTION OF USE

Kulturehaus intends to open the historic pier (name TBD) with high-visibility immersive art installations and experience-driven events. A rotating program of large-scale art shows, workshops, demos and discussions will draw a wide audience of all ages and interests. A portion of the building will exist as a permanent, affordable MakerSpace for artist residencies and year-round youth projects. Gathering spaces will be designed to accommodate special events, private events, and as an affordable venue for community-serving non-profits. A gift shop and lobby cafe will serve as a destination meeting place with a busy, welcoming atmosphere.

B. PUBLIC ORIENTED USE

By design, this space is made for the public at large. The location, price point, clientele, offerings and programming have all been conceived to make interactive large-scale art accessible to the masses. Tourists and Bay Area natives alike would be attracted to the pier's rotating exhibitions, and the local community would benefit from year-round programming of events, workshops and fairs.

C. TYPES OF POPULATIONS

Kulturehaus intends to create a robust marketing campaign directed towards a demographic of 18-44 year olds, with an emphasis on Bay Area families with children. Other market groups include tourists, educators and students, artists, and community non-profits such as Root Division.

D. COMPLEMENTARY USE TO EXISTING CONDITIONS AND USES

Kulturehaus will operate symbiotically with existing events and current tenants of the Port, such as the Exploratorium, the Cruise Terminal, and surrounding restaurants and retail. Patrons of Kulturehaus will also be attracted to the Exploratorium, the Ferry Building, and nearby restaurants. The 24.6 million annual visitors to San Francisco will be amazed and delighted by the Pier's world-class art exhibitions and offerings. Monthly evening entertainment will create a night-time destination for San Franciscans and visitors alike.

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

The team at Kulturehaus has over 10 years experience producing, curating, and managing mind-blowing events around the world. We specialize in creating experiences that tap into the full spectrum of our senses, to make long-lasting impressions on people of all walks of life.

- Festivals, Concerts, Ticketed Events
- Corporate Branding Initiatives
- Product Launch Events
- Urban Development Projects

Kulturehaus transforms concept into experience through a process that we have developed through years of collaboration with creators, sponsors, artists and communities. Some of our clients include: MakerFaire, SXSW, Coachella, Bonnaroo, TED, Google, Lego, Pepsi, Red Bull, Lune Rouge (Cirque du Soliel), Magic City and others.

BIO OF KEY PEOPLE IN KULTUREHAUS

Tyler Hanson: Founder of Kulturehaus, Producer and Creative Director with 20 years of experience driving cultural start-ups, brands, festivals, and art from concept to fruition.

Julia Russotti is an Executive Producer with a diverse background in art and festival production, brand activation and experience design. Her expertise lies in behind-the-scenes organization and management of multiple teams, timelines, budgets and deliverables.

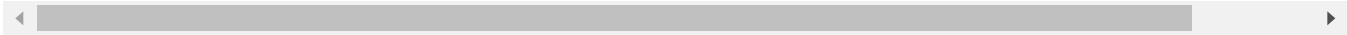
Kevin Kochen is a partner and co-founder of Symbiosis Gathering, and specializes in marketing and finances for large festivals and events. His current interests lie in bringing the participatory art movement to a larger and more diverse audience to create more novel and meaningful experiences.

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.

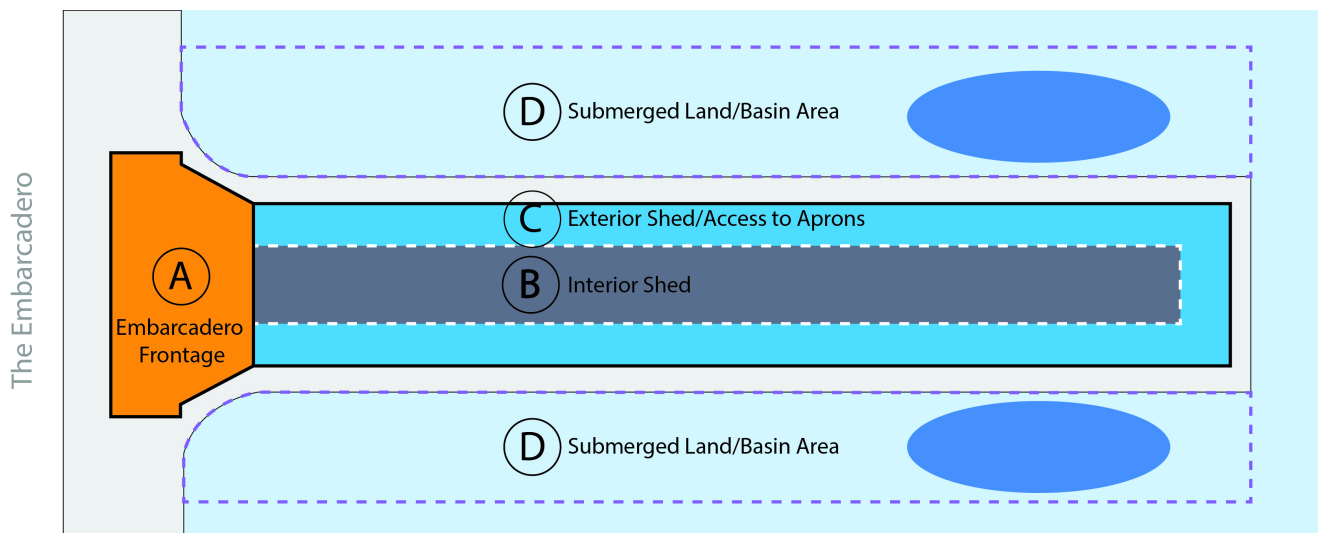
	1	2	3	4	5	6	7	8	9	10	11
Pier 35	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 33	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 31	<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"/>
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 type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 19½ & 19	<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"/>
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 checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 26	<input type="radio"/>	<input type="radio"/>	<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"/>
Pier 28	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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"/>
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 checked="" 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:

Layout of Pier Facility



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

TBD - Kulturehaus would occupy as much of the building as possible and customize the space by use and audience.

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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?

Our operational plan for the activation of the Pier is divided by use-type into four areas: A ticketed "Art Space" for installations and shows; a programmed "Maker Space" for artists and workshops; a for-rent "Meeting Space" for communities and private events; a public "Market Space" for cafe and retail. Based on a 150,000 SQ FT blueprint, we have allocated 50% for museum venue, 25% for studio and workshop space, 15% for cafe and retail, and 10% for in-house operations. This plan allocates 90% of the Pier's square footage for public use, and places the Pier's historical architecture and open floor plan at the center of our concept. From the main entrance off Embarcadero, patrons would have access to the sites surrounding the Pier, which would be populated with outdoor art; inside the building, they may shop or dine in the Market Space, purchase tickets to the current exhibition in the Art Space, or attend a workshop or private/sponsored event in the Meeting Space.

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.

Our intention is to build our concept around the Pier's existing structures, to showcase the historic architecture and limit major alterations to the body of the building. Only minimal infrastructure would be needed to enclose spaces and create differentiated containers.

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.

Kulturehaus has secured commitments from several key investors who will be providing capital to finance and support this project. Other sources will include network crowd-sourcing within SF, grant funds, and new market tax credits.

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.

\$28 PSF NNN

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.

\$50M

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

5-15 years depending on improvements needed

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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