The Museum of Future Sports (MoFS)

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 historic-pier-opportunities-partnership. Email questions to Rebecca Benassini, Port Assistant Deputy Director Waterfront Development Projects, at https://sfport.com/historic-pier-opportunities-partnership.

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.

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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				
Museum of Future Sports, a 501(c)(3) California Corporation ("MoFS")				

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

STAFF

Sherry Huss, Executive Director

Co-founder, Maker Faire and Vice President, Maker Media

Successful tenure of Maker Faire, helping to transform the Maker movement into a global phenomenon (1.5M visitors across 175 international events in 2017)

Douglas Burnet, Chief Operating Officer

MoFS development and operations

Founder and COO, Aerial Sports League

Board Chair SF YMCA branch

Prior experience includes VP Finance managing \$100M capital campaign in Silicon Valley

Marque Cornblatt, Creative Director

MoFS chief technologist, design and exhibit curation

Founder & CEO, Aerial Sports League

25 years, social robotics and entertainment technology pioneer, TEDx Presenter - Neuroscience of drone sports.

David Calkins, Director of Robotics

Director of MoFS robotic competitions, education and public programming President, Robotics Society of America, and Founder of Robogames International

Whitney Deatherage, Development

Strategic planning, fundraising, networking

Associate Director of Operations of Long Now Foundation

FOUNDING ORGANIZATIONS

Aerial Sports League, Inc.

San Francisco Human Rights Commission

Genesis Real Estate Group

CORE ADVISORY TEAM

Sheryl Davis, San Francisco Human Rights Commission

Nolan Bushnell, Atari, Modal VR

Rudy Corpuz, Jr., United Playaz

Ross Portugeis, TRI Commercial Real Estate

David Kriozere, Developer of 400 Divisadero, One Rincon Hill

Shruti Gandhi, Founder and Managing Partner, Array Ventures

PRODUCTION PARTNERS

Aerial Sports League (www.aerialsports.tv)

Drone STEM education/event production

RoboGames (www.robogames.net)

Robot STEM education/event production

Maverick VR (www.maverickvr.com)

VR STEM education/event production

Ideum (www.ideum.com)

Interactive museum exhibit design

Obscura Digital (www.obscuradigital.com)

Immersive environments, projection maps

COMMUNITY BENEFIT ORGANIZATION PARTNERS

Boys & Girls Club of San Francisco

Mo' Magic

Collective Impact

Booker T. Washington Community Center

Tel Hi Community Center

United Playaz

West Bay Community Center

Hiller Aviation Museum

In discussions with SF YMCA, SF Unified School District, Stockton Unified School District

For-Profit Partner of MoFS - Aerial Sports League

MoFS is a registered 501(c)(3) that was launched by Marque Cornblatt and Douglas Burnet, the Founders of Aerial Sports League. They pioneered the concept of future sports as a force for social change and community benefit over many years, collaborating with a diverse team to develop sports entertainment technologies, STEM education curricula, and a global spectator base for emerging tech-enabled sports. The team has entertained more than 1 million live spectators, earned over 500 million verified media views, and provided hands-on training to thousands of students. Clients include Comcast, Google, Facebook, Sony, XPRIZE, Cisco, MGM, ebay, Dreamhack and ESL.

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) a description of the use(s)

The Museum of Future Sports (MoFS) is not a traditional museum; in fact it's unlike anything else in the world. MoFS is a one-of-a-kind experience and family destination which creates a new jewel in the San Francisco cultural landscape. Designed around the template of a family entertainment center (FEC), MoFS at Pier 29 is a fully-immersive and interactive destination for technology, entertainment, gaming & culture.

MoFS will encompass high-touch interactive exhibits, a state-of-the-art 1500-seat event venue, STEM education classrooms, a sport/tech innovation lab, Future Sports Fitness Center, robotic bar and cafe, as well as the largest public video art space in California. Through a combination of architecture, lighting, video and projection mapping, MoFS Visitors are transported into a completely immersive vision of the future of sports and entertainment — the interior of the pier is literally transformed into an interactive destination for family adventures, STEM education, evening entertainment, professional sports and fitness.

b) What is public-oriented about the concept

The Museum of Future Sports is a unique destination designed for high tourist traffic as well as daily public-oriented activities and events. MoFS offers a multitude of family-friendly activities for Bay Area students, San Francisco neighbors, visitors and guests, including eSports and robotic competitions, STEM education classes, intramural sports leagues, a hitech fitness center, ongoing cultural exhibits, cafe, pro-shop and the largest public video art space in California, all of which encourage high tourist and visitor traffic as well as repeat neighborhood and local resident uses.

c) Types of populations targeted for service

MoFS will directly serve as a destination for multiple communities on a daily basis, including SF visitors, Bay Area students, local neighbors, CBO's, tech partners, artists, maritime and ferry passengers.

Embarcadero Neighbors

MoFS neighbors will find a vibrant and dynamic new social hangout and destination on the Embarcadero for families, fitness, refreshments and entertainment. The "gamified" Future Sports Fitness Center will appeal to younger demographics and be a significant draw for MoFS neighbors. With resources and services catering to the local community, MoFS will quickly establish itself as a forward-thinking hotspot and hangout for waterfront locals.

SF Visitors

Guests can explore and play: in museum exhibits, games and interactive zones dedicated to fitness, robotic sports, drone racing, virtual reality and eSports, or by grabbing a snack and beverage at a robotic food cart. The MoFS Arena is a purpose-built, 1500 seat destination for professional competitions in eSports, drones and robot games, concerts, trade shows and large corporate events.

Bay Area Students

For students, MoFS is an education wonderland featuring classrooms, an onsite innovative lab and exclusive STEM programs and technologies featuring drones, robots, virtual reality, gaming and digital media creation. The MoFS eSports Dojo is a new and innovative training regimen designed to help aspiring eSports athletes train and prepare for professional competitions.

Local Schools and CBO's

Deep partnerships with local schools and community-based organizations (CBO's) weave the Museum of Future Sports into the fabric of San Francisco. MoFS educational and competitive sports programs extend directly to the school and CBO's facilities, creating lasting connections to communities throughout San Francisco. Educational programs, mentorships, internships and direct employment opportunities provide job paths for local youth. Paid positions, summer internships and retraining programs for high school, college graduates and adults create hundreds of direct employment opportunities.

Bay Area Tech Partners

The MoFS Innovation Lab is a partnership between tech companies and local universities to create and pressure test the next generation of sports and entertainment technologies. On-site labs and workshops are focused on developing tomorrow's sports technology and entertainment hardware and software breakthroughs. Additional business partner opportunities include mentorship, internship and direct hires from a deep pool of students immersed in future sports technologies.

Maritime Passengers and Commuters

MoFS is in discussions with Red & White Fleet to establish ferry berthing along the skirt of Pier 29, creating an access point for maritime travelers and commuters. MoFS can be a natural stop-over for cruise ship passengers, especially for families. The Museum will benefit from Pier 29's location adjacent to James R. Herman (Pier 27) and Pier 35 cruise terminals, which provide 300,000 annual visitors to the area.

Artists

With state-of-the-art video projection technology throughout the historic interior and along the

exterior, the entire structure serves as an unprecedented canvas for ongoing multimedia and video art exhibitions, while preserving every historic architectural detail in pristine condition. MoFS will curate and produce exhibition opportunities for both internationally recognised artists and local students, establishing an exhibition calendar of community events, art-walks and meetups.

d) How it complements and responds to existing nearby uses and conditions in the Embarcadero Historic District

MoFS is an ideal use-case for the Embarcadero, positioning San Francisco as a city uniquely able to balance maritime culture and history with modern urban needs. With its feet planted firmly in SF's past within Pier 29, MoFS offers a vibrant journey into the future while celebrating and maintaining the historic significance and culture on the SF Waterfront. Featuring multiple entertainment, educational and community activities, MoFS will become a community destination and cultural beacon for San Francisco neighbors and visitors alike. Additionally, MoFS is in discussions with Red & White Fleet to establish an active maritime use on Pier 29, with passenger ferry berthing access along the open-air, interior apron.

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

The MoFS team is comprised of seasoned professionals in multiple industries, including entertainment technology innovation, event production, sports league management, global and regional community building, commercial real estate development and nonprofit administration. With over 100 years combined professional experience, the team have separately developed and managed projects representing hundreds of staff, thousands of students, millions of live spectators, and billions of dollars in real estate. With MoFS, the team has established a working group of people, organizations, developers and tech companies who all share the audacious vision to establish MoFS at Pier 29 and transform the SF Waterfront into a state-of-the-art destination and cultural resource for generations to come.

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.

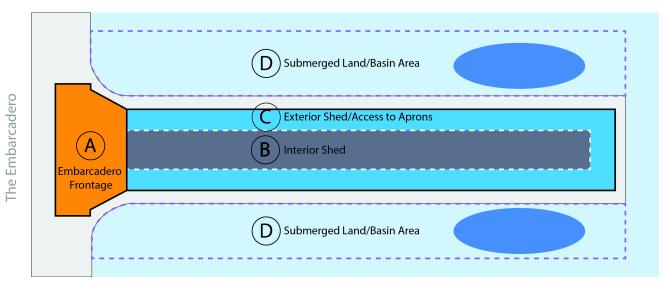
6. a. Rank your preferred pier facility location(s) with 1 as your first choice.

	1	2	3	4	5	6	7	8	9	10	11
Pier 35	\bigcirc										
Pier 33	\bigcirc										
Pier 31	\bigcirc										
Pier 29½ & 29		\bigcirc									
Pier 23	\bigcirc										
Pier 19½ & 19	\bigcirc	O	\bigcirc								
Agriculture Building	\bigcirc										
Pier 26	\bigcirc										
Pier 28	\bigcirc										
Pier 38	\bigcirc										
Pier 40	\bigcirc										
Pier 48	\bigcirc										
4											>

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
✓	AD. 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.

Phase 1

Occupy Pier 29 Bulkhead

In Phase 1, MoFS takes possession, undertakes build-out and moves into the Pier 29 bulkhead. Initial construction will be limited to a minimal build-out, including ADA compliance, enclosing existing port electrical equipment, bring in several "finished" shipping containers as temporary rooms, and erect a dividing wall between the bulkhead and the main shed. Occupancy would include public access through the bulkhead to the Pier 29 north skirt and to the main shed.

Phase 2

Build-Out Bulkhead, Shed, Inner Skirt and Open Air Inner Lot

Phase 2 includes full build-out of entire Pier 29 bulkhead, shed and open-air inner lot. Specific upgrades include wiring the facility with super-fast wifi, video projection mapping on interior and exterior, the addition of multiple second-story mezzanine areas, a 1500+ seat event venue, museum exhibit galleries, STEM classrooms, fitness center, STEM-focused retail, robot food carts, cafe and administrative offices. MoFS has entered discussions with Red & White fleet to facilitate their use of Pier 29 apron for ferry berthing service.

Phase 3 (optional)

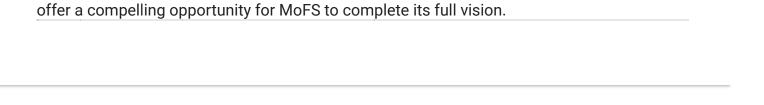
Bulkhead, Shed and Pier 29 ½

Refurbish Pier 29 ½ for MoFS expansion, to include additional interactive space for STEM classrooms, public use and special events.

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:

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

The Museum of Future Sports benefits from public transportation to facilitate high foot traffic. A location along the Embarcadero, within reasonable proximity of Market Street is preferred. Amenities such as the Future Sports Fitness Center, cafe, event spaces and STEM classrooms will attract regular attendees from the local neighborhood. The recent renovations and overall condition of the Pier 29 bulkhead facilitates near-term tenancy,



which is desirable for the Museum. The addition of Pier 29 shed and potentially Pier 29 ½

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?

Museum of Future Sports is positioned to activate the majority of Pier 29 for public benefit. A multi-phase plan allows MoFS to occupy the bulkhead almost immediately, while actively developing the remainder of the property for full usage, including the bulkhead, shed, open-air skirt and public thoroughfares, as well as Red & White ferry berthing along the inner skirt. The facility will be open to the public and operational seven days-per-week, and include both day and evening uses. [Specific uses and approximate square footage are outlined in Table 1 within attached PDF document.]

As Master Tenant, MoFS will comprise a mix of self- and partner-operated activities and services by leveraging new and existing partnerships and collaborations. Current partners and collaborators include Aerial Sports League, RoboGames, Maverick VR, Ideum, and Obscura Digital.

Upon entering the Pier 29 doorway, the public can travel directly to the north skirt of Pier 29 and gain access to the views from the end of the pier, as well as potential Red & White ferry access.

The Museum's public activities includes ongoing curated exhibits, STEM education programs, intramural youth leagues, sports competitions, events, museum "after dark" programing, openair public artwalk and pier access for sightseeing and ferry berthing access.

In keeping with the city's recent installation of major public art projects, MoFS will feature an open-air public artwalk on the South Wall of Pier 29 shed in coordination with SF-based Obscura Digital. Utilizing permanently mounted exterior projectors, a rotating series of public art projects will be visible from the Embarcadero, Bay Bridge and beyond. The waterfront hosted Obscura's work at the opening celebration of Pier 15/Exploratorium.

Additional activation of video projection mapping as implemented by Obscura will be installed on the interior of the Pier 29 shed. This interactive video projection system will be deployed for gallery events, future sports competitions and will become a signature design feature within

[See PDF page 8, Table 1: Space uses and associated square footage]

[See PDF page 9, Diagram 1: Museum of Future Sports Phased Build-out Plan]

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.

Superstructure exterior will be restored to original condition. MoFS is committed to preserving the historical integrity of Pier 29 for public benefit. Ongoing video projections onto building facade and South wall provides an unprecedented opportunity for a public art walk, without sacrificing structural or historical integrity.

Interior physical improvements may take a three-phase approach.

Phase 1 for occupancy of bulkhead, with build-out to include finishing interior walls and bringing facility up to ADA compliance. Utilizing containers for classrooms, offices and amenities allows for re-use of these free-standing structures for redeployment in Phase 2. An interior partition wall at the rear of the bulkhead will section off the shed from the bulkhead. This visual barrier allows Phase 2 build-out without overly impacting ongoing bulkhead operations.

Phase 2 build-out would be undertaken while the bulkhead is functioning full-time as publicuse space. Superstructure repairs as well as substructure repairs are possible without overly impacting the day-to-day operations of MoFS within the bulkhead. Additional shed build-out may include conversion of open-air inner lot depending on permitted usage. MoFS envisions this space for food & beverage and a viewing area which takes advantage of the open-water views of Treasure Island and the East Bay.

Phase 3 (optional) would include build-out and occupancy of Pier 29½ and provide additional space for MoFS activities. Expanded uses may include interactive museum exhibits, STEM-focused retail or Future Sports Fitness Center.

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.

Capital Campaign

As a 501(c)(3) not-for-profit, Museum of Future Sports will engage in a capital campaign to fund structural rehabilitation, build-out and provide a runway for initial operations. While the overall funding needs for a pier restoration are not yet known, a multi-year fundraising effort will be required. MoFS founders, working with the SF Human Rights Commission and Genesis are in pre-planning for a Spring 2019 public fundraising event. This day and evening event will feature prominent Bay Area sports stars and create a "pop-up" experience to share future sports with the San Francisco community. The purposes of this event are to generate exposure for MoFS and showcase the joy that children and families experience engaging with future sports.

From a fundraising perspective, the spring event will enable MoFS Host Committee, comprised of influential business leaders, to collectively understand the vision and potential for this seismic shift in tech education. By focusing on play and fun, MoFS competitive future sports forge lasting relationships between kids and tech. MoFS can act as a catalyst in tech, bringing in under-represented minorities and women to technology fields. This jobs "pipeline" can play a pivotal role in addressing the deep disparities in the makeup of technology jobs. The spring fundraiser will showcase the deep connection between future sports and kids, and fuel the Host Committee members' commitment to shepherding funding relationships with Bay Areabased technology companies.

Partial debt financing may be considered, with repayment from operating revenues.

MoFS ongoing revenue from private events, ticketed future sports competitions and specialty STEM-focused retail operations will each generate excess operating capital for debt service.

Smaller Tenant Respondents

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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.
8. a. Would you be willing to make capital improvements to your preferred pier facility that would last beyond your lease term?
O 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.
9. Provide a range of number of years of lease term you would anticipate requiring to amortize the tenant improvement investment in (8).

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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