

THE HUMM - the museum of possibility

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.

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.

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 10/31/18 at 5:00 p.m.

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

Master Tenant

Smaller Tenant

2. Name of responding entity

THE HUMM - the museum of possibility

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

See Number 5.

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) Through temporary exhibitions, festivals, events, panels, talks and family activities the HUMM will shed light on the work and tell the stories of people who help make the world a more HUMane place.

Our goal is to foster reflection, engagement and dialogue on topics that are related to this earth, its people and creatures, it's problems and possibilities, human rights, war, peace and the resolution of conflict. The HUMM is a museum of possibility, a museum for "now".

Our festival-style exhibitions will give the visitors a perspective, a context and different viewpoints. We will invite people to explore, talk, enjoy, connect, feel, think and engage. The HUMM's program will make people feel touched, inspired, empowered, maybe even shaken - but not indifferent.

We will invite experts, thinkers, doers, helpers, rebels, researchers, peacemakers and action leaders to panels, talks, brainstorming, experiments, parties and discussions. We want share their story. We want to make their insights about the exhibition topics accessible to a very wide audience and enable synergies.

Examples of upcoming exhibitions:

TREES

This exhibition is centered around the story of Wangari Maatai, who started a movement that eventually got more than 40 Million trees planted. We will introduce the newest research on trees, the ways they communicate and how they form communities. Also: famous trees and their stories; trees and the planet; plant a tree; reforestation and the people who do it right here an all over the world.

MUSIC, AN AGENT FOR CHANGE

This exhibition is centered around the stories of Pussy Riot, Beyonce, Kendrick Lamar, Azealia Banks, the Grateful Dead, Selda, Mos Def, Dr. Dre and more. How and why do musicians become leading figures for social change? Is music a weapon?

AM I PREJUDICE? WHAT CAN I DO?

An Exhibition about equality, about understanding prejudice. An opportunity to ask questions, explore your own bias and hear the stories of people who make and made a difference. We will

invite Heather McGhee, Ibram Kendi, Ciara Taylor, Ashley Jackson, Ellen DeGeneres, Rachel Maddow and more...

HOME AND BELONGING

We will bring in “homes” from some of the biggest slums on the planet like Khayelitsha (South Africa): Kibera (Kenya); Dharavi (India); Neza (Mexico)) as well as from Devison Street (SF) and Northridge, downtown Oakland. The visitors can linger in these homes and on screens they will see the former inhabitants talk about their life, their hopes and dreams. We will invite people from SF and other places who make a difference.

UNDER 25, A FESTIVAL OF VISIONARIES

This festival will ask people from 8 to 25 from the Bay Area and from all over the planet what their ideas are to make this world a more humane place. They will discuss, develop and present. The HUMM will exhibit.

Other Exhibitions:

Can only tech save the future?

Play!

Feminism, the 20th century's greatest invention. Now: The 21 Century...

Can IT be Democracy

Single, Married, Relationships

Lots of Solutions to reverse global warming

School, now and in the future

LGBTQ

Plastic

Journalists

The other side of fashion

How free is free?

THE HUMM will curate its own exhibitions and invite Exhibits from other Museums, for example: the Nobel peace center in Oslo, the Human Rights Museum in Winnipeg, The Museum of Tomorrow in Rio, the Frontiers au Musee de L'immigration in Paris, the upcoming Climate Museum in NY, and more...

(b) The HUMM is for San Franciscans, the people in the greater Bay Area and for the over 24 Million visitors that come every year.

(c) The HUMM is for everyone. Especially for people who believe the biggest challenges facing our species and our world are social and environmental rather than economic and that the most likely solutions are behavioral as well as technological.

(d) The Piers are paramount to SF's history, they are a symbol of connectivity, the HUMM is here to foster connection. SF is often called the place where the future is made. Despite SF's comparatively small size its inhabitants always inspire, they frequently set the world's/nation's social and cultural pace and continue to do so. The UN was founded in SF, SF is the birthplace of almost all of north America's Unions, the 1968 social revolution, the LGBT Movement, Native Americans' occupation of Alcatraz, the global internet and information revolution, the sharing culture... to just name a few.

Many of the leading and most interesting thinkers, writers, inventors, activist, Nobel and peace price winners and researchers for an abundance of social and world topics live, think and teach right here in SF Bay Area, Stanford, the UCSF, Berkley, Silicon Valley...

The HUMM will especially honor and reflect San Francisco's unique innovative and inspirational spirit, the spirit of the "traditional" SF and the spirit of today's tech that is revolutionizing the world. The HUMM will be an inspiring and worthy addition to San Franciscos myriad possibilities and its world class art and science Museums. The Embarcadero District is the core of Sf's coming and going, becoming and creating - it would be the perfect place for the HUMM.

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

Leonie Terfort, Founder. Starting while still being a high school student I founded, organized and financed (through fundraising) a mobile Art and Theater School for refugee-, low-income- and gypsy kids that I headed for more than 10 years.

Together with two friends I later founded, financed (through fundraising) and built an art-and-living-center with an exhibition/event "space" and a cafe in the Middle of Hamburg/Germany. Today more than 43 people live in the house we built and the "space" and the cafe are always busy.

I have a Masters Degree in fine Arts from the University of Fine Arts in Hamburg/Germany, and specialized in visual Communication. I held multiple 1year+ scholarships for writing in Germany, Switzerland, Austria, Greece and Denmark. My studies also took me to Surakarta in Indonesia for an extended period of time.

For a while I part-time taught at the Literature Department at the University of Hamburg/Germany. For the last 25years I always also worked as a screen-writer for the silver screen, TV-series (head writer and episodes) and as a writer for exhibitions.

Museums are my passion. My favorite job ever was writing for an exhibition about globalization at the Natural History Museum (Übersee Museum) in Bremen/Germany. This Exhibit won a prize from UNESCO.

I live in the SF Bay Area since 2012.

For more information please contact me at: contact@thehummm.org

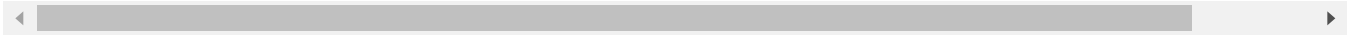
I would greatly appreciate the opportunity to present the HUMM to you in greater detail.

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.

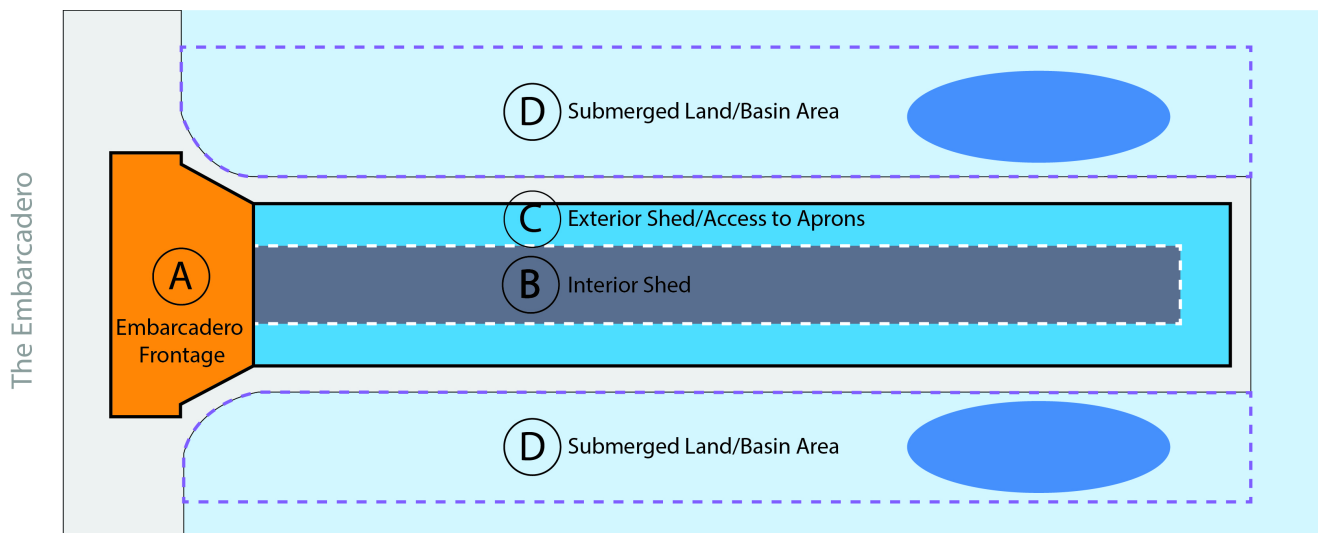
	1	2	3	4	5	6	7	8	9	10	11
Pier 35	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pier 33	<input type="radio"/>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

We are looking for up to 28.000 square feet to host the exhibition and event space, the cafe, the gift shop and offices. Our exhibitions will change every 4-6 month and we estimate that visitors will spend approximately 1,5 to 2 hours at the HUMM.

Any part of the piers or the Agriculture Building would be a great location. A (A),B,C,D mixture would be perfect. We do need (some) natural light and outside access. We would love to incorporate some outside space.

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.

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.

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 10/31/18 at 5:00 p.m.

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?

Please see Number 8.

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.

The HUMM does not yet have a finalized interior concept for the SF piers. We will definitely honor the Interior Standards for Historic Rehabilitation as well as all the safety standards and requirements that apply to spaces with visitors. We are aware that this includes major enhancements, alterations and possibly compromises.

The HUMM's interior concept is inspired by the exhibition spaces created by architect Shigeru Ban and focuses on flexibility due to the frequently changing exhibits. We plan to leave the space as open as possible.

Our aim to create context and connection through architectonically highlighting that the HUMM is located at a this very special place through extensive use of the the views and the landscape surrounding the piers.

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.

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.

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.

To save your responses and quit the form, click "NEXT" and click "SUBMIT" in the final section. You will be emailed a link to your form. Responses can be edited until 10/31/18 at 5:00 p.m.

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.

Depends on the deal

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.

Depends on the deal.

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

Depends

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.

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.

This form was created inside of Next Steps Marketing.

Google Forms