Phase 0 Activities Plan

October 2015 – September 2016

Submitted to the City of Alameda 8/13/2015

Alameda Point Partners, LLC

Phase 0 Activities Plan – Calendar

Phase Zero Year One Activities Calendar
Oct. 2015 – Sept. 2016

Date	Event	Identified Vendors/Sublicensees
Oct. 1 - 31, 2015	Alameda Point Pumpkin Patch	Speer Family Farms
Oct. 4, 2015	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
Oct. 17 - 18, 2015	Tinkering School Academy	Tinkering School
Nov. 25 – Dec. 24, 2015	Christmas Tree Lot	Speer Family Farms
Jan. 18, 2016	MLK Day of Service	Conducted in conjunction with Alameda Public Works*
Feb. TBD, 2016	Tinkering School Academy	Tinkering School
March 12, 2016	Winter Arts Festival	TBC
April 2, 2016	Alameda Point Nature Walk	TBC
April 3, 2016	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
April 16, 2016	Alameda Point Open House	Alameda Point Tenants*
May 1, 2016	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
May TBD, 2016	Launch Bike Playground**	Bike Hub*
May 21, 2016	Ride on 2 Wheels	Alameda Bicycle*
June 5, 2016	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
June 11, 2016	Outdoor Movie Series	Conducted in conjunction with Alameda Parks & Recreation*
July TBD, 2016	Launch Waterfront Café/Wind Shelter (Open weekends throughout summer)	
July 3, 2016	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
July 9, 2016	Outdoor Movie Series	Conducted in conjunction with Alameda Parks & Recreation*
Aug. 7, 2016	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
Aug. 13, 2016	Outdoor Movie Series	Conducted in conjunction with Alameda Parks & Recreation*
Sept. 4, 2016	Antiques Faire After Party	A-town Events * Lucky 13* Multiple food trucks
Sept. 10, 2016	Outdoor Movie Series	Conducted in conjunction with Alameda Parks & Recreation*

Schedule of events is as of Aug. 11, 2015. Exact event location and dates may change
* In partnership with local Alameda business or organization
** Subject to approval by Alameda Parks & Recreation for acceptance and operation as a public facility

Note 1: Alameda Point Partners, LLC shall have the right to cancel a scheduled event if it reasonably determines that (a) the physical condition of the approved location (or any material portion thereof) creates an unsafe condition for vendors or participants and (b) it is not practicable (due to time or cost) to correct the identified condition prior to the scheduled date. Such canceled events may be relocated/rescheduled with the City Manager's approval.

Note 2: City staff shall have the right to cancel a scheduled event upon written notice to Alameda Point Partners, LLC if it determines that the activity is (a) located on property that is subject to the Tidelands Trust and (b) prohibited by the Tidelands Trust.

Note 3: Activities may be canceled by Alameda Point Partners, LLC due to inclement weather and canceled events may be rescheduled for a different date with the City Manager's approval.

Phase 0 Activities Plan – Events

Alameda Point Pumpkin Patch

Event Description

The inaugural Alameda Point Pumpkin Patch produced by Speer Family Farms will be one of the attractions that will help establish Alameda Point as *the* Halloween destination in 2015. More than a place to pick a pumpkin, the Patch will rival Bay Area favorite seasonal events in Half Moon Bay and Lathrop with a wide variety of family friendly attractions including:

- Petting zoo
- Zip line
- Maze
- Rock climbing wall
- Giant hamster balls
- Multiple jumpy houses
- 30 foot slide
- Controlled trampoline
- Pony rides

Weekend food trucks provide the incentive for families to make a full afternoon of their visit.

Additionally, Speer Family Farms and Alameda Point Partners, LLC will be working to amplify marketing efforts by collaborating with ScareCo Pro (producers of the Haunted Hornet) as well as existing Alameda Point tenants.

This event requires a fee for entry.

Timing

October 1 – 31, 2015. Hours 10 AM – 9PM

Target Audience

The Alameda Point Pumpkin Patch will be marketed to families across the region including Alameda, Oakland, Berkeley, and San Leandro.

Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Bike racks will be installed in the area to provide secure parking.

Directional signage co-branded with the Pumpkin Patch and Haunted Hornet will guide audiences from the Webster tube to Site A.

Infrastructure Needs

Power for entertainment
Port-a-johns
Event permits including approval for live animals
Garbage and recycling
Directional signage
Bicycle parking

Marketing & Promotion

- **Guerilla Marketing:**
  Printed co-marketing postcards in conjunction with the Haunted Hornet as well as having a strong presence at the Antiques Faire entrance.

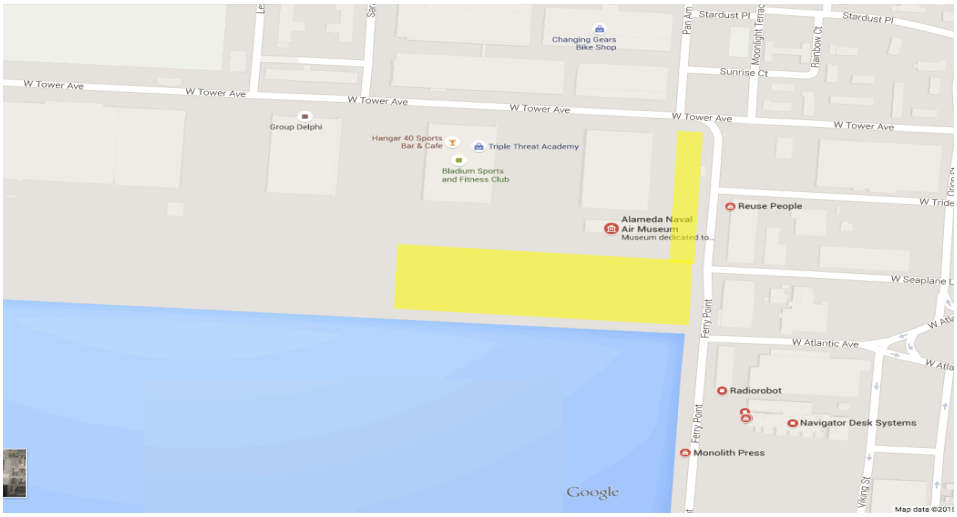
- **PR outreach to the following publications:**
  The Alamedan
  Alameda Sun
  Alameda Journal
  East Bay Express
  Eventbrite/Rally
  City of Alameda email blast
  Thrillist
  SFist
  Funcheap SF
  Local event listings KPIX, KTVU, KQED

- **Facebook groups:**
  Alameda Peeps
  What's Happening Alameda
  Alameda 94501
  Oakland Parties, Concerts

- **Paid Advertising:**
  Facebook
  East Bay Express
  Antiques Faire program guide
  Spot radio
  SF Chronicle

- **Potential co-marketing:**
  Alameda Theater
  Halloween Passport will provide discounts to both Alameda Point Pumpkin Patch, Haunted Hornet, and West End/Alameda Point businesses

Location



Antiques Faire After Party

Event Description

Phase Zero's most regular event, the Antiques Faire After Party, offers an opportunity for attendees of the highly popular regional event to extend their time at Alameda Point.

Multiple food trucks, DJs, and additional entertainment will create a festive atmosphere. In October this will include zombie guest appearances from the Haunted Hornet, the Broken Spokes Bicycle Club, and opportunities for craft vendors to set up booth space.

Returning in April 2016 with monthly regularity, the After Party will include additional entertainment options such as live mural paintings, bands, and craft vendors.

Timing

The first Sunday of Oct 2015 and the first Sunday of Apr – Sep 2016. Sunday, from 1 PM– 5 PM

Target Audience

Marketing will be targeted to attendees of the popular Alameda Antiques Faire, visitors to any concurrent special events on the Taxiway including the Alameda Point Pumpkin Patch, and local Alameda residents.

Projected Attendance: 300

Confirmed Vendors (October)

Lucky 13 – Alcohol
Kenny's Heart & Soul – Food
A-town Events – DJ services & equipment
ScareCo Pro – Entertainment
Broken Spokes Bicycle Club – Entertainment/attraction

Transportation & Logistics

Limited parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Directional signage will be placed along the Antiques Faire express exit route throughout Alameda Point.

Event will be open to the Public.

Infrastructure Needs

- Power for entertainment
- Port-a-johns
- Picnic tables/outdoor furniture
- Permits for alcohol, food trucks and street closure
- Garbage and recycling
- Directional signage
- Bicycle parking

Marketing & Promotion

Guerilla Marketing:
Printed posters to be distributed around Alameda
Additional posters placed adjacent to the Antiques Faire entrance

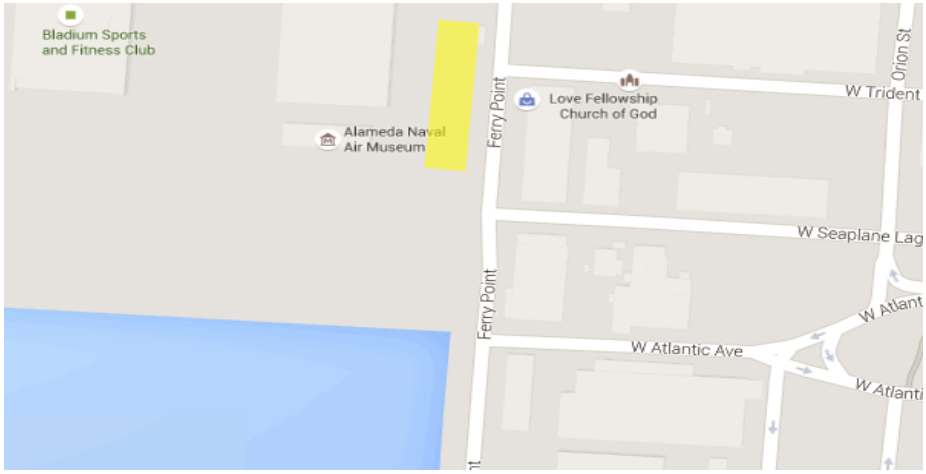
PR outreach to the following publications:
The Alamedan
Alameda Sun
Alameda Journal
East Bay Express
Eventbrite/Rally
City of Alameda email blast
Thrillist
SFist
Funcheap SF
Local event listings KPIX, KTVU, KQED

Facebook groups:
Alameda Peeps
What's Happening Alameda?
Alameda 94501
Oakland Parties, Concerts, Underground Events

Paid Advertising:
Facebook
East Bay Express
Antiques Faire program guide

Collateral Required:
Eventbrite Listing
Poster/flyer

Location



Tinkering School Academy

Event Description

The popular San Francisco Makers academy for 6-17 year olds will bring a special workshop out to Alameda Point this fall as a pilot program for potential future expansion. Tinkering School camps teach children problem solving skills through hands on experiences of design, building, play, and exploration, while using real tools.

During the one-day program 16 students will be invited to complete a marshmallow shooter. Each child will receive a shooter-building kit: materials for building the shooter, an ammo belt, a bag of marshmallows, a schematic with building directions, and safety goggles. Kids dive straight into building and an epic battle ensues.

Timing

One-day event in October, exact date is in process of being finalized.

One-day event in February, exact date is in process of being finalized.

Target Audience

Alameda/East Bay kids ages 6-17

Projected attendance: 16 students

Transportation & Logistics

Staff parking and parent drop off alongside W. Sea Plane Lagoon Ave.
Event will require fee and advanced sign up.

Infrastructure Needs

Power
Port-a-johns
Shelter from wind
Garbage and recycling
Bicycle parking

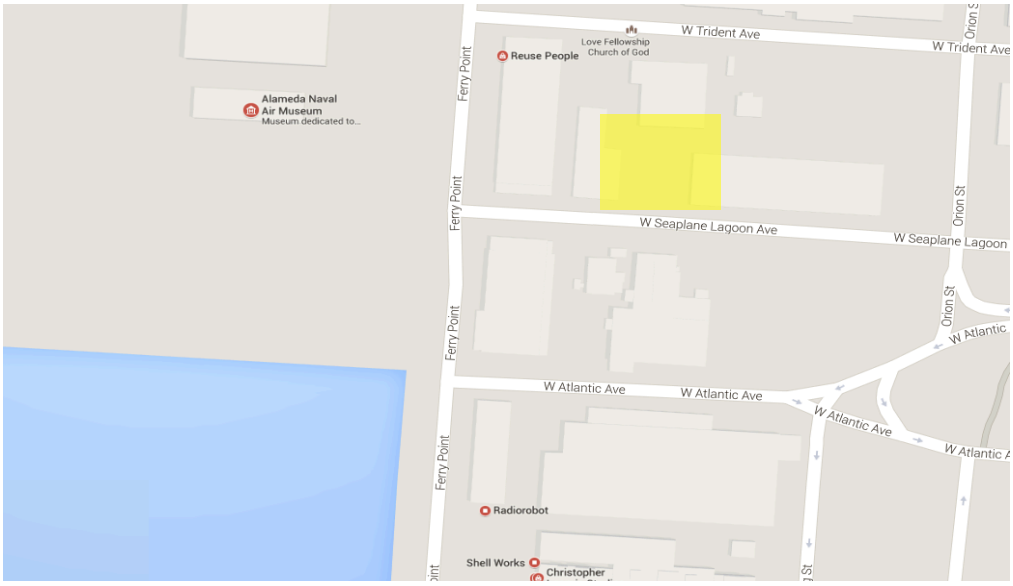
Marketing & Promotion

PR outreach to the following publications:
The Alamedan
City of Alameda email blast

Facebook groups:
Alameda Peeps
What's Happening Alameda
Alameda 94501

Additional Outreach:
Parents of Alameda's young Maker community including Wood Middle School PTA

Location


W Trident Ave
W Trident Ave
Love Fellowship
Church of God
Reuse People
Alameda Naval
Air Museum
Museum dedicated to...
Ferry Point
Ferry Point
Ferry Point
Ferry Point
W Seaplane Lagoon Ave
W Seaplane Lagoon
Orion St
Orion St
W Atlantic
W Atlantic Ave
W Atlantic Ave
W Atlantic Ave
Radiorobot
Shell Works
Christopher

Christmas Tree Lot

Event Description

The holiday season will kick off on Wednesday, Nov. 25 with the opening of the Alameda Point Christmas Tree lot. Some attractions such as the jumpy houses and petting zoo will return following their debut at the Alameda Point Pumpkin Patch and Santa will make occasional guest appearances.

A special one-day charity event will help to support the Alameda Point Collaborative. Similar to Santa Con, children from around the area will be invited to come dressed as elves to help make wreaths for Collaborative residents. The location will also serve as a designated Toys for Tots drop off point.

This event will be open to the Public.

Timing

Nov. 25, 2015 – Dec. 24, 2015

Target Audience

Alameda residents with an emphasis on the West End

Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Event will be open to the Public.

Infrastructure Needs

- Power for entertainment
- Port-a-johns
- Garbage and recycling
- Directional signage
- Bicycle parking

Marketing & Promotion

PR outreach to the following publications:

The Alamedan
Alameda Sun
City Email Blast
Alameda Journal

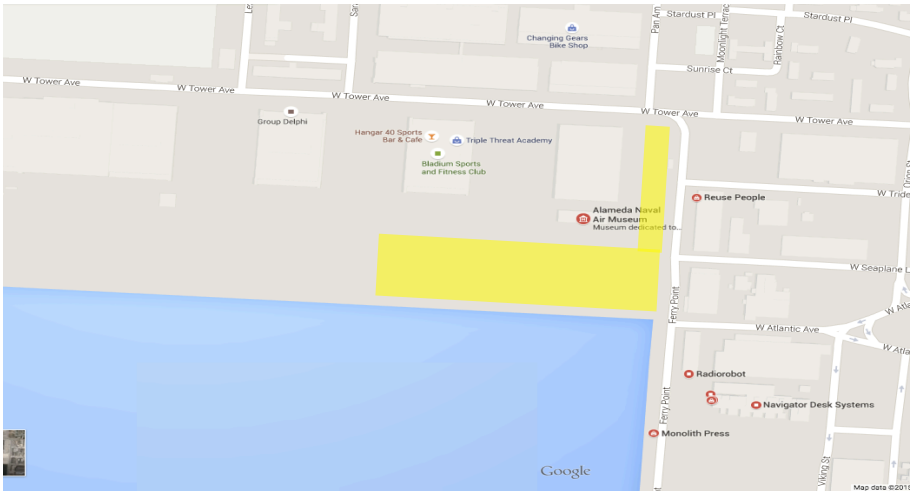
Facebook groups:

Alameda Peeps
What's Happening Alameda?
Alameda 94501

Paid Advertising:

Possible mailing to west end residents

Location


Stardust Pl
Changing Gears Bike Shop
Pan Am
Moonlight Terrace
Rainbow Ct
Sunrise Ct
W Tower Ave
Group Delphi
Hangar 40 Sports Bar & Cafe
Triple Threat Academy
Bladium Sports and Fitness Club
Reuse People
Alameda Naval Air Museum
Museum dedicated to...
W Seaplane
Ferry Point
W Atlantic Ave
Radiorobot
Navigator Desk Systems
Monolith Press
Viking St
Google

MLK Day of Service

Event Description

Building on the new tradition launched by President Obama, Alameda Point Partners, LLC will host a day of service in honor of Martin Luther King Jr. Residents will be invited to help revamp sections of Alameda Point. Activities for the day will include a shoreline cleanup, plantings along the proposed De-Pave pop up park, and installations of picnic tables/benches in the area.

Non-profits Friends of the Parks, Baykeeper, the Audubon Society, and EBRP will be invited to have a presence, share their mission for clean water and open space, and educate volunteers on how they can continue to donate their time and services throughout the year.

The day will begin with a hosted breakfast and will culminate in a thank you barbecue celebration at Sea Plane Lagoon or the inside event space.

Timing

Saturday, January 16, 2016 10 AM – 1PM

Target Audience

Alameda residents with a focus on children and advocates for our public parks

Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Event will be open to the Public

Infrastructure Needs

- Port-a-johns
- Garbage and recycling
- Directional signage
- Picnic tables for thank you event
- Food vendor for BBQ
- Contribution to any clean up supplies
- Bicycle parking

Marketing & Promotion

PR outreach to the following publications:

The Alamedan
Alameda Sun
Alameda Journal
City of Alameda email blast

Facebook groups:

Alameda Peeps
What's Happening Alameda?
Alameda 94501

Additional advertising:

Banner across Central Ave & Webster St. promoting the event

Location

Alameda Point Head Start
Native American Health Center WIC at...
Alameda Point Collaborative
Changing Gears Bike Shop
Rock Wall Wine Company
Lexington St
Monarch St
W Tower Ave
W Tower Ave
Bladium Sports and Fitness Club
Alameda Naval Air Museum
Museum dedicated to...
Reuse People
Ferry Point
Radiorobot
Monolith Press
Ferry Point
Nelson Yachts
Viking St
BAE Systems
Ferry Point

Winter Arts Festival

Event Description

Creativity abounds at Alameda Point with furniture makers, industrial artists, craft spirits and more. The Winter Arts Festival will help to reinforce and celebrate that unique energy and creative opportunity of the area's large scale and industrial vibe.

East Bay street art has matured and crossed in to the fine art realm and Alameda Point Partners, LLC will bring a piece of that spirit to Alameda Point with a muralist and a pop up gallery. A curated artist will be invited to transform the side of building 113 into the first large-scale outdoor mural at Alameda Point. Once complete the piece will serve as the backdrop for the Beer Garden and Antiques Faire After Party events in the summer of 2016. Additional pop up gallery space will feature other fine artists, photographers, and art cars.

The event will also feature DJs and food trucks, and craft cocktails featuring Alameda Point spirits.

Timing

Saturday, March 12, 2016: 3-7PM

Target Audience

Adults 21+ in the Alameda, Oakland and Berkeley areas who are fans of street, industrial, and fine art

Transportation & Logistics

Parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Event will be open to the Public.

Infrastructure Needs

- Indoor event space for gallery
- Power for entertainment
- Port-a-johns
- Event permits
- Garbage and recycling
- Directional signage
- Artist materials (paint, temporary boards, etc.)
- Permits for street closure @ Sea Plane Lagoon Way
- Bicycle parking

Marketing & Promotion

PR outreach to the following publications:

The Alamedan
Alameda Sun
Alameda Journal
East Bay Express
SF Weekly
City of Alameda email blast
Eventbrite/Rally
Thrillist
SFist
Funcheap SF
Local event listings KPIX, KTVU, KQED

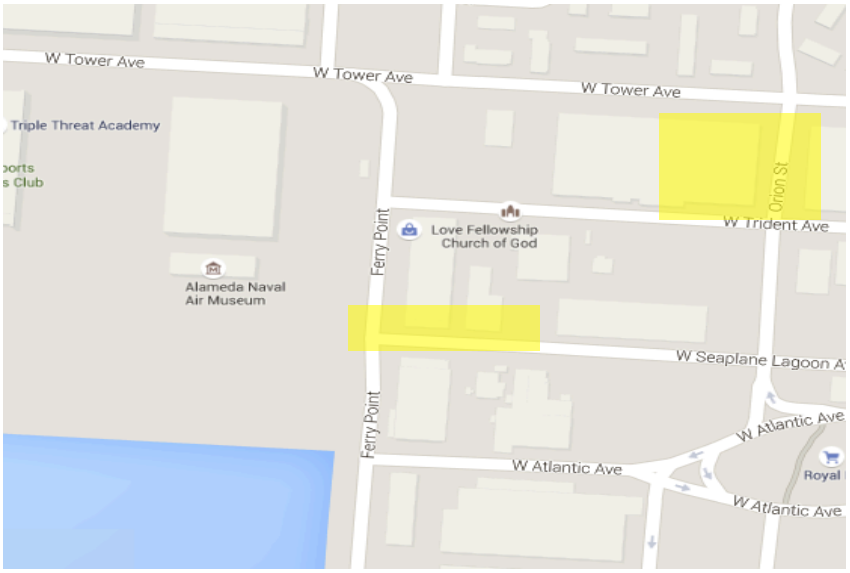
Facebook groups:

Alameda Peeps
What's Happening Alameda?
Alameda 94501
Oakland Parties, Concerts, Underground Events

Paid Advertising:

Facebook
East Bay Express

Location



Alameda Point Nature Walk

Event Description

Alameda Point is home to all sorts of unique wildlife, from endangered Terns to Harbor Seals. We will host and coordinate a nature walk to highlight all the creatures that are thriving in our own back yard.

We will work with non-profit partners and wildlife experts for a special educational morning nature walk. There will be three key stops along the walk, the first highlighting the new Harbor Seal haul out adjacent to Viking Street. From there, attendees ride out to De-pave Park to learn about Alameda's most protected citizens, the Least Terns, and the thousands of pelicans that call our shores home. Finally, they return to the corner of Sea Plane Lagoon for the chance to learn about conservation efforts and hosted children's activities.

Timing

Saturday, April 2, 2016: 9AM – 11AM

Target Audience

Outreach will primarily be targeted to Alameda residents with an emphasis on those who enjoy hiking and nature.

Transportation & Logistics

Sea Plane Lagoon serves as the logistical center for the walk. Parking will be provided near key stops.

Event will be open to the Public.

Infrastructure Needs

- Pop up tents
- Port-a-johns
- Garbage and recycling
- Directional signage
- Bicycle parking at Sea Plane Lagoon

Marketing & Promotion

PR outreach to the following publications:

The Alamedan
Alameda Sun
Alameda Journal
City of Alameda email blast

Facebook groups:

Alameda Peeps
What's Happening Alameda

Location

W Tower Ave
Bladium Sports
and Fitness Club
W Trident Ave
W Seaplane Lagoon Ave
Radiorobot
Ferry Point
Viking St
Orion St
Skyhawk St
Main St
Ave M
Old Alameda
Point
USS Hornet Museum
CSI Mini Storage
W Hornet Ave

Alameda Point Open House

Event Description

The open house is a community celebration of Alameda Point's past, present, and future. An event designed to educate and inspire exploration of and excitement for what's to come.

To celebrate Alameda Point's rich history as a former Naval Air Station, Alameda Naval Air Museum and the USS Hornet will provide educational opportunities through history walks and tours. Atlas Obscura, a website dedicated to documenting hidden wonders and curiosities, will promote special access to buildings, areas, or archives normally not accessible to the public. Additionally, salon style history talks will be hosted at The Crow's Nest within the Alameda Naval Air Museum.

The open house will also highlight the entrepreneurial spirit and creative opportunity that has thrived at the Point since the base closure. Current tenants at Alameda Point from Spirits Alley to Alameda Point Studios have an opportunity to throw open their doors and celebrate their craft.

Alameda Point Partners, LLC will share the vision of a new future at Alameda Point with a gathering along Sea Plane Lagoon. Food trucks, live music, sailing demonstrations, art, and a beer garden create a festive atmosphere and educates attendees about what is to come.

Timing

Open house – Saturday, April 16th: 1PM – 4PM, Sea Plane Lagoon Celebration: 2PM – 6PM

Target Audience

The primary target is local Alameda residents with a secondary focus on the surrounding areas (Berkeley, Oakland, San Francisco), people interested in craft food, beverage, and urban exploration.

Transportation & Logistics

Cycling –Pedi cabs will also be invited to circle around the base to take attendees from stop to stop.
Car – Limited parking will be offered at key stops (USS Hornet, Sea Plane Lagoon, Spirits Alley, Parade Grounds)
Shuttle – Attendees can purchase a deluxe ticket that will secure a seat on the shuttle that will take attendees from stop, to stop throughout the day and provide access to paid attractions like the Hornet and Naval Air Museum.

Event will be open to the Public.

Infrastructure Needs

- Power for entertainment
- Port-a-johns
- Stage
- Shuttle
- Pop ups for participating vendors at Sea Plane Lagoon
- Garbage and recycling
- Directional signage
- Bicycle parking

Marketing & Promotion

Guerilla Marketing:
Presence at the Antiques Faire entrance
Promo materials at public facing Alameda Point tenants

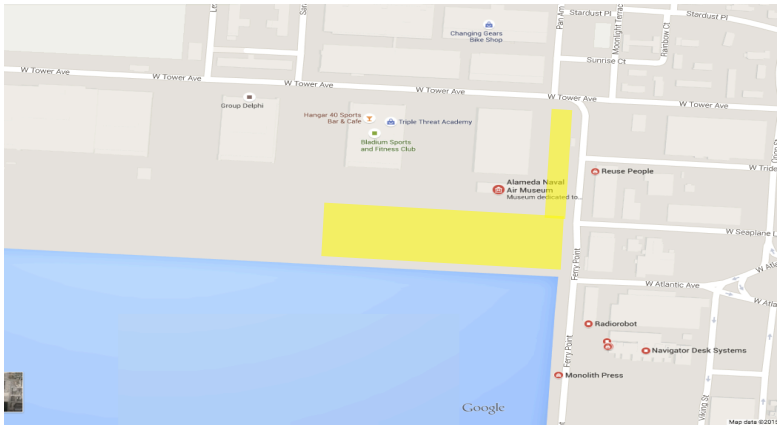
PR outreach to the following publications:
The Alamedan
Alameda Sun
Alameda Magazine
Alameda Journal
East Bay Express
Eventbrite/Rally
Thrillist
City of Alameda email blast
SFist
Funcheap SF
Berkeleyside
Atlas Obscura
Urban Daddy
SF Weekly
Local event listings KPIX, KTVU, KQED

Facebook groups:
Alameda Peeps
What's Happening Alameda
Alameda 94501
Oakland Parties, Concerts, Underground Events

Paid Advertising:
Facebook
East Bay Express
Antiques Faire program guide
Alameda Theater

Collateral Required:
Basic website
Poster/Flyer
Event program or map

Location



Multiple stops throughout Alameda Point. Main gathering point and celebration at the NE corner of Sea Plane Lagoon.

Ride on 2 Wheels

Event Description

Working in conjunction with Alameda Bicycle we will bring a special Ride on 2 Wheels class out to Alameda Point out to celebrate the launch of the Bicycle Playground. Ride on 2 Wheels is the popular free class hosted by Alameda Bicycle that teaches kids how to ride without training wheels.

The Taxiway's large, flat surface is the perfect place to let kids test out their new skills in a safe environment, free from traffic. The gentle obstacles and striping of the Bicycle Playground will give them the chance to further build on their cycling skills.

Following the 2-hour class, attendees and the general public will be invited on a slow, family ride through the Taxiway, along De-Pave Park, and around Spirits Alley before we return to the Bicycle Playground for a barbecue to celebrate the launch of this one-of-a-kind park space.

Timing

Saturday, May 21, 2016: 10AM – 1PM

Target Audience

Families, with an emphasis on those with small children.

Transportation & Logistics

Limited parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Secure bike parking will be provided near Sea Plane Lagoon and the Bicycle Playground.

Event will be open to the Public.

Infrastructure Needs

- Port-a-johns
- Garbage and recycling
- Directional signage
- Picnic tables and pop ups for shade
- Bicycle parking

Marketing & Promotion

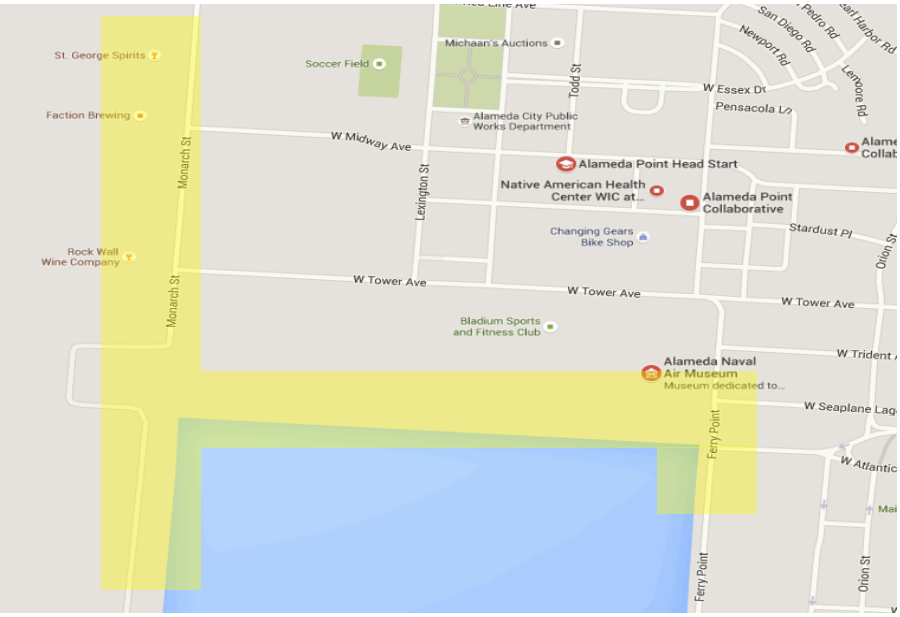
PR outreach to the following publications:

The Alamedan
Alameda Sun
Alameda Journal
City of Alameda email blast

Facebook groups:

Alameda Peeps
What's Happening Alameda
Alameda 94501

Location


St. George Spirits
Soccer Field
Michaan's Auctions
Faction Brewing
Alameda City Public Works Department
W Midway Ave
Alameda Point Head Start
Native American Health Center WIC at...
Alameda Point Collaborative
Changing Gears Bike Shop
Rock Wall Wine Company
W Tower Ave
Bladium Sports and Fitness Club
Alameda Naval Air Museum
Museum dedicated to...
Monarch St
Lexington St
Todd St
Ferry Point
Orion St
Stardust Pl
Newport Rd
San Diego Rd
Lemoore Rd
Pensacola Ln

Outdoor Movie Series

Event Description

Held during the summer months, Alameda Point Partners, LLC will support a monthly outdoor movie series along the taxiway. Each movie night will include a different theme: 50's Night with retro cars, Musical Night with a sing-a-long movie, etc.

Families will be encouraged to make a full evening out of the event by bringing lounge chairs and picnics while enjoying views of San Francisco. Food trucks and DJs will provide entertainment while waiting for the sun to go down.

Timing

2nd Saturday of the month June – September 2016, 6 PM – 10PM

Target Audience

Alameda residents with an emphasis on families.

Projected attendance: 300 – 500

Transportation & Logistics

Limited parking will be offered along the west edge Ferry Point. Overflow parking will be across the street at Ferry Point and W. Tower Ave.

Secure bike parking will be provided.

Event will be open to the public.

Infrastructure Needs

- Power for entertainment
- Port-a-johns
- Permits for alcohol, food trucks
- Garbage and recycling
- Directional signage
- Bicycle parking

Marketing & Promotion

PR outreach to the following publications:

The Alamedan
Alameda Sun
Alameda Journal
East Bay Express
City of Alameda email blast
Thrillist
Funcheap SF
Local event listings KPIX, KTVU, KQED

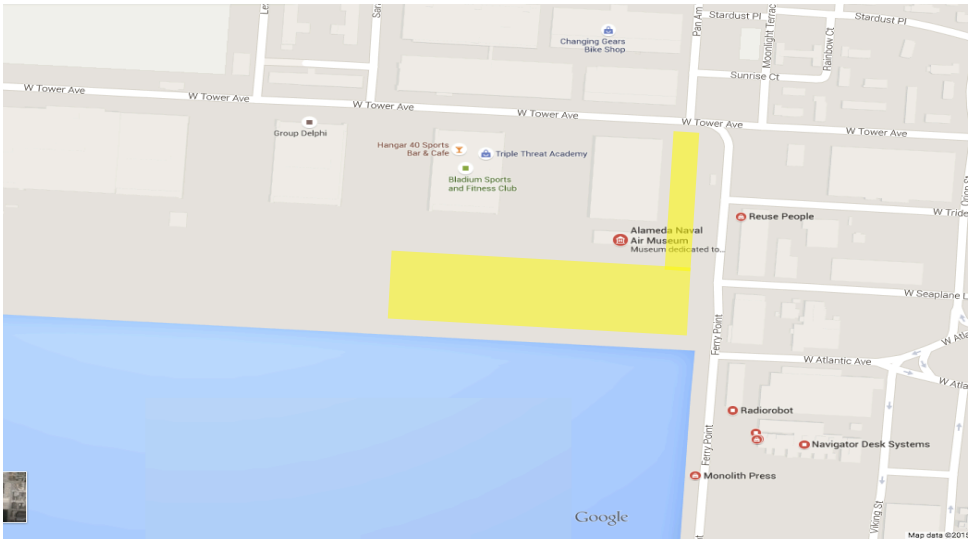
Facebook groups:

Alameda Peeps
What's Happening Alameda
Alameda 94501

Paid Advertising:

Facebook

Location


Changing Gears Bike Shop
Stardust Pl
Stardust Pl
Sunrise Ct
W Tower Ave
W Tower Ave
W Tower Ave
W Tower Ave
W Tower Ave
W Tower Ave
Group Delphi
Hangar 40 Sports Bar & Cafe
Triple Threat Academy
Bladium Sports and Fitness Club
Alameda Naval Air Museum
Museum dedicated to...
Reuse People
W Seaplane
W Atlantic Ave
Ferry Point
Radiorobot
Navigator Desk Systems
Monolith Press
Google

Phase 0 Activities Plan – Budget

Phase 0 Activities Budget - Year 1

October 2015 - September 2016

Income	
Halloween Pumpkin Patch	$5,000
Open House Sponsorship	$5,000
Café Rent (Jul - Sep)	$9,000
Total Income	**$19,000**
Expense	
Infrastructure Expense	
Beer Garden	$(100,000)
Bike Playground	$(75,000)
Waterfront Pop Up Space	$(200,000)
Total Infrastructure Expense	**$(375,000)**
Overhead Expense	
Insurance	$(90,000)
Maintenance/Janitorial/Garbage	$(48,500)
Total Overhead Expense	**$(138,500)**
Events Expense	
Alameda Point Pumpkin Patch (Oct)*	$(15,500)
Antiques Faire After Party (Oct, Apr, May, Jun, Jul, Aug, Sep)	$(29,750)
Tinkering School Academy (Oct & Feb)*	$-
Christmas Tree Lot (Nov - Dec)*	$(1,000)
MLK Day of Service (Jan)*	$(1,500)
Winter Arts Festival (Mar)	$(9,250)
Alameda Point Nature Walk (Apr)*	$-
Alameda Point Open House (Apr)	$(31,650)
Ride on 2 Wheels (May)*	$-
Outdoor Movie Series (Jun, Jul, Aug, Sep)*	$(9,000)
Total Events Expense	**$(97,650)**
Total Expense	**$(611,150)**
Net Operating Income	**$(592,150)**

**Vendor sponsored event- vendor makes investment to operate on Site A*