

Facility Operations Update

TJPA Citizens Advisory Committee
May 9, 2023

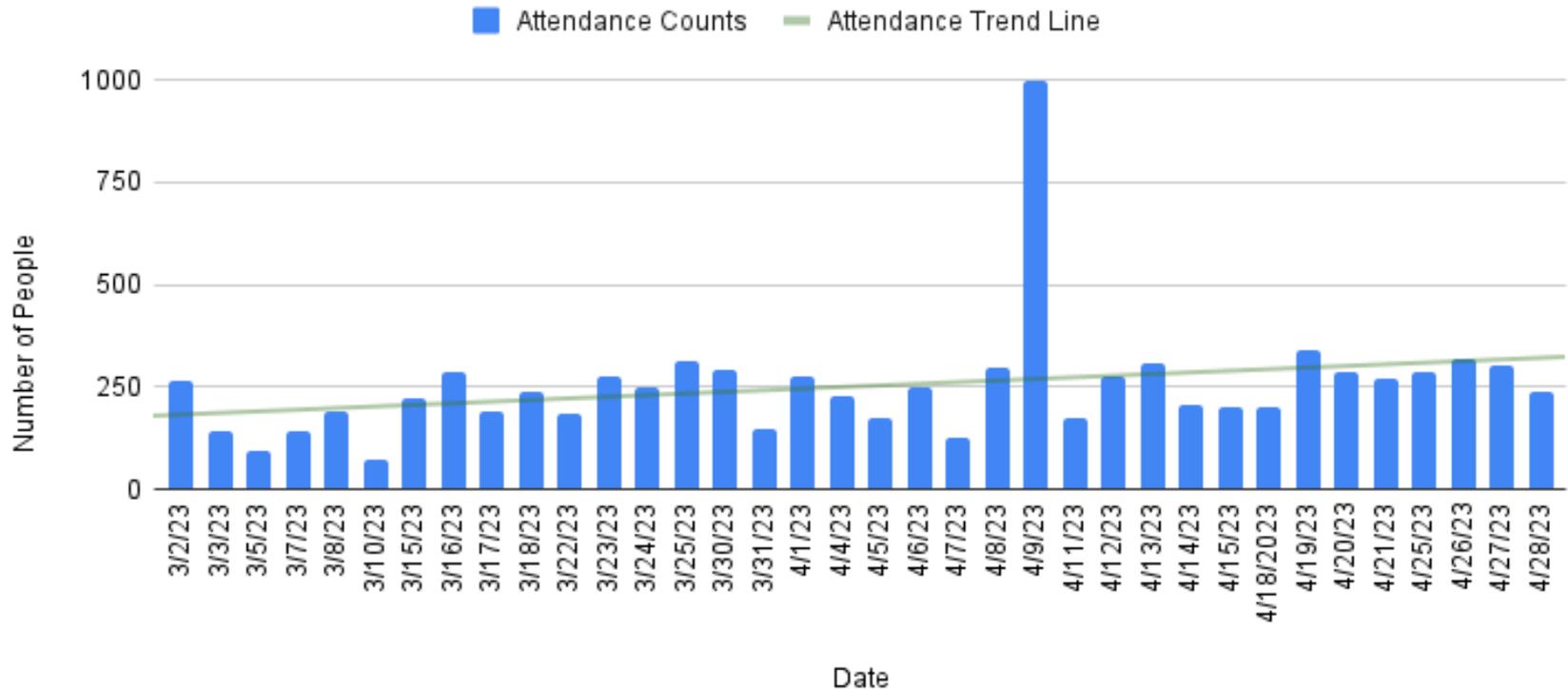


Popular Programs



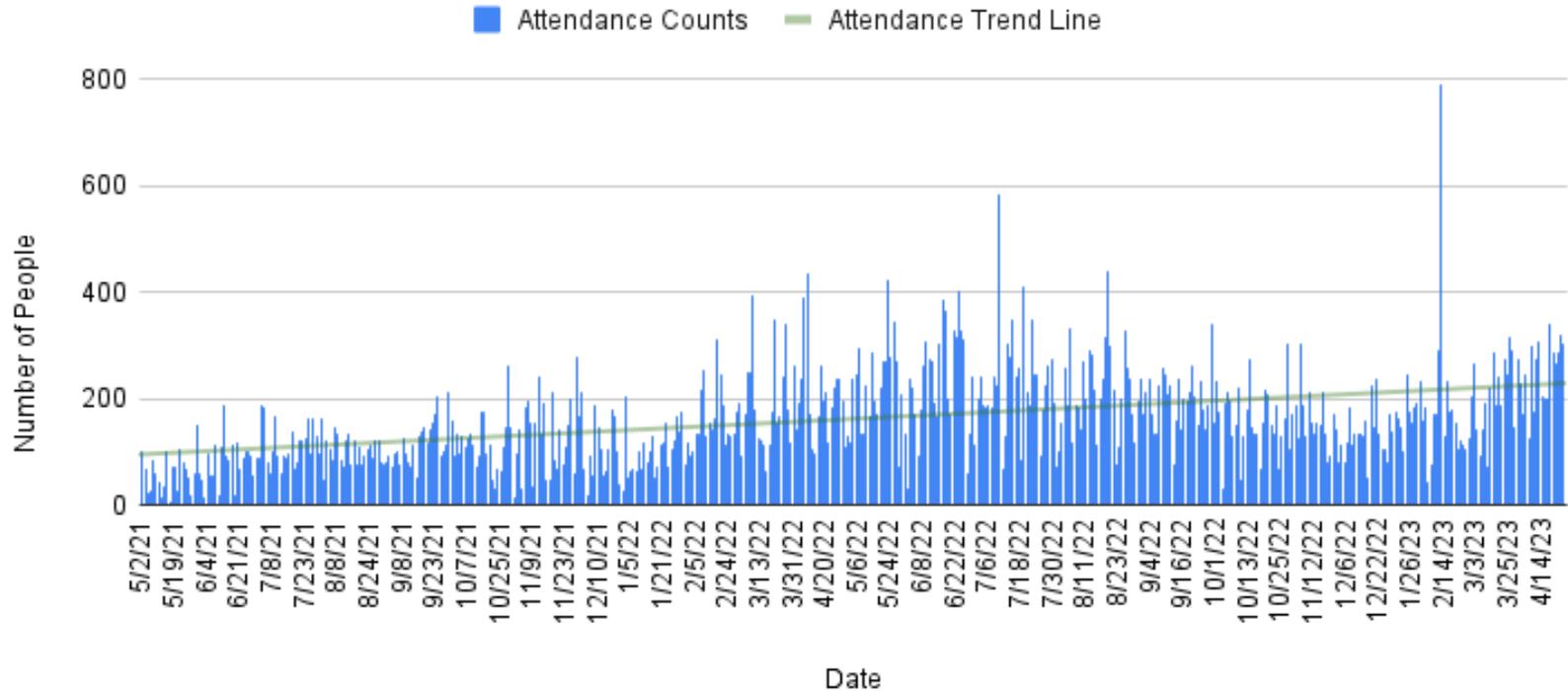
Park Attendance

Salesforce Park: Full Park Counts March 1 - April 28, 2023



Park Attendance

Salesforce Park: Full Park Counts May 2021 - April 28, 2023



Live Performances in May

Salesforce Park

Owned and operated by the Transbay Joint Powers Authority



All programs are free and open to the public.

Summer Park Hours | Monday - Sunday | 6 a.m. - 9 p.m.

May Performances



Lunchbox Music 12:00 - 1:00 p.m.

May 5 – THREE FLOWER JAM

May 12 – TRIXIE RASPUTIN & FRIENDS

May 19 – ST. FRANCIS & THE WOLF

May 26 – 1MANBANJO

Midday Music 12:00 - 2:00 p.m.

May 6 – NASHVILLE HONEYMOON

May 13 – JIMBO TROUT

May 20 – CALIFORNIA TALLBOYS

May 27 – STU SILVERMAN TRIO

Rooftop Jazz 11:30 a.m. - 1:30 p.m.

May 3 – SLYVIA CUENCA TRIO

May 10 – GAEA SCHELL TRIO

May 17 – AMI MOLINELI

May 24 – STEPHANIE WOODFORD

May 31 – JIM WITZEL QUARTET

Salesforce Park

Owned and operated by the Transbay Joint Powers Authority



All programs are free and open to the public.

Summer Park Hours | Monday - Sunday | 6 a.m. - 9 p.m.

The Melody of Blooming



May 20
2 - 3 p.m.

At the Main Plaza

The Transbay Joint Powers Authority and Helen Dance Academy present The Melody of Blooming, a dance performance celebrating the Asian American and Pacific Islander heritage month. This activity is free and open to the public.



@TransitCenterSF



SalesforceTransitCenter.com/events

Current as of April 26, 2023



@TransitCenterSF



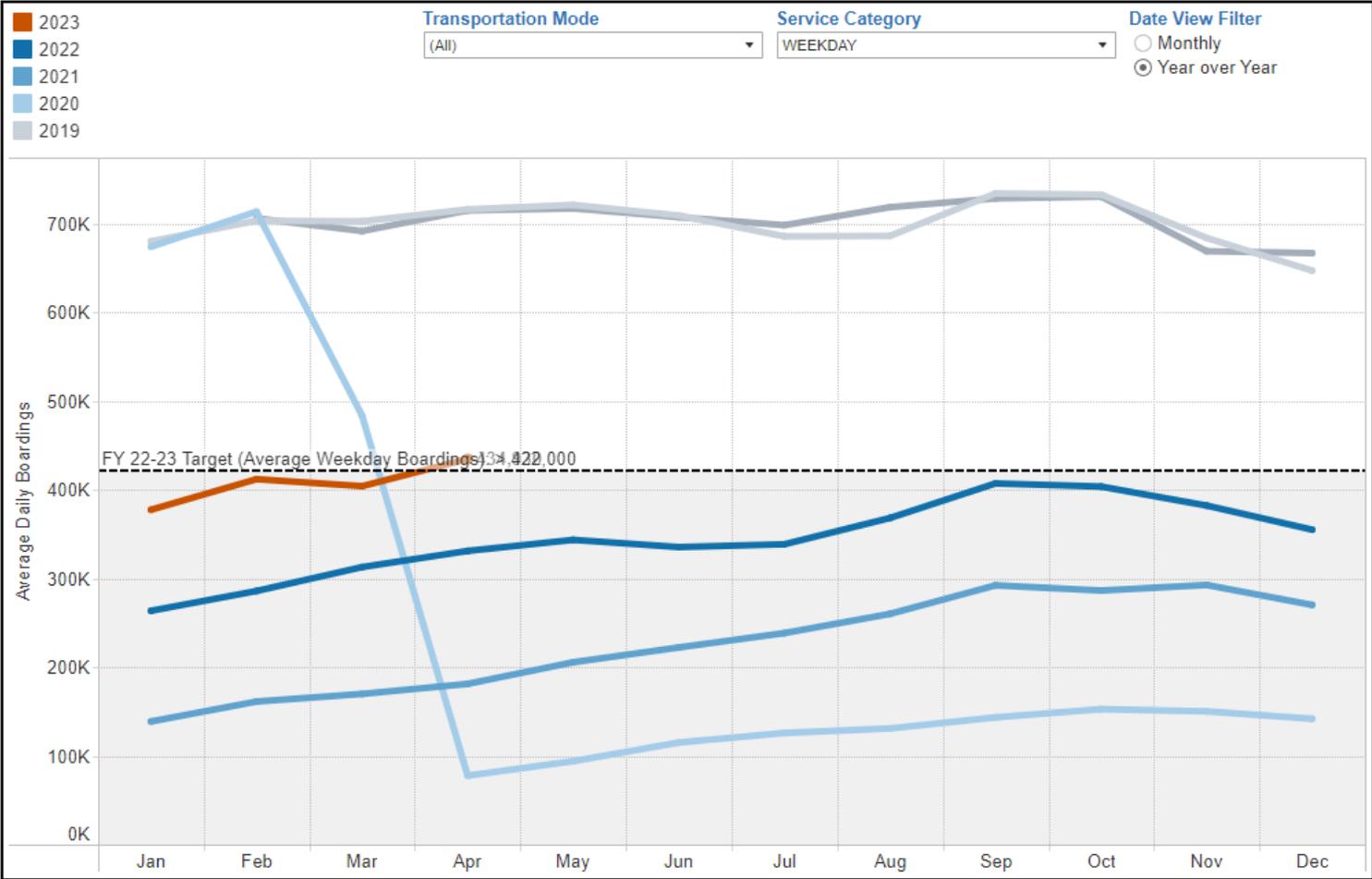
SalesforceTransitCenter.com/events

Visit www.salesforcetransitcenter.com/events for the latest listing.

Transit Ridership

SFMTA – Citywide Ridership

Saturday, April 1, 2023

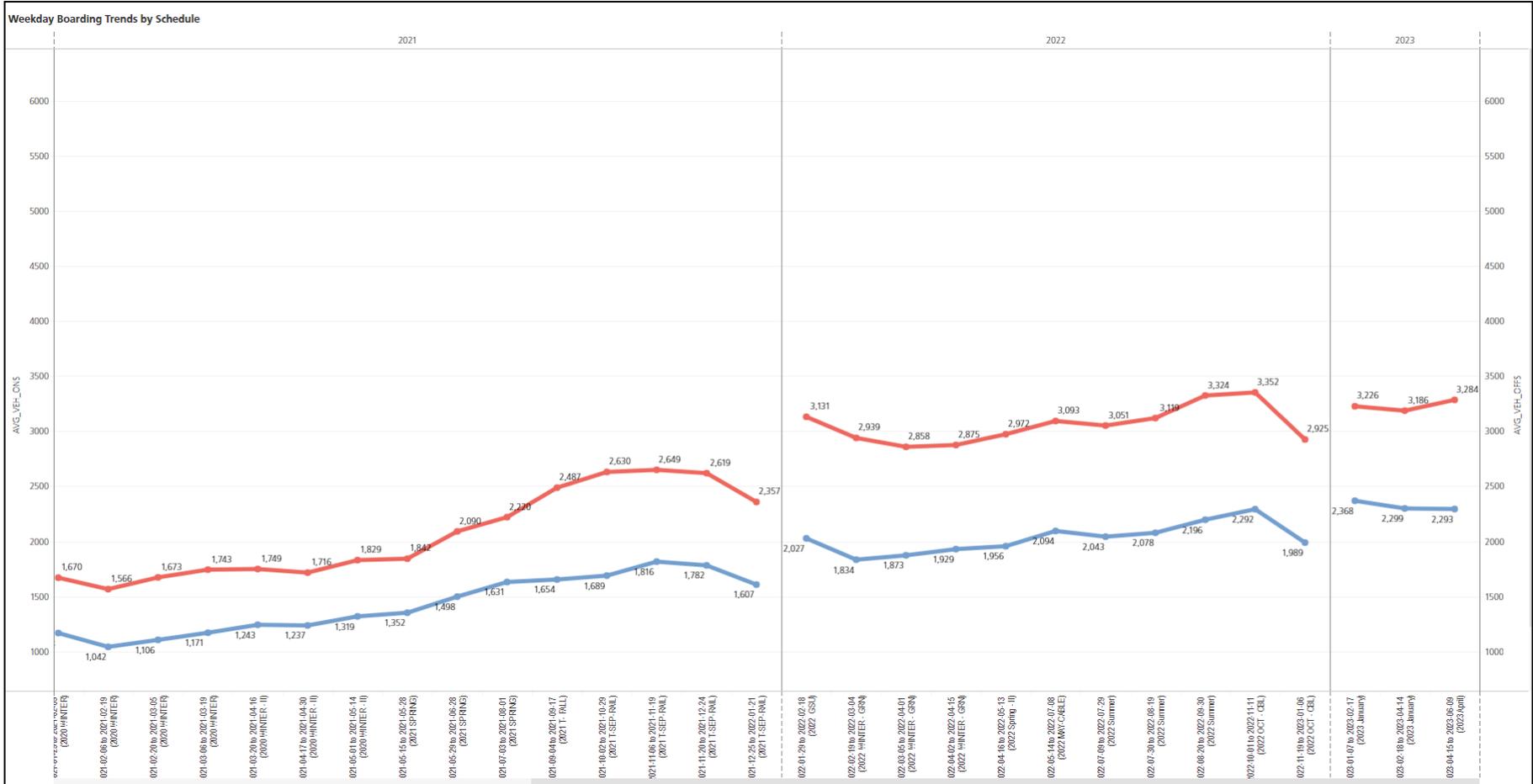


Sfmta.com, May 5, 2023

Extreme weather stunted Q1 ridership – but April data shows Ridership rebounding.

Transit Ridership

SFMTA – Transit Center Ridership



SFMTA Analysts, May 8, 2023

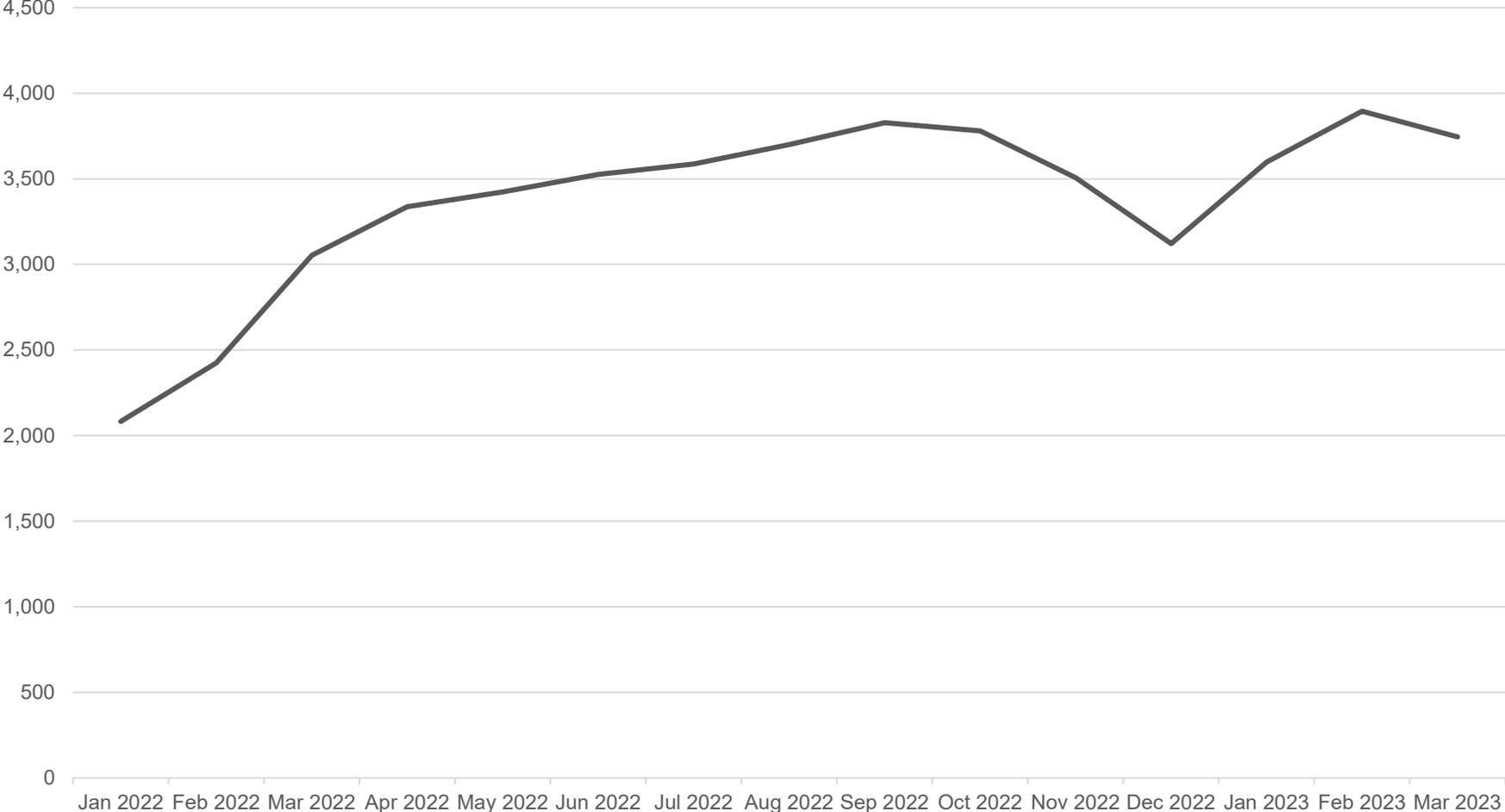
Salesforce Transit Center data generally correlates with Citywide data

Measure Names

- AVG_VEH_OFFS
- AVG_VEH_ONS

Transit Ridership

AC Transit Ridership January 2022 - March 2023



AC Transit Analysts, May 8, 2023

Facility Maintenance

Glass Replacement in Main Plaza and 5-Year Electrical Maintenance



Salesforce Park, glass replacement in the Main Plaza

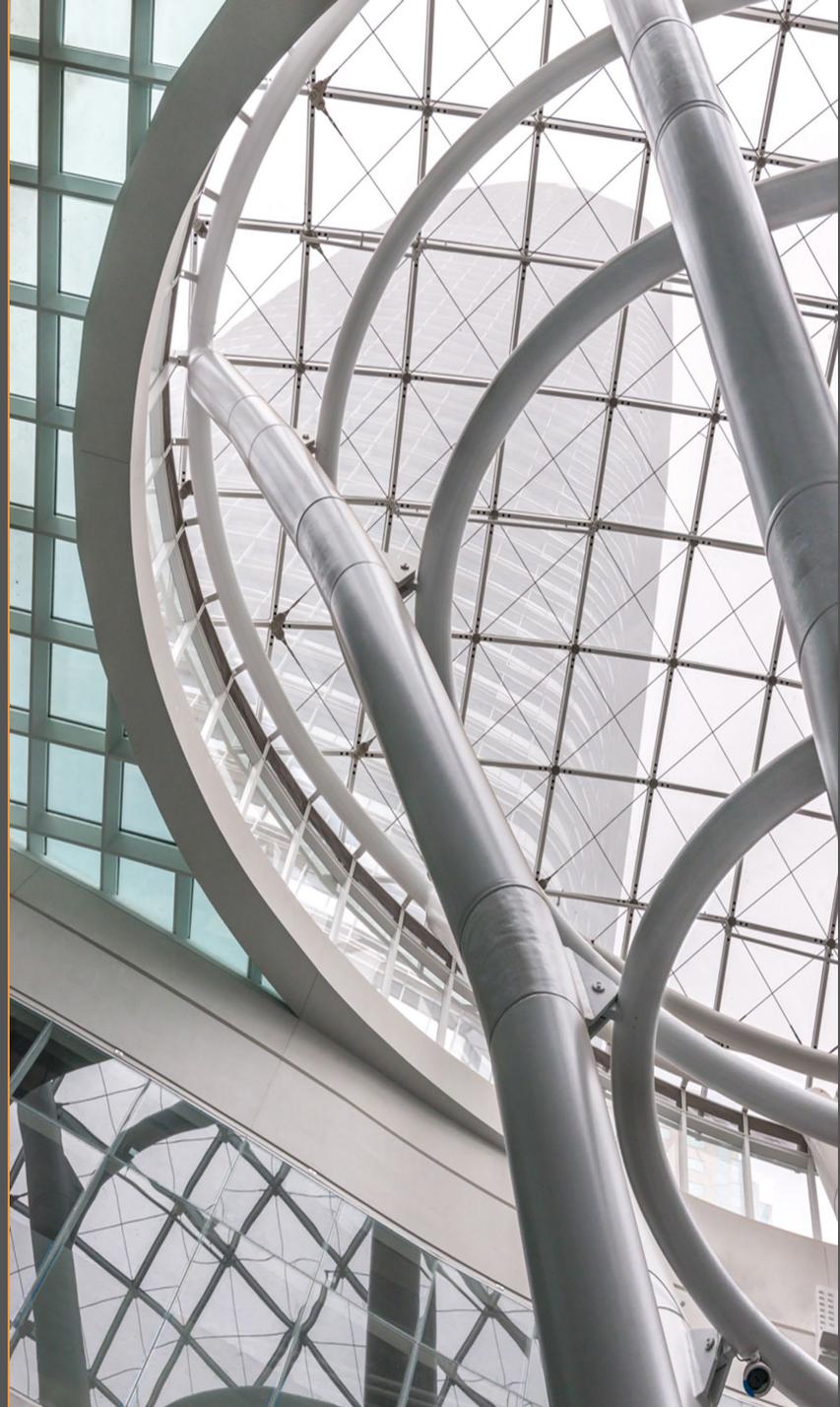


Salesforce Transit Center, 5-year electrical maintenance

Retail Leasing Update



TRANSBAY JOINT POWERS AUTHORITY



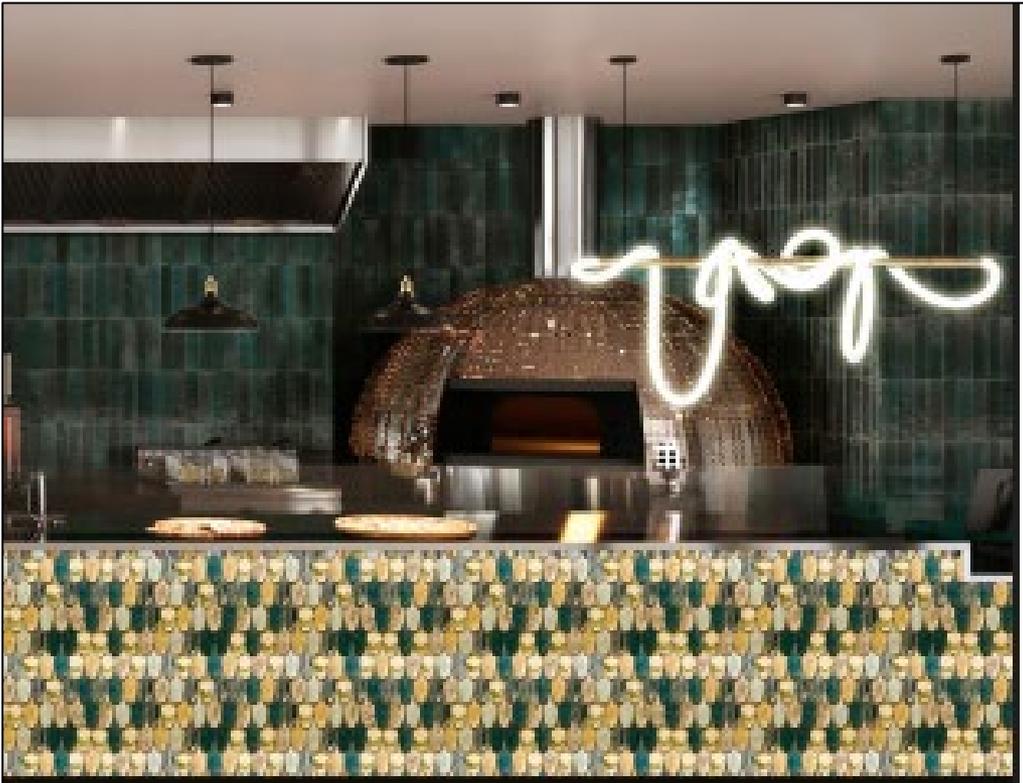
Retail Updates

Coming Soon	
Via Vai by Acquolina (Q3)	Dim Bao (Q3)
Barebottle in Grand Hall (Q3)	Juice Bar (Q3)
	Poke House (TBD)

OPEN NOW	
Happy Lemon	Barebottle in Salesforce Park
Philz Coffee	Fitness SF
Venga Empanadas	Onsite Dental
Charley's Philly Steaks	Spring Fertility
Tycoon Kitchen	Verizon
Per Diem	Care Essentials by Kaiser Permanente

Via Vai by Acquolina

Opening Q3 2023



Via Vai; design rendering



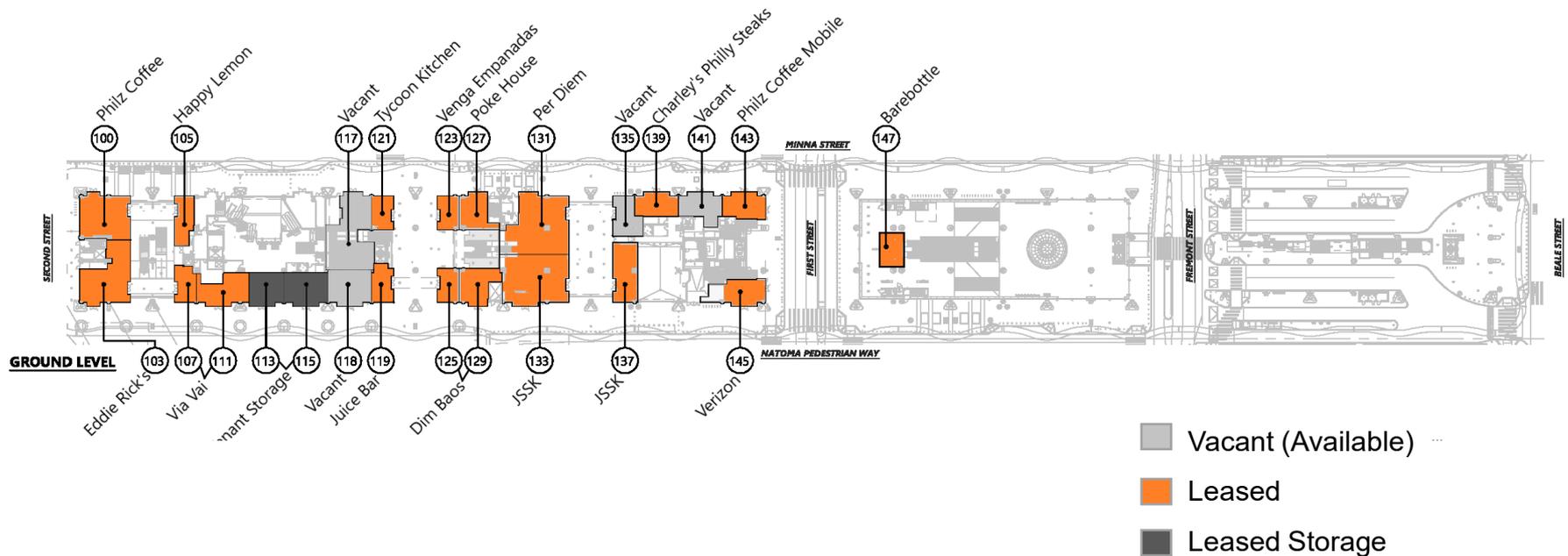
Via Vai; finishes have arrived



Via Vai; equipment has arrived

Location Overview

Salesforce Transit Center Tenants and Locations



Non-Public Rental and Fee Schedule Proposed Update

May 2023



Park Open to the Public Daily

- Open space available.
- Groups of 25 or less do not require a permit.
- Groups of 26 or more require a permit.



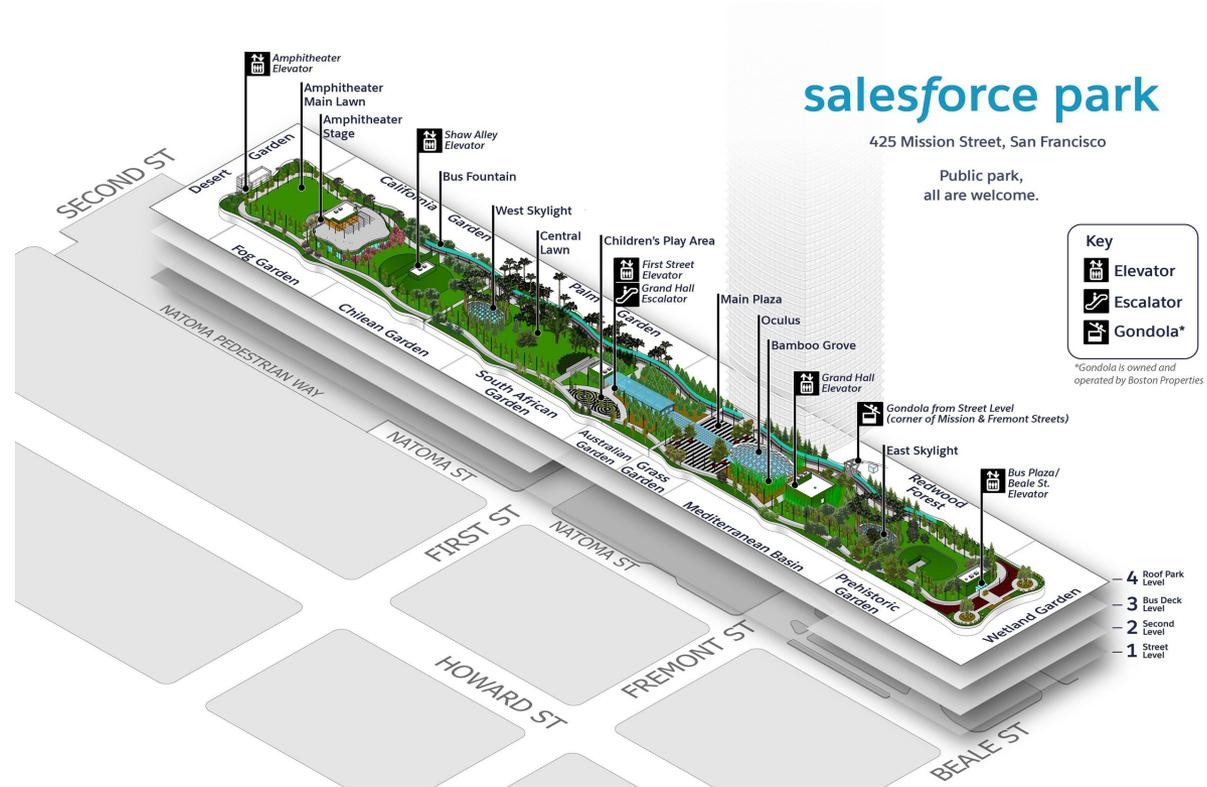
Private Space Rentals

Small Events:
The Wetlands Garden
Capacity: 15-50

Medium Events:
The Central Lawn
Capacity: 50-150

Large Events:
Salesforce Amphitheater
Capacity: 150-750
*Must be TJPA Co-Sponsored

Mega Events:
Entire Park
Capacity: 750-2,000
*Must be TJPA Co-Sponsored
**Park must remain open to public



Financial Considerations

Location	Capacity	Pricing
Central Lawn	150	\$5,500 (non-peak); \$6,500 (peak*)
Wetland Garden	50	\$3,500 (non-peak); \$4,500 (peak*)

Projected Gross Revenues:

- \$600,000 to \$1,100,000 per year
- Low (5% booked): \$3,500 per week, assuming (1) reservation per week.
- High (45% booked): \$22,000 per week, assuming (4) reservations per week.

**Does not include revenue from Food and Beverage sales.*

**Fees are all inclusive (no additional fees, unless otherwise requested).*

Example Calendar

If small and medium events were booked ~45% of the time, with no more than one per day.

	Monday	Tuesday	Wednesday	Thursday	Friday
6am	free	HIIT	Story Time	Bootcamp	Yoga
8am	free	Recess Cart	Recess Cart	Recess Cart	Recess Cart
10am	free	CL 2 hrs	free	Toddlers	WLG 2 hrs
12pm	CL 2 hrs	free	CL 2 hrs	Midday Music	free
2pm	free	free	Zumba	Words + Stories	free
4pm	free	free	free	free	free
6pm	free	free	free	free	free

- Programs, 17%
- Free time, 71%
- Private Events, 12%

Photo & Film

Type	Fee
Still photography – Personal (e.g., wedding photography, family portraits) *No exclusive use of TJPA property.	\$100 (1 hour)
Still photography – Business (e.g., corporate portraits, company photos) *No exclusive use of TJPA property.	\$250 (1 hour)
Still photography – Commercial use (e.g., print advertising) Exclusive use of TJPA property	Market Rate
Film – Commercial use (e.g., commercial, music video, television, or movie) Exclusive use of TJPA property	Market Rate

Projected Gross Revenues: \$32,000 to \$47,000

**Fees are all inclusive (no additional fees, unless otherwise requested)*

Booking Process

- Private Space Rentals
 - Use TJPA's online calendar (coming July 2023) to submit reservation requests and payment.
 - Await confirmation and approval.
- Photo & Film
 - Use TJPA's online Permit Request form (coming July 2023) to provide details and payment.
 - Await confirmation and approval.

Next Steps

- June 2023 – Consideration by TJPA Board

If approved by TJPA Board:

- July 2023 – Digital booking system launch



Thank you

TJPA
TRANSBAY JOINT POWERS AUTHORITY

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