SALESFORCE PARK
PROGRAMMING OVERVIEW

BRV BIEDERMAN REDEVELOPMENT VENTURES

September 14, 2017

WHERE WE STARTED

BRYANT PARK CIRCA 1970s-80s

BEFORE

AFTER

BRV BIEDERMAN REDEVELOPMENT VENTURES

WHO WE ARE TODAY

Klyde Warren Park, Dallas, TX

Occidental Park, Seattle, WA

Levy Park, Houston, TX

Holladay Park, Portland, OR

Canalside, Buffalo, NY

LeBauer Park, Greensboro, NC

BRV BIEDERMAN REDEVELOPMENT VENTURES

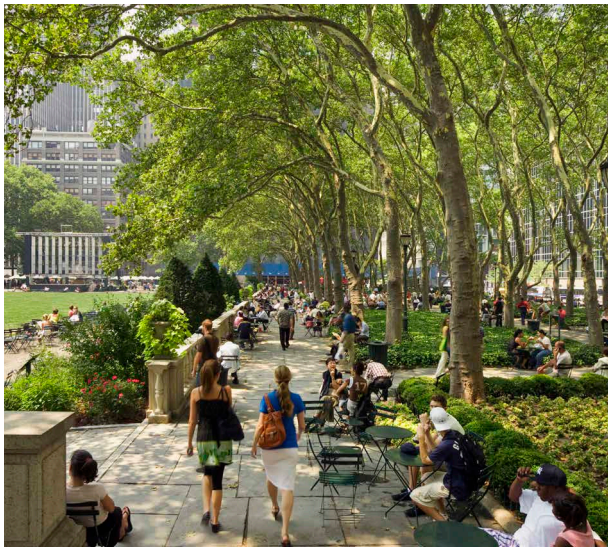
OUR VISION

WHY PROGRAM?

Activate at less busy times
(late mornings, nights, weekends)

Attract visitors and keep them longer

Develop an identity



Make park safe and welcoming for all

Raise revenue/sponsorship potential

BRV BIEDERMAN REDEVELOPMENT VENTURES

PROGRAMMING VISION
Free and open to the public

PROGRAMMING VISION
Emphasize daily activation

PROGRAMMING VISION
Activate during off-peak times

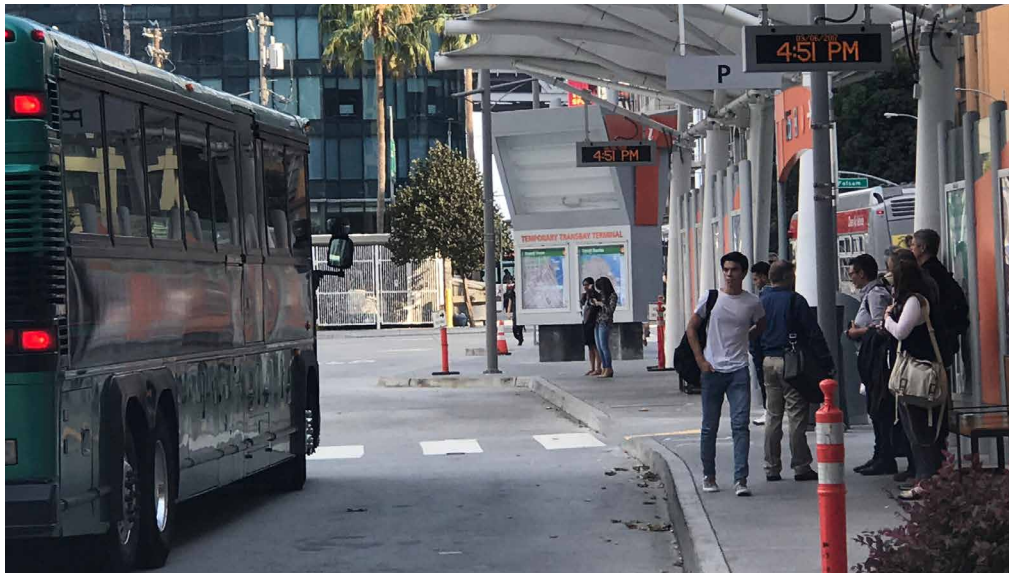
PROGRAMMING VISION
Appeal to a diverse audience

PROGRAMMING VISION
Showcase local culture and talent

OUR PROCESS

OUR PROCESS: OUTREACH AND FOCUS GROUPS

Transit Rider Interviews



Focus Groups

Outreach to Neighborhood Groups

SOMA PILIPINAS

TENDERLOIN NEIGHBORHOOD DEVELOPMENT

Chinatown Community Development Center
華協中心

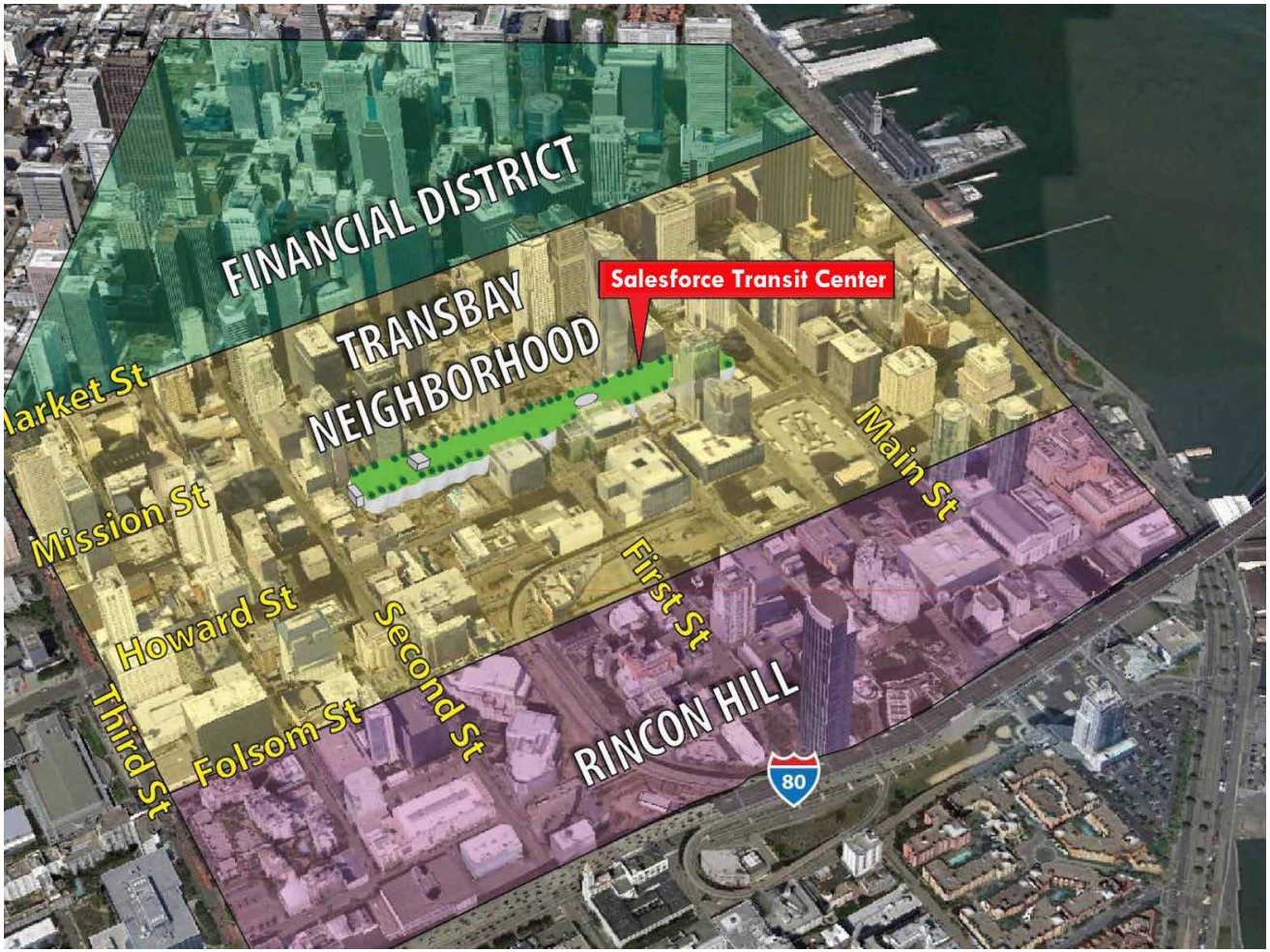
Respect The Tenderloin

MISSION DOLORES NEIGHBORHOOD ASSOCIATION

SFUSD

BRV BIEDERMAN REDEVELOPMENT VENTURES

OUR PROCESS: TARGET MARKET SHARE ANALYSIS



Who are the people most likely to use the public spaces?

How many of these people does it take to make a public space feel like the place to be?

What is the share of the target population most likely to use the public spaces?

How can we reach that target market share?

Estimated Worker Population:
18 mil sf class A office;
~80,000 employees
(Transbay neighborhood)

Estimated Residential Population:
9,400 (Transbay neighborhood)

...all within a 5 minute walk

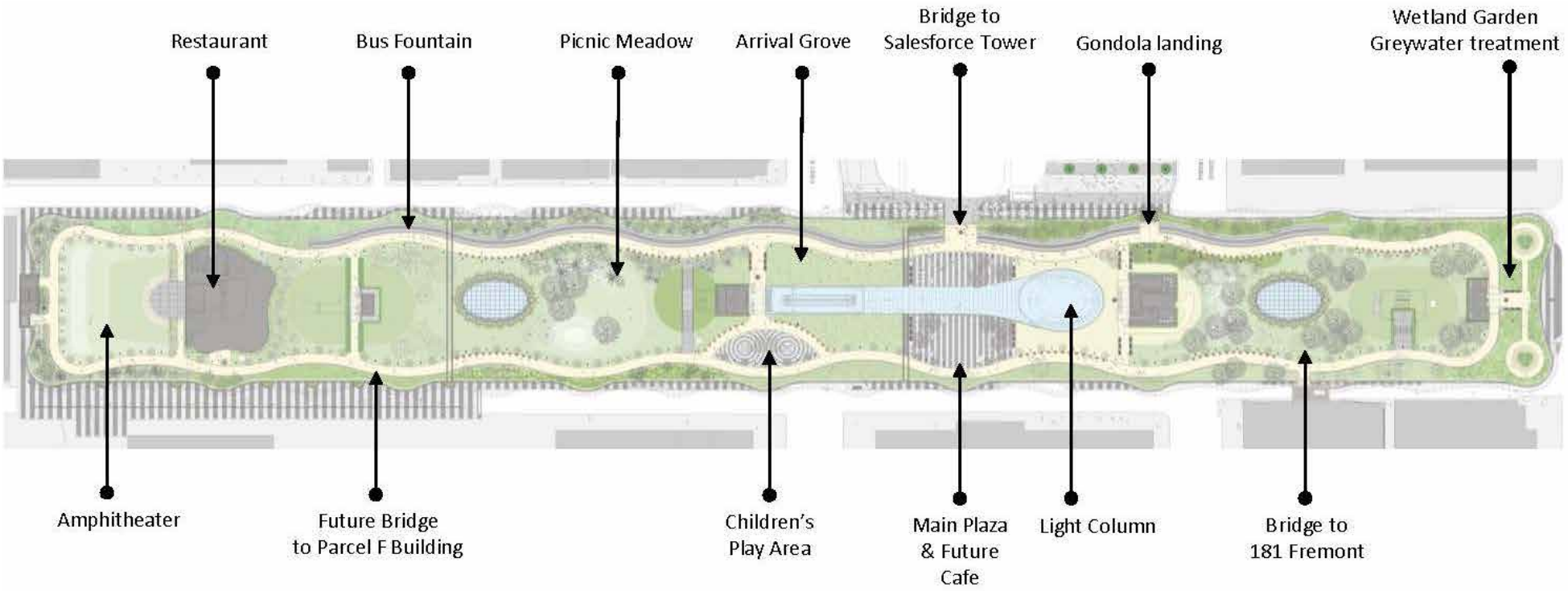
Sources:
ESRI Business Analyst Online. Business Summary.
"Transbay Transit Center: Key Investment in San Francisco's Future as a World Class City," Seifel Consulting.

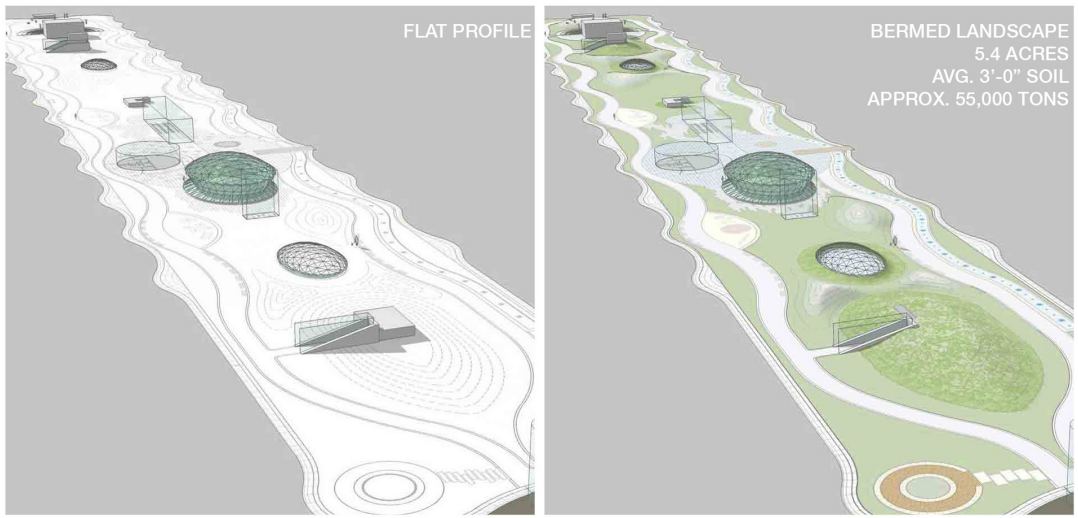
BRV BIEDERMAN REDEVELOPMENT VENTURES

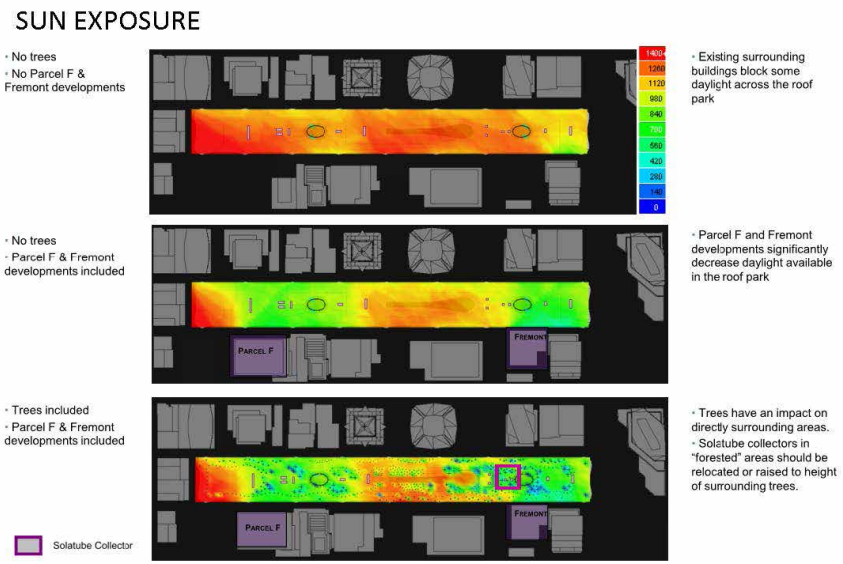
OUR PROCESS: PROGRAMMING PARTNER DEVELOPMENT

BRV BIEDERMAN REDEVELOPMENT VENTURES

OUR PROCESS: UNDERSTAND THE PHYSICAL ELEMENTS







OUR PROCESS: DEVELOP PROGRAMMING PYRAMID

BRV BIEDERMAN REDEVELOPMENT VENTURES

OUR PROCESS: DEVELOP PROGRAMMING PLAN

Amphitheater
live theater
concerts
larger events
films
DJs/dance
f+b carts/kiosks
musicals

Picnic Meadow
wellness seminars
nutrition workshops
origami folding
drum circles
blankets
hammocks
adirondack chairs
massage
tai chi

Main Plaza
reading room
craft corner
music corner
games area
markets
f&b carts
rotating art
book fair

dj dance parties
silent discos
street performers
social dancing
flash mobs
architecture exhibits
giant lego blocks
popup dinners

Wetland Gardens
nature classes
bird watching
ecology classes
biology classes

Stage
fitness
f&b carts
dancing

Hobby Hill
meetups
beach balls
"LARP"
astronomy
photography

Family Play
imagination playground
chalk art
coloring books
kiddie concerts
instrument petting zoo
puppet shows
balloon artists
juggling
magic shows

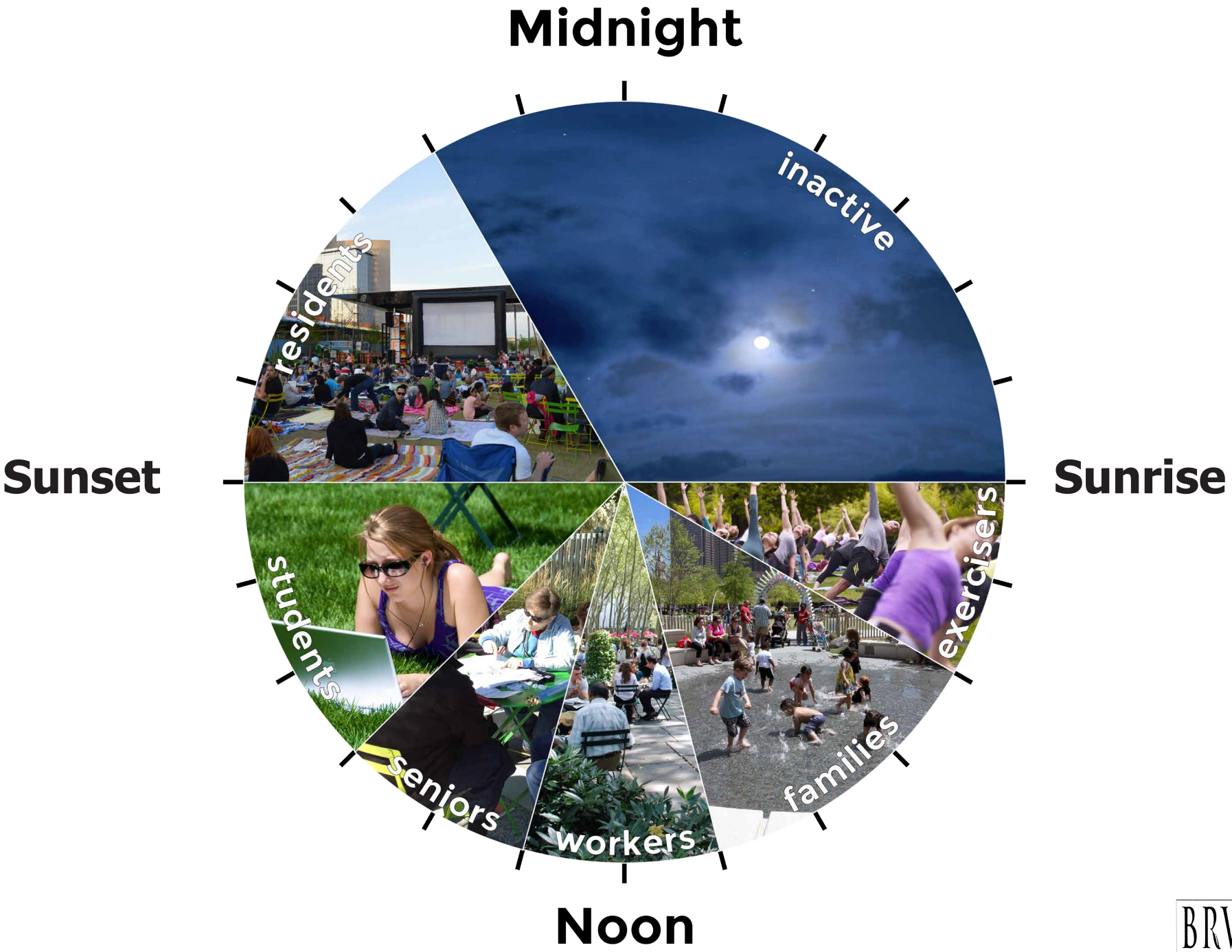
Cafe
outdoor bar
coffee
light food
rotating art
music
happy hour
trivia
bingo night

Discovery Garden
art installations
sculpture
tree painting
yarn bombing
lighting displays
wind chimes
interactive art

Actively programmed | Passively programmed | In between

BRV BIEDERMAN REDEVELOPMENT VENTURES

OUR PROCESS: ACTIVATE ALL DAYS, NIGHTS, WEEKENDS



BRV BIEDERMAN REDEVELOPMENT VENTURES

TYPES OF
PROGRAMMING

CULTURAL PROGRAMMING

Bryant Park, New York, NY

CHILDREN'S PROGRAMMING

Klyde Warren Park, Dallas, TX

FITNESS PROGRAMMING

Bryant Park, New York, NY

ENTERTAINMENT PROGRAMMING

Military Park, Newark, NJ

GAMES PROGRAMMING

Holladay Park, Portland, OR

HOBBIES/INTEREST PROGRAMMING

Bryant Park, New York, NY

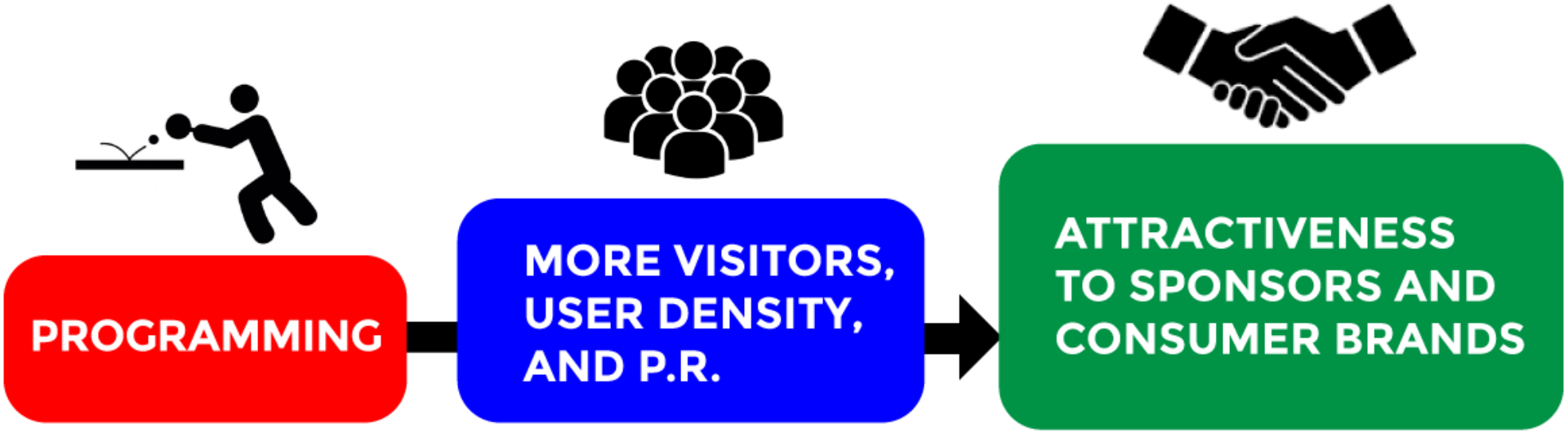
FOOD & BEVERAGE PROGRAMMING

Military Park, Newark, NJ

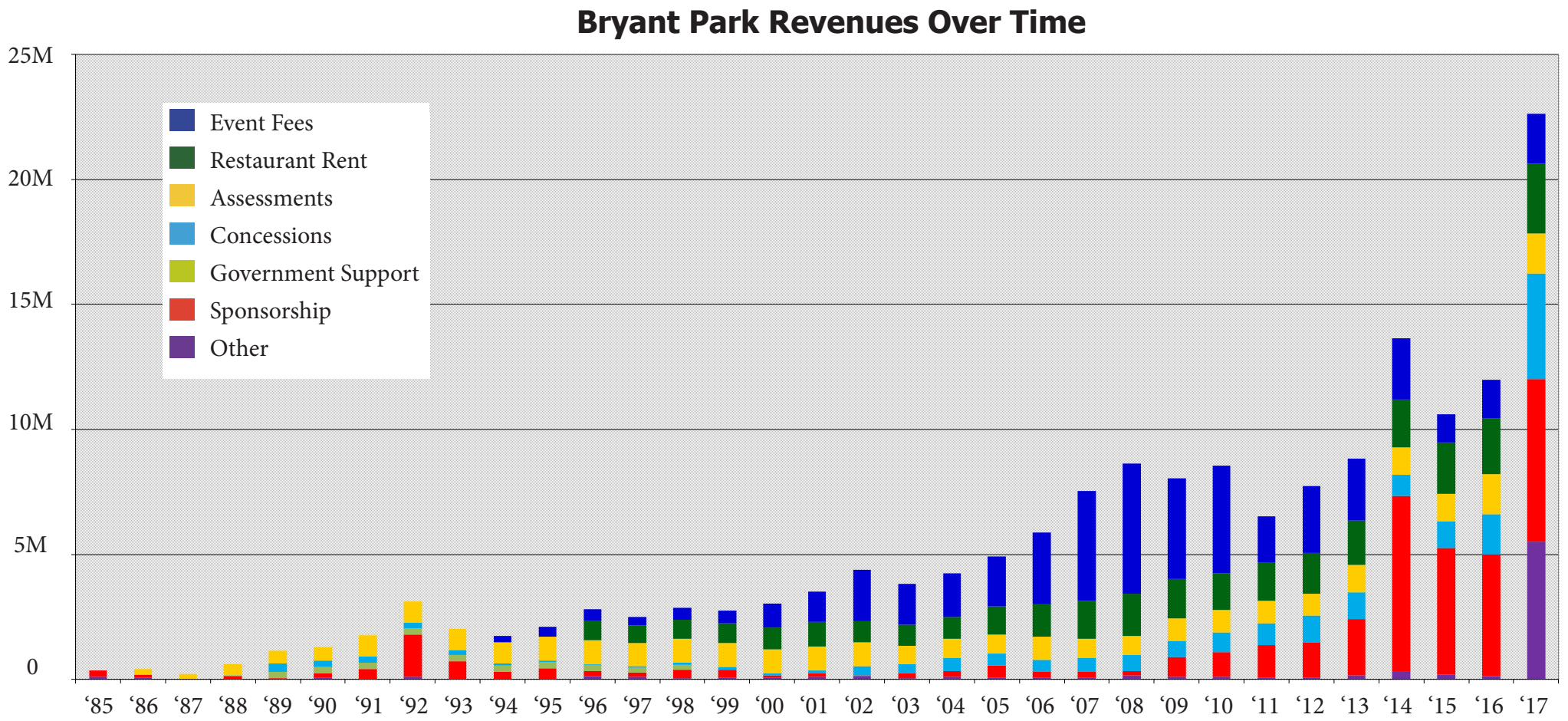
CONNECTING
PROGRAMMING AND
REVENUE DEVELOPMENT

DIRECT LINKS BETWEEN PROGRAMMING AND REVENUE GENERATION

INDIRECT LINKS BETWEEN PROGRAMMING AND REVENUE



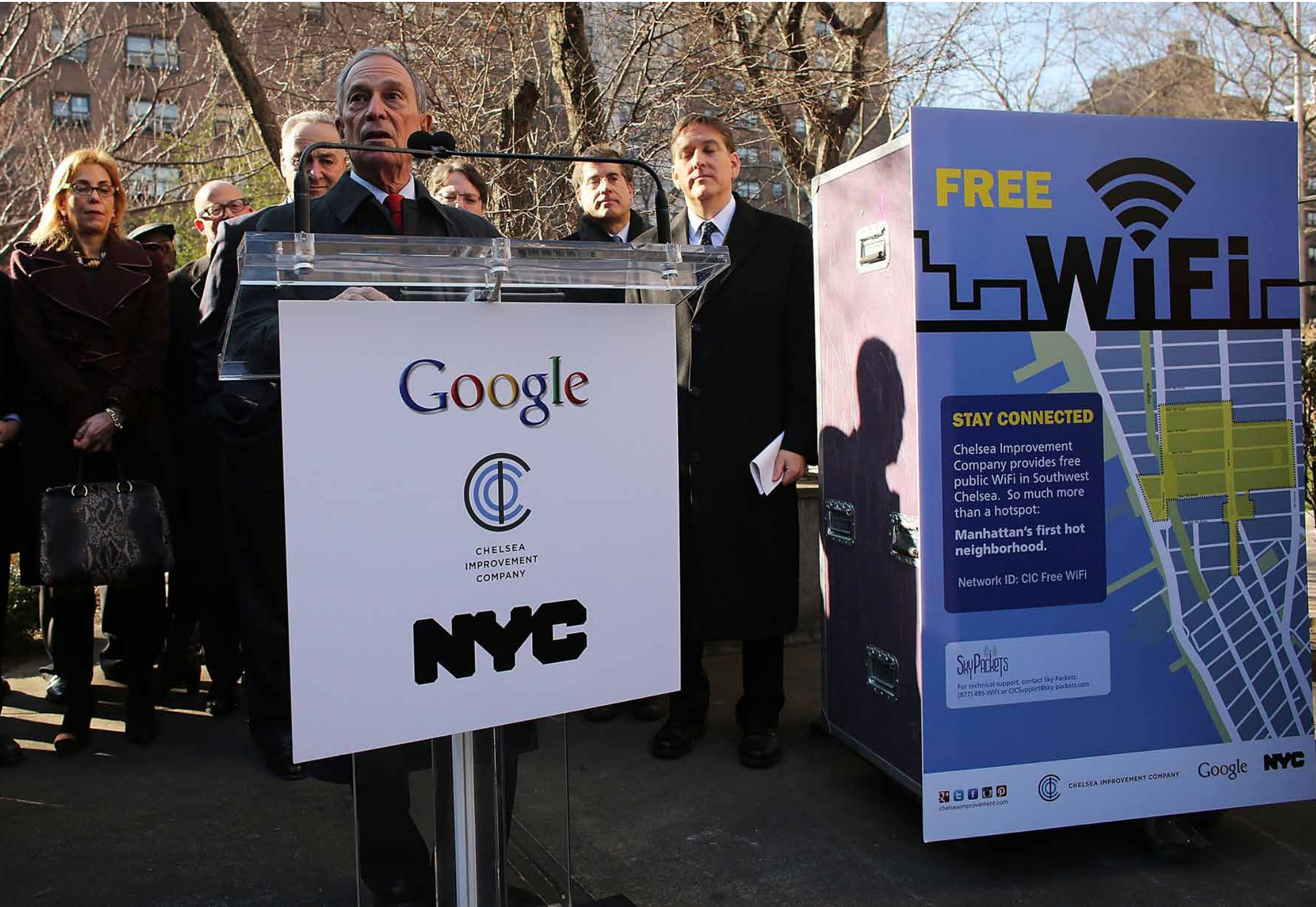
FINANCING STRATEGIES
DIVERSIFIED REVENUES



BRV BIEDERMAN REDEVELOPMENT VENTURES

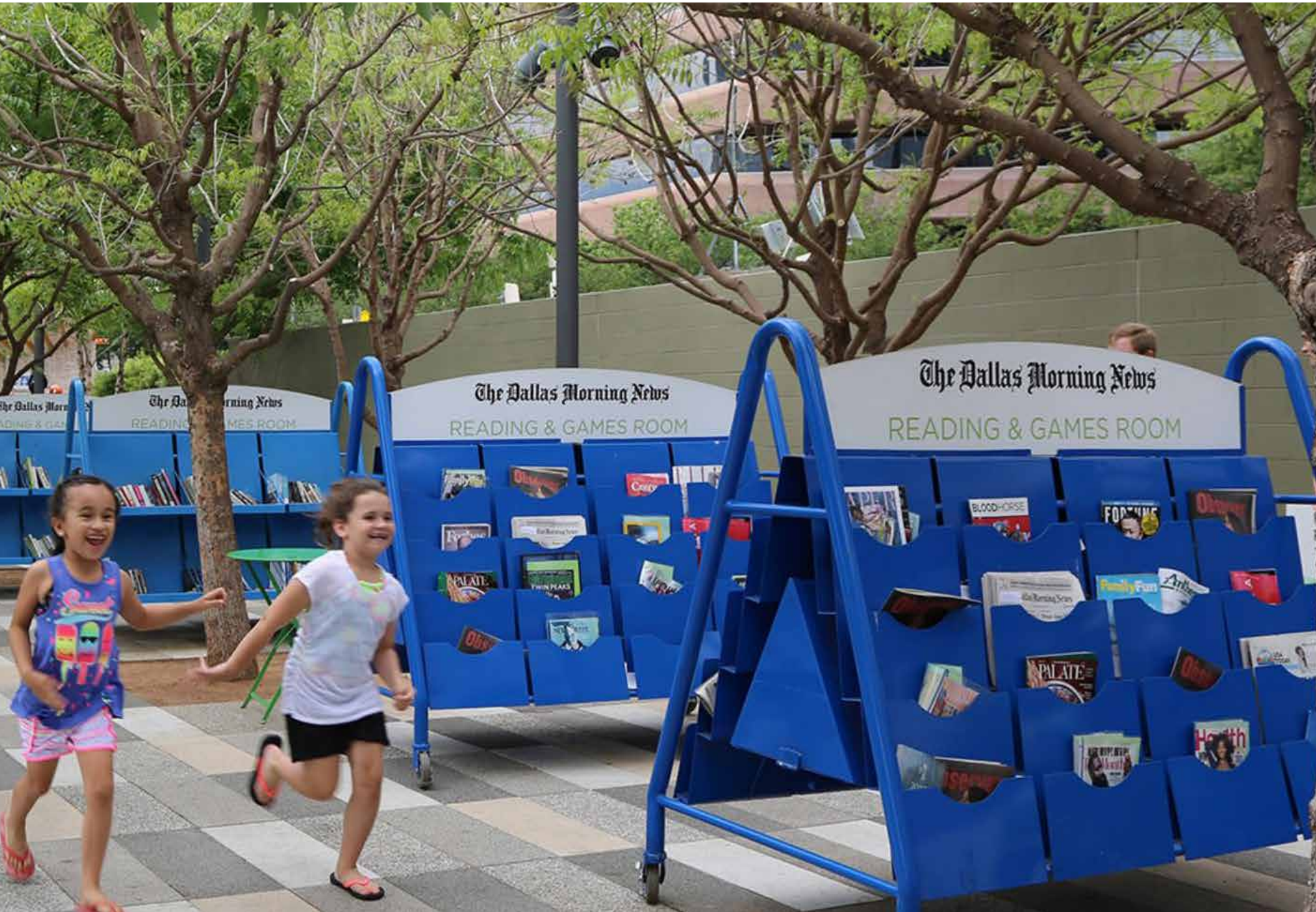
REVENUE STREAMS: SPONSORED EVENTS

REVENUE STREAMS: SPONSORED AMENITIES



REVENUE STREAMS: SPONSORED PARK AREAS

REVENUE STREAMS: SPONSORED PROGRAMMING

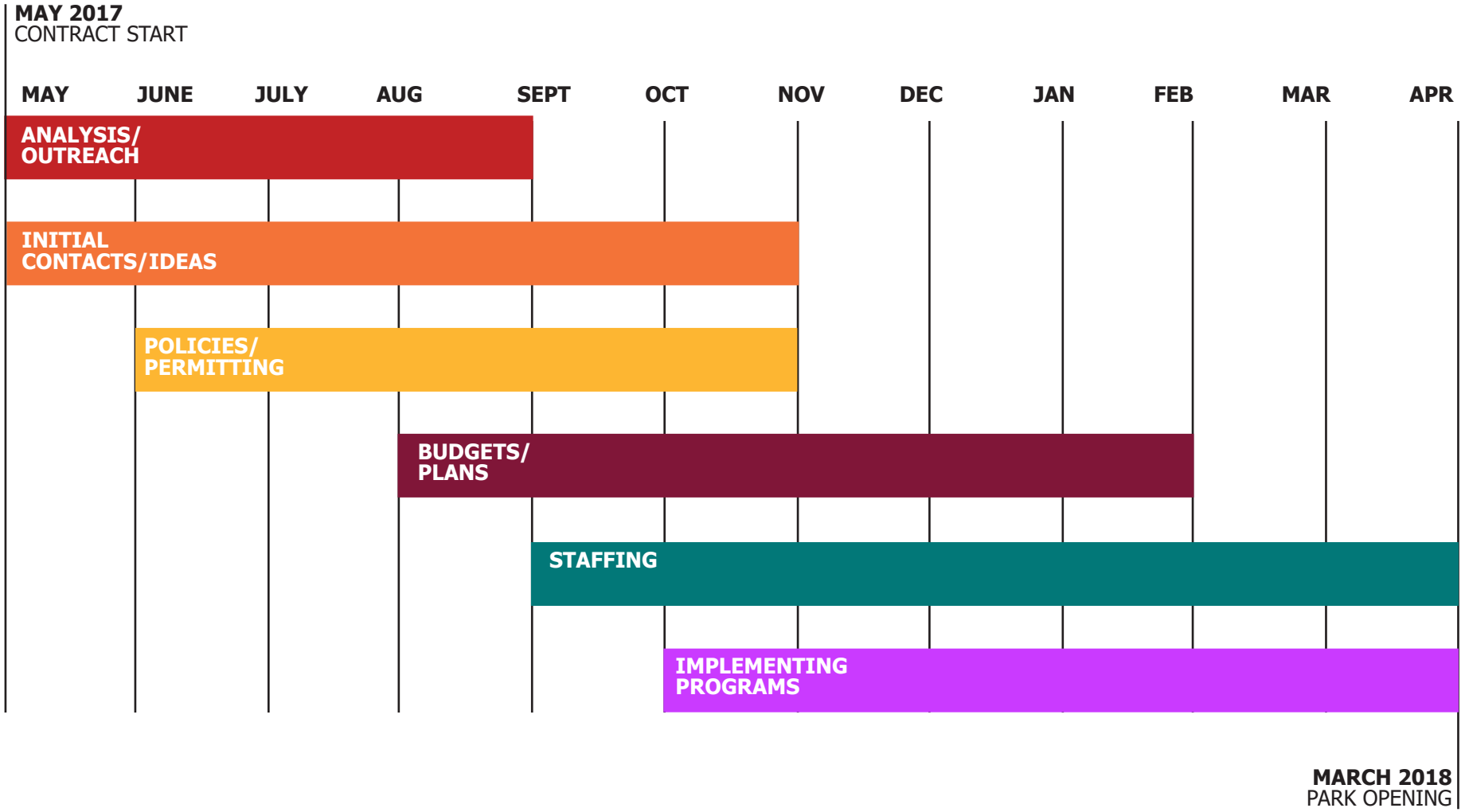


REVENUE STREAMS: EXPERIENTIAL MARKETING

REVENUE STREAMS: FOOD & BEVERAGE ACTIVATIONS

NEXT STEPS

SCHEDULE
PROGRAMMING TIMELINE



BRV BIEDERMAN REDEVELOPMENT VENTURES