

Campus*Life*Services

RETAIL

Agenda

- **About UC San Francisco Mission Bay**
- **Who is Retail Services?**
- **Retail Services**
 - **Our Programs & Campaigns**
- **Upcoming Retail Opportunities**
 - **Mission Hall**
- **Marketing & Outreach**

About UC San Francisco Mission Bay Campus

Facts & Figures:

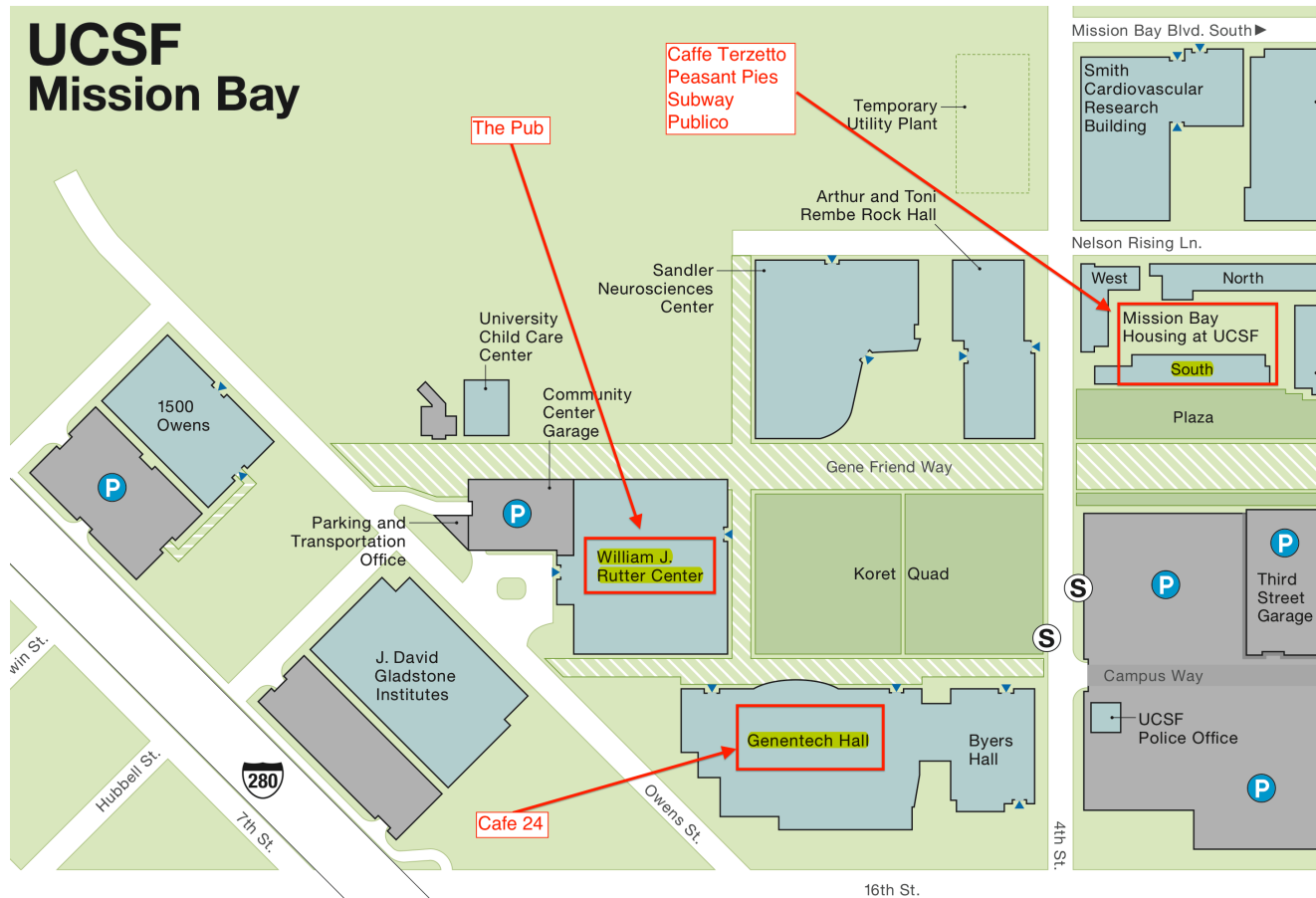
- In 2003, UCSF opened its 43-acre Mission Bay Campus just south of downtown San Francisco by AT&T Park.
- Mission Bay Population Outlook:
 - Current Population = 4,000+
 - Expected Population in early-2015 = 9,600
- 2 buildings will open at Mission Bay within the next 10 months:
 - The 7-story, 264,000 square-foot *Mission Hall* will open in September 2014.
 - The 6-story, 878,000 square-foot *Medical Center* will open in February 2015 (San Francisco's first newly built hospital in 30 years).

About UC San Francisco Mission Bay Campus



Aerial View of UCSF Mission Bay

About UC San Francisco Mission Bay Campus



Map of UCSF Mission Bay
(retail locations highlighted)

Who is Retail Services?

We manage 45 leases, contracts, and MOUs for approximately 40 tenants/vendors:

- Foodservice Operations
- Mission Bay Conference Center
- Farmers' Markets
- Credit Union and ATMs
- Laundry Locker
- Online Campus Store
- Vending Machines
- Hair Salon and Florist
- Pharmacy
- Optical Dispensary
- Various Medical Center Operations

Retail Services

Who are our foodservice vendors?



Retail Services Campaigns & Programs

B.Y.O.C! (Bring Your Own Cup)

It's a proven fact that coffee tastes better in your own cup. Well, we may not have the data to back that up, but if you love your mug (and the environment), show it!

Bring your cup or mug to any participating Retail vendor, order a coffee or tea (up to 16 oz.), and pay for a small cup.

For a full list of Retail vendor locations, visit campusliveservices.ucsf.edu/retail



hungry?

Buy lunch, dinner, or coffee...with your ID!

Sign up for UCSF's new prepaid FastPay program by visiting fastpay.ucsf.edu. Accepted by participating retailers. What do you want today?
fastpay.ucsf.edu

UCSF
University of California
San Francisco

★ ★ ★ ★ ★

"A BIG THUMBS UP FROM UCSF DIETITIANS!"

"EATING HEALTHIER IS EASY AND DELICIOUS."

"I ATE, I THRIVED."

SMART CHOICE

S RATED "S" FOR SMART

LOOK FOR THE "S" SYMBOL ON MENUS AT VARIOUS UCSF LOCATIONS.

SYMBOL INDICATES HEALTHIEST CHOICES, IDENTIFIED BY UCSF DIETITIANS.

Visit smartchoice.ucsf.edu for more information.

Retail Services Campaigns & Programs

Buy on campus. Support Arts & Events.

Use a campus retailer and join the fun!

John Piotts
Senior Vice Chancellor Finance & Administration

Retail Services
Mission Bay Conference Center at UCSF

Arts & Events
Chancellor's Concert Series

Partial proceeds from Retail partnerships fund Arts & Events for the UCSF community.
Find out more at: campusliveservices.ucsf.edu/retail

UCSF
University of California
San Francisco

CampusLifeServices

Love Your Vendor

Coming TBD

America To Go – Online Catering

AMERICATOGO



Retail Services Campaigns & Programs

UCSF Farmers' Market



Over 21,000 customers in 2013

Block Party



- Nearly 3,000 attendees in 2013
- Block Party 8 will take place on Wednesday, October 8, 2014 and be a part of the 150th Anniversary of UCSF Celebration

Food Truck Pilot Program



Over 300 customers per week

Retail Services Campaigns & Programs

Going Greener



Sustainability

Retail Services is committed to the following UCOP sustainability goals by 2020:

- ZERO waste
- 20% sustainable food procurement
- We support the UCSF Academic Senate's statement on the non-therapeutic use of antibiotics in agriculture by asking our vendors to phase out the use of these products.

Upcoming Retail Opportunities

Phase 2 of Mission Bay Retail Development – Mission Hall



I. About Mission Hall

II. Café Overview

- a. About the café
- b. Utility stubbed to premises
- c. Leasing
Parameters
- d. Tenant cost
examples
- e. What are we
looking for?
- f. Timeline

III. Other Opportunities

Upcoming Retail Opportunities

I. About Mission Hall

- Mission Hall opening September 2014; retail opening February 2015
- 7-story, 264,000 square-foot building
- Approximately 1,500 people working in the building
- Will house a variety of staff, faculty, students, and the Chancellor
- Located across the street from the new UCSF Medical Center (opening February 2015)

MISSION HALL: GLOBAL HEALTH AND CLINICAL SCIENCES BUILDING

Opening September 2014

MISSION HALL

Mission Hall will open in September 2014 with a community of clinicians, researchers, students, fellows and administrative staff of all levels. It is the first building of its type – Activity Based Workplace.

The building will include:

- First and Second Floors: Teaching and Learning Center, Café and Service Retailer TBD
- Second and Third Floors: Population Sciences
- Fourth and Fifth Floors: Pediatric Services
- Sixth and Seventh Floors: Chancellor, Clinical and Translational Science Institute (CTSI) and Adult Services

SECOND AND THIRD FLOORS: POPULATION SCIENCES

A portion of the Second Floor includes Learning Commons space. The remainder of the space creates the Second and Third Floor 'Sandwich,' which is made up of Population Sciences Departments including:

- Epidemiology and Biostatistics
- Bixby Center
- Global Health Sciences (GHS)
- AIDS Research Institute (ARI)
- Center for AIDS Research (CFAR)
- Center for HIV Information (CHI)
- Center for AIDS Prevention Studies (CAPS)
- Pacific AIDS Education and Training Center (PAETC)

FOURTH AND FIFTH FLOORS: PEDIATRIC SERVICES

The Fourth and Fifth Floor Sandwich is made up of Departments and Units focused on Pediatric Services including:

- Anesthesia
- Craniofacial Anomalies
- Emergency Medicine
- Neurology
- Neurosurgery
- Ophthalmology
- Ortho Surgery
- Otolaryngology
- Pediatrics
- Psychiatry
- Radiology
- Surgery
- Urology

SIXTH AND SEVENTH FLOORS: CHANCELLOR, CTSI AND ADULT SERVICES

The Sixth and Seventh Floor Sandwich includes the Chancellor, Clinical and Translational Science Institute (CTSI) and Departments and Units focused on Adult Services including:

- Anesthesia
- ITR (Cancer Center)
- Medical Specialty Consults
- Medicine – DGIM, GI/Endo, Hem/Onc
- Nursing
- OBGYN
- Oral and Maxillofacial Surgery
- Ortho Surgery
- Osher Center
- Otolaryngology
- Pathology
- Radiation Oncology
- Radiology
- Surgery
- Urology
- Women's Health Clinical Research Center

Upcoming Retail Opportunities

II. Café Overview

a. About the café space

- Located on the 1st floor adjacent to the lobby
- 3019 square feet

b. Utility stubbed to premises

- 200 AMPs electrical power stubbed to premises
- Ventilation shaft to roof to accommodate a Type 1 hood
- Infrastructure for installing and connecting to sewer
- HVAC capped off for future use (piping and ductwork)
- Gas line and meter
- Infrastructure for tenant to install restrooms
- Raised floor for easier utility distribution

Upcoming Retail Opportunities

II. Café Overview

c. Leasing parameters

- Market rent/commission – *approximately \$48 per sq. ft. per year. Commission to be negotiated.*
- NNN lease – tenant pays all utilities plus a % of Common Area Maintenance (CAM) (*estimated costs tbd*)
- Term – 10 years
- Potential for future exterior coffee kiosk
- Tenant Improvements are the responsibility of the vendor
 - Required tenant improvements include drop ceiling, finished walls, lighting HVAC distribution, FF&E, signage
 - Vendor will hire own architect and contractor
 - Vendor is responsible for SFDPH permitting
- UCSF Retail Services will hire a UCSF project manager to oversee the project (*approximately \$40K to \$60K*)

Upcoming Retail Opportunities

II. Café Overview

d. Tenant cost examples

- Business license
- Possessory tax
- Employee badges
- Parking (if applicable)
- CAM
- Utilities
- Refuse disposal
- Janitorial
- Insurance
- Lease deposit

Upcoming Retail Opportunities (cont.)

II. Café Overview

e. What are we looking for?

- Complements existing food services
- Sensitivity in price point
- Mandatory items/programs include:
 - Full-service coffee and espresso beverages
 - Cold drinks
 - Breakfast and lunch options
 - Grab n' Go program
 - Strong catering program and participation in the UCSF America To Go catering system
 - Participation in UCSF Sustainability Program for both food and waste, participation in Smart Choice, BYOC, and FastPay programs

Upcoming Retail Opportunities

II. Café Overview

f. Timeline

- Business Opportunity Notice published on website and emailed to mailing list by March 31st
- Informational Meeting – May 29th
- ***Deadline for Questions – June 5th by 5pm***
- ***Q&A Sheet Distributed – June 13th***
- **Proposals Due – July 11th by 4pm**
- Proposal Review – July 14th to August 1st
- Vendor Selection by August 8th
- Lease & Design – August through September
- Design Review – September
- Permitting – October
- Construction to commence ASAP upon turn over by GC – November
- Grand Opening – February 2015

Upcoming Retail Opportunities

III. Other Opportunities

Mission Hall

- 2000 sq. ft. Service Retail
- ATM Kiosks

UCSF Medical Center at Mission Bay

- ATM Kiosks

Retail at Mission Bay Housing (*Available After Spring 2015*)

- One food service/convenience store (2500 sq. ft.)
 - 550E Gene Friend Way
- Three service retail spaces
 - 1560A Third St. (671 sq. ft.)
 - 1560B Third St. (697 sq. ft.)
 - 1560C Third St. (856 sq. ft.)

Marketing & Outreach

Schedule:

- March 19th – CCCAC Presentation (UCSF)
- March 21st – Fillmore Economic Action Plan
- March 25th – Bayview Merchants Association
- March 26th – Mission Hall MSO (UCSF)
- April 1st – Mission Merchants Association
- April 2nd – Mission Hall Key Stakeholders (UCSF)
- April 8th – Potrero Dogpatch Merchants Association

Extras:

- A survey to be sent out to various listservs to solicit feedback and suggestions for the café.
- BON to be emailed to our “interested vendors” database and posted on our website:

<http://campuslifeservices.ucsf.edu/retail/services/lease>

UCSF Retail Services

Thank you!

Questions?