

"I hope for your help to explore and protect the wild ocean in ways that will restore the health and, in so doing, secure hope for humankind. Health to the ocean means health for us."

DR. SYLVIA EARLE

Ocean Elder, National Geographic Explorer-in-Residence,
Former Chief Scientist NOAA and Time Magazine First Hero for the Planet,
1998 Advisor and Ambassador, BayEcotarium



"Thank you for making SPACE for our future."

ASTRONAUT DR. YVONNE CAGLE MD, PHD

NASA Astronaut, Retired Colonel USAF
Space and Life Sciences Directorate, Lyndon B. Johnson Space Center
Advisor and Ambassador, BayEcotarium



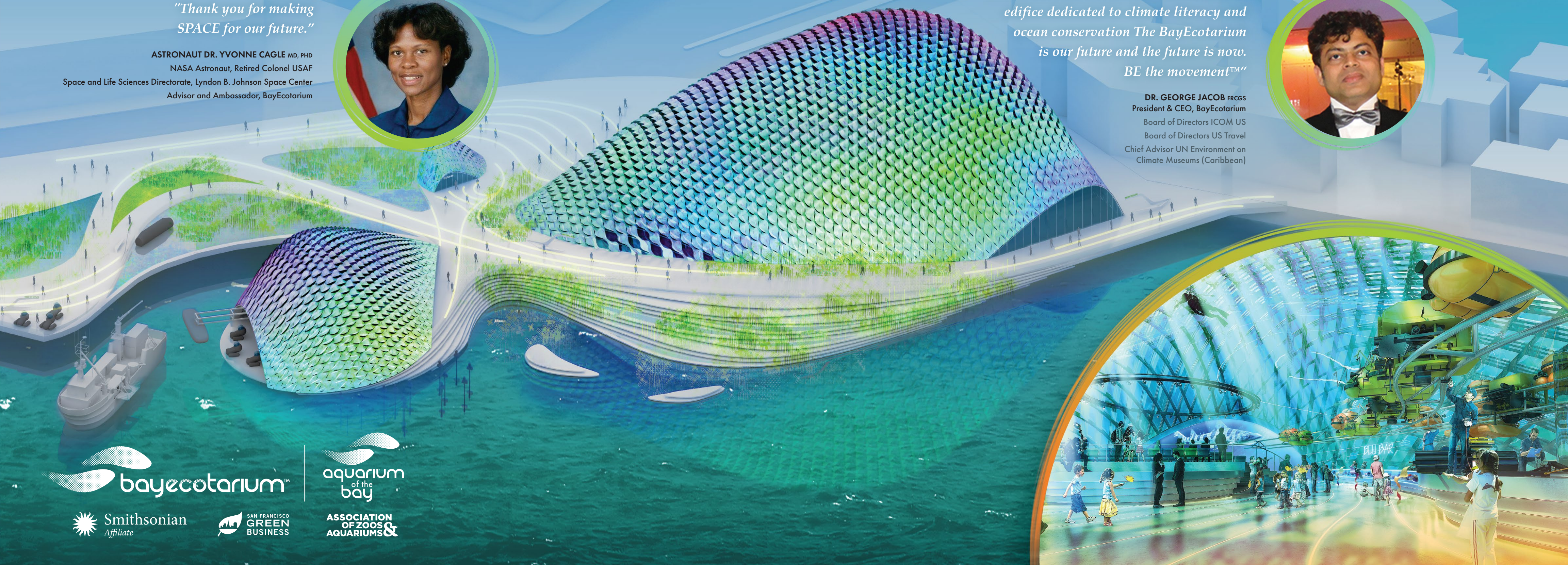
"Environment Education is potential set in motion. The vision for BayEcotarium is exceptional and will accelerate a generational movement for our Blue Marble."

DR. JILL BIDEN
First Lady of the United States.



"We envision a landmark environmental edifice dedicated to climate literacy and ocean conservation The BayEcotarium is our future and the future is now. BE the movement™"

DR. GEORGE JACOB FRCGS
President & CEO, BayEcotarium
Board of Directors ICOM US
Board of Directors US Travel
Chief Advisor UN Environment on
Climate Museums (Caribbean)



Our mission enables climate resilience and ocean conservation globally, while inspiring actionable change locally, protecting and preserving the San Francisco Bay and its ecosystems, from Sierra to the Sea™

Bay.org dba the BayEcotarium is the largest non-profit watershed conservation organization in San Francisco with seven institutions and a staff of 200, united under one mission to protect and conserve the Bay Area ecosystems. Human impact, pollution, climate and environmental changes have put a strain on the ecological balance, prompting advocacy and awareness towards preserving the natural environment for future generations. While the Bay Institute has been addressing environmental policy and field conservation initiatives for the last 40 years, the Smithsonian Affiliated Aquarium on the PIER 39 celebrates its 25th anniversary this year. After decades of serving millions of visitors, it is long overdue for an upgrade.



CLIMATE RESILIENCE AND OCEAN CONSERVATION LIVING MUSEUM

The tectonic \$260 million transformation of Aquarium of the Bay to the first of its kind Climate/ Living Museum and Aquarium in the United States, will position San Francisco on the world-map of climate literacy and STEAM Education. With cutting edge exponential technologies, inventive and innovative test-beds for architectural sustainability, launch station for Deep Ocean Submersible research, observation decks for the sea lions, ocean conservation initiatives, and exhibit simulations developed with The Bay Institute scientists, this would be a highly visible international institution on a 3.3 acre public eco-park dedicated to the mission of conserving, preserving, and saving the Bay. An international team of experts came together to generate a Master Plan aimed at transforming San Francisco as a destination of climate resilience and a beacon of environmental movement.

CAPITAL ENTERPRISE

Capital project includes the purpose-built facility and bio-intelligent landscape with outdoor embedded educational elements that offer donor/sponsorship opportunities at various levels.

- Lead Gift and Naming Rights **\$30 million**
- Ocean Research and Event Space **\$30 million**
- Aquarium / Climatorium **\$65 million**
- 3.3 Acre Green Eco-park **\$15 million**

EXHIBIT EXPERIENCE

- Interactive Aquarium **\$15 million**
- Climate Resilience **\$15 million**
- Conservation Movement **\$15 million**
- Research Lab/Bay Academy **\$15 million**

IMPACT

- Projected 2.4 million Annual Visitors/250+ million Virtual Visits worldwide and e-learning programs
- FREE Education Programs for 250,000 Children
- Estimated \$2 billion economic impact on Tourism, Hospitality and allied sectors
- 1000 New Direct/In-Direct Jobs
- Positioning San Francisco as a global destination for Climate Resilience and Environment Sustainability

FEATURES

- The Ohlone/Miwok: Indigenous Environmental Stewardship
- Biomimetic façade with micro-algae/Biomimicry
- Enhanced aquarium experience/3.3 acres of free public access eco-park
- Immersive Climate Encounters and Scenario simulations
- Deep Ocean Research Launch and Learn facility
- Artificial Intelligence Driven Citizen Science Pods
- Clean Tech, Nano-Tech, Solutions Based Research and Prototypes
- 2 Million gallon salt-water tanks and 30,000 Animals/ Diverse Aquatic Species



GEN BLUE ENDOWMENT

\$60 million Gen Blue Endowment sustains operational viability of the BayEcotarium and encourages legacy and annual donors to strengthen the mission of conserving and preserving the Bay Area ecosystems and watershed from Sierra to the Sea™

- Endowed Directorship **\$5 million**