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***** PRESS RELEASE *****

COMMUNITY AND EVENT SPACE ACTIVATION BEGINS AT THE OLD MINT

Historic building to host the first event of many during week of Super Bowl

San Francisco, CA—Today the Office of Economic and Workforce Development and Activate SF announced the first of many temporary activation events at the United States Old Mint, a City-owned National Historic Landmark building located at 88 Fifth Street. In the days leading up to Super Bowl 50, Nike Football will host the *Nike + The Opening* experience and transform the Old Mint into a public space for athletes and visitors alike beginning Thursday, February 4.

“The temporary activation of the Old Mint supports the City’s efforts to restore our Central Market neighborhood and the historic landmark for community use,” said Mayor Lee. “We are thrilled that businesses big and small have an opportunity to help invest in the building and neighborhood and create a lasting legacy for San Francisco, in time for Super Bowl 50 and beyond.”

In December, OEWD announced Activate San Francisco Events, Inc., a locally-owned venue management and event production company, would begin hosting a range of activities at the Mint. These activities include cultural programming, event space rentals, community days, and other special events. A portion of the proceeds from event rentals, such as *Nike + The Opening*, will support the ongoing community/non-profit use of the space, as well as help the City address deferred maintenance projects at the Mint. All materials used for activation events at the Mint are temporary in nature, and will be entirely removed at a show’s conclusion, as required by historic preservation guidelines.

“With hundreds of thousands of visitors coming to San Francisco for the Super Bowl, our public and private partnership with Activate SF is driving reinvestment into this historic building. Nike and future event sponsors help subsidize the costs to repair this great space for the community to use and enjoy,” said Todd Rufo, Director of the Office of Economic and Workforce Development.



The partnership with Activate SF will help focus investment and activation at the Mint, also a designated local landmark, while the City develops a specific financing plan, rehabilitation design, long-term operations plan and programming for the building – all essential components of the Old Mint Restoration Project. Activate SF will make numerous improvements to the property, including new landscaping and exterior lighting, and perform a critical modernization to the building’s passenger elevator.

During the first weekend of March, the Old Mint will host a Community Open House, sponsored by the Office of Mayor Ed Lee, the Office of Economic and Workforce Development in partnership with Activate SF. The weekend will feature the San Francisco History Days gathering, and will be free and open to all. In past years, this history-focused convention has brought together dozens of organizations – large and small – to celebrate the City’s special history, and has attracted several thousand participants. For more information, visit the Office of Economic and Workforce Development at www.oewd.org/oldmint

About the Old Mint

The United States Old Mint was designed by Alfred B. Mullet, Supervising Architect for the U.S Treasury Department and opened in 1874. One of the official repositories for the United States’ gold reserves, the building held one-third of the nation’s supply of gold in 1934. It was designated a National Historic Landmark in 1961 – the highest level of recognition given by the federal government to historic places. The Mint was placed on the local register (Landmark #236, Appendix A to Article 10 of the Planning Code) in 2003 based on its association with economic and governmental history of San Francisco and the nation. Because of its historical significance, the City is required to comply with the Secretary of Interior’s *Standards for Rehabilitation* and the *Guidelines for Rehabilitating Historic Buildings* on any alteration or rehabilitation of the Mint. The building features 100,000 square feet (approximately 75,000 are useable) on three floors.

About Activate San Francisco Events

Activate San Francisco Events, Inc. is a venue management and event production company with a focus on community engagement in historically-rich neighborhoods and a desire to deliver programs that increase neighborhood safety and vitality.

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