



3rd place: Unwind, Savor, and Explore—Your Perfect San Francisco Escape

Kimberly Caldwell, Aidan Cheung, Edrick John Garcia, Harrison Hein, Callista Liu, Anjelica Paez, Reanna Santana, Adrienne Tamayo, Keeley Ward

3rd place

3rd Place is a culture-driven hospitality space at San Francisco's Fisherman's Wharf, offering a cozy spot for tourists and locals to relax, recharge, and connect. With free Wi-Fi, local food and drinks, artisan souvenirs, and live music or pop-ups, it's a community hub that blends comfort with the spirit of San Francisco.

Mission Statement

Our mission is to provide a relaxing space for locals, as well as tourists, to envelop themselves in San Franciscan culture.





Core Concepts

Basic Human Needs

- » Shelter, food, comfortable and inclusive community

Individual Well-being

- » Enhancing mental and physical well-being through design, food, and amenities

Family Strengths

- » Reinforcing relationships and experiences through fostering quality time for families, couples, friends and strangers-turned-friends

Community Vitality

- » Contributions to local economy
- » Encouraging social engagement with others
- » Bringing vibrancy and breathing life into the local community

Integrative Elements

Human Ecosystems

- » Integration of people, cuisine, culture and environment; creating a balanced and comfortable experience

Resource Development and Sustainability

- » Thoughtful planning of space, use of eco-friendly materials and design practice, and local food sourcing

Consumer Education and Empowerment

- » Supporting informed-decision-making through provision of maps, transit guides, and trip-planning tools for local community and visitors

Location

Fisherman's Wharf is one of San Francisco's most iconic tourist destinations:

- Allows 3rd Place to showcase the city to visitors and invite locals to rediscover their home at the same time
- Scenic waterfront inspires the interior design and proximity to the wharf ensures access to fresh seafood for the menu
- Challenges include seasonal fluctuations, higher operational costs, and the perception that the area caters mainly to tourists





Target Population

Tourists

- » Parents ages 25-65
- » Children ages 1-17
- » Grandparents
- » Couples of all ages
- » Friend groups on vacations

Locals

- » Employees in the neighboring areas on lunch breaks or relaxing before/after work

Families, friend groups, and couples looking for a place to relax, eat, drink, and enjoy a view on the piers while on vacation can find it at 3rd place.

3rd place would offer a more relaxing environment than busy tourist attractions, while also providing shelter from SF winds. Food and drink would be incorporated into our business model as well.

Tourists are looking for a place to sit down while they plan bus routes and next stops for their trip. Our space would provide this, while delivering comfort and amenities as well.

Locally Inspired Food and Drinks

- » Signature cocktails/mocktails named after SF landmarks
- » Gourmet coffee and tea selections
- » Local wine and craft beer
- » Seasonal small plates and shareable bites featuring regional ingredients
- » Artisan pastries and desserts

Hospitality & Lounge Experience

- » Relaxation zones with cozy seating and music
- » Charging stations and free Wi-Fi
- » Luggage storage for travelers
- » Concierge services for SF recommendations and bookings

Menu

• COLD SEAFOOD BAR •

Crab-Stuffed Avocados with Mango Salsa - \$14

Creamy avocado halves filled with lump crab salad (light mayo, lime, and cilantro), topped with a tropical mango-jalapeño salsa for a refreshing bite

• HOT SEAFOOD DISHES •

Garlic Butter Steamed Clams & Mussels - \$16

A steaming copper pot filled with Manila clams and PEI mussels bathed in a white wine, butter, garlic, and parsley broth and served with thick slices of sourdough

• SIDES •

Creamy Coleslaw with Apple & Celery - \$3

Thinly sliced green cabbage, matchstick Granny Smith apples for tartness, and celery leaves for an herbal note. The dressing is light but luxurious - mayo cut with cider vinegar and a touch of honey.

• DESSERT •

Mini Bread Pudding with Bourbon Sauce - \$7

Baked in individual ramekins, this custardy delight uses a day-old brioche that soaks up the rich custard with plumped golden raisins soaked in Earl Grey tea and a flambéed bourbon caramel sauce

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Retail & Merchandise

- » Locally made souvenirs (candles, ceramics, stationery, etc.)
- » Branded merchandise (tote bags, mugs, shirts, etc.)
- » Limited-edition collabs with local artists and makers
- » Curated travel kits or picnic sets for tourists
- » Books, guides, and maps about San Francisco

Events & Experiences

- » Local live music nights
- » Pop-up markets with rotating vendors
- » Food/wine/coffee tastings and workshops
- » Artist talks and cultural storytelling sessions
- » Seasonal events (like Lunar New Year or Pride pop-ups)





Market Analysis

Competitors

- » American apparel and accessories brand Coach recently opened a Coach Coffee Shop within the Jersey Shore Premium Outlets.
- » Retailers like Tiffany's, with its Blue Box Café
- » Specifically in San Francisco many places such as the UN Plaza, Fort Mason, or local parks and markets are considered third spaces for most San Francisco locals and Tourists.

(Big name retailers looking to expand their brand to different outlets through clothing, foods, etc. along with local San Francisco landmarks promoting local events attracting both tourist and residents.)

Financial Plan

Incoming revenue

- » Our limited menu/ cafe
- » merchandise / souvenir shop
- » Local vendors or that supply artwork local produce etc.

Expenditures

- » Strategic spending on local food and beverages
- » Bills such as rent, utilities
- » Initial start-up costs like permits and licenses, furniture, decor and lighting
- » Events like live music, art displays, and cultural events
- » Marketing (i.e. advertising events)
- » Staff wages

Spending the money to advertise cultural events and live music will bring customers in, creating more revenue. With the help of our location, and our dedication to supporting local vendors we are sure to provide a relaxing space for locals and tourists to envelope themselves in San Francisco culture.





Start-Up Expenses

Research and Development Costs

- » Researching what is going to work best for our business
- » Estimated \$1,000 total in research expenses

Legal fees

- » Permits and licenses
- » Incorporation and registration fees
- » Insurance

Estimated \$2,000-\$5,000

Marketing Costs

- » Marketing and advertising
- » Website development

Estimated \$500-\$1,000

Employee Expenses

- » Wages
- » Uniforms
- » Onboarding and Training

Estimated \$4,000-\$8,000 monthly

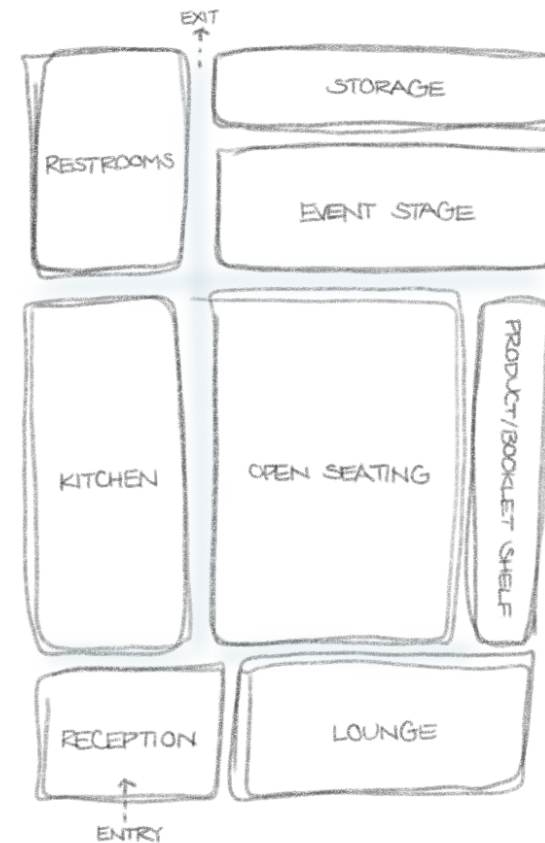
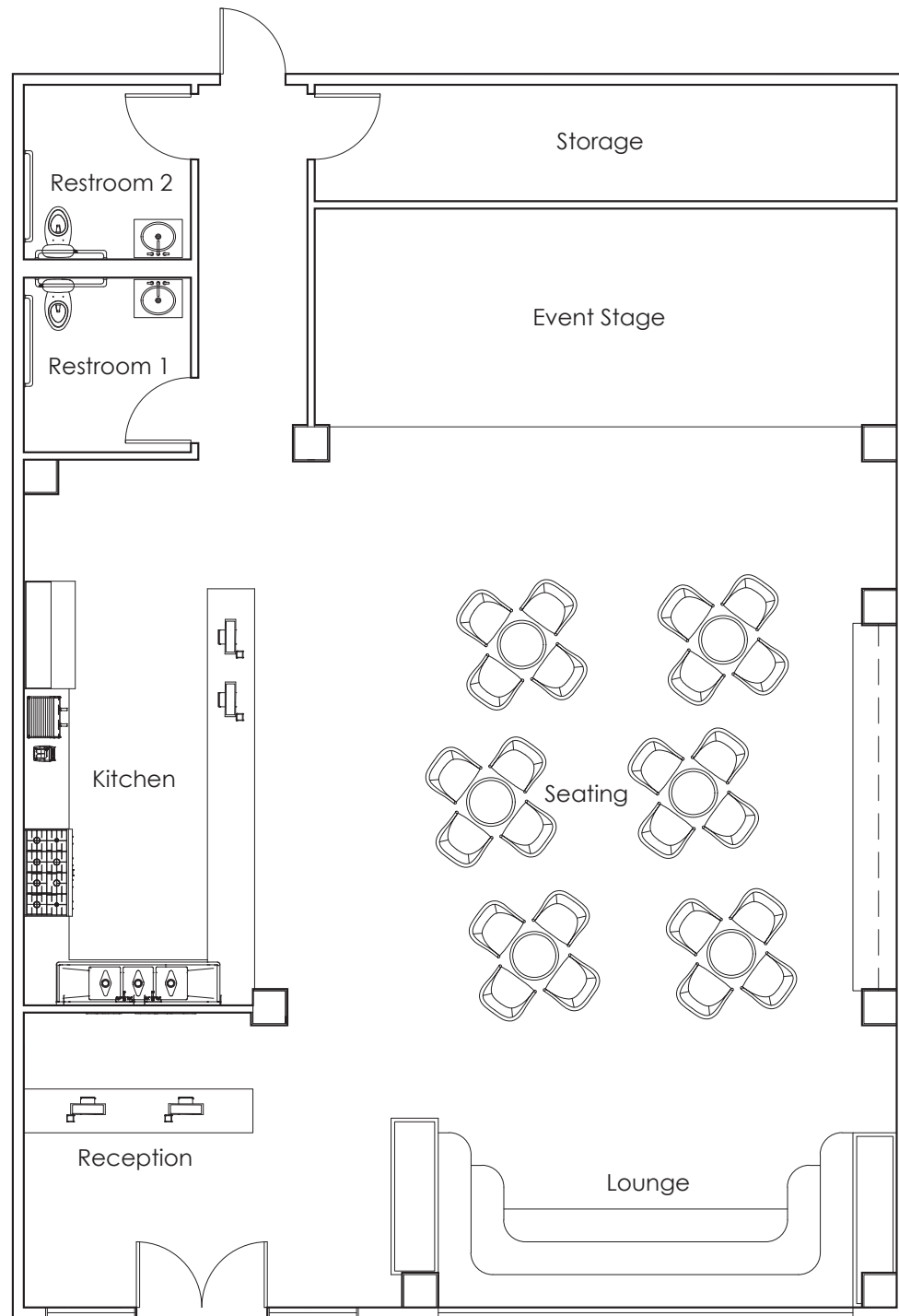
Day to Day Costs

- » Rent and rates
- » Utilities
- » Products
- » Shipping and Delivery

Estimated \$15,000-\$20,000 monthly

Furniture and Equipment Costs = \$50,000

Total = \$50,000-\$100,000



Floor Plan

2,000 square feet

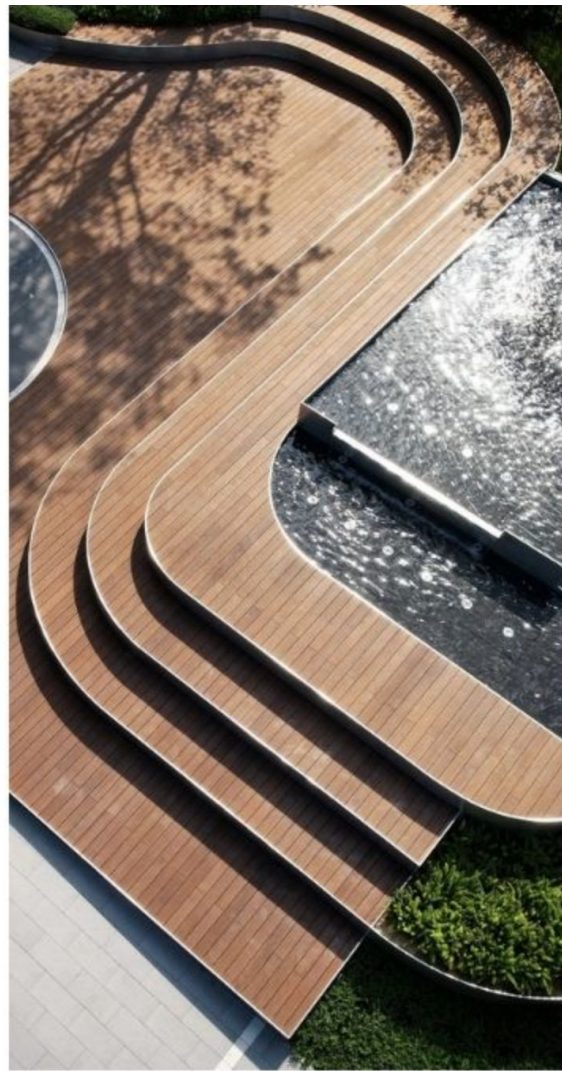
The lounge is designed for comfort, flexibility, and community connection. Tiered seating is equipped with ample outlets for convenient device charging. Open seating arrangements allow guests to move tables and chairs freely to suit their needs.

Adjacent shelving provides storage for luggage and displays a curated selection of merchandise and souvenirs for purchase.

A spacious, open-concept kitchen prepares meals and beverages, encouraging guest interaction and fostering a warm, welcoming atmosphere.

The large event stage is a multi-functional space, perfect for hosting live music, stand-up comedy, plays, and more.

In the back corner, two ADA-compliant, gender-neutral restrooms ensure accessibility and inclusivity for all guests.





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Conclusion

- » Developed 3rd Place through interdisciplinary collaboration and FCS core values
 - » Focused on meeting basic human needs, well-being, and community vitality
- » Aligned business model with mission of creating a relaxing, inclusive, and culturally rich space
 - » Prioritized both tourists and locals in experience design
- » Next steps include finalizing logistics and strengthening community relationships
 - » Committed to adapting based on customer feedback
- » Measuring success by guest experience, community engagement, sustainability, and financial performance
- » Confident in growth due to clear vision, strategic location, local partnerships, and eco-conscious practices

Thank You