Our mission is enabling climate resilience and ocean conservation globally, while inspiring actionable change locally by protection and preservation of the San Francisco Bay and its ecosystems, from Sierra to the Sea™

Bay.org dba the Bay Ecotarium is the largest non-profit watershed conservation organization in San Francisco with six 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 39 years, the Smithsonian Affiliated Aquarium on the historic PIER 39 celebrates its 23rd anniversary this year. After decades of serving millions of visitors, it is long overdue for an upgrade.

The hectoric $260 million transformation of bay.org to the first of its kind Climate/ Living Museum and Aquarium in the United States, is poised to 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 4 acres 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.

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The impact:

• Projected 2.4 million Annual Visitors/250+ million Virtual Visits worldwide and e-learning programs
• FREE Education Programs for 250,000 Children
• Estimated $1 billion economic impact on Tourism, Hospitality and allied sectors
• 1000 New Direct/Ind-Direct Jobs
• Positioning San Francisco as a global destination for Climate Resilience and Environment Sustainability

The capital project includes the purpose build facility and the intelligent landscape with outdoor embedded educational elements that offer donor/sponsorship opportunities at various levels:

• Lead Gift and Dedicated Name for Bay Ecotarium
• Ocean Research and Event Space
• Wetland Eco-park

IMPACT
• The Ohlone Way: Indigenous Environmental Stewardship
• Biomimetic façade with micro-algae/Biomimicy
• Enhanced aquarium experience/4 acres of free public spaces
• Deep Ocean Research Launch and Learn facility
• Artificial Intelligence Driven Citizen Science Pods
• Clean Tech, Nano-Tech, Solutions Based Research and Prototypes
• 1.5 Million Gallons and 30,000 Animals/ Diverse Aquatic Species

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FEATURES

• Interactive Aquarium
• Climate Resilience
• Conservation Movement
• Research Lab/Bay Academy

MULTI-DISCIPLINARY EXHIBITS

CAPITAL ENTERPRISE

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GENERATION BLUE ENDOWMENT

This endowment would serve as the foundation that would sustain operational viability of the Bay Ecotarium and encourage legacy and annual donors to strengthen the mission of conserving and preserving the Bay Area ecosystems and the watershed from Sierra to the sea. It is an essential and integral element of sustaining the movement.