



# Fisherman's Wharf Community Benefit District



# Legislative Overview

**Community Benefit Districts (CBDs) /  
Business Improvement Districts (BIDs) are  
governed by:**

- **State law**
  - “1994 Act”
- **Local law**
  - “Article 15”



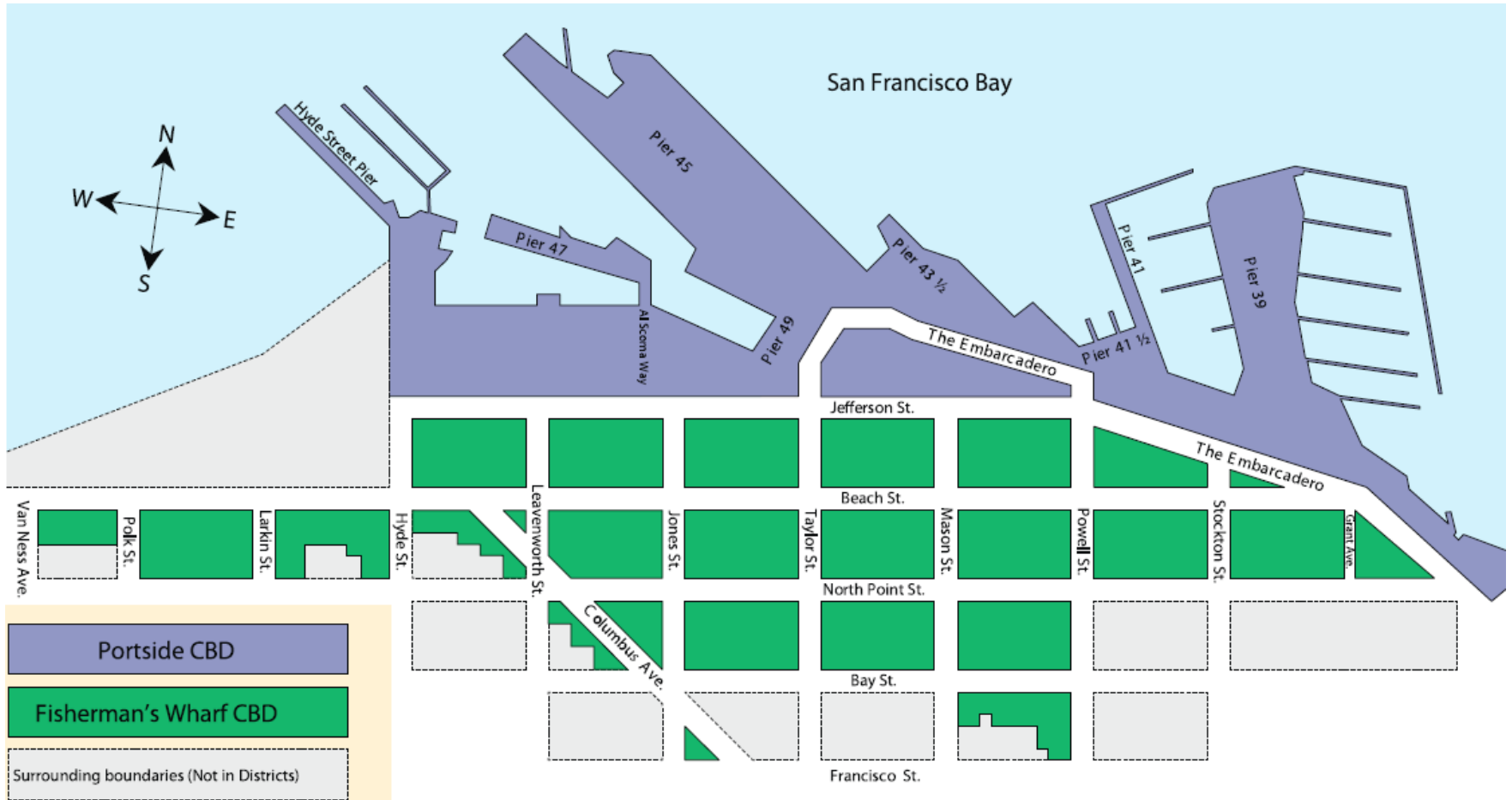
# Review Process

## **This resolution covers the Annual Report for FY 2017-2018.**

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of Annual Reports and CPA Financial Reviews.
- OEWD provides the Board Supervisors with a summary memo.



# Parcel Map



# FWCBD Formation

FWCBD	Type	Assessment Budget*	Year Established	Expires
Landside	Property-Based	\$ 622,615	2005	June 30, 2020
Portside	Business-Based	\$ 187,113	2006	

*\*budget identified in management plan*



# FWCBD Operations

- **Staff**
  - Executive Director - Randall Scott (current), Troy Campbell (FY17-18)
- **Service Areas**
  - **District Identity and Streetscape Improvements (DISI)**
    - The DISI service includes marketing and public relations and street enhancements for the district.
  - **Street Operations, Beautification and Order (SOBO)**
    - The SOBO service area includes street maintenance, beautification, and safety and emergency preparedness
  - **Administration and Corporate Operations**
    - Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



# BENCHMARKS

## OEWD's staff reviewed the following budget related benchmarks for FWCBD:

**Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.**

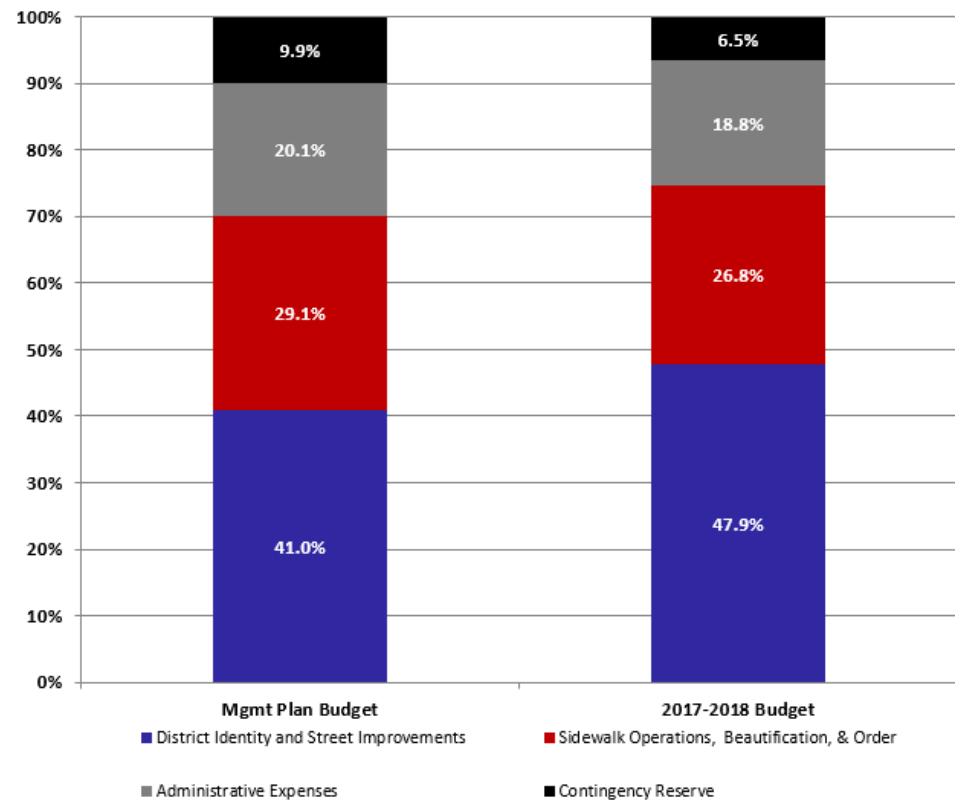
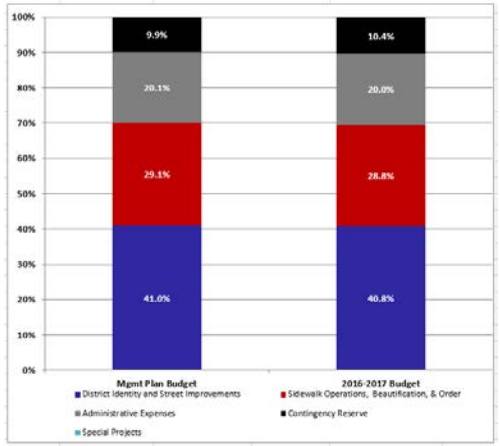
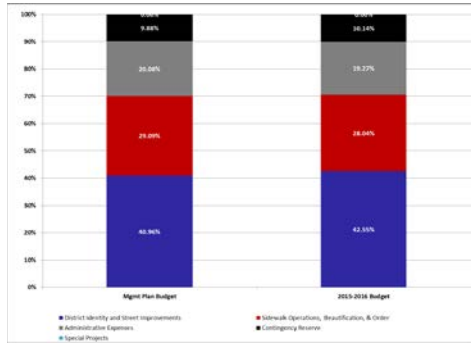
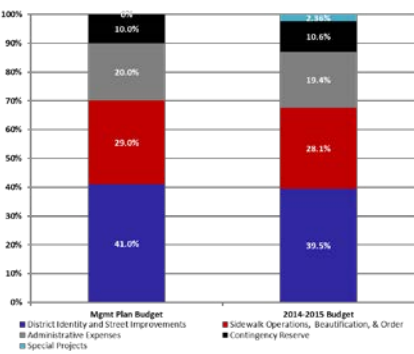
**Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.**

**Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.**

**Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.**

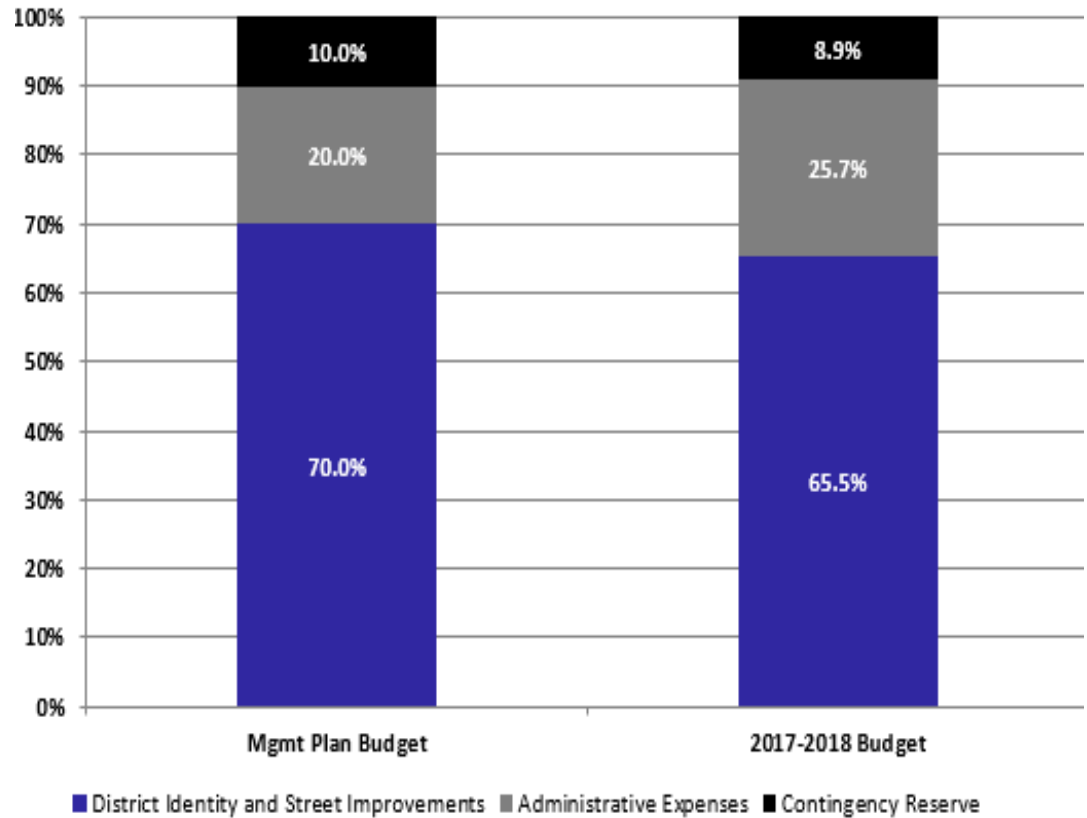
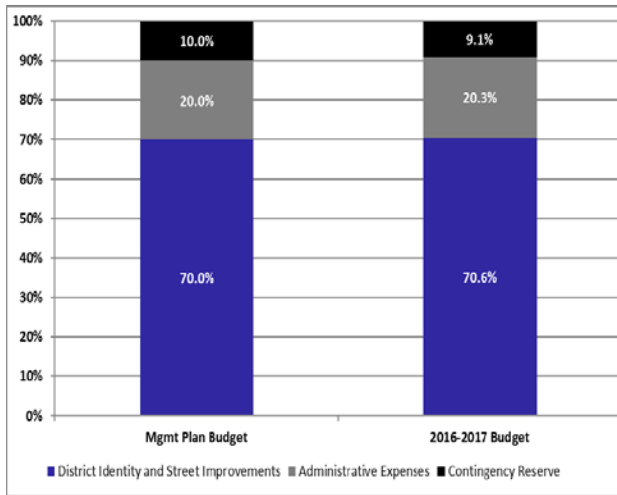
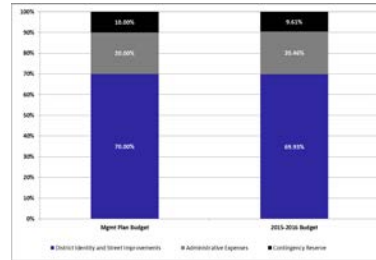
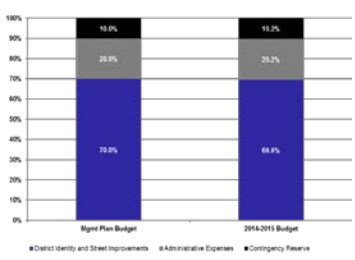


# Management Plan vs. Annual Budgets (Landside)



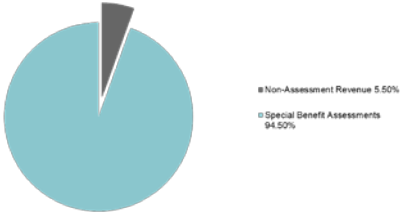


# Management Plan vs. Annual Budgets (Portside)

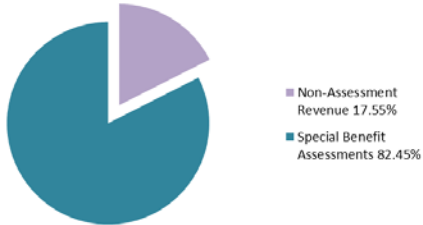


# Assessment Revenue & Other Income (Landside)

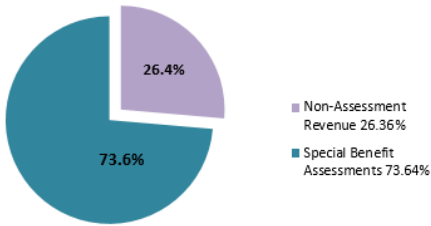
FY 2014 - 2015



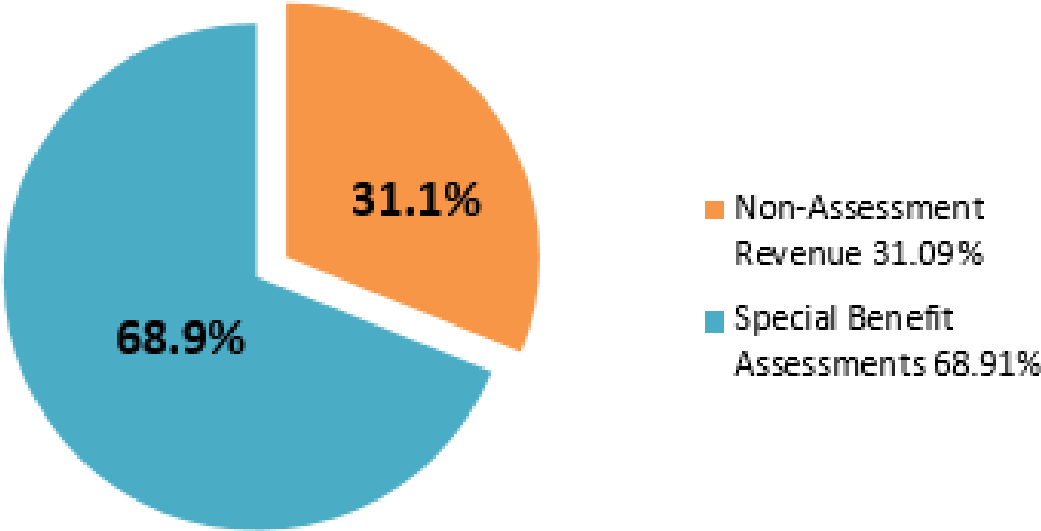
FY 2015 - 2016



FY 2016 - 2017



FY 2017 - 2018



# Budget vs Actuals

<b>LANDSIDE Service Category</b>	<b>FY 2014-2015 Variance Percentage Points</b>	<b>FY 2015-2016 Variance Percentage Points</b>	<b>FY 2016-2017 Variance Percentage Points</b>	<b>FY 2017-2018 Variance Percentage Points</b>
<b>District Identity and Street Improvements</b>	+3.21	-4.69%	+8.03%	+8.50%
<b>Sidewalk Operations, Beautification, &amp; Order</b>	-3.62	-5.50%	-6.09%	-8.03%
<b>Administrative Expenses</b>	-.06	-1.36%	-4.17%	-2.03%
<b>Contingency Reserve</b>	+.038	+4.49%	-3.04%	+1.56%
<b>Special Projects</b>	+.09	+7.07%	+5.27%	--



# Budget vs Actuals

<b>PORTSIDE Service Category</b>	<b>FY 2014-2015 Variance Percentage Points</b>	<b>FY 2015-2016 Variance Percentage Points</b>	<b>FY 2016-2017 Variance Percentage Points</b>	<b>FY 2017-2018 Variance Percentage Points</b>
<b>District Identity and Street Improvements</b>	+2.26%	-4.70%	+7.06%	+4.57%
<b>Administrative Expenses</b>	-2.00%	-2.27%	-4.96%	-5.34%
<b>Special Projects</b>	--	+11.27%	--	--
<b>Contingency Reserve</b>	-.26%	-4.30%	-2.10%	+0.77%



# Carryover

<b>2017-2018 Carryover Disbursement – Landside</b>	<b>\$556,162.00</b>	<b>2017-2018 Carryover Disbursement – Portside</b>	<b>\$191,240.00</b>
Designated Projects for FY 17-18		Designated projects for FY 17-18	
SOBO	\$184,619.00	DISI	\$93,051.00
DISI	\$139,768.00	Administration	\$26,863.00
Administration	\$115,587.00	Contingency	\$71,326.00
Contingency	\$116,187.00	<b>Total Designated Amount for FY 16- 17 – Portside</b>	<b>\$191,240.00</b>
<b>Total Designated Amount for FY 16-17 – Landside</b>	<b>\$556,162.00</b>		



# Recommendations & Findings for FWCBD

In completing the review of the FWCBD's annual report and financials, OEWD sets forth the following recommendations:

- FWCBD was successful in exceeding its general benefit requirement.
- FWCBD has hosted successful events and has partnered with the broader community to make the Wharf area a destination for locals.
- FWCBD will sunset on 06/30/2020
- The CBD's Executive Director and the governing board began preparations for their renewal campaign midway through FY 17-18



# Conclusion

**Fisherman's Wharf CBD has performed well in implementing the service plan of both the Landside and Portside areas:**

- **Marketed and produced events – 4<sup>th</sup> of July, Fleet Week and Wharf Fest**
- **Maintained an active board of directors and committee members**
- **Well underway with their renewal process and are expected to complete process on schedule**



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# Fisherman's WHARF

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**COMMUNITY BENEFIT DISTRICT**

Randall Scott  
Executive Director

Fiscal 2017 - 2018



# Ambassadors

The FWCBD has four full time  
Safety & Cleaning Ambassadors

## Cleaning & District Service

<b>Trash Removed (lbs)</b>	<b>24,860</b>
Pan & Broom Block Faces	8,793
Graffiti Removed	2,424
Graffiti Stickers Removed	2,327
Street Furniture Cleaned	1,323
Tree Grates Cleaned	1,706
Painting Enhancements	959

## Safety / Compliance

<b>Sit/Lie</b>	<b>2,565</b>
Public Disturbance	1,954
Drinking in Public	1,792
Camping/Sleeping	1,311
Illegal Dumping	539

## Hospitality

<b>Hospitality Assistance</b>	<b>20,572</b>
Business Contacts Made	13,928
Directions Given	12,708
Street Performer Interaction	945
Escorts Provided	506
Motorists Directions Given	639



# SOBO

## Street Operations, Beautification, & Order

Retail Strategy Completed

Continued work with SF Rec. & Parks to update Joseph Conrad Park

Maintained tree lights at Joseph Conrad Park

Created "Welcome to the Wharf" program for new businesses in the district

Maintained Kirkland Bus Yard scrims

Completed Strategic Plan

# Marketing & District Identity



Created a new Treasure Hunt Activity

Produced the 5th Annual Wharf Fest and Chowder Competition

Hosted the Lighted Boat Parade

Hosted 4 media familiarization tours

50<sup>th</sup> Anniversary of the Summer of Love on the Warf campaign

And we sponsor the usual events: 4<sup>th</sup> of July, Fleet Week, Taste of Tel-Hi, FWMA Crab Feed Fundraiser, National Night Out, FWMA Golf Tournament, and the Senior Center annual Gala

# Newsletters & Print

## District Newsletter



## Travel Industry



## Consumer



### ITINERARIES

Fisherman's Wharf is known around the world as a must-see destination. While the neighborhood offers a number of classic stops for the first time tourists to check off their bucket list, this area also offers more than meets the eye. Find unique and off-the-beaten Wharf spots in these itineraries curated by local experts. Fisherman's Wharf has something for everyone. Pick your flavor at [visitfishermanswharf.com/itineraries](http://visitfishermanswharf.com/itineraries)

**CLASSIC ROMANTIC**

Outlive a romantic San Francisco experience with your sweetie that goes beyond the boring evening of dinner and a movie. Savor a sunset cruise on the San Francisco Bay, snap a couple selfie smooching next to the sharks in the Aquarium of the Bay's under-water crystal tubes, and snuggle-up in a booth at a fish-otch seafood restaurant. View this itinerary at [visitfishermanswharf.com/classic-romantic](http://visitfishermanswharf.com/classic-romantic)

**NAUTICAL NUT**

Stroll down Jefferson Street to encounter numerous sea-centric experiences. You can meet fourth-generation fishermen and see the historic fishing fleet. For a deeper dive into the Wharf's maritime heritage you can restore a rowboat, sail a catamaran out to sea and catch a glimpse of the migrating gray whales, or reel in a salmon aboard a sport fishing boat. View this itinerary at [visitfishermanswharf.com/nautical-nut](http://visitfishermanswharf.com/nautical-nut)

**ART AFICIONADO**

Any art lover's trip to San Francisco is not complete without a walking tour gallery hop of the Fisherman's Wharf district. Enjoy museum-like art galleries filled with paintings, sculptures, and mixed-media works from the public like Picasso and Dalí. As you walk between galleries, you can admire the public art installations and catch an impromptu show from numerous street performers. View this itinerary at [visitfishermanswharf.com/art-aficionado](http://visitfishermanswharf.com/art-aficionado)

**LOCALS ONLY**

Peek... Fisherman's Wharf isn't just for tourists. Even the most jaded of locals live a staycation in San Francisco's most scenic neighborhood. You too can experience the Wharf like a San Franciscan. Uncover the hidden gems that the locals recommend to their friends. View this itinerary at [visitfishermanswharf.com/locals-only](http://visitfishermanswharf.com/locals-only)

**POINTS OF INTEREST & ATTRACTIONS**

- San Francisco Maritime Museum
- Ghirardelli Square
- Aquatic Park
- Cartoon Art Museum (Closing in 2017)
- The Buena Vista Cafe
- Hyde Street Pier
- Anchorage Square
- Fisherman's & Seaman's Memorial Chapel
- Historic Fishing Fleet
- Seaford Stands
- Musée Méroisique
- USS Pompano & SS Jeremiah O'Brien
- Stouff Bakery
- Pipley's Believe It or Not! Museum
- Madame Tussauds
- San Francisco Dungeon
- Pier 43 Promenade
- Northgate Shopping Center
- Sea Lions & Sea Lion Center
- PIER 39
- Aquarium of the Bay
- Historic & Educational Shopping & Entertainment Center
- Attraction

**TRANSPORTATION**

- Powell/Hyde Cable Car Turnaround
- F & E-Line Streetcar Last Stop
- Powell/Mason Cable Car Turnaround
- Twin & White Fleet
- Ferry Terminal
- Blue & Gold Funicular
- 38 Bus to Coit Tower

**VISITOR CENTERS**

- San Francisco Maritime National Historical Park Visitor Center
- California Welcome Center

**LEGEND**

- Public Parking
- Restroom
- Bike Trail
- Port Walk Interpretive Signs
- Cable Car Line
- F & E-Line Streetcar Stops
- Street Directions

**WALKING DISTANCE SCALE (in minutes)**

5 BLOCKS TO "THE CROCKED STREET" (DUMBAR)

### VISITOR TIPS

- When the fog rolls in, the temperature can change dramatically. Always dress in layers.
- Avoid walking while holding your phone or placing it on restaurant table tops where it can be easily grabbed.
- Buy a rechargeable Clipper Card or a multi-day MUNI Pass at any Walgreens or partner retailer to easily ride the cable cars, streetcars, buses, and BART. It will save you time and money because operators do not have the ability to give change.
- Park smart! Do not leave any belongings in your vehicle, especially valuables.
- Take a reusable bag with you when you go shopping or souvenir hunting to avoid a 10¢ charge per bag.

Fisherman's Wharf has many public transportation options. Cable cars, streetcars, buses, boats, and bikes are all options. Find information and maps at [visitfishermanswharf.com/getting-around](http://visitfishermanswharf.com/getting-around)

### APPS FOR EXPLORING

Download these apps on your smart phone or tablet to explore Fisherman's Wharf:

- Utopia (primary itinerary)
- Debut (audio walking tours)
- Trip Advisor (travel recommendations)
- Yelp or Open Table (food, reservations & more)
- Living Social, Groupon, or CityGuidesDeals (discounts & coupons)
- Google Maps or Waze (directions)
- Curb or Flywheel (taxi)
- Lyft or Uber (taxi alternative)
- 511 Transit or Pocket Muni (public transportation)

**SAN FRANCISCO'S HISTORIC WATERFRONT DISTRICT**

San Francisco Electric Tour Company  
[ElectricTourCompany.com](http://ElectricTourCompany.com)

Hotel Zephyr  
[HotelZephyrSF.com](http://HotelZephyrSF.com)

Wharf Fest - Oct 22, 2016  
[WharfFest.com](http://WharfFest.com)

MerryTime at the Wharf  
[VisitFishermansWharf.com/events](http://VisitFishermansWharf.com/events)

Anchorage Square  
[AnchorageSquare.com](http://AnchorageSquare.com)

Blazing Saddles Bike Rentals & Tours  
[BlazingSaddles.com](http://BlazingSaddles.com)

**SOMETHING FOR EVERYONE**    22 ATTRACTIONS    13 HOTELS    100+ RESTAURANTS    500+ BARKING SEA LIONS

Discover all that Fisherman's Wharf has to offer at [VisitFishermansWharf.com](http://VisitFishermansWharf.com)  
Shopping • Historic Ships • Bay Cruises • Bike/Segway Rentals • Sightseeing Tours • Sport Fishing • Cable Cars

# Fisherman's WHARF

COMMUNITY BENEFIT DISTRICT

# Website & Social Media



# FWCBD MARKETING PLAN

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# FISCAL 2017-18 FINANCIALS

## 2017/18 Balance Sheet

CURRENT ASSETS	
Cash	619,871
Assessments receivable	48,654
Grant receivable	108,797
Prepaid expenses	33,641
OFFICE FURNITURE & EQUIPMENT	1,686
INTANGIBLE ASSETS	18,421
<b>TOTAL ASSETS</b>	<b>\$831,070</b>
LIABILITIES & EQUITY	
Accounts Payable	<b>\$83,668</b>
NET ASSETS	
Unrestricted	638,605
Restricted	108,797
<b>TOTAL FUND BALANCE</b>	<b>\$747,402</b>
<b>TOTAL LIABILITIES &amp; FUND BALANCE</b>	<b>\$831,070</b>

### 2017/18 Budget Distribution

DISI	51%
SOBO	22%
ADMIN	20%
CONTINGENCY RESERVE	7%

# 2017-2018 FWCBD STAFF



**Troy Campbell**  
**Executive Director**



**Laura Schaefer**  
**Program Manager**



**Rachel Brown**  
**Marketing & Communications**  
**Director**



**Mike Castro**  
**Operations Manager**  
**Block by Block**