



Fisherman's Wharf Community Benefit District FY 2018-2019 Annual Report



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 2018-2019.

- 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.



FWCBD Formation

FWCBD	Type	Assessment Budget*	FY 18-19 Assessment Submission	Year Established	Expires
Landside	Property-Based	\$ 622,615	\$ 715,578	2005	June 30, 2020
Portside	Business-Based	\$ 187,113	\$ 220,511	2006	December 31, 2020

**budget identified in management plan*



FWCBD Operations

- **Staff**
 - Executive Director - Randall Scott
- **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.

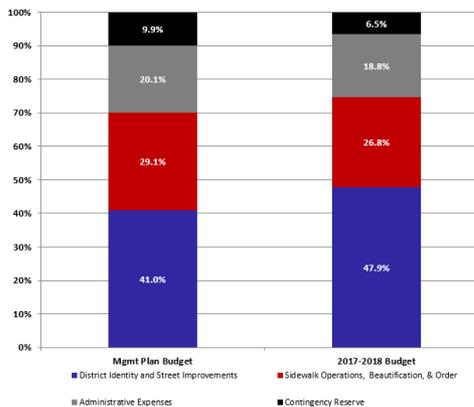
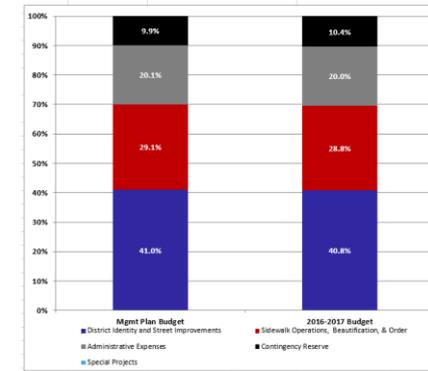
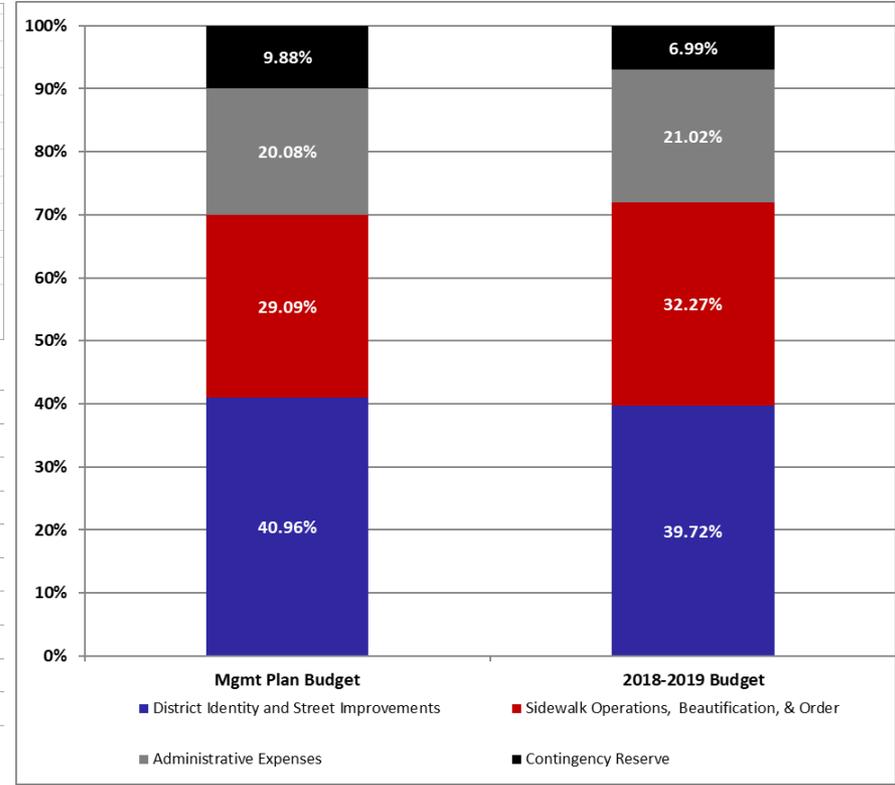
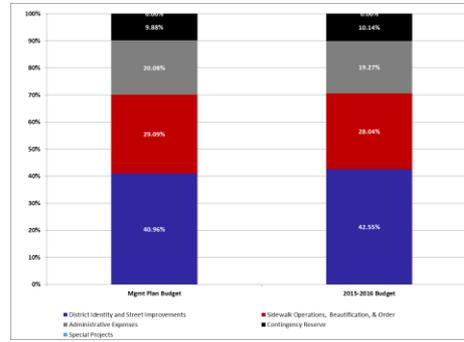
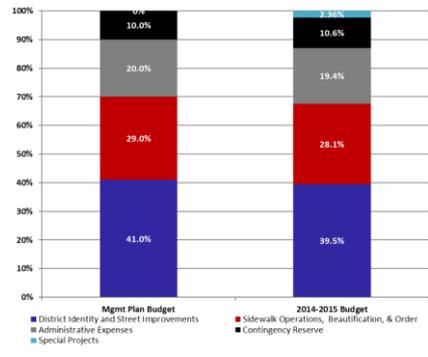
Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.

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

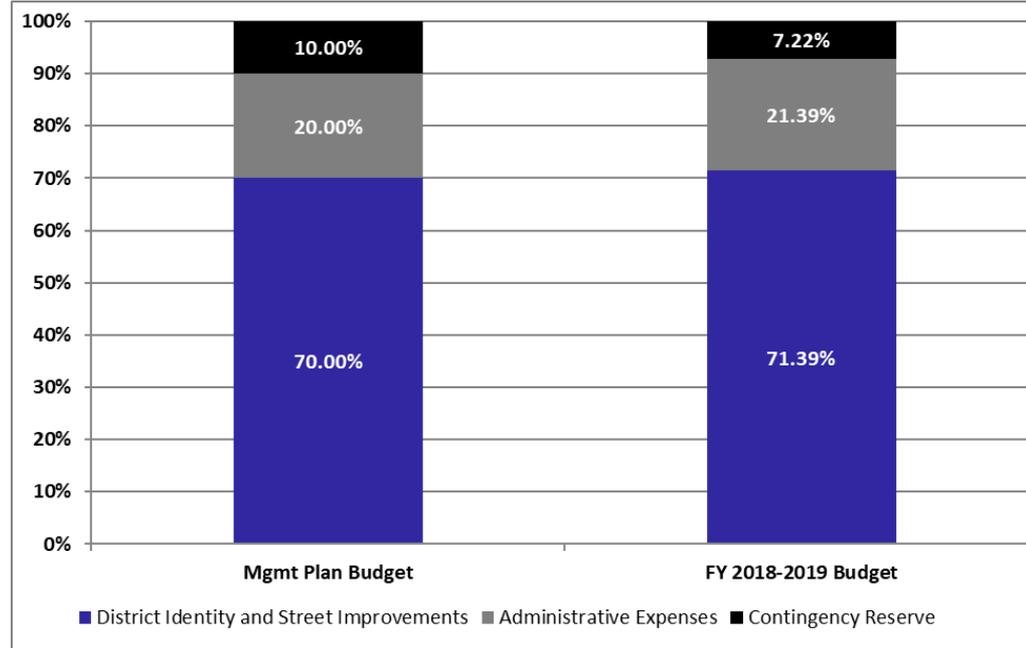
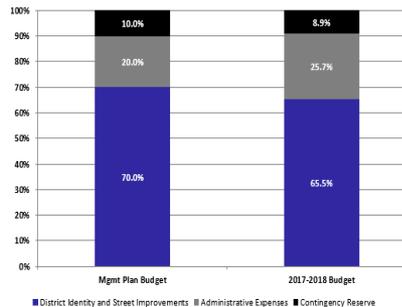
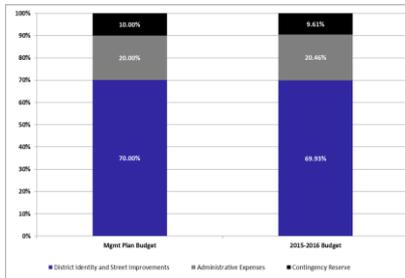
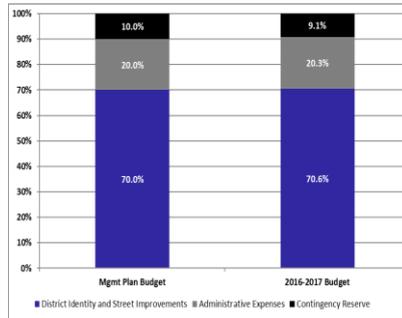
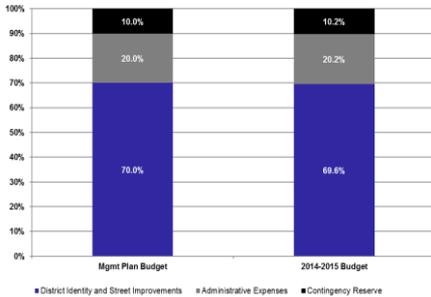
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



Management Plan vs. Annual Budgets (Landside)

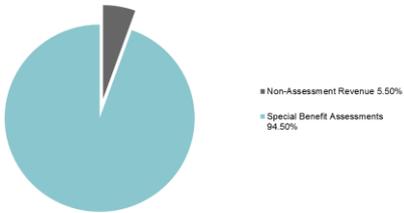


Management Plan vs. Annual Budgets (Portside)

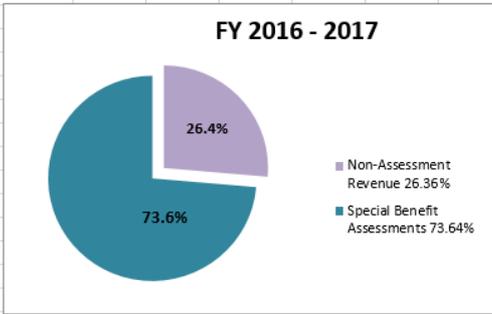


Assessment Revenue & Other Income (Landside)

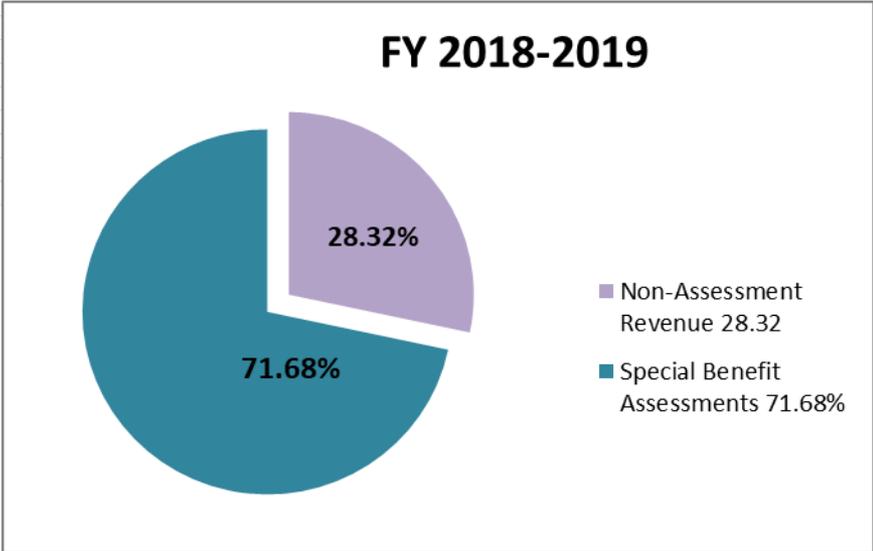
FY 2014 - 2015



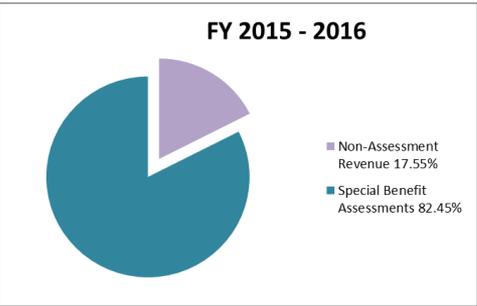
FY 2016 - 2017



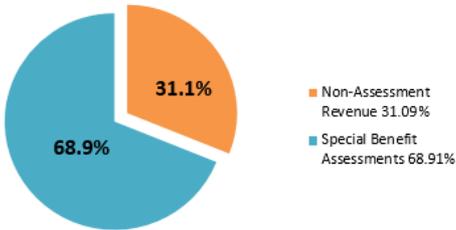
FY 2018-2019



FY 2015 - 2016



FY 2017 - 2018



Budget vs Actuals

LANDSIDE Service Category	FY 2014- 2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016-2017 Variance Percentage Points	FY 2017-2018 Variance Percentage Points	FY 2018-2019 Variance Percentage Points
District Identity and Street Improvements	+3.21	-4.69%	+8.03%	+8.50%	+5.01%
Public Rights of Way and Sidewalk Operations	-3.62	-5.50%	-6.09%	-8.03%	-5.38%
Administrative and Corporate Operations	-.06	-1.36%	-4.17%	-2.03%	-0.31%
Contingency Reserve	+0.038	+4.49%	-3.04%	+1.56%	+0.67%
Special Projects	+0.09	+7.07%	+5.27%	--	--



Budget vs Actuals

PORTSIDE Service Category	FY 2014- 2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016- 2017 Variance Percentage Points	FY 2017- 2018 Variance Percentage Points	FY 2018- 2019 Variance Percentage Points
District Identity and Street Improvements	+2.26%	-4.70%	+7.06%	+4.57%	-0.67%
Administrative and Corporate Operations	-2.00%	-2.27%	-4.96%	-5.34%	+0.36%
Special Projects	--	+11.27%	--	--	--
Contingency Reserve	-.26%	-4.30%	-2.10%	+0.77%	+0.31%



Carryover

2018-2019 Carryover Disbursement – Landside		2018-2019 Carryover Disbursement – Portside	
\$497,818.54		\$185,219.53	
Designated Projects for FY 19-20		Designated projects for FY 19-20	
District Identity and Streetscape Improvements	\$118,758.97	District Identity and Streetscape Improvements	\$96,080.53
Public Rights of Way and Sidewalk Operations	\$139,675.37	Administration	\$19,827.20
Administration	\$92,195.68	Contingency	\$69,247.48
Contingency	\$147,188.52		



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 - Landside will sunset on 06/30/2020
 - Renewal process successfully completed in July 2020
- FWCBD – Portside will sunset on 12/31/2020
 - Renewal process slated to be completed before 12/31/2020



Conclusion

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

- **Marketed and produced events – 4th 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, before both districts sunset**





Randall Scott
Executive Director

Fiscal Year
2018 - 2019

Fisherman's Wharf
Community Benefit District

District Clean and Safe Evolution

2007 to 2013 - 1 cleaner 7 days/week

2013 to 2018 - Clean and Safe program begins with 3 Ambassadors

2018 to 2020 - Clean and Safe increased to 4 Ambassadors
and partial private security



District Clean and Safe Numbers



Cleaning and District Statistics

Trash Removed (lbs): 35,400lbs
Pan and Broom Block Faces: 10,600
Graffiti Removed: 1,900
Graffiti Stickers Removed: 2,000
Street Furniture Cleaned: 1,500
Tree Grates Cleaned: 4,400
Painting Enhancements: 750



Hospitality Statistics

Hospitality Assistance: 13,700
Business Contacts Made: 6,700
Directions Given: 8,100
Street Performer Interactions: 700



Safety and Quality of Life Statistics

Sit and Lie issues addressed: 2,400
Public Disturbances addressed: 800
Drinking in Public: 800
Camping/Sleeping: 1,300
Illegal Dumping: 600

Marketing

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

CLASSIC ROMANTIC

Cultivate 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 couples 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 top-notch seafood restaurant. View this itinerary at 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

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 greats 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

LOCALS ONLY

Past... Fisherman's Wharf isn't just for tourists. Even the most avid of locals live a staycation in San Francisco's most scenic. You too can experience the Wharf like a San Francisco local. Discover the hidden gems that the locals recommend to their friends. View this itinerary at visitfishermanswharf.com/locals-only

LEGEND

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

POINTS OF INTEREST & ATTRACTIONS

- San Francisco Maritime Museum
- Ghirardelli Square
- Aquatic Park
- Cartoon Art Museum (Coming in 2017)
- The Buena Vista Cafe
- Hyde Street Pier
- Anchorage Square
- Fishermen's & Seamen's Memorial Chapel
- Historic Fishing Fleet
- Seafood Stands
- Madame Tussauds
- San Francisco Dungeon
- Pier 43 Promenade
- Northpoint Shopping Center
- Sas Lanes & Sas Lion Center
- PIER 39
- Aquarium of the Bay

TRANSPORTATION

- Powell-Hyde Cable Car Turnaround
- F & E-Line Streetcars Last Stop
- Powell-Mason Cable Car Turnaround
- Ted & White Fleet
- Ferry Terminal
- Blue & Gold Fleet
- 39 Bus to Coit Tower

HOTELS

- Fairmont Heritage Place
- The Argonaut Hotel
- Courtyard by Marriott
- Holiday Inn
- Marmot
- Travelodge
- Holiday Inn Express
- Pier 2620
- Hyatt Centric
- The Wharf Inn
- BEST WESTERN PLUS
- Hotel Zephyr
- Sheraton

VISITOR CENTERS

- San Francisco Maritime National Historical Park Visitor Center
- Golden Gate National Recreation Area Welcome Center

DINING

Whether you're looking for a fine dining experience with breathtaking bay views or a quick bite on your way to your next bus, Fisherman's Wharf has something for everyone.

The core of the area's culinary scene is seafood. Upscale establishments, and seafood stands alike, specialize in fresh, locally-sourced seafood throughout the day.

THINGS TO DO

FESTIVALS & EVENTS

- JANUARY**
Fisherman's Wharf Crab Month
Sea Lion Anniversary at PIER 39
 - FEBRUARY**
PIER 39 Tulipmania
 - APRIL**
Opening Day on the Bay
 - MAY**
Unopened at Ghirardelli Square
 - JULY**
4th of July Festival
 - SEPTEMBER**
The Great Pinks Scavenger Hunt
Ghirardelli Square Chocolate Festival
 - OCTOBER**
Wharf Fest
Fleet Week
Italian Heritage Day Parade
150th SFFD Anniversary & Living History Days
 - NOVEMBER**
Veteran's Day Parade
Pie 39 Tree Lighting Celebration
Ghirardelli Square Tree Lighting
 - DECEMBER**
Lighted Boat Parade
The Great Pinks Scavenger Hunt
Menorah Celebration
- For dates and event details go to VisitFishermansWharf.com/Events

GET SOCIAL WITH US!

- Like us on Facebook at Facebook.com/VisitFishermansWharf for:
- Adorable Sea Lion Pics
 - Historic Photography
 - Weekly Events & Festivals
 - All the Latest & Greatest at the Wharf
 - Sweepstakes Worth over \$1,000
- Follow us on Instagram @FishermansWharf
- Share your selfies, seafood snaps, and scenic shots with the hashtag #FishermansWharf. You could be featured as our Instagram of the week!
- Follow us on Twitter @TheWharfSF for:
- Foodie Photos
 - News & Events
 - Need a Fisherman's Wharf recommendation? Send a tweet our way!
 - Wine & Beer Tasting

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 Chipper Card or a multi-day MUNI Pass at any Maggiano's 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.

SHOPPING

Fisherman's Wharf is the perfect place to find a gift for a loved one back home or a t-shirt in cool prints and quirky jokes. In addition to traditional souvenir shops, you will find distinguished shopping experiences off the beaten wharf. Keep your eye out for French boutiques, hot sauce tasting, shipyard inspired antiques, locally-owned designer shops, and more.

Find all your shopping options at VisitFishermansWharf.com/Shopping

SAN FRANCISCO'S HISTORIC WATERFRONT DISTRICT

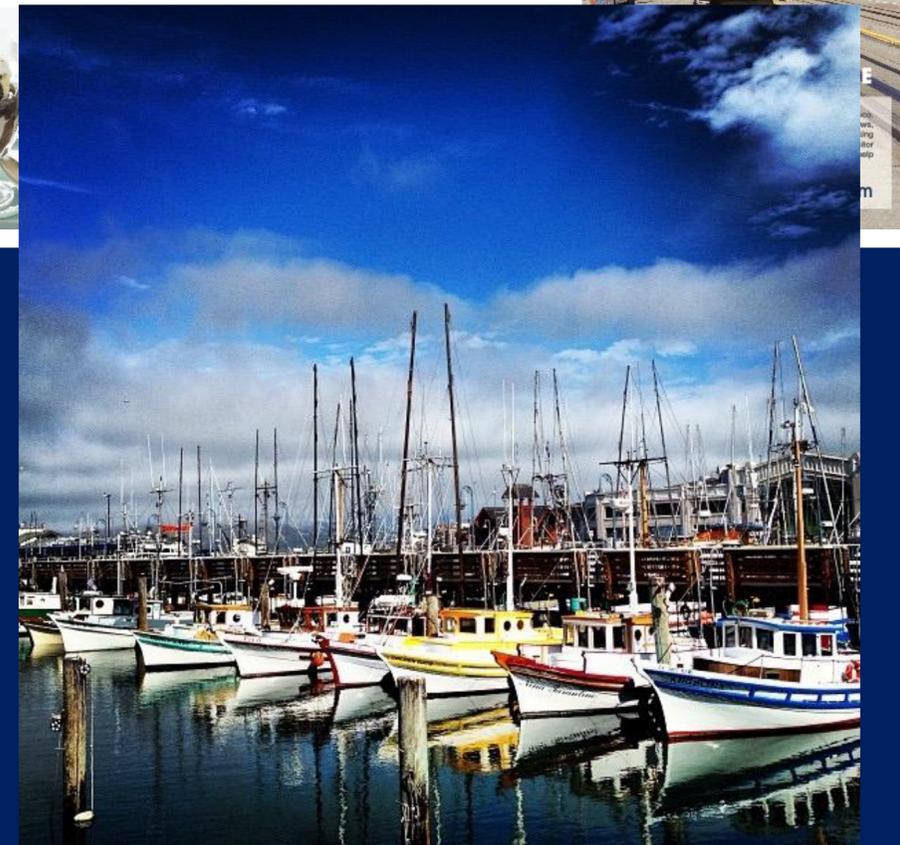
- San Francisco Electric Tour Company
ElectricTourCompany.com
- Hotel Zephyr
HotelZephyrSF.com
- Wharf Fest - Oct 22, 2016
WharfFest.com
- MerryTime at the Wharf
VisitFishermansWharf.com/events
- Anchorage Square
AnchorageSquare.com
- Blazing Saddles Bike Rentals & Tours
BlazingSaddles.com

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

Shopping • Historic Ships • Bay Cruises • Bike/Segway Rentals • Sightseeing Tours • Sport Fishing • Cable Cars



BARS & ATTRACTIONS

TREASURE HUNT

AT THE WHARF

START YOUR ADVENTURE!

Fisherman's WHARF

SAN FRANCISCO

Key metrics



About
65%
of San Francisco visitors
come to the Wharf

60%
of Wharf
visitors stay
longer than
3 hours



Highly
educated:
64%
have at least a
bachelor's degree

75%
of visitors walk,
take transit, share rides,
or bike to the Wharf



18.1M Visitors to the
Wharf in 2018



\$93k
mean household income



Over 3,200 hotel rooms
and
400
retail establishments

About
\$600M
in retail sales and
\$250M in hotel
expenditures

19M
pounds of seafood
unloaded annually by
commercial
fishing boats

\$150+
33% of visitors spend
between \$150 - \$300 per
visit



2018/19 Budget

	Landside + Portside				Landside				Portside			
	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance
REVENUE												
Assessments - Prior Year Collections	747,403	747,403	0	0%	556,163	556,163	0	0%	191,240	191,240	0	0%
Assessments-Landside	740,770	729,400	11,370	2%	740,770	729,400	11,370	2%	0	0	0	0%
Assessments-Portside	208,800	208,800	0	0%	0	0	0	0%	208,800	208,800	0	0%
Grants	199,828	199,828	0	0%	0	0	0	0%	0	0	0	0%
Special Event/Sponsorship	9,988	16,000	-6,012	-38%	6,692	10,720	-4,028	-38%	3,296	5,280	-1,984	-38%
Interest Savings/Other	280	0	280	100%	213	0	213	100%	67	0	67	100%
Donated Cash	2,500	0	2,500	100%	1,675	0	1,675	100%	825	0	825	100%
Donated In-Kind	119,749	49,910	72,839	155%	84,254	36,590	47,664	130%	35,495	10,320	25,175	244%
TOTAL REVENUE	1,281,915	1,200,938	80,977	7%	833,604	776,710	56,894	7%	248,484	244,400	24,083	11%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	2,029,318	1,948,341	80,977	4%	1,389,767	1,332,873	56,894	4%	439,724	415,640	24,083	6%
EXPENSE												
Sidewalk, Operations & Beautification	259,767	320,500	-60,733	-19%	259,767	320,500	-60,733	-19%	0	0	0	0%
Distric Identity & Streetscape Improvement	544,973	603,200	-58,227	-10%	376,381	404,144	-27,763	-7%	168,593	199,056	-30,463	-15%
Administration	223,780	267,700	-43,920	-16%	171,545	208,806	-37,261	-18%	52,235	58,894	-6,659	-11%
Grants	199,828	199,828	0	100%	0	0	0	0%	0	0	0	0%
Donated - In - Kind	119,749	46,910	72,839	155%	84,254	36,590	47,664	130%	35,495	10,320	25,175	244%
TOTAL EXPENSES	1,348,098	1,438,138	-90,040	-6%	891,947	970,040	-78,093	-8%	256,323	268,270	-11,947	-4%
2018-2019 CARRYOVER	681,220	510,203	171,017	34%	497,820	362,833	134,987	37%	183,401	147,370	36,031	24%

July 2019 - June 2020 Budget

EXPENSE	Landside	Portside	Lombard Street Services	Total
SOBO	310,950	0	0	310,950
DISI	476,025	245,225	0	721,250
Administration	173,358	51,782	0	225,140
Lombard Street Services	0	0	238,650	238,650
Donation - In - Kind	33,000	17,000	0	50,000
Contingency Reserve	75,860	22,026	0	97,886
TOTAL EXPENSE	1,069,193	336,033	238,650	1,643,876
19/20 CARRYOVER	246,727	93,627	0	340,354
REVENUE				
Assessments - Prior Year Carryover	497,820	183,401	0	681,220
Assessments	758,600	220,260	0	978,860
Events/Sponsorships	7,200	3,300	0	10,500
Grants	19,300	5,700	238,650	263,650
Donation - In - Kind	33,000	17,000	0	50,000
TOTAL REVENUE	818,100	246,260	238,650	1,303,010
TOTAL REVENUE + PRIOR YEAR CARRYOVER	1,315,920	429,661	238,650	1,984,230





FWCBD Staff



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