

File No. 200959

Committee Item No. 2

Board Item No. 57

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight

Date: Sept. 3, 2020

Board of Supervisors Meeting:

Date: Sept. 15, 2020

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
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| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
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| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
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OTHER

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Management District Plan</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Balloting Paperwork</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>YES and NO Petitions</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>OEWD Memos – August 10 and 11, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>FYI Referrals – August 26, 2020</u> |

Prepared by: John Carroll

Date: August 28, 2020

Prepared by: John Carroll

Date: Sept. 11, 2020

1 [Resolution of Intention - Renewal and Expansion - Fisherman’s Wharf Portside Community
Benefit District]

2
3 **Resolution declaring the intention of the Board of Supervisors to renew and expand a**
4 **business-based business improvement district known as the “Fisherman’s Wharf**
5 **Portside Community Benefit District” and levy a multi-year assessment on identified**
6 **businesses in the district; approving the management district plan and proposed**
7 **boundaries map for the district; ordering and setting a time and place for a public**
8 **hearing of the Board of Supervisors, sitting as a Committee of the Whole, on**
9 **November 17, 2020, at 3:00 p.m.; approving the form of the Notice of Public Hearing**
10 **and Assessment Ballots; directing environmental findings; and directing the Clerk of**
11 **the Board of Supervisors to give notice of the public hearing as required by law.**

12
13 WHEREAS, State law, including California Government Code, Section 58200, and
14 California Streets and Highways Code, Sections 36600 et seq. (the Property and Business
15 Improvement District Law of 1994, hereafter, the “1994 Act”), both of which are fully
16 incorporated herein by reference, authorizes cities to establish property and business
17 improvement districts funded by special assessments in order to promote the economic
18 revitalization and physical maintenance of such districts; and

19 WHEREAS, Consistent with Section 36603 of the 1994 Act, the City has adopted
20 Article 15 of the San Francisco Business and Tax Regulations Code (“Article 15”), which
21 augments certain procedural and substantive requirements relating to the formation of
22 property and business improvement districts and the assessments on real property or
23 businesses within such districts; and

24 WHEREAS, The Board previously established the Fisherman’s Wharf Portside
25 Community Benefit District (the “District”), which is managed by a non-profit owners’

1 association known as Fisherman’s Wharf Association of San Francisco, and levied
2 assessments on businesses located in the District boundary for a 15-year term which expires
3 on June 30, 2035; and

4 WHEREAS, The Board of Supervisors has received a petition to renew and expand the
5 District and to levy assessments on businesses located in the District in order to continue
6 providing services within the District, for an additional 15-year term, and the petition has been
7 signed by business owners who will pay 30% or more of the total amount of assessments, as
8 reflected in Board of Supervisors File No. 200959; and

9 WHEREAS, A Management District Plan entitled the “Fisherman’s Wharf Portside
10 Community Benefit District Management District Plan” containing information about the
11 proposed district and assessments required by Section 36622 of the 1994 Act, including but
12 not limited to a map showing all identified parcels in the district where the businesses to be
13 assessed are located, a description of the boundaries of the district, the name of the district,
14 the amount of the proposed assessment for each identified business, the total annual amount
15 chargeable to the entire district, the duration of the payments, the services to be funded by the
16 assessments for each year and the maximum cost thereof, the method and basis upon which
17 the assessments are calculated in sufficient detail to allow each business owner to calculate
18 the amount of the assessment to be levied against his or her business, a statement that no
19 bonds will be issued, the time and manner of collecting the assessments, and a list of the
20 businesses to be assessed, has been submitted to the Clerk of the Board of Supervisors; and

21 WHEREAS, A Proposed Boundaries Map, submitted pursuant to California Streets and
22 Highways Code, Section 3110, is on file with the Clerk of the Board of Supervisors in File
23 No. 200959, which is hereby declared to be a part of this Resolution as if set forth fully herein;
24 and

25

1 WHEREAS, The Board of Supervisors finds that the services to be funded with
2 assessments on businesses within the proposed district will confer specific benefits on the
3 assessed businesses over and above the general benefit to the public at large, that the
4 services will be provided to the assessed businesses only, that the assessments do not
5 exceed the reasonable costs to the City of conferring the benefits, and that the manner in
6 which those reasonable costs are allocated to the businesses bears a fair and reasonable
7 relationship to and is in proportion to the specific benefits received; now, therefore, be it

8 RESOLVED, That the Board of Supervisors declares as follows:

9 Section 1. Pursuant to Section 36621(a) of the 1994 Act and Article 15, the Board of
10 Supervisors declares its intention to renew and expand the property and business
11 improvement district known as the “Fisherman’s Wharf Portside Community Benefit District”
12 (“District”) for a period of 15 years, and to levy and collect assessments against all businesses
13 in the District for fifteen of those years, commencing with FY 2020-2021, subject to the ability
14 of the business owners to file a majority protest with ballots weighted according to their
15 proportionate financial obligations. No bonds will be issued. District operations are expected
16 to commence on or about January 1, 2021 with services beginning July 1, 2021, following
17 collection of the assessments for FY2020-2021 and disbursement of the assessment
18 proceeds to the nonprofit owners’ association that will administer the services in the District
19 pursuant to Section 36651 of the 1994 Act and a written agreement with the City.

20 Section 2. Nonpayment and delinquent payment of assessments shall result in
21 penalties and interest and shall be subject to enforcement procedures as set forth in Article 6
22 of the Business and Tax Regulations Code, as it may be amended from time to time. The City
23 Treasurer and Tax Collector will enforce imposition of interest and penalties and collection of
24 assessments pursuant to the 1994 Act, Article 15 and the San Francisco Business and Tax
25 Regulation Code Article 6, as each may be amended from time to time.

1 Section 3. The Board of Supervisors hereby approves the Management District Plan,
2 including the estimates of the costs of the services set forth in the plan, and the assessment
3 of said costs on the businesses that will receive specific benefits from such services. A copy
4 of the Management District Plan is on file with the Clerk of the Board of Supervisors in File
5 No. 200959. The Clerk of the Board shall make the Management District Plan and other
6 documents related to the District and included in the record before the Board of Supervisors
7 available to the public for review during normal business hours, Monday through Friday 8:00
8 a.m. through 5:00 p.m., excluding legal holidays.

9 Section 4. The Board of Supervisors hereby approves the Proposed Boundaries Map
10 showing the boundaries of the District. The exterior boundaries of the District is as follows
11 and includes all businesses on both sides of the street unless otherwise noted:

12 The Portside CBD will be located in the historic Fisherman’s Wharf neighborhood of the
13 City of San Francisco. The Portside CBD will generally be bounded by the
14 Embarcadero to the North (extending to the waterfront), Jefferson Street to the South,
15 Pier 35 and the Embarcadero to the East (extending to the waterfront), and Hyde
16 Street to the West. The Portside CBD will include restaurants, food and beverage
17 businesses, retail businesses, for-profit parking lots, non-profit entities, and various tour
18 or charter operators, existing and in the future, within and around the boundaries
19 described above. There are 45 businesses to be assessed within the Portside CBD.

20 Reference should be made to the detailed map and the list of businesses identified by
21 Operating Number and Facility Name in the Management District Plan Appendices, in order to
22 determine which businesses are included in the District.

23 Section 5. A public hearing on the renewal and expansion of the District, and the levy
24 and collection of assessments starting with FY2020-2021 and continuing through
25 FY2034-2035, shall be conducted before the Board of Supervisors sitting as a Committee of

1 the Whole on November 17, 2020 at 3:00 p.m., or as soon thereafter as the matter may be
2 heard in the Board’s Legislative Chamber, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett
3 Place, San Francisco, California, 94102. At this public hearing, the Board of Supervisors will
4 hear public testimony regarding the proposed renewal and expansion of the District,
5 assessments, and boundaries of the District, including testimony from all interested persons
6 for or against the proposed renewal and expansion of the District, the extent of the District, the
7 levy of the assessments, the furnishing of specific types of services, and other matters related
8 to the District. The Board of Supervisors may waive any irregularity in the form or content of
9 any written protest, and at the public hearing may correct minor defects in the proceedings.
10 All protests submitted by affected business owners and received prior to the conclusion of the
11 public testimony portion of the public hearing shall be tabulated to determine whether a
12 majority protest exists.

13 Section 6. The Board of Supervisors hereby approves the form of the Notice of Public
14 Hearing and Assessment Ballot Proceeding, and Assessment Ballot, which are on file with the
15 Clerk of the Board of Supervisors in File No. 200959; which are hereby declared to be a part
16 of this Resolution as if set forth fully herein.

17 Section 7. The proposed services for the District include a Clean and Safe program, a
18 Marketing and Event program, Contingency/Reserve Allocation, and Administration.

19 **Clean and Safe Program:** Clean and Safe Program includes, but is not limited to,
20 sidewalk cleaning, sidewalk pressure washing, trash collection, graffiti removal and abatement,
21 security patrol, and emergency preparedness.

22 **Marketing and Event Program:** Marketing and Events Program includes, but is not
23 limited to, community events, communications, outreach, public relations efforts, wayfinding,
24 destination marketing, streetscape improvements, and advocacy.

25

1 **Contingency/Reserve Allocation:** Contingency and Reserves fund a contingency
2 reserve that may be used to cover possible unforeseen future expenses and help to smooth
3 out cash flows, which are affected by the timing of the assessment payments.

4 **Administration:** Administration includes daily oversight and operation of the District,
5 adherence to the Management District Plan, and compliance with audit/reporting
6 requirements. Also included are office expenses, professional services, organization
7 expenses, and other similar services.

8 Section 8. Within the area encompassed by the proposed District, the City currently
9 provides services at the same level provided to other similar areas of the City. It is the intent
10 of the Board of Supervisors to continue to provide the area encompassed by the District with
11 the same level of services provided to other similar areas of the City; renewal and expansion
12 of the District will not affect the City's policy to continue to provide the same level of service to
13 the areas encompassed by the District as it provides to other similar areas of the City during
14 the term of the District.

15 Section 9. The annual assessment proposed to be levied and collected for the first
16 year of the District (FY2020-2021) is \$275,000.00. The amount of the annual assessment to
17 be levied and collected for year two through year fifteen (FY2020-2021 through FY2034-2035)
18 on businesses that are not subject to the gross sales assessment formula may be increased
19 from one year to the next by a percentage that does not exceed either the change in the
20 Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose
21 Consolidated Metropolitan Statistical Area, or 5 percent, whichever is greater. For businesses
22 whose annual assessments are calculated based on a gross sales assessment formula, year
23 two through year fifteen assessments may increase or decrease annually according to their
24 reported gross sales.

25

1 Section 10. Environmental Findings. Following the approval of this Resolution, the
2 Planning Department shall determine whether the actions contemplated in this Resolution are
3 in compliance with the California Environmental Quality Act (California Public Resources
4 Code, Sections 21000 et seq.), and respond in writing to the Clerk of the Board of Supervisors
5 prior to the Board’s public hearing on the renewal and expansion of the District on
6 November 17, 2020 at 3:00 p.m.

7 Section 11. The Clerk of the Board is directed to give notice of the public hearing as
8 provided in California Streets and Highways Code, Section 36623, California Government
9 Code, Section 54954.6(c), San Francisco Charter, Section 16.112, and San Francisco
10 Administrative Code, Section 67.7-1.



Randall Scott
Executive Director

Portside CBD
Renewal

District Clean and Safe Evolution

2019/20 Portside Assessments Received: \$180,650

The District does not currently provide clean and safe operations on the Portside.

After the renewal of the Portside, the district will provide supplementary clean and safe operations.

PORTSIDE MARKETING BUDGET

75% or \$135,487

\$55,000 in fixed programming

4TH of July Fireworks Celebration

Fleet Week Sponsorship

\$80,000 for:

Fisherman's Wharf maps and distribution, Crab Wheel lighting, rack cards for all events, Wharf Fest, Nightlife Promotions, Director of Marketing, Media Fam Tours, branding, graphic design, and much much more.

MARKETING SUCCESS

Facebook Total Page Likes: 51,700+

Instagram: 5,362 followers

Page Reach: almost 350,000

(people who actually see our page)



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 spring evening of dinner and a movie. Savor a sunset cruise on the San Francisco Bay, snap a couple selfie smoothing 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 jaded of locals love 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



LEGEND

- Public Parking
- Restroom
- Bike Trail
- Fun 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
- Carlson Art Museum (Coming in 2017)
- The Buena Vista Caffe
- Hyde Street Pier
- Anchorage Square
- Fisherman's & Seaman's Memorial Chapel
- Historic Fishing Fleet
- Seafood Stalls
- Shuckle Misanthrope
- USS Pompano & SS Jeremiah O'Brien
- Boudin Bakery
- Pipley's Believe It or Not! Museum
- Madame Tussauds
- San Francisco Dungeon
- Pier 43 Promenade
- Northpoint Shopping Center
- Sea Lions & Sea Lion Center
- PIER 39
- Aquarium of the Bay
- Historic & Educational Attraction
- Shopping & Entertainment Center

TRANSPORTATION

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

HOTELS

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

VISITOR CENTERS

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

APPS FOR EXPLORING

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

- U Trip (itinerary planner)
- Debut (audio walking tours)
- Tip Advisor (travel recommendations)
- Yelp or Open Table (food, reservations & more)
- Living Social, Groupon, or CityGuidesDeals (discounts & coupons)
- Google Maps or Waze (directions)
- Curio or Flywheel (books)
- Lyft or Uber (taxi alternatives)
- S11 Transit or Pocket Muni (public transportation)



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 Muniway or partner retailer to easily ride the cable cars, streetcars, buses, and BART. It will save you the 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

APPS FOR EXPLORING

DINING

Whether you're looking for a fine dining experience with breathtaking bay views or a quick bite on your way to your next tour, 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 crab, clam chowder in sourdough bread bowls, and cioppino. Other iconic treats that visitors adore include hot fudge sundaes from Ghirardelli Chocolate and Irish coffee from its originator, The Buena Vista Caffe.

Chocolate and Irish coffee from its originator, The Buena Vista Caffe.

Find a complete list of dining options at VisitFishermansWharf.com/Restaurants

HISTORY OF THE FISHING INDUSTRY

The historic waterfront district gets its name from the mid to late 1800s when Italian immigrant fishermen came to the city. The population began fishing for local delicacies and the area's four famous Dungeness crab. Seafood restaurants were first created to feed the hungry fisherman after a long day out on the water.

To this day, the area is home to San Francisco's fishing fleet. Historic Monterey fishing boats line the inner lagoon along Jefferson Street.

FISHERMAN'S WHARF'S FISHING INDUSTRY TODAY

- 185 ACTIVE FISHING VESSELS
- 22 SEAFOOD DISTRIBUTION COMPANIES (largest concentration on the west coast)
- 19 MILLION LBS. OF SEAFOOD AT THE WHARF ANNUALLY

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 tastings, artisan inspired antiques, locally-owned designer shops, and more.

Find all your shopping options at VisitFishermansWharf.com/Shopping

FESTIVALS & EVENTS

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

Chocolate and Irish coffee from its originator, The Buena Vista Caffe.

Find a complete list of dining options at VisitFishermansWharf.com/Restaurants

THINGS TO DO

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

Chocolate and Irish coffee from its originator, The Buena Vista Caffe.

Find a complete list of dining options at VisitFishermansWharf.com/Restaurants

APRIL - OCTOBER

Salmon Season

NOVEMBER - APRIL

Crab Season

For dates and event details go to VisitFishermansWharf.com/Events

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 tastings, artisan inspired antiques, locally-owned designer shops, and more.

Find all your shopping options at VisitFishermansWharf.com/Shopping

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!

Explore tour and activity options at VisitFishermansWharf.com/Things-To-Do

DISTRICT SPONSORS

Sponsor Websites:

- ElectricTourCompany.com
- WhereTraveler.com/San-Francisco
- where.com
- ElectricTourCompany.com

Photography Courtesy of: Toy Campbell, Ghirardelli Square, PIER 39, & San Francisco Travel Association.

Printed on recycled paper

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POCKET GUIDE

Fisherman's WHARF

SAN FRANCISCO

SOMETHING FOR EVERYONE

Fisherman's Wharf is the #1 must-see destination in San Francisco. This historic waterfront district is home to breathtaking bay views, family-friendly attractions, seafood restaurants, over 500 parking sea lions, and more. Whether you're looking for the traditional visitor tour or an off the beaten wharf adventure, this Pocket Guide will help you navigate your unique Fisherman's Wharf experience.

VisitFishermansWharf.com

START YOUR ADVENTURE!

Marketing Metrics at a glance...

Instagram: 5,365 July 2020 (up from 1,572 March 2016) = 241% increase

Facebook: 51.7K Page Likes, 349.5K Page Reach

FWCBD Average Open Rate vs. Industry Average

FWCBD Details: 29% vs. 15%

Community Announcements: 25% vs. 15%

93% vs. 67% (with upward arrow)

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

Portside...the next 15 years

2020-2021 Assessment roll Breakdown

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$63,304.00*	25.00%
Marketing and Events Program	\$113,948.00	45.00%
Administration	\$50,643.00	20.00%
Contingency/Reserve Allocation	\$25,322.00	10.00%
Total Expenditures	\$253,219.00	100.00%



CLEAN AND SAFE

1 Ambassador
(currently 0)

+ Private Security/10B Hours
(currently zero)

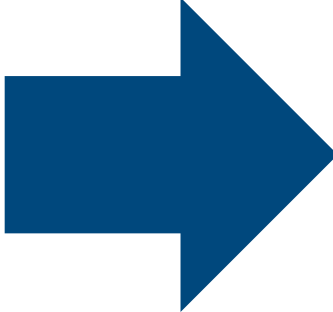


*Portside assessments are based on a combination of gross receipts and some fixed rates of the businesses within the district. Therefore, the projected budget numbers are estimates based on previous years

Portside...the next 15 years

**2020-2021 Assessment roll:
\$253,219***

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$63,304.00	25.00%
Marketing and Events Program	\$113,948.00*	45.00%
Administration	\$50,643.00	20.00%
Contingency/Reserve Allocation	\$25,322.00	10.00%
Total Expenditures	\$253,219.00	100.00%



MARKETING

**Fiscal 19/20 Portside
Marketing Budget = \$130,979***

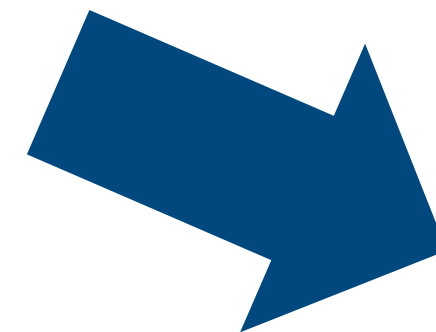


*Portside assessments are based on a combination of gross receipts and some fixed rates of the businesses within the district. Therefore, the projected budget numbers are estimates based on previous years

Landside...the next 15 years

**2020-2021 Assessment roll:
\$253,219***

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$63,304.00	25.00%
Marketing and Events Program	\$113,948.00	45.00%
Administration	\$50,643.00*	20.00%
Contingency/Reserve Allocation	\$25,322.00	10.00%
Total Expenditures	\$253,219.00	100.00%



ADMINISTRATION

19/20 Staffing Allocations

EXECUTIVE DIRECTOR

DEPUTY DIRECTOR

P/T MARKETING DIRECTOR

2021+ Staffing Estimate

EXECUTIVE DIRECTOR

DEPUTY DIRECTOR

Full time MARKETING DIRECTOR



*Portside assessments are based on a combination of gross receipts and some fixed rates of the businesses within the district. Therefore, the projected budget numbers are estimates based on previous years

FWCBD Staff



Randall Scott
Executive Director
randall@fwcbd.com



Laura Schaefer
Deputy Director
Director of Marketing & Communications
laura@fwcbd.com



Mike Castro
Services Manager
mike@fwcbd.com



**FISHERMAN'S WHARF PORTSIDE
COMMUNITY BENEFIT DISTRICT**

In The City and County of San Francisco

Management District Plan

February 2020

Prepared by:



nbsgov.com

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1. EXECUTIVE SUMMARY

1.1 Fisherman’s Wharf Community Benefit District

The Fisherman’s Wharf Community Benefit District (the “FWCBD”) was formed by the City of San Francisco (the “City”) in November 2005 with the establishment of the Laneside CBD property-based assessment (the "Laneside CBD") to serve the business and property owners of this San Francisco neighborhood. Later, in December 2006, the City formed the Portside CBD business-based assessment (the "Portside CBD" or “District”), which incorporates businesses with leases from the Port of San Francisco.

The FWCBD immediately began serving the business owners of San Francisco through the levy and collection of these assessments to fund vital marketing, events, advocacy, cleaning, streetscapes, security, and safety programs within the Portside CBD. Based on the success of the prior district, business owners have shown support to renew the Portside CBD through Fiscal Year 2034/35 to continue funding these vital programs and activities.

1.2 Goals of the FWCBD

The mission of the FWCBD is to preserve and enhance its vast San Francisco waterfront landscape and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far through:

- ▮ Clean and Safe
 - Sidewalk sweeping and pressure washing
 - Graffiti removal and abatement
 - Security patrols
 - Emergency preparedness
- ▮ Marketing
- ▮ Streetscape Improvements
- ▮ Traffic and Urban Planning
- ▮ Market Research

Given its broad representation and focused activities, the FWCBD has served as a catalyst for the unification of Fisherman’s Wharf constituents and has successfully supported a number of positive changes in this historic San Francisco neighborhood.



We envision San Francisco’s Fisherman’s Wharf to be a world-class destination that celebrates its unique history and historical importance in the fishing industry while offering an unparalleled retail, dining, and entertainment experience that showcases the natural beauty of the waterfront.

1.3 Management District Plan Overview

The Management District Plan is the result of the work of the FWCBD, dedicated to improving the Fisherman’s Wharf area for the benefit of business owners and the community. This Management District Plan focuses on proposed activities and improvements within the boundaries of the Portside CBD and includes a boundary, annual budget, assessment methodology, and district management guidelines. There is a separate Management Plan that contains information on the proposed Landside CBD.

2. DISTRICT AT A GLANCE

The City established the Portside CBD in 2006 for a fourteen-year operational term. Based on the success of the prior district, business owners have shown support to renew the Portside CBD, with modifications to the existing assessment methodology.

2.1 Portside CBD Boundaries

The Portside CBD will be located in the historic Fisherman’s Wharf neighborhood of the City of San Francisco. The Portside CBD will generally be bounded by the Embarcadero to the North (extending to the waterfront), Jefferson Street to the South, Pier 35 and the Embarcadero to the East (extending to the waterfront), and Hyde Street to the West. The Portside CBD will include restaurants, food and beverage businesses, retail businesses, for-profit parking lots, non-profit entities, and various tour or charter operators, existing and in the future, within and around the boundaries described above.

There are 45 businesses to be assessed within the Portside CBD.

Refer to Appendix A of this Management District Plan for a Boundary Map that more fully provides a description of the Portside CBD boundaries.

2.2 Services and Activities

The services and activities described in this Management District Plan include the provision of the Clean and Safe program, the Marketing and Event program, as well as various management activities to support those efforts, as further described in Section 4, herein.

2.3 Annual Total Budget and Assessments

The total proposed annual budget for Fiscal Year 2020/21 is \$275,000. Anticipated assessment revenue of \$275,000 will provide 100.00% of the annual operating budget.

Any surplus monies to be carried over from the Portside CBD as of June 30, 2020, can only be used to benefit those businesses within the boundaries of the Portside CBD. If this is not practical, the surplus monies will be refunded to business owners in proportion to how they were assessed within the Portside CBD previously.

The assessment calculation for each business takes into account the varying business types and annual gross sales data associated with the calendar year preceding each fiscal year, as reported in the Port of San Francisco’s Monthly Sales & Rent Report in December of each year. If gross sales data is not reported for a portion of the year, reported gross sales will be prorated to reflect a year of sales. Section 6 of this Management District Plan provides a more detailed procedure of the annual assessment calculation.

2.4 Term

If renewed, assessments would be collected for fifteen years (July 1, 2020, through June 30, 2035). Expenditure of those collected assessments can continue for up to six months after the end of the assessment collection period (December 31, 2035), at which point the Portside CBD would terminate, if not renewed.

3. BACKGROUND

The City can establish special assessment districts to provide a constant funding source for various improvements, maintenance, and activities that benefit businesses within a defined geographical area. The improvements, maintenance, and activities can include providing enhanced cleaning and maintenance services, improving security, providing for marketing activities to promote and rejuvenate an area, and other programs found to benefit an area. The ongoing revenue stream for the improvements, maintenance, and activities comes from the annual assessments levied on businesses in proportion to the estimated benefits to those businesses. The process by which special assessment districts are formed is outlined below.

3.1 What is a Business Improvement District?

A Business Improvement District (“BID”) is a special assessment district that provides for the levy and collection of assessments on businesses within a geographically defined area. Assessment revenue collected from the benefitting businesses pays the costs associated with the improvements, maintenance, and activities provided to such area. The legislation that allows for the establishment of a BID is the Property and Business Improvement District Law of 1994 (commencing with Section 36600 of the California Streets and Highways Code) (the “Law”).

As the City and County of San Francisco is a “charter city” as defined by State law, Section 1510 of San Francisco’s Business and Tax Regulations Code provides authority for the City to augment the Law by authorizing the Board of Supervisors to do any of the following:

1. Reduce the percentage of petitions required from owners in order to initiate formation;
2. Have the district encompass residential property, and to assess residential property;
3. Extend the term of the district to a maximum of 15 years, or such longer term as is authorized by state law;
4. Extend the term of the district to a maximum of 40 years, if all or a portion of the assessments will be pledged or applied to pay any bond, financing lease (including certificates of participation therein), or other similar obligations of the City;
5. Recover through assessments the costs incurred in formation of the district;
6. Disestablish a district upon a supermajority vote of the Board of Supervisors; or,
7. Require a weighted two-thirds (2/3) vote of business owners to be assessed (based on ballots cast), as an alternative or additional procedure for establishing a business improvement district and levying assessments on business owners.

3.2 Establishing a Management District Plan

The Law provides the legal framework for establishing a BID. As part of the formation proceedings, proponents prepare a Management District Plan in accordance with Section 36622 of the Law. The Management District Plan must contain, but is not limited to, the following required elements:

1. A map of the district in sufficient detail to locate each business within the district;
2. The name of the proposed district;
3. A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for the establishment or extension of the district in a manner sufficient to identify the businesses included. The boundaries of a proposed district shall not overlap with the boundaries of another existing district created pursuant to the Law. The Law does not prohibit the boundaries of a district created pursuant to the Law to overlap with other assessment districts established pursuant to other provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989;
4. The improvements and activities proposed for each year of operation of the district and the maximum cost thereof;
5. The total annual amount proposed to be expended for improvements, maintenance and operations;
6. The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each business owner to calculate the amount of the assessment to be levied against his or her business;
7. The time and manner of collecting the assessments;
8. The specific number of years in which assessments will be levied. San Francisco’s Business and Tax Regulations Code allows the term of the district to be extended by 15 years;
9. The proposed time for implementation and completion of the management district plan;
10. Any proposed rules and regulations to be applicable to the district;
11. A list of the businesses to be assessed and a statement of the method or methods by which the expenses of a district will be imposed upon benefited businesses, in proportion to the benefit received by those businesses, to defray the cost thereof, including operation and maintenance;
12. Any other item or matter required to be incorporated therein by the legislative body.

3.3 BID Name Designation

The name designation of this proposed BID is the Fisherman’s Wharf Portside Community Benefit District (the “Portside CBD” or “District”).

3.4 Timeline for Implementation and Completion of the District

If approved, the Portside CBD assessment will be effective beginning July 1, 2020, and ending June 30, 2035. District operations will begin in January 2021 and end in December 2035.

4. DESCRIPTION OF SERVICES AND ACTIVITIES

The Portside CBD will provide for the ongoing provision of the Clean and Safe program, the Marketing and Event program, and management activities all located within the boundaries of the District.

The District will fund certain services and activities described below, which are collectively referred to as the “Services and Activities.”

4.1 Clean and Safe Program

The District will supplement certain services provided by the City, such as those services provided by the Department of Public Works, through a comprehensive Clean and Safe program that is designed to improve safety and cleanliness of sidewalks, curbs, and street fixtures within the District boundaries. By using a team of Fisherman’s Wharf CBD clean and safe staff, the Clean and Safe program is designed to strive for safe, litter-free sidewalks that are absent of graffiti and other signs of decay.

The goal is for business owners to maintain pride in the area, and to develop perceptions of cleanliness and increased safety which will contribute to an aesthetically pleasing and vibrant community. Visitors to the District should feel comfortable and secure. A key objective of the FWCBD Board of Directors is to improve the quality of life for business owners within the District, as well as to continually improve the experience of visitors by providing a safe and welcoming presence throughout the area.

4.1.1 FWCBD STAFFING PROGRAM

The FWCBD’s staffing program offers critical support to business owners and visitors in terms of cleanliness and public safety. The team of FWCBD staff not only assist visitors with directions and questions, but they also clean and remove graffiti in the District, collect litter, provide outreach to the District’s street population, and aid law enforcement in the District area.



The primary function of the FWCBD’s staff is to assist the public with information and to direct them to destinations within the District, by drawing on their extensive knowledge of local geography, District businesses, transportation systems, and other useful information. FWCBD staff serve as a welcoming and informed presence that assist the public in navigating the District.

FWCBD staff members also play an important role in promoting the District as a safe and friendly environment. The FWCBD staff are identified by their bright and colorful uniforms, which make them easily visible and recognizable, causing their presence to serve as a deterrent to misdemeanor crime. In addition, they carry hand-held radios that enable them to communicate with each other and request assistance from management if necessary. When present, the private security/10B officer carries one of these radios. The FWCBD also maintains a hotline (staffed by the FWCBD management team) that enables community members to report problems and request necessary service or actions.

FWCBD's staff members receive extensive training on the rules and procedures governing quality of life offenses and public nuisances, and work diligently to employ excellent communication procedures that enable prompt response from the SFPD when an incident occurs.

The FWCBD staffing program goals can be summarized as follows:

- Public awareness and “crime watch”-style programs to involve business owners and citizens
- Reduction of criminal activities, public intoxication, and public nuisance crimes through the persuasive efforts of the FWCBD staff and the coordinated enforcement back-up provided by SFPD
- Continuing development of relationships between FWCBD staff and the merchants of Fisherman’s Wharf, greeting them regularly and offering assistance
- Continued development of strong, supportive relationships between FWCBD staff and SFPD officers
- Ongoing assistance to the homeless by providing useful information and referral to social services

4.1.2 10B SFPD OFFICERS (OR PRIVATE SECURITY)

The District contracts with 10B SFPD or private security officers, at times, to provide a uniformed presence and provide the enforcement element of the Clean and Safe program. A 10B SFPD officer is a regular uniformed SFPD officer who is assigned directly to and paid for by the District. At times when 10B officers are not available or the FWCBD Board of Directors decides that private security may be more cost effective, the District will employ private security officers that will be a visual deterrent, will report crimes to 911 or non-emergency as needed, and advise the public as necessary on laws and rules regarding the public realm. The 10B SFPD officer, or private security officer, has a direct communication link via radio to the FWCBD staff, as well as to SFPD dispatch. The 10B SFPD officers, or private security officers, will patrol the entire District area and respond to calls from within the District boundaries when needed.

4.1.3 SERVICES COMMITTEE

The Services Committee, which is chaired by a board member and volunteer committee members, oversees the Clean and Safe staffing program and the working groups that may be developed for short-term issues. Examples of these working groups are the Safety Outreach, Transportation Improvement, and Jefferson Street Working Groups, discussed further below:

- The Safety Outreach Working Group, formerly *PIERSafe (Partners in Emergency Readiness)*, focuses on emergency preparedness planning and security in Fisherman’s Wharf. A key achievement of the group was the establishment of a comprehensive Preparedness Plan to help business owners prepare for, respond to, and recover from various emergencies, as well as prevent or mitigate future emergencies.
- The goal of the Transportation Improvement Working Group is to help mitigate traffic congestion and to improve vehicle and pedestrian safety at Fisherman’s Wharf. The working group’s initiatives have included advocating for transit service increases/route expansions and advising the District Board of Directors regarding bike and scooter share companies in the public right of way. Supporting the continued success and safe roadway operations of all tour operators within the Fisherman's Wharf Area remains a top priority. Buses and passenger loading zones are an ongoing focus of this working group as well.
- The Jefferson Street Working Group provides businesses an opportunity to voice their concerns and more effectively engage with contractors and/or the Department of Public Works to minimize disruption to their businesses and receive updates related to the Jefferson Streetscape Project.



4.1.4 SECURITY CAMERAS

The FWCBD Board of Directors will maintain and expand the District’s security camera program (24 security cameras installed in 2018). This will help to address overnight safety issues, and provide relevant information to the cleaning team or other FWCBD staff, as applicable.

4.2 Marketing and Event Program

Another vital program of the FWCBD is the Marketing and Event program, focused on improving the image of Fisherman’s Wharf through community events, communications, outreach, public relations efforts, and other marketing efforts. The Marketing and Event Program’s mission is to attract more tourists and locals to the area and increase the length of their visits to the Wharf. The FWCBD’s tourist marketing efforts, focusing on state, national, and international visitors, have been very successful. While maintaining those channels, the FWCBD will broaden its efforts to include multiple events that draw more local people to rediscover what the Wharf has to offer.

Effectiveness in forming and maintaining relationships with the community is critical to the District’s success. A strong community relations effort emphasizes the importance of positive relationships within the Fisherman’s Wharf area in an atmosphere of maximum community involvement.

4.2.1 COMMUNICATION, PUBLIC RELATIONS, AND COMMUNITY RELATIONS

The FWCBD Executive and Deputy Directors play a central communications role and spend considerable time addressing community meetings, working as problem solvers, and representing the District and its objectives for community betterment, safety, and promotion.

Regular activities and initiatives of the FWCBD include:

- Regular attendance at community and City meetings
- Participation on committees of neighborhood organizations
- Utilization of neighborhood and City social services to help problem areas
- Coordination of services among merchants and the public sector
- District website with useful and important links
- Event promotion and coordination
- Newsletter provided regularly to business owners and members of the media
- Issuing press releases on the District’s programs and the positive results attributable to them
- Ongoing media relations

4.2.2 MARKETING

The FWCBD Board of Directors has concluded that new marketing programs that improve the District’s image, appeal, and visibility will promote increased economic activity in the District in the form of more customers and higher lease revenue. Marketing programs will promote the District and its properties and businesses through special targeted programs and initiatives.

Regular marketing activities and initiatives include:

- ▮ Maintaining an active destination website to promote Fisherman’s Wharf businesses and events
- ▮ Wayfinding and District signage
- ▮ Social media marketing
- ▮ District/area marketing
- ▮ E-newsletter to highlight Fisherman’s Wharf events and happenings
- ▮ Public space activations/events for visitors
- ▮ Networking and educational opportunities for Fisherman’s Wharf member businesses

Other marketing initiatives can be undertaken as appropriate and as budget resources allow.

4.2.3 ADVOCACY

The purpose of advocacy is to promote the District as a clean, safe, and vibrant area. This goes well beyond the marketing programs that create image and visibility and, in fact, advocate for services and resources that increase the area’s perceptions as a friendly, clean, and exciting place for dining, shopping, entertainment, and investing in business opportunities and properties. Advocacy is intended to support business growth, which can be especially advantageous when recessionary economic conditions occur.

4.2.4 STREETScape IMPROVEMENTS

Beautifying the physical landscape of the District can add tangible value and often consists of simple touches. A recent example of District beautification includes a partnership with the Port of San Francisco to create new and attractive directional signage. The new wayfinding signs bring a special District identity component, while effectively communicating state of place.

The Streetscape Improvement services and activities include, but are not limited to, the following:

- ▮ Landscaping, Activation, and Events
- ▮ Conrad Park Beautification Project
- ▮ Jefferson Street activations
- ▮ Jefferson Street Phase II improvements
 - Note: special assessments are not funding the underlying Department of Public Works and City and County of San Francisco improvements, but subsequent improvements and activation once the project is complete
- ▮ “Little Embarcadero” events
- ▮ Fisherman’s Wharf sign
 - Other signage such as wayfinding signage and District banners to effectively improve access and promote the locations of District businesses, points of interest, and amenities.

4.2.5 SPECIAL COMMUNITY EVENTS

The FWCBD regularly assists in the creation and hosting of several important community events year-round including, but not limited to:

- Fourth of July Waterfront Celebration
- Fleet Week
- Holiday Lights & Sights Campaign
- Wharf Fest
- Lighted Boat Parade

These events have come to be well-known and loved by the community and visitors of Fisherman’s Wharf. The continued creation and hosting of similar events has become a vital component of the District’s identity.



4.3 Administration and Contingency

The District will also incur costs for staff time and expenses related to managing the above programs, and related administrative costs. For example, these tasks will include oversight and coordination of both District and contractor-provided services, annual assessment roll preparation, addressing business owner questions and concerns, adherence to the Management District Plan, and compliance with audit/reporting requirements. Administration also includes efforts to work on behalf of the District to ensure City and County services and policies support the District. District funds for Administration may also be used to establish and/or renew the District. A well-managed District provides necessary oversight and guidance that produces higher quality and more efficient programs.

The assessments will also fund a contingency reserve that may be used to cover possible unforeseen future expenses and help to smooth out cash flows, which are affected by the timing of business owner payments.

4.4 Service Frequencies

The frequency for providing certain Services and Activities is as follows:

- ▮ Cleaning – one cleaner with scheduled cleanings from 2:00pm to 6:00pm Monday – Friday
- ▮ FWCBD Staff – on-call services as needed
- ▮ 10B SFPD Officer/Private Security – 8 hours per day, 5 days per week

5. ANNUAL AMOUNT TO BE COLLECTED AND EXPENDED

The budget for the first operating year of the Portside CBD (July 1, 2020 through June 30, 2021) is as follows:

Description	Fiscal Year 2020/21 Budget
Clean and Safe Program	\$68,750.00
Marketing and Event Program	123,750.00
Contingency/Reserve Allocation	27,500.00
Total Operating Costs	\$220,000.00
Administration Costs ⁽¹⁾	55,000.00
Total Operating and Administration Costs	\$275,000.00

(1) Includes costs of the FWCBD staff, administration, and County Auditor/Controller fees.

Each fiscal year, beginning with Fiscal Year 2021/2022, the flat, maximum allowable assessment rates applied to Tour/Charter vessel operators, land-based Tour operators, and the Pier 39 Master Tenant may be increased by the greater of (i) five-percent (5%) or (ii) the change in the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area for February. In no event shall the maximum assessment rates decrease. If, in the future, the Bureau of Labor Statistics discontinues or alters the CPI-U, the City (OEWD) shall select a comparable index as a replacement.

Assessment rates for Restaurant/Food and Beverage businesses, Retail businesses, for-profit Parking Lots, and Non-Profit entities on a basis of gross sales reported will not increase throughout the operating term of the Portside CBD. While the assessment rates will remain constant, the total assessment amount on these business types may increase or decrease annually, according to their reported gross sales.

In any given year, the assessments may be levied at any rate sufficient to meet the estimated budget, as long as the actual rates do not exceed the maximum allowable assessment rates for that year.

6. METHOD OF ASSESSMENT

6.1 Source(s) of Funding

The levy and collection of annual assessments upon businesses within the Portside CBD provides the primary funding source for the Services and Activities previously outlined. The FWCBD may also generate additional funds from sources other than annual assessments on businesses within the Portside CBD. These funds may include contributions, fundraising, grants, and donations.

The Portside CBD will not issue bonds to finance any of the Services and Activities.

6.2 Basis of Assessment

The assessments will be levied on the basis of the estimated benefits that the Services and Activities will provide to the businesses within the Portside CBD.

6.3 Business Types and Assessment Rates

Each business within the District boundary is assigned to a business type for purposes of determining the specific benefits received and the annual assessment rates that should apply.

Below is a complete listing of the maximum assessment rates to be applied to businesses within the Portside CBD in Fiscal Year 2020/21. The Fiscal Year 2020/21 maximum assessment rates are based upon the assessable business type or amount of annual gross sales for Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots:

Business Type or Gross Sales Tier	Assessment Rate	Rate Basis
\$0 - \$15,000,000 in Annual Gross Sales	\$0.00185	Per Dollar of Gross Sales ^{(1) (2)}
Annual Gross Sales in Excess of \$15,000,000	0.00085	Per Dollar of Gross Sales ^{(1) (2)}
Non-Profit	0.00120	Per Dollar of Gross Sales ⁽²⁾
Pier 39 Master Tenant	41,437.76	Flat Annual Rate
Tours/Charters - Small Vessel (1-49 Occupants)	287.50	Per Vessel
Tours/Charters - Medium Vessel (50-99 Occupants)	1,150.00	Per Vessel
Tours/Charters - Large Vessel (100+ Occupants) ^{(3) (4)}	2,300.00	Per Vessel
Tours – Other (Land-Based)	575.00	Per Operator ⁽⁵⁾

(1) Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots will be assessed according to the tiered assessment rates above, based upon total amount of annual gross sales.

(2) The assessment rate will be applied per dollar of annual gross sales, as reported to the Port of San Francisco in the preceding calendar year.

(3) Applies only to vessels that meet the criteria noted in the table above and do not generate more than one million passengers per year.

(4) Large vessels generating more than one million passengers per year are subject to the tiered rates listed above that are applicable to Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots, based upon annual gross sales.

(5) The assessment rate is applied per pedicab company or per horse-drawn carriage operator. As the charger applies per company or per operator, a given pedicab company may operate multiple pedicabs or a horse-drawn carriage operator may operate multiple carriages.

As Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots receive similar benefits from Portside CBD Services and Activities, we must differentiate between these business types by amounts of annually reported gross sales, separated by two tiers noted in the preceding table. These business types will be assessed at a rate of \$0.00185 per dollar of annual gross sales, up to \$15 million in gross sales. Each dollar of annual gross sales in excess of \$15 million will be assessed at a lesser rate of \$0.00085 per dollar of annual gross sales.

Non-Profit entities subject to the Portside CBD assessment will be assessed at a rate of \$0.00120 per dollar of gross sales, not to exceed a total assessment of \$1,500 in any given fiscal year. Likewise, Non-Profit entities will be subject to a minimum assessment of \$500 annually, if the calculated assessment would be less than \$500 in any given fiscal year.

The Pier 39 Master Tenant represents several Retail and Restaurant/Food and Beverage businesses that already receive increased levels of cleaning and security services, independent of the Clean and Safe program. As the Clean and Safe program will provide a reduced level of services related to Pier 39's overall cleaning and safety services, the Pier 39 Master Tenant will be assessed at a reduced, flat rate of \$41,437.76 annually. This reflects the reduced level of supplementary Clean and Safe services provided to the Pier 39 Master Tenant by the Portside CBD.

Tour Operators or Charter Vessels subject to the Portside CBD assessment will be assessed at the flat rates per vessel or operator identified in the previous table. As an exception to these flat rates applied to vessels, large vessels generating more than one million passengers per year would be subject to the tiered assessment rates listed above that are applicable to Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots, based upon annual gross sales. These particular vessels will be assessed at a rate of \$0.00185 per dollar of annual gross sales, up to \$15 million in gross sales. Each dollar of annual gross sales in excess of \$15 million will be assessed at a lesser rate of \$0.00085 per dollar of annual gross sales.

New businesses opening during the term of the District shall not be exempt from the assessment. New businesses' assessment rates shall be determined by utilizing the most current quarterly gross sales information to extrapolate the annual assessment amount.

6.4 Determination of Specific Benefit and Direct Services

State law requires that non-property assessments based on businesses be used to provide "a specific benefit conferred or granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to FWCBD of conferring the benefit," or "a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product." The Services and Activities discussed in this Management District Plan provide specific benefit directly to payors that is not provided to those not charged. These are particular and distinct benefits to the assessed businesses which will in turn will increase traffic and sales for assessed businesses within the boundaries of the District. In addition, the Services and Activities provided directly to the businesses, even if incidentally beneficial to the public, will not exceed the reasonable costs of providing the Services and Activities.

The assignment of specific benefit is based on the fact that each of the three Portside CBD programs provide certain benefits, as shown in the following table:

Program	Benefit(s)
Clean and Safe	Improved Aesthetics Increased Economic Activity Improved Safety
Marketing and Event	Improved Aesthetics Increased Economic Activity
Administration	Increased Economic Activity

The Clean and Safe program will provide improved aesthetic and increased safety benefits; the Marketing and Event program will provide increased aesthetic and increased economic benefits; and, actions taken via the Administration of the Portside CBD will provide increased economic benefits.

6.4.1 APPORTIONING PROGRAM BENEFITS

The aesthetic benefits conferred by the Clean and Safe program and the Marketing and Event program will benefit all assessable business types. The benefit of visual appeal is not restricted to a particular business type. A more attractive public environment can be enjoyed by all businesses, irrespective of business type.

Similarly, the safety benefits conferred by the Clean and Safe program will benefit all assessable business types. Safety can be thought of as a universal need, as everyone desires to live and work in safe, crime-free areas (Lau Leby, 2010). Therefore, because levels of safety affect all business types, it follows that an increase in safety will benefit all business types.

All business types, with the exception of Non-Profit businesses, receive economic benefits from both the Clean and Safe program and the Marketing and Event program. As noted earlier, the Clean and Safe program will create a more aesthetically pleasing environment, which has been shown to “increase consumer’s intentions to spend money” (Vilnai-Yavetz, 2010). The security aspect of the Clean and Safe program help customers feel safer, so they stay longer and feel comfortable returning in the future. In addition, the Marketing and Event program is designed to increase customer traffic and promote a positive image of the area.

While Tour Operators, Charter Vessels, and the Pier 39 Master Tenant do receive specific benefits from the Portside CBD programs, they may benefit from these programs to a lesser degree than other business types due to physical location and types of services being provided, or private services already received that are independent of Portside CBD programs. Specifically, Tour Operators and Charter Vessels receive safety and economic benefits from the Clean and Safe program, as well as economic benefits from the Marketing and Event Program. The Pier 39 Master Tenant benefits from each of the District programs, but to a lesser degree due to private services already received. Nonetheless, the District programs provide service levels above and beyond those already received by the Pier 39 Master Tenant.

6.6 Number of Years Assessments will be Levied

The proposed term for the Portside CBD is 15 years. The assessment will be effective July 1, 2020, through June 30, 2035 (Fiscal Year 2020/21 through Fiscal Year 2034/35). Expenditure of collected assessments may continue for up to six months after June 30, 2035, if the District is not renewed. In order to authorize the levy and collection of assessments after Fiscal Year 2034/35, the City and FWCBD will need to go through the renewal process pursuant to the Law.

6.7 Time and Manner of Collecting Assessments

Each business owner pays a share of the cost associated with the provision of the Portside CBD Services and Activities, based on the assessment formula described in Section 6.3. Invoices will be sent on May 1 for the upcoming fiscal year, and shall be due June 30. Any assessed business owner in the District who fails to remit payment of assessments shall be subject to the penalties and interest as set forth in Article 6 of the Business and Tax Regulations Code, as it may be amended from time to time. The City shall collect and enforce the assessments in accordance with Article 6 of the Business and Tax Regulations Code, as it may be amended from time to time, and forward the assessments to FWCBD, which will have the responsibility of managing the Portside CBD programs as provided in this Management District Plan.

6.8 Appeals Process

The FWCBD, or its designee, may assist with the resolution of any discrepancies in individual assessment amounts or calculations. The FWCBD reserves the right to:

- Conduct reviews of existing primary data; verify assessment data as compiled by any consultant, subcontractor or other party hired by the FWCBD; and perform field or on-site inspections to verify the accuracy of existing or secondary data, or to investigate the claim of any business owner in the Portside CBD.
- Recalculate the assessment amount due, if necessary.

Upon the request of the City, the FWCBD shall promptly complete requests for an investigation of discrepancies and make all reasonable efforts to obtain additional documentation related to the assessment upon any or all of the businesses for which a correction or adjustment is requested.

6.9 Assessment Listing

Appendix B of this Management District Plan provides a listing of all of the benefited businesses within the Portside CBD, including business addresses and Fiscal Year 2020/21 assessment amounts.

7. DISTRICT MANAGEMENT

7.1 Fisherman’s Wharf Community Benefit District

The FWCBD is a non-profit organization whose Board of Directors membership consists of the business owners assessed under the Portside CBD, and is the “designated non-profit entity” as outlined in Section 36614.5 of the Law. The FWCBD will administer the Portside CBD through an agreement with the City.

The FWCBD is charged with the day-to-day operations of the Portside CBD and also jointly administers the separately-formed Landside CBD.

7.2 Annual Report by the FWCBD

The FWCBD will select members to serve on the FWCBD Board of Directors. Board membership is designed to equitably represent all stakeholders and areas of the Portside CBD. The Board of Directors structure represents commercial property and business owners of various sizes.

The FWCBD Board of Directors shall annually make a recommendation on the expenditure of revenues derived from the levy of assessments and on the method and basis of levying the assessments.

Each year, the FWCBD Board of Directors shall prepare a report for each fiscal year, except the first year, for which assessments are levied and collected to pay the costs of the Services and Activities described in the report. Each annual report must be filed with the Clerk of the Board of Supervisors, per Section 36650(b) of the Law; each report shall contain all of the following information:

1. any proposed changes in the Portside CBD boundaries or any classification of businesses within the District;
2. the Services and Activities to be provided for that fiscal year;
3. an estimate of the cost of providing the Services and Activities for that fiscal year;
4. the method and basis of levying the assessment in sufficient detail to allow each business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her business for that fiscal year;
5. the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
6. the amount of any contributions to be made from sources other than assessments levied.

7.3 Public Access

The FWCBD Board of Directors is required to comply with specified state open meeting and public records laws, the Ralph M. Brown Act (the “Brown Act”), commencing with Section 54950 of the Government Code, the California Public Records Act, commencing with Section 6250 of the Government Code, and Section 12L of San Francisco’s Administrative Code. Brown Act compliance is required when Portside CBD business is heard, discussed, or deliberated, and the California Public Records Act compliance is required for all documents relating to Portside CBD business.

7.4 Rules and Regulations

Pursuant to the Law, the FWCBD Board of Directors may establish rules and regulations that uniquely apply to the Portside CBD. A few initial rules and regulations should be employed in the administration of the Portside CBD:

- ¶ Following the initial formation of the Portside CBD, the FWCBD Board of Directors developed a policy for competitive bidding as it pertains to contracted services for the Portside CBD. The policy's aim is to maximize service quality, efficiency, and cost effectiveness.
- ¶ Any stakeholder who serves on the FWCBD Board of Directors shall recuse themselves from any vote in which a potential conflict of interest is apparent. Such potential conflicts include, but are not limited to: prioritizing services and/or activities that result in a special benefit to specific business owners, prioritization of services to benefit a particular owner or group of owners, hiring or selecting the relatives of FWCBD Board members.
- ¶ As previously noted, meetings of the FWCBD Board of Directors shall be open to all stakeholders paying into the Portside CBD and are subject to the Brown Act. Regular financial reports shall be submitted to FWCBD Board members and made available upon request by the membership. Subcommittee meetings of the FWCBD shall be open and encourage participation among various stakeholders, business owners, and community members. The FWCBD Board of Directors shall retain the right to enter into executive session for reasons including, but not limited to: legal matters, personnel issues, etc.
- ¶ The FWCBD Board of Directors will create a number of policies that will help the Board effectively manage the Portside CBD. Such policies may include, but not be limited to: a decision-making policy, use of banner policy, special event underwriter's policy, use of logo policy, and an economic hardship policy.

7.5 Dissolution

The Portside CBD, when there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the Portside CBD, may be disestablished by resolution by the FWCBD Board of Directors in either of the following circumstance:

1. If the Board of Supervisors finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the Portside CBD, it shall notice a hearing on disestablishment.
2. During the operation of the Portside CBD, there shall be a 30-day period each year in which assessed business owners may request disestablishment of the Portside CBD. The first such period shall begin one year after the date of establishment of the Portside CBD and shall continue for a 30-day period. The next such 30-day period shall begin two years after the date of the establishment of the Portside CBD. Each successive year of operation of the Portside CBD shall have such a 30-day period. Upon the written petition of the owners of businesses in the area who pay more than 30 percent of the assessments levied, the FWCBD Board of Directors shall notice a hearing on disestablishment.

The Board of Supervisors shall adopt a resolution of intention to disestablish the Portside CBD prior to the public hearing. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the Portside CBD. The public hearing shall be held not less than 30-days or more than 60-days after the adoption of the resolution of intention.

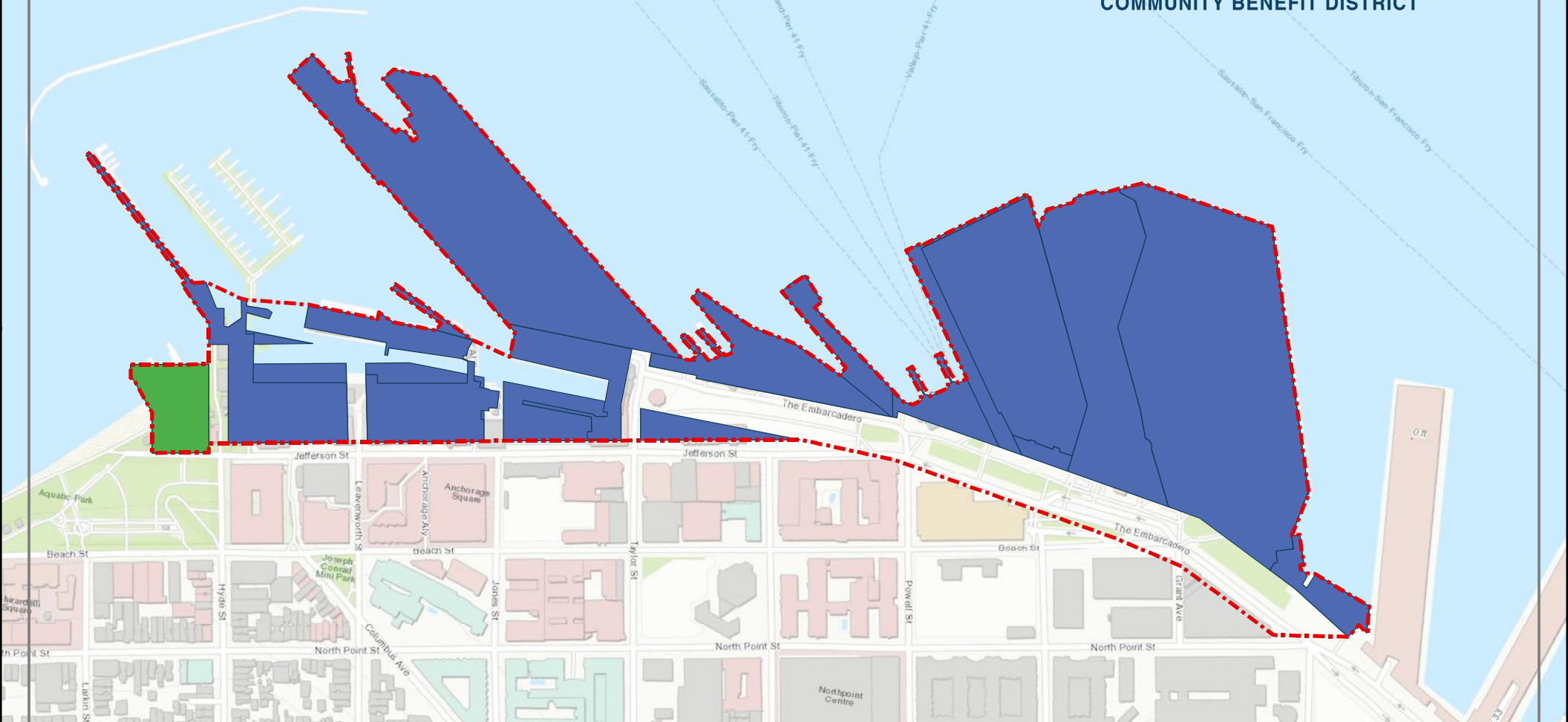
Upon the disestablishment of the Portside CBD, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the business then located and operating within the Portside CBD in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the District was disestablished. If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessment levied in the immediate prior fiscal year shall be used to calculate the amount of refund.

APPENDIX A: PORTSIDE CBD BOUNDARY MAP

The following pages contain the Boundary Map for the Portside CBD.



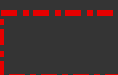
Fisherman's WHARF

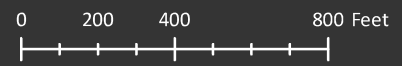
COMMUNITY BENEFIT DISTRICT



FISHERMAN'S WHARF PORTSIDE COMMUNITY BENEFIT DISTRICT

MAP OF BUSINESSES CURRENTLY IN THE DISTRICT AND EXPANSION

-  PORTSIDE BUSINESSES
-  PORTSIDE EXPANSIONS
-  PORTSIDE BOUNDARY



APPENDIX B: ASSESSMENT LISTING

The following pages contain the Fiscal Year 2020/21 assessment listing for the Portside CBD.

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Portside Community Benefit District
Fiscal Year 2020/21 Assessments

			Proposed Fiscal Year 2020/21
Business Name	Business Address	Business Type	Assessment
Alioto Fish Company, Ltd.	1490 Pier 49	Restaurant/Food and Beverage	\$18,480.33
Ben & Jerry's	1410 Pier 41	Restaurant/Food and Beverage	1,979.04
Blazing Saddles Bike	1410 Pier 41	Retail	3,100.94
Boudin's	Sea Wall Lot 301	Restaurant/Food and Beverage	38,194.19
Blue & Gold Fleet, LP	1410 Pier 41	Tours/Charters - Large Vessel	6,900.00
Chowder Hut	Sea Wall Lot 301	Restaurant/Food and Beverage	7,679.92
Capurro's	Sea Wall Lot 303	Restaurant/Food and Beverage	4,799.81
SPPlus (Central Parking)	Pier 45 Shed C & Valley	Parking	141.67
SPPlus (Central Parking)	Triangle Lot	Parking	4,126.07
SPPlus (Central Parking)	Pier 45 Shed A	Parking	976.29
Lou's	3020 Pier 47	Restaurant/Food and Beverage	5,953.81
Dolphin Club Management	502 Jefferson St.	Non-Profit	500.00
ESS EFF, Retail (Franciscan)	1435 Pier 43 1/2	Retail	3,388.98
Fishermen's Grotto #9	1490 Pier 49	Restaurant/Food and Beverage	6,422.47
Golden Gate Scenic Steamship Corp.	1435 Pier 43 1/2	Tours/Charters - Large Vessel	6,900.00
Frank's Fisherman's Supply	Sea Wall Lot 302	Retail	1,427.49
Guardino's Souvenir & Gift Shop, Inc.	1490 Pier 49	Retail	2,373.13
Castagnola's	Sea Wall Lot 302	Restaurant/Food and Beverage	3,980.27
Pier 39 Limited Partnership	1390 Pier 39	Mixed Use	41,437.76
National Liberty Ship Memorial	Pier 45	Non-Profit	998.98
Pollack Group, Ltd.	1490 Pier 49	Restaurant/Food and Beverage	10,169.32
Pompei's Grotto	Sea Wall Lot 302	Restaurant/Food and Beverage	5,170.47
Sabella & La Torre Seafoods	1490 Pier 49	Restaurant/Food and Beverage	9,699.50
San Francisco Maritime National Park Association	Fort Mason Building E	Non-Profit	1,260.98
Museum Mechaquinque	1451 Pier 45 SHED A	Non-Profit	1,169.20
Scoma's Restaurant, Inc.	1470 Pier 47	Restaurant/Food and Beverage	23,168.15
SF Kite Compnay	Pier 41	Retail	1,375.34
Bay Company / The Flagship	Sea Wall Lot 303	Retail	7,048.10
Cioppino's	Sea Wall Lot 303	Retail	14,433.00
Safe Harbor	SWL 302	Retail	2,164.61
Wharf Store, The	Sea Wall Lot 2	Retail	4,359.25
SFS39, Inc. (Franciscan Restaurant)	1435 Pier 43 1/2	Restaurant/Food and Beverage	27,053.18
Tarantino's, Inc.	1490 Pier 49	Restaurant/Food and Beverage	1,480.32
The Crab Station at FW /Frances Chu	1490 Pier 49	Restaurant/Food and Beverage	3,422.55
Bass Tub	Berth 4 - Pier 49	Tours/Charters - Small Vessel	287.50
Chucky's Pride Sportfishing	Berth 5 - Pier 49	Tours/Charters - Small Vessel	287.50
Wild Wave	Berth 9 - Pier 49	Tours/Charters - Small Vessel	287.50
Dixie	Berth 10 - Pier 49	Tours/Charters - Small Vessel	287.50
Flash	Berth 13 - Pier 49	Tours/Charters - Small Vessel	287.50
Happy Day	Berth 7 - Pier 49	Tours/Charters - Small Vessel	287.50
Lovely Martha	Berth 3 - Pier 49	Tours/Charters - Small Vessel	287.50
Serendipity	Berth 8 - Pier 49	Tours/Charters - Small Vessel	287.50
Silver Fox	Berth 54 - Pier 49	Tours/Charters - Small Vessel	287.50
Sole Man	Berth 12 - Pier 49	Tours/Charters - Small Vessel	287.50
Wacky Jacky	Berth 1 - Pier 49	Tours/Charters - Small Vessel	287.50
Total:			\$274,897.62



**NOTICE OF PUBLIC HEARING
AND ASSESSMENT BALLOT PROCEEDING**

TO: «BUSINESS_NAME»
 «BUSINESS_LOCATION_Site_Address» «BUSINESS_LOCATION_Street_»
 «BUSINESS_REGISTRATION_CERTIFICATE_NAME»
 «BUSINESS_OWNER_NAME»
 «Business_Count»

FROM: John Arntz, Director
 Department of Elections
 City and County of San Francisco

SUBJECT: Notice of Public Hearing and Assessment Ballot Proceeding to Consider
 Renewing the Fisherman's Wharf Portside Community Benefit District (CBD)

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect on a business that you own. This notice is being sent to you in accordance with Resolution No. ___ - ___, passed by the Board of Supervisors (a copy of which is enclosed), and the Property and Business Improvement District Law of 1994 (California Streets and Highways Code §§36600 *et seq.*).

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on November 17, 2020 or as soon thereafter as the matter may be heard, in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.
- At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to fund certain services in the business-based improvement district (community benefit district) to be known as the "Fisherman's Wharf Portside Community Benefit District". Your business is located in the District and would be subject to assessment. The assessment would last for 15 years (July 1, 2020 – June 30, 2035) and would fund services that would be implemented through December 31, 2035. The boundaries of Fisherman's Wharf Portside Community Benefit District are described in the enclosed Resolution passed by the Board of Supervisors.



- The Fisherman’s Wharf Portside Community Benefit District will fund the following services:
 - 1) Clean and Safe Program
 - 2) Marketing and Event Program
 - 3) Contingency/Reserve Allocation
 - 4) Administration Costs

- Examples of services to be funded under the budget category “Clean and Safe Program” include: sidewalk cleaning, sidewalk pressure washing, trash collection, graffiti removal and abatement, security patrol, and emergency preparedness.

- Examples of services to be funded under the budget category “Marketing and Event Program” include: community events, communications, outreach, public relations efforts, wayfinding, and destination marketing.

- Examples of services to be funded under the budget category “Contingency/Reserves Allocation” include: having funds to cover possible unforeseen future expenses and help smooth out cash flow, which is affected by the timing of assessment disbursements

- Examples of services to be funded under the budget category “Administration” include: a professional staff to properly manage programs, communicate with stakeholders, to provide leadership, and represent the community with one clear voice. Also included are office expenses, professional services, organizational expenses such as insurance, the cost to conduct a yearly financial review, and other services related to organizational activities.

- The total amount chargeable to the entire assessment district in the first year (2020-21) would be \$275,000. The proposed fiscal year 2020-2021 assessment for your business is «Voter_Proportional».
 - The proposed assessment for your business has been calculated based on the business type, gross sales, and other factors, as set forth below:

Business Type or Gross Sales Tier	Assessment Rate	Rate Basis
\$0 - \$15,000,000 in Annual Gross Sales	\$0.00185	Per Dollar of Gross Sales (1) (2)
Annual Gross Sales in Excess of \$15,000,000	\$0.00085	Per Dollar of Gross Sales (1) (2)
Non-Profit	\$0.00120	Per Dollar of Gross Sales (2)
Pier 39 Master Tenant	\$41,437.76	Flat Annual Rate
Tours/Charters - Small Vessel (1-49 Occupants)	\$287.50	Per Vessel



Tours/Charters - Medium Vessel (50-99 Occupants)	\$1,150.00	Per Vessel
Tours/Charters - Large Vessel (100+ Occupants) (3) (4)	\$2,300.00	Per Vessel
Tours – Other (Land-Based)	\$575.00	Per Operator ⁽⁵⁾

- (1) Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots will be assessed according to the tiered assessment rates above, based upon total amount of annual gross sales.
- (2) The assessment rate will be applied per dollar of annual gross sales, as reported to the Port of San Francisco in the preceding calendar year.
- (3) Applies only to vessels that meet the criteria noted in the table above and do not generate more than one million passengers per year.
- (4) Large vessels generating more than one million passengers per year are subject to the tiered rates listed above that are applicable to Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots, based upon annual gross sales.
- (5) The assessment rate is applied per pedicab company or per horse-drawn carriage operator. As the charger applies per company or per operator, a given pedicab company may operate multiple pedicabs or a horse-drawn carriage operator may operate multiple carriages.

- After fiscal year 2020-21, the assessments would be subject to adjustment each year. For businesses whose annual assessments are calculated based on a gross sales assessment formula, the amount may increase or decrease annually according to their reported gross sales. For all other businesses including the Pier 39 Master Tenant, the assessments may be increased by up to the Bay Area Consumer Price Index (CPI) for all urban consumers for the month of February or 5%, whichever is greater.
- The duration of the assessment district and the authority to levy assessments on your business would be fifteen (15) years. The assessments would be collected through a special billing sent annually by the City's Treasurer/Tax Collector to each affected holder of a City business registration certificate (business license). The first assessment would be for fiscal year 2001-2021, and the final assessment would be for fiscal year 2034-2035.

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the enclosed “Procedures for the Completion, Return and Tabulation of Ballots,” which is also available on the City’s website at www.sfelections.org.



1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but **MUST** be received by the Director of Elections not later than the conclusion of the public input portion of the public hearing on November 17, 2020 in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.
3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on November 17, 2020. Mailed ballots received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.
4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable "yes" or "no" vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.



8. The Board of Supervisors will not impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. Ballots shall be weighted according to the proposed financial obligation of the affected business.

Should you have any questions, please call or write to: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.



Ballot on Assessment for the renewal and expansion of the business-based improvement district known as the “Fisherman’s Wharf Portside Community Benefit District”

«Barcode»

Business Name: _____ Address of Business: _____

Business Registration Certificate (Business License) Name: _____

Business Owner’s Name: _____

Business Owner’s Address: _____

Proposed Assessment for this Business for the 2020-2021 Fiscal Year: _____ of Total: \$ 270,091.08

Proposed Range or Inflation Adjustment Formula: For fiscal year 2 through fiscal year 15: For businesses whose annual assessments are calculated based on a gross sales assessment formula (e.g., restaurant, retail, non-profit), the amount of the assessment may increase or decrease annually according to their reported gross sales. For all Tour/Charter vessel operators, land-based Tour operators, and the Pier 39 Master Tenant, assessments may be increased annually by the greater of either the Bay Area Consumer Price Index (CPI) for all urban consumers for the month of February or by 5%.

Instructions for Completing and Delivering this Ballot

*To express your view on the proposed assessment and the proposed range or inflation adjustment, check above the line before the word “YES” or “NO” below, then sign and date the ballot.

_____ Yes, I approve the proposed annual assessment described above on the business identified in this ballot, and I understand that my assessment could be subject to the adjustment formula described above.

_____ No, I do not approve the proposed annual assessment, nor the adjustment formula described above, on the business identified in this ballot.

I hereby declare under penalty of perjury under the laws of the State of California that I am an owner or authorized agent for the record owner of the business listed above.

Signature of Owner of Record, or Authorized Agent Date

Print Name of Owner or Authorized Agent: If Agent of Owner, State Authorization

***After completing your ballot, please mail to:**
Director
Department of Elections
P.O. Box _____
San Francisco, CA 94142-2189

To hand deliver, please use the following address:
Director
Department of Elections
City Hall
1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102

Ballots may also be delivered to the Director at the Public Hearing prior to the close of public testimony.

*Ballots may be sent or delivered to the Director at any time, but MUST be received in the mail not later than 12 P.M. (noontime) on the day of the public hearing or in person before the conclusion of the public testimony portion of the public hearing on the proposed assessment and assessment range. That hearing is set for 3:00 p.m. on November 17, 2020. Ballots received after that time will only be counted if the Board elects to continue public comment until a later date.

No. «Parcel_Count»

AFFIDAVIT of Identification (Business Owner)

I, _____, the undersigned, declare that I am authorized to cast a ballot for the following business identified as:
_____, as either (1) the sole owner or agent, or (2) co-owner or agent to payment of the assessment which will be levied for the proposed Business-Based Improvement District to be known as the "Fisherman's Wharf Portside Community Benefit District."

I declare under penalty of perjury under the laws of the State of California that this declaration made this ____ the day of _____, 20__, in the City and County of San Francisco, is true and correct.

Signature Business Owner/Co-Business Owner/Authorized Agent

Print Name Business Owner/Co-Owner/Authorized Agent

**PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS
TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT**

1. We are the owner(s) of businesses within the proposed special assessment district to be named the "FISHERMAN'S WHARF/PORTSIDE COMMUNITY BENEFIT DISTRICT" (hereafter "PORTSIDE CBD" or "district"), the boundaries of which are shown on the attached map and on page 25 of the Management Plan for the PORTSIDE CBD (hereafter "Plan"), or are authorized to represent the owners(s). Copies of the complete Plan are available on our website www.fwcbd.com/renewal. You can also email our Executive Director, Randall Scott at randall@fwcbd.com to ask questions or request an emailed copy.
2. We are or represent the persons and/or entities obligated to pay the special assessments on businesses proposed to pay for marketing and promotions, beautification, safe passage/security, afternoon cleaning, and other improvements and activities that confer special benefits to the businesses within the district as described in the Plan.
3. We petition the Board of Supervisors to initiate special assessment district proceedings in accordance with applicable state and local laws (California Streets and Highways Code Sections 36600 et seq. "Property and Business Improvement District Law of 1994" as augmented by the City and County of San Francisco Business and Tax Regulation Code Article 15 "Business Improvement District Procedure Code").
4. We understand that upon receipt of this petition signed by business owners who will pay more than thirty percent (30%) of the proposed assessments, the Board of Supervisors (hereafter "Board") may initiate proceedings to authorize the PORTSIDE CBD. These proceedings will include a balloting of business owners where a weighted majority of business owners who return a ballot will authorize the establishment of the district.

Business Name: Pier 39 Limited Partnership

D/B/A: Pier 39

*Please correct any mistakes.

Fiscal 20/21 Annual Assessment Total: \$41,437.76

Business Owner Percent of Total: 16.36%

Facility: 1390 Pier 39, San Francisco, CA 94133

 X Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

 No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

4-14-20

Date

Taylor Safford

Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

The full Fisherman's Wharf Community Benefit District Management Plan can be found online at <http://www.fwcbd.com/renewal>. For more information regarding formation of the Fisherman's Wharf CBD, or if you believe any of the information stated in this petition is incorrect, please contact Randall Scott or (415) 673-3530 or randall@fwcbd.com. To request the full printed copy of the Plan or a digital version on a flash drive please call 415-673-3530 or e-mail randall@fwcbd.com and provide contact name, business (if applicable), address and telephone number (for questions).

**PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS
TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT**

1. We are the owner(s) of businesses within the proposed special assessment district to be named the "FISHERMAN'S WHARF/PORTSIDE COMMUNITY BENEFIT DISTRICT" (hereafter "PORTSIDE CBD" or "district"), the boundaries of which are shown on the attached map and on page 25 of the Management Plan for the PORTSIDE CBD (hereafter "Plan"), or are authorized to represent the owners(s). Copies of the complete Plan are available on our website www.fwcbd.com/renewal. You can also email our Executive Director, Randall Scott at randall@fwcbd.com to ask questions or request an emailed copy.
2. We are or represent the persons and/or entities obligated to pay the special assessments on businesses proposed to pay for marketing and promotions, beautification, safe passage/security, afternoon cleaning, and other improvements and activities that confer special benefits to the businesses within the district as described in the Plan.
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Business Name: Golden Gate Scenic Steamship Corp.

D/B/A: Red and White Fleet

*Please correct any mistakes.

Fiscal 20/21 Annual Assessment Total: \$6,900.00

Business Owner Percent of Total: 2.72%

Facility: 1435 Pier 43 1/2, San Francisco, CA 94133

 X Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

 No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

 J. Burgard
Signature of Business Owner or Authorized Representative

 4/1/2020
Date

 Joe Burgard
Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

The full Fisherman's Wharf Community Benefit District Management Plan can be found online at <http://www.fwcbd.com/renewal>. For more information regarding formation of the Fisherman's Wharf CBD, or if you believe any of the information stated in this petition is incorrect, please contact Randall Scott or (415) 673-3530 or randall@fwcbd.com. To request the full printed copy of the Plan or a digital version on a flash drive please call 415-673-3530 or e-mail randall@fwcbd.com and provide contact name, business (if applicable), address and telephone number (for questions).

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS
TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT

1. We are the owner(s) of businesses within the proposed special assessment district to be named the "FISHERMAN'S WHARF/PORTSIDE COMMUNITY BENEFIT DISTRICT" (hereafter "PORTSIDE CBD" or "district"), the boundaries of which are shown on the attached map and on page 25 of the Management Plan for the PORTSIDE CBD (hereafter "Plan"), or are authorized to represent the owners(s). Copies of the complete Plan are available on our website www.fwcbd.com/renewal. You can also email our Executive Director, Randall Scott at randall@fwcbd.com to ask questions or request an emailed copy.
2. We are or represent the persons and/or entities obligated to pay the special assessments on businesses proposed to pay for marketing and promotions, beautification, safe passage/security, afternoon cleaning, and other improvements and activities that confer special benefits to the businesses within the district as described in the Plan.
3. We petition the Board of Supervisors to initiate special assessment district proceedings in accordance with applicable state and local laws (California Streets and Highways Code Sections 36600 et seq. "Property and Business Improvement District Law of 1994" as augmented by the City and County of San Francisco Business and Tax Regulation Code Article 15 "Business Improvement District Procedure Code").
4. We understand that upon receipt of this petition signed by business owners who will pay more than thirty percent (30%) of the proposed assessments, the Board of Supervisors (hereafter "Board") may initiate proceedings to authorize the PORTSIDE CBD. These proceedings will include a balloting of business owners where a weighted majority of business owners who return a ballot will authorize the establishment of the district.

Business Name: Wharf Store, The

D/B/A: SFO Forecast, Inc.

*Please correct any mistakes.

Fiscal 20/21 Annual Assessment Total: \$3,903.47

Business Owner Percent of Total: 1.54%

Facility: Sea Wall Lot 2, San Francisco, CA 94133

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

4-1-2020

Date

DAVID BENSEY - S.V.P

Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

The full Fisherman's Wharf Community Benefit District Management Plan can be found online at <http://www.fwcbd.com/renewal>. For more information regarding formation of the Fisherman's Wharf CBD, or if you believe any of the information stated in this petition is incorrect, please contact Randall Scott or (415) 673-3530 or randall@fwcbd.com. To request the full printed copy of the Plan or a digital version on a flash drive please call 415-673-3530 or e-mail randall@fwcbd.com and provide contact name, business (if applicable), address and telephone number (for questions).

**PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS
TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT**

1. We are the owner(s) of businesses within the proposed special assessment district to be named the "FISHERMAN'S WHARF/PORTSIDE COMMUNITY BENEFIT DISTRICT" (hereafter "PORTSIDE CBD" or "district"), the boundaries of which are shown on the attached map and on page 25 of the Management Plan for the PORTSIDE CBD (hereafter "Plan"), or are authorized to represent the owners(s). Copies of the complete Plan are available on our website www.fwcbd.com/renewal. You can also email our Executive Director, Randall Scott at randall@fwcbd.com to ask questions or request an emailed copy.
2. We are or represent the persons and/or entities obligated to pay the special assessments on businesses proposed to pay for marketing and promotions, beautification, safe passage/security, afternoon cleaning, and other improvements and activities that confer special benefits to the businesses within the district as described in the Plan.
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Business Name: Bay Company / The Flagship

D/B/A: SFO Forecast, Inc.

*Please correct any mistakes.

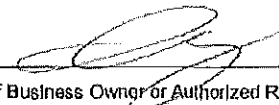
Fiscal 20/21 Annual Assessment Total: \$6,852.90

Business Owner Percent of Total: 2.71%

Facility: Sea Wall Lot 303, San Francisco, CA 94133

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

4-1-2020

Date

DAVID BERBERY S.V.P.

Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

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TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT**

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Business Name: Cioppino's

D/B/A: SFO Forecast, Inc.

*Please correct any mistakes

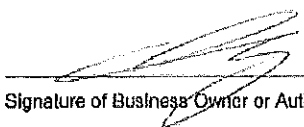
Fiscal 20/21 Annual Assessment Total: \$12,902.65

Business Owner Percent of Total: 5.10%

Facility: Sea Wall Lot 303, San Francisco, CA 94133

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

4-1-2020

Date

DAVID BERKELEY / S.V.P.

Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

The full Fisherman's Wharf Community Benefit District Management Plan can be found online at <http://www.fwcbd.com/renewal>. For more information regarding formation of the Fisherman's Wharf CBD, or if you believe any of the information stated in this petition is incorrect, please contact Randall Scott or (415) 673-3530 or randall@fwcbd.com. To request the full printed copy of the Plan or a digital version on a flash drive please call 415-673-3530 or e-mail randall@fwcbd.com and provide contact name, business (if applicable), address and telephone number (for questions).

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS
TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT

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Business Name: Safe Harbor

D/B/A: SFO Forecast, Inc.

*Please correct any mistakes.

Fiscal 20/21 Annual Assessment Total: \$1,847.92

Business Owner Percent of Total: 0.73%

Facility: Sea Wall Lot 302, San Francisco, CA 94133

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

4/1/2020

Date

David Berber, SVP

Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

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TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT**

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Business Name: Scoma's Restaurant, Inc.

DBA: Scoma's Restaurant, Inc.

*Please correct any mistakes.

Fiscal 2021 Annual Assessment Total: \$23,519.77

Business Owner Percent of Total: 9.29%

Facility: 1470 Pier 47, San Francisco, CA 94133

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative


Date

Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:
Fisherman's Wharf CBD | Attn: Randall Scott | 2501 Leavenworth St, Suite B-1B | San Francisco, CA 94133

The full Fisherman's Wharf Community Benefit District Management Plan can be found online at <http://www.fwcbd.com/renewal>. For more information regarding formation of the Fisherman's Wharf CBD, or if you believe any of the information stated in this petition is incorrect, please contact Randall Scott or (415) 673-3530 or randall@fwcbd.com. To request the full printed copy of the Plan or a digital version on a flash drive please call 415-673-3530 or e-mail randall@fwcbd.com and provide contact name, business (if applicable), address and telephone number (for questions).

**PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS
TO RENEW AND ESTABLISH THE
FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT**

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Business Name: Pollack Group, Ltd.

D/B/A: Nick's Lighthouse

*Please correct any mistakes.

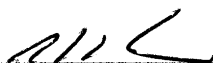
Fiscal 20/21 Annual Assessment Total: \$9,406.88

Business Owner Percent of Total: 3.71%

Facility: 1490 Pier 49, San Francisco, CA 94133

_____ Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

X_____ No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative

4/6/20
Date

JEFFREY POLLACK
Print Name of Business Owner or Authorized Representative

PLEASE RETURN BY MARCH 30, 2020 TO:

Fisherman's Wharf CBD | Attn: Randall Scott | 2801 Leavenworth St, Suite B-16 | San Francisco, CA 94133

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MEMORANDUM

TO: Aaron Peskin, District 3 Supervisor
FROM: Chris Corgas, Senior Program Manager
DATE: August 10, 2020
RE: Fisherman's Wharf Community Benefit District – Portside (Renewal and Expansion)

Dear Supervisor Peskin,

Enclosed for your review and legislative submittal are the materials related to the proposed renewal and expansion of the Fisherman's Wharf Community Benefit District - Portside, those materials include:

- Resolution of Intention to renew and expand the Fisherman's Wharf Portside CBD
- Fisherman's Wharf Portside CBD Management Plan
- Petitions submitted regarding the renewal and expansion of the Fisherman's Wharf Portside CBD
- Ballot
- Ballot Affidavit
- Notice of Public Hearing and Assessment Ballot Proceeding

If you should have any questions regarding the materials enclosed or the formation process please do not hesitate to contact me. I look forward to the introduction of the Resolution on Tuesday August 11, 2020.



MEMO

TO: Angela Calvillo, Clerk of the Board
FROM: Chris Corgas, Senior Program Manager
DATE: August 11, 2020
RE: Fisherman’s Wharf Community Benefit District – Portside (Renewal and Expansion)

Enclosed please find the petitions representing 38.45% weighted support for the renewal and expansion of the Fisherman’s Wharf Portside Community Benefit District (Fisherman’s Wharf CBD). The petitions enclosed are consistent with the requirements of the City.



BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Ben Rosenfield, City Controller, Office of the Controller
Joaquin Torres, Director, Office of Economic and Workforce Development
John Arntz, Director, Department of Elections

FROM: John Carroll, Assistant Clerk, Government Audit and Oversight
Committee, Board of Supervisors

DATE: August 26, 2020

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Government Audit and Oversight Committee has received the following proposed legislation, introduced by Supervisor Peskin on August 18, 2020:

File No. 200959

Resolution declaring the intention of the Board of Supervisors to renew and expand a business-based business improvement district known as the "Fisherman's Wharf Portside Community Benefit District" and levy a multi-year assessment on identified businesses in the district; approving the management district plan and proposed boundaries map for the district; ordering and setting a time and place for a public hearing of the Board of Supervisors, sitting as a Committee of the Whole, on November 17, 2020, at 3:00 p.m.; approving the form of the Notice of Public Hearing and Assessment Ballots; directing environmental findings; and directing the Clerk of the Board of Supervisors to give notice of the public hearing as required by law.

If you have any comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: Todd Rydstrom, Office of the Controller
J'Wel Vaughan, Office of Economic and Workforce Development
Lisa Pagan, Office of Economic and Workforce Development
Chris Corgas, Office of Economic and Workforce Development
Cuong Quach, Department of Elections

Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor inquiries"
- 5. City Attorney Request.
- 6. Call File No. from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the BOS on

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.

Sponsor(s):

Subject:

The text is listed:

Signature of Sponsoring Supervisor: