



Fisherman's Wharf Community Benefit District FY 2019-2020 Annual Report



Legislative Overview

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

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



Review Process

This resolution covers the Annual Report for FY 2019-2020.

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



FWCBD Formation

FWCBD	Type	Assessment Budget*	FY 19-20 Assessment Submission	Year Established	Expires
Landside	Property-Based	\$ 622,615	\$751,901	2005	June 30, 2020
Portside	Business-Based	\$ 187,113	\$220,260	2006	

**budget identified in management plan*



FWCBD Operations

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



BENCHMARKS

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

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

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

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

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



Management Plan vs. Annual Budgets (Landside)

Service Category	Management Plan	FY 2019-2020 Budget	FY 2019-2020 Variance Percentage Points
District Identity and Streetscape Improvements	40.96%	46.12%	+5.17%
Public Rights of Way and Sidewalk Operations	29.09%	29.07%	-0.03%
Administrative and Corporate Operations	20.08%	17.72%	-2.36%
Contingency and Reserve	9.88%	7.09%	-2.78%

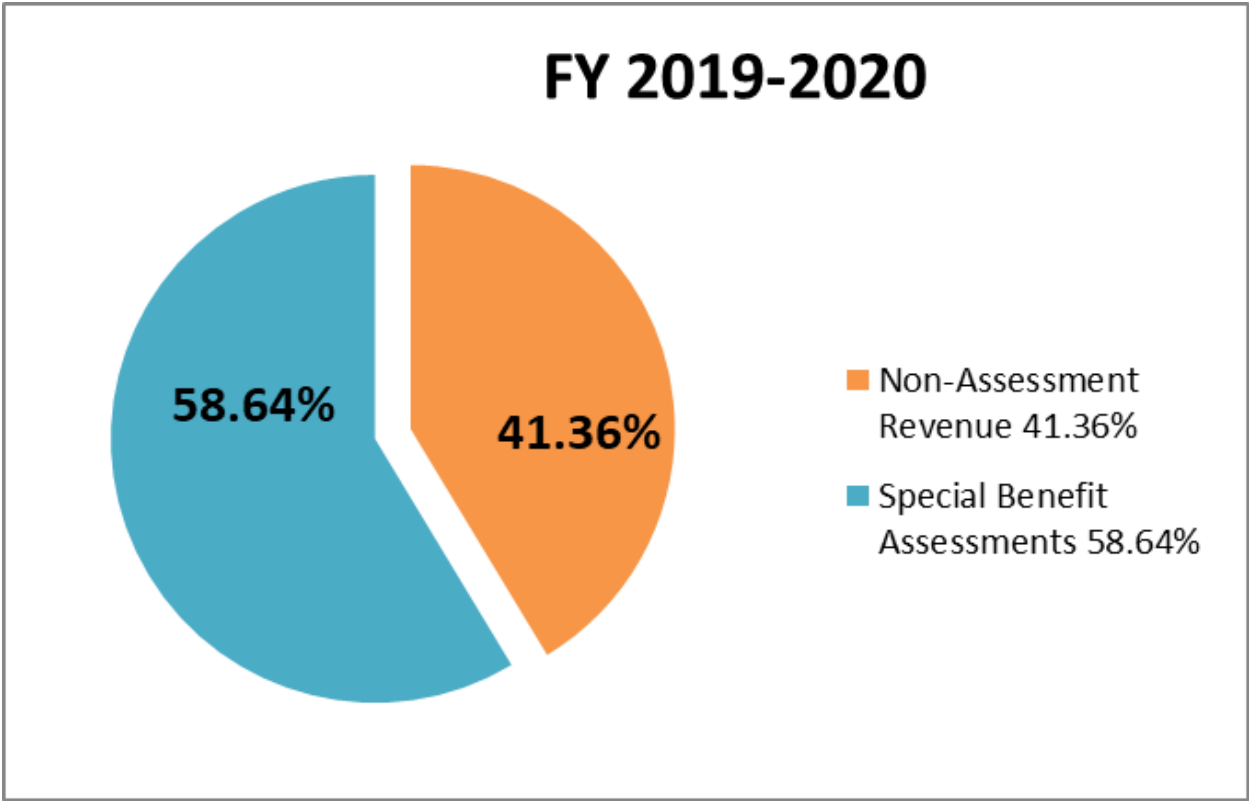
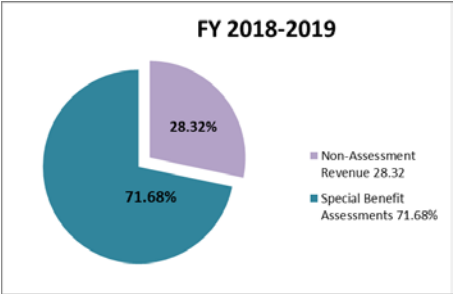
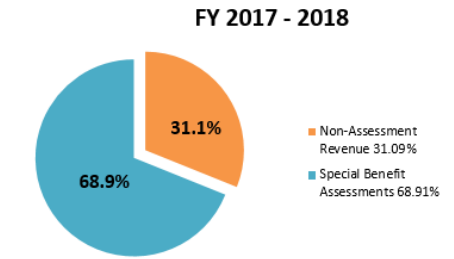
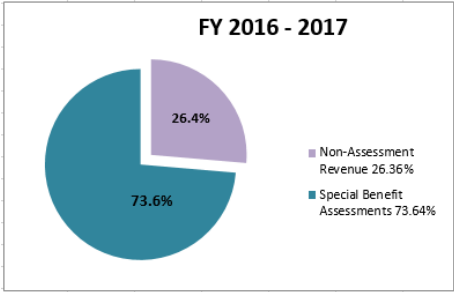


Management Plan vs. Annual Budgets (Portside)

Service Category	Management Plan	FY 2019-2020 Budget	FY 2019-2020 Variance Percentage Points
District Identity and Streetscape Improvements	70.00%	74.18%	+4.18%
Administrative and Corporate Operations	20.00%	18.65%	-1.35%
Contingency and Reserve	10.00%	7.17%	-2.83%



Assessment Revenue & Other Income (Landside)



Budget vs Actuals

LANDSIDE Service Category	FY 2016-2017 Variance Percentage Points	FY 2017-2018 Variance Percentage Points	FY 2018-2019 Variance Percentage Points	FY 2019-2020 Variance Percentage Points
District Identity and Street Improvements	+8.03%	+8.50%	+5.01%	-1.49%
Sidewalk Operations, Beautification, & Order	-6.09%	-8.03%	-5.38%	+6.47%
Administrative Expenses	-4.17%	-2.03%	-0.31%	+2.11%
Contingency Reserve	-3.04%	+1.56%	+0.67%	-6.78%
Special Projects	+5.27%	--	--	--



Budget vs Actuals

PORTSIDE Service Category	FY 2016-2017 Variance Percentage Points	FY 2017-2018 Variance Percentage Points	FY 2018-2019 Variance Percentage Points	FY 2019-2020 Variance Percentage Points
District Identity and Street Improvements	+7.06%	+4.57%	-0.67%	-1.49%
Administrative Expenses	-4.96%	-5.34%	+0.36%	+6.47%
Special Projects	--	--	--	--
Contingency Reserve	-2.10%	+0.77%	+0.31%	-6.78%



Carryover

FY 2019-2020 Carryover Disbursement – Landside		2019-2020 Carryover Disbursement – Portside	
Designated Projects for Future Years		Designated projects for Future Years	
PROSO	\$143,997.00	DISI	\$96,080.53
DISI	\$61,189.00	Administration	\$19,827.20
Administration	\$56,092.00	Contingency	\$69,247.48
Contingency	\$142,154.57	Total Designated Amount for Future Years – Portside	\$185,155.21
Total Designated Amount for Future Years - Landside	\$405,432.57		



Recommendations & Findings for FWCBD

- **FWCBD continues to meet all financial benchmarks**
- **Successfully completed Landside renewal in FY 19-20.**
- **Portside renewal was suspended till fall FY 20-21 due to Covid-19.**
 - **The district did not have voter support in FY 20-21 for renewal and sunset**
- **FWCBD pivoted well to address the new needs related to the Covid-19 pandemic**
 - **Did not suspend operations in early days of Shelter-In-Place**
 - **Assisted OEWD with PPE distribution to other CBD/BID essential workers**
 - **Worked with Covid Command to disseminate information to stakeholders**
 - **Sat on the San Francisco Economic Recovery Task Force**
- **OEWD does not have current recommendations for FWCBD**



Conclusion

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

- **Marketed and produced events – including the 4th of July and Fleet Week**
- **Maintained an active board of directors and committee members**
- **Focused on Portside renewal in early FY 20-21, which did not succeed.**





Randall Scott
Executive Director

Annual Report
Fiscal 2019-2020

District Clean and Safe Numbers

(fiscal 19/20 Landside only)

Interactions with Businesses: 2,651

Hospitality Interactions: 9,160

Graffiti Incident Mitigation: 4,206

Quality of Life Issues Addressed: 7,063

Pounds of Trash Collected: 42,157

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 colicamaran 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

Psst... 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
- Fishermen's & Seaman's Memorial Chapel
- Historic Fishing Fleet
- Seafood Stalls
- Shuckle Mosaic
- USS Pompano & SS Jeremiah O'Brien
- Bloudin 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
- Shopping & Entertainment Center
- Attraction

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 Blue to Coit Tower

HOTELS

- Fairmont Heritage Place
- The Argonaut Hotel
- Courtyard by Marriott
- Holiday Inn
- Marriott
- Travelodge
- Holiday Inn Express
- Pier 2630
- 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

VISITOR TIPS

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

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

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)
- Curb or Flywheel (bikes)
- Lyft or Uber (taxi alternatives)
- S11 Transit or Pocket Muni (public transportation)

DINING

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.

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.

Don't be afraid to venture down the foodie road less traveled. The neighborhood is home to a Michelin-starred restaurant, new concept eateries from celebrity chefs, and a diverse food truck corridor.

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 then 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

FESTIVALS & EVENTS

JANUARY
Fisherman's Wharf Crab Month
Sea Lion Anniversary at PIER 39

FEBRUARY
PIER 39's Tulipmania

APRIL
Opening Day on the Bay

MAY
Uncocked at Ghirardelli Square

JULY
4th of July Festival

SEPTEMBER
The Great Pirate Scavenger Hunt
Ghirardelli Square Chocolate Festival

OCTOBER
Wharf Fest
Fleet Week
Italian Heritage Day Parade
150th SFD Anniversary & Living History Days

NOVEMBER
Veteran's Day Parade
Pie 39 Tree Lighting Celebration
Ghirardelli Square Tree Lighting

DECEMBER
Lighted Boat Parade
Ghirardelli Square Light the Menorah Celebration

APRIL - OCTOBER Salmon Season
NOVEMBER - APRIL Crab Season

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

THINGS TO DO

- Alcatraz Viewing Tours
- Art Galleries
- Attractions
- Bay Cruises
- Bike, Segway & GoCar Tours
- Hop-on/Hop-off Bus Tours
- Museums
- Sport Fishing
- Walking Tours
- Wine & Beer Tasting

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

GET SOCIAL WITH US!

Like us on Facebook at Facebook.com/VisitFishermansWharf.com:

- 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

- Foodie Photos
- News & Events
- Need a Fisherman's Wharf recommendation? Send a tweet our way!

DISTRICT SPONSORS

Sponsor Websites:
ElectricTourCompany.com
WhereTraveler.com/San-Francisco

where **THE ELECTRIC TOUR COMPANY** WALKING TOURS

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

Fisherman's Wharf 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



BARS & ATTRACTIONS

TREASURE HUNT

AT THE WHARF

START YOUR ADVENTURE!

Marketing Metrics at a glance...

Instagram
4,975 April 2020
↑ 1,572 March 2018

Facebook
51.7K Page Likes
38.5K Page Reach

Newsletters

Average Open Rate vs. Industry
FWCBBDetails: 29% vs. 15%
Community Announcements 25% vs. 15%

93% vs 67%

Fisherman's WHARF
SAN FRANCISCO

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

Fisherman's WHARF

SAN FRANCISCO

Marketing & Public Relations Numbers

(fiscal 19/20 both Port and Landside)

Consumer website visitors: 245,000+

Constituent website visitors: 2,000+

Facebook likes: 51,100

Instagram followers: 5,110

Projected media reach: 8,265,045,905



Fisherman's Wharf Events

4th of July

Fleet Week

7th Annual Wharf Fest

Crab Wheel Holiday Lights

“Merrytime at the Wharf”

Lighted Boat Parade



April – June 2020

- **Continued Clean and Safe Operations during COVID Emergency Order**
- **Some staff worked from home to remain safe and to produce concise communications for district stakeholders**
- **Created overnight “Wharf Patrol” to protect properties and businesses**
- **Deployed security teams and worked with SFPD for the George Floyd protests**
- **Responded and coordinated with SF Port after the Pier 45 Shed C fire**
- **Applied for and received a PPP loan**

Fiscal 2019-2020 Combined Budget

July 1, 2019 to June 30, 2020												
GRAND TOTAL					LANDSIDE				PORTSIDE			
REVENUE	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance
Assessments-Prior Year Carryover	\$ 681,220	\$ 681,220	\$ -	0%	\$ 497,820	\$ 497,820	\$ -	0%	\$ 183,400	\$ 183,400	\$ -	0%
Assessments	\$ 939,250	\$ 978,860	\$ (39,610)	-4%	\$ 758,600	\$ 758,600	\$ -	0%	\$ 180,650	\$ 220,260	\$ -	0%
Grants/Other	461,745	274,600	187,145	68%	-	-	-	0%	-	-	-	0%
Special Events	(73,833)	-	(73,833)	-100%	-	-	-	0%	(73,833)	-	(73,833)	-100%
Interest Savings/Other	182	-	182	100%	140	-	140	100%	42	-	42	100%
Donation - In-Kind	107,266	48,944	58,323	119%	73,215	37,931	35,286	93%	34,051	11,013	23,038	209%
TOTAL REVENUE	\$ 1,434,610	\$ 1,302,404	\$ 132,207	10%	\$ 831,955	\$ 796,531	\$ 35,426	4%	\$ 140,910	\$ 231,273	\$ (50,754)	-22%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	\$ 2,115,830	\$ 1,983,624	\$ 132,207	7%	\$ 1,329,775	\$ 1,294,351	\$ 35,426	3%	\$ 324,310	\$ 414,673	\$ (50,754)	-12%
EXPENSE												
Sidewalk Operations & Beautification	\$ 302,472	\$ 310,950	\$ (8,479)	-3%	\$ 302,471	\$ 310,950	\$ (8,479)	-3%	\$ -	\$ -	\$ -	0%
District Identity & Streetscape Improvement	683,547	721,250	(37,702)	-5%	379,896	493,425	(113,529)	-23%	303,652	227,825	75,827	33%
Administration	229,305	246,840	(17,535)	-7%	168,759	189,563	(20,804)	-11%	60,546	57,277	3,269	6%
Grants/Other	342,941	216,950	125,991	58%	-	-	-	0%	-	-	-	0%
Donation - In-Kind	107,266	48,944	58,323	119%	73,215	37,931	35,286	93%	34,051	11,013	23,038	209%
TOTAL EXPENSES	\$ 1,665,531	\$ 1,544,934	\$ 120,598	8%	\$ 924,342	\$ 1,031,868	\$ (107,526)	-10%	\$ 398,248	\$ 296,115	\$ 102,133	34%
Fiscal Year 2019-2020 Carryover	\$ 450,299	\$ 438,690	\$ 11,609	3%	\$ 405,433	\$ 262,483	\$ 142,952	54%	\$ (73,938)	\$ 118,558	\$ (152,887)	-129%

LOMBARD STREET VISITOR SERVICES					GRANT/OTHER			
REVENUE	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance
Assessments-Prior Year Carryover	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Assessments	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Grants/Other	162,745	216,950	(54,205)	-25%	299,000	57,650	241,350	419%
Special Events	-	-	-	0%	-	-	-	0%
Interest Savings/Other	-	-	-	0%	-	-	-	0%
Donation - In-Kind	-	-	-	0%	-	-	-	0%
TOTAL REVENUE	\$ 162,745	\$ 216,950	\$ (54,205)	-25%	\$ 299,000	\$ 57,650	\$ 241,350	419%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	\$ 162,745	\$ 216,950	\$ (54,205)	-25%	\$ 299,000	\$ 57,650	\$ 241,350	419%
EXPENSE								
Sidewalk Operations & Beautification	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
District Identity & Streetscape Improvement	-	-	-	0%	-	-	-	0%
Administration	-	-	-	0%	-	-	-	0%
Grants/Other	162,745	216,950	(54,205)	-25%	180,196	-	180,196	100%
Donation - In-Kind	-	-	-	0%	-	-	-	0%
TOTAL EXPENSES	\$ 162,745	\$ 216,950	\$ (54,205)	-25%	\$ 180,196	\$ -	\$ 180,196	100%
Fiscal Year 2019-2020 Carryover	\$ -	\$ -	\$ -	0%	\$ 118,804	\$ 57,650	\$ 61,154	106%



FWCBD Staff



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