

Presented in Committee - July 18, 2018

Fisherman's Wharf Community Benefit District

Legislative Overview

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

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



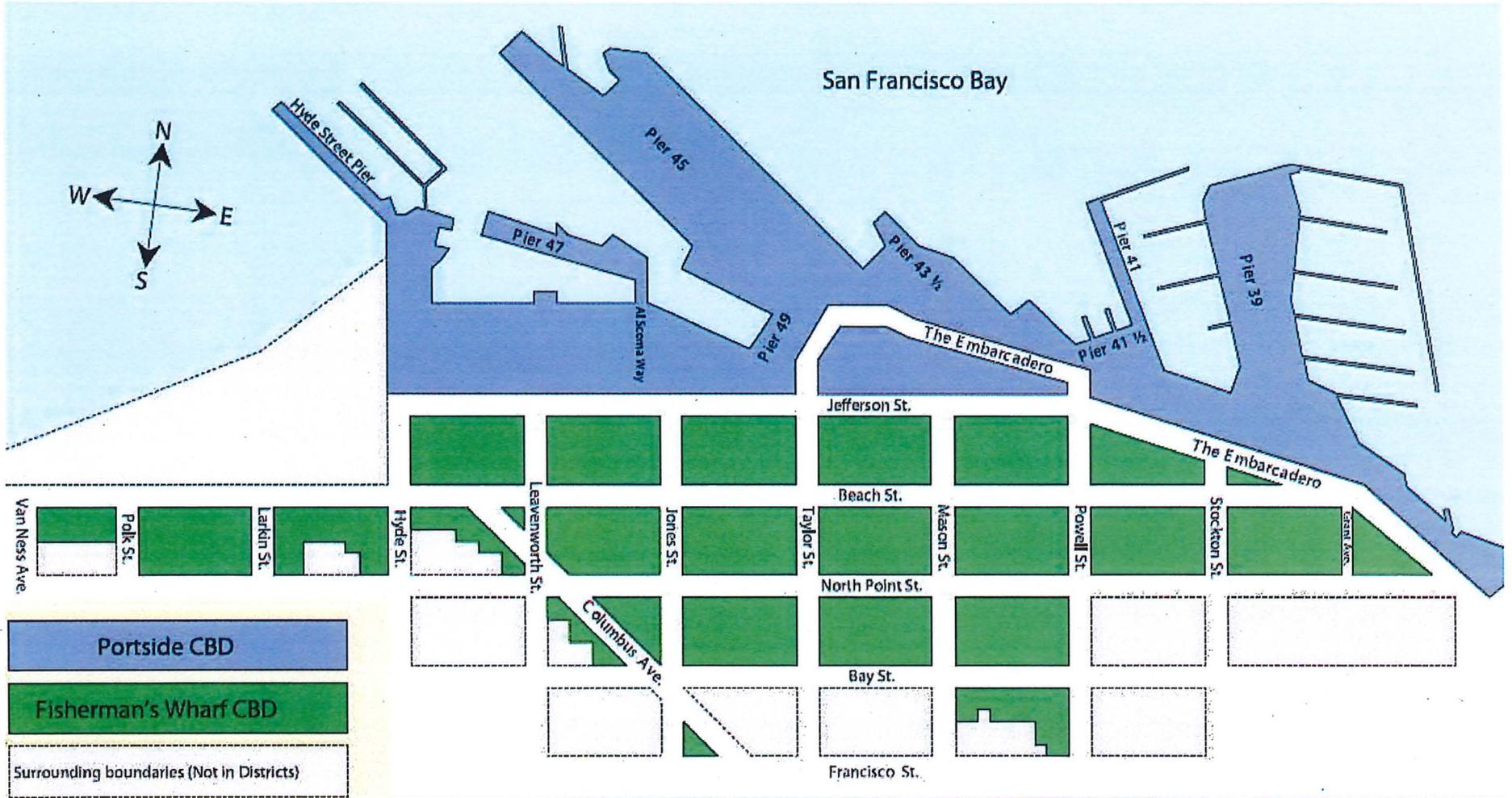
Review Process

This resolution covers the Annual Report for FY 2016-2017.

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



Parcel Map



FWCBD Formation

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

**budget identified in management plan*



FWCBD Operations

- **Staff**

- Executive Director - Troy Campbell; Program Manager – Laura Schaefer; and Marketing and Communications Manager - Rachel Brown

- **Service Areas**

- **District Identity and Streetscape Improvements (DISI)**

- The DISI service includes marketing and public relations and street enhancements for the district.

- **Street Operations, Beautification and Order (SOBO)**

- The SOBO service area includes street maintenance, beautification, and safety and emergency preparedness

- **Administration and Corporate Operations**

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



BENCHMARKS

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

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

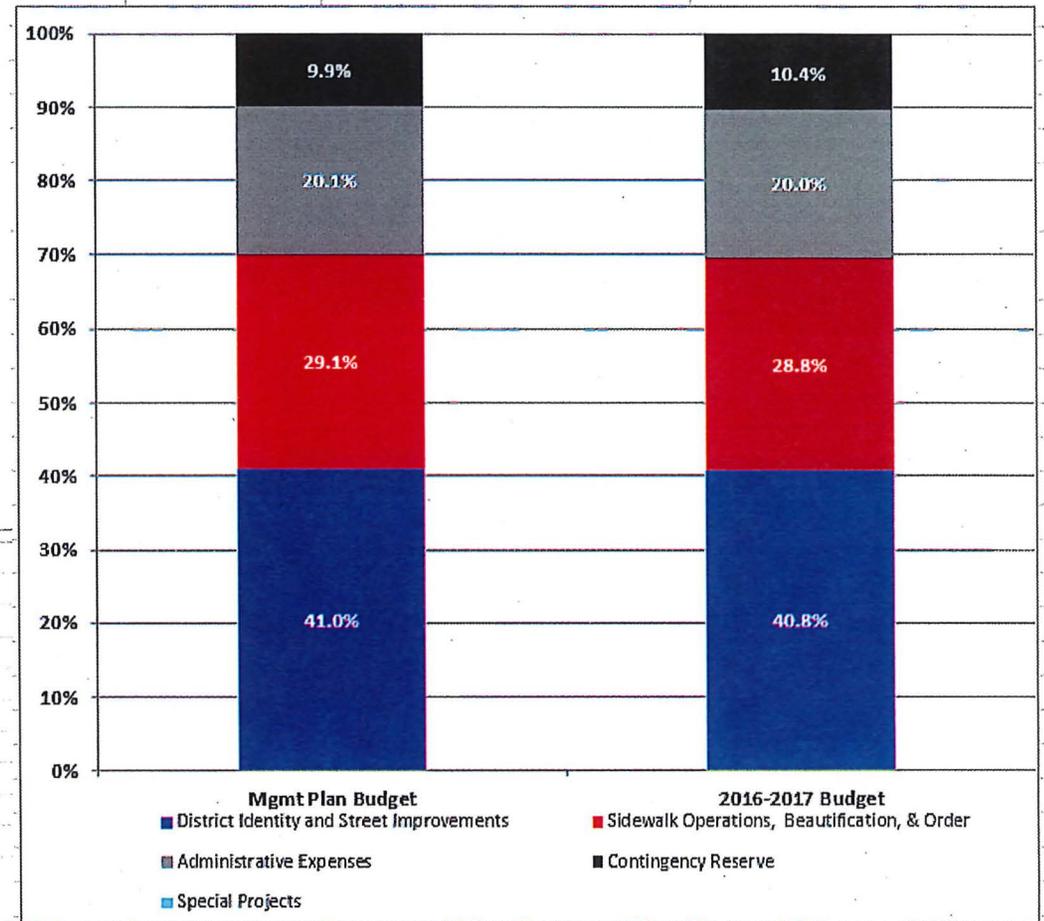
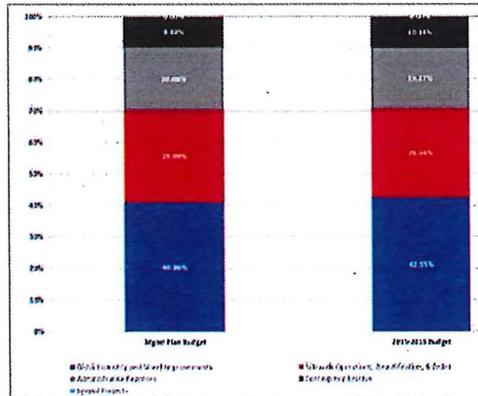
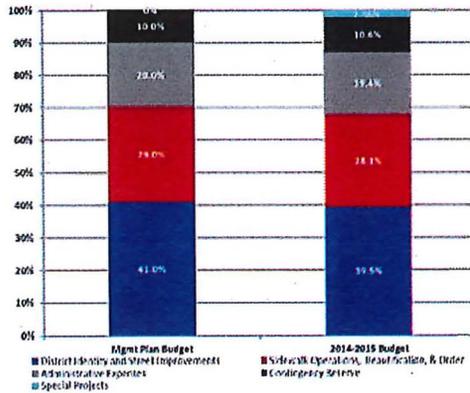
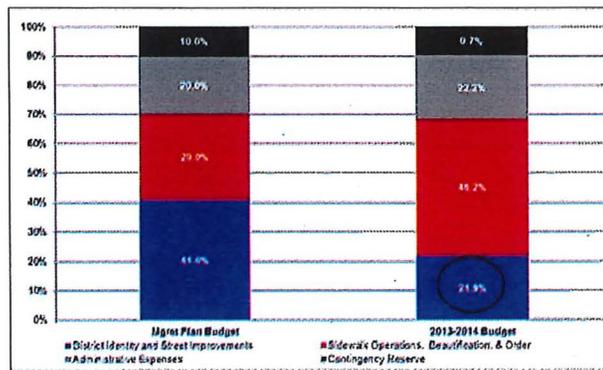
Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.

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

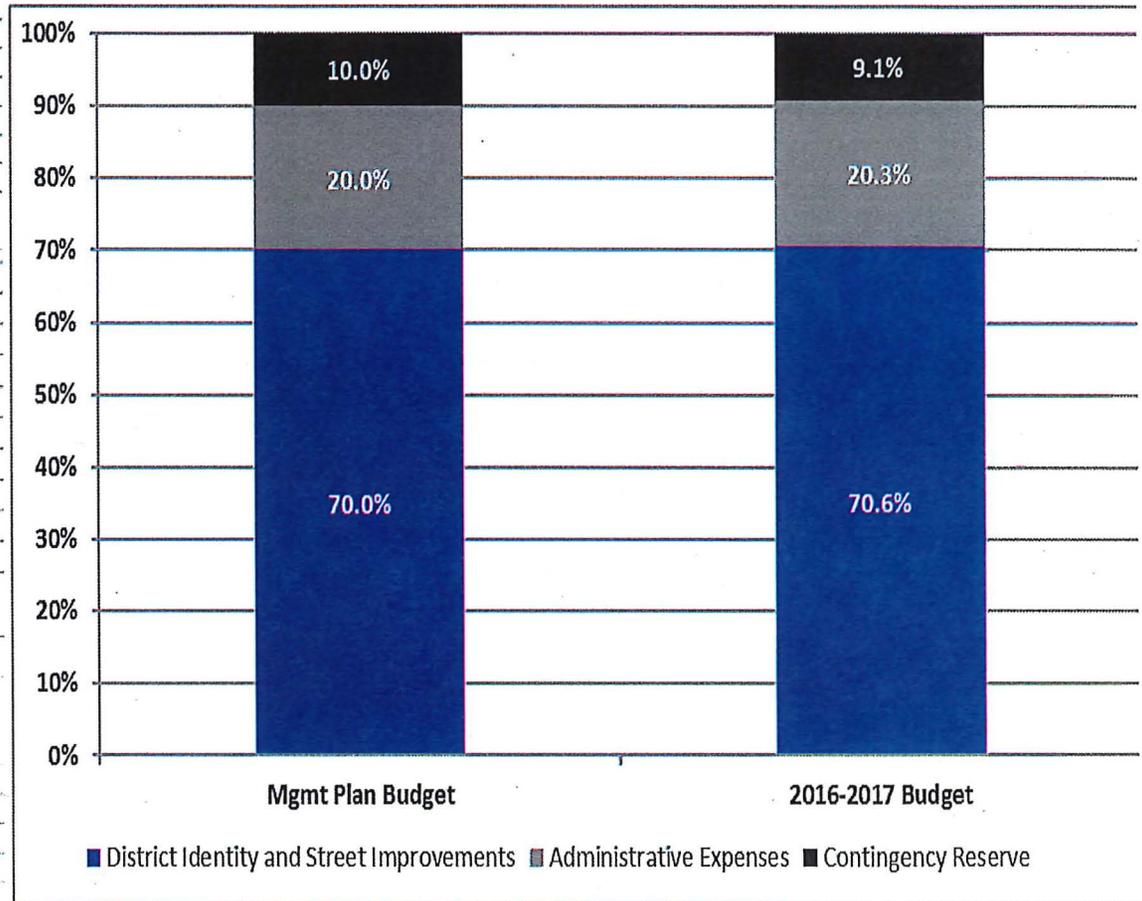
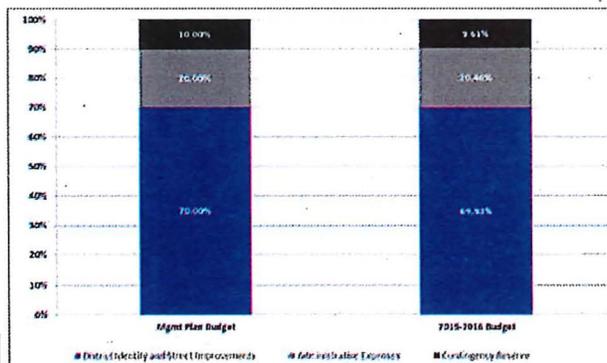
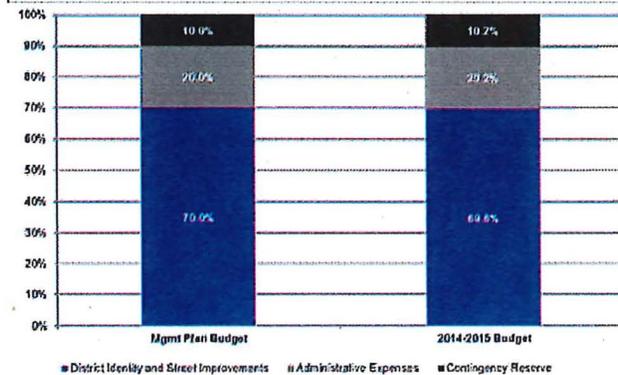
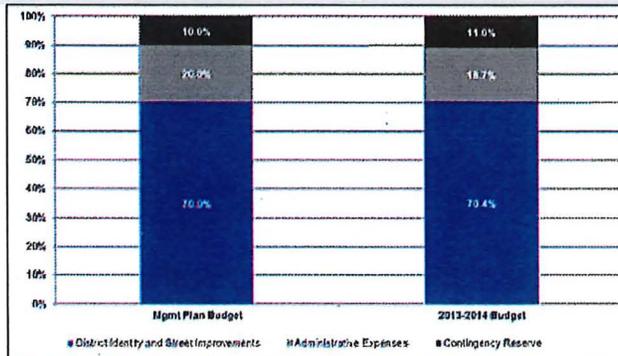
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



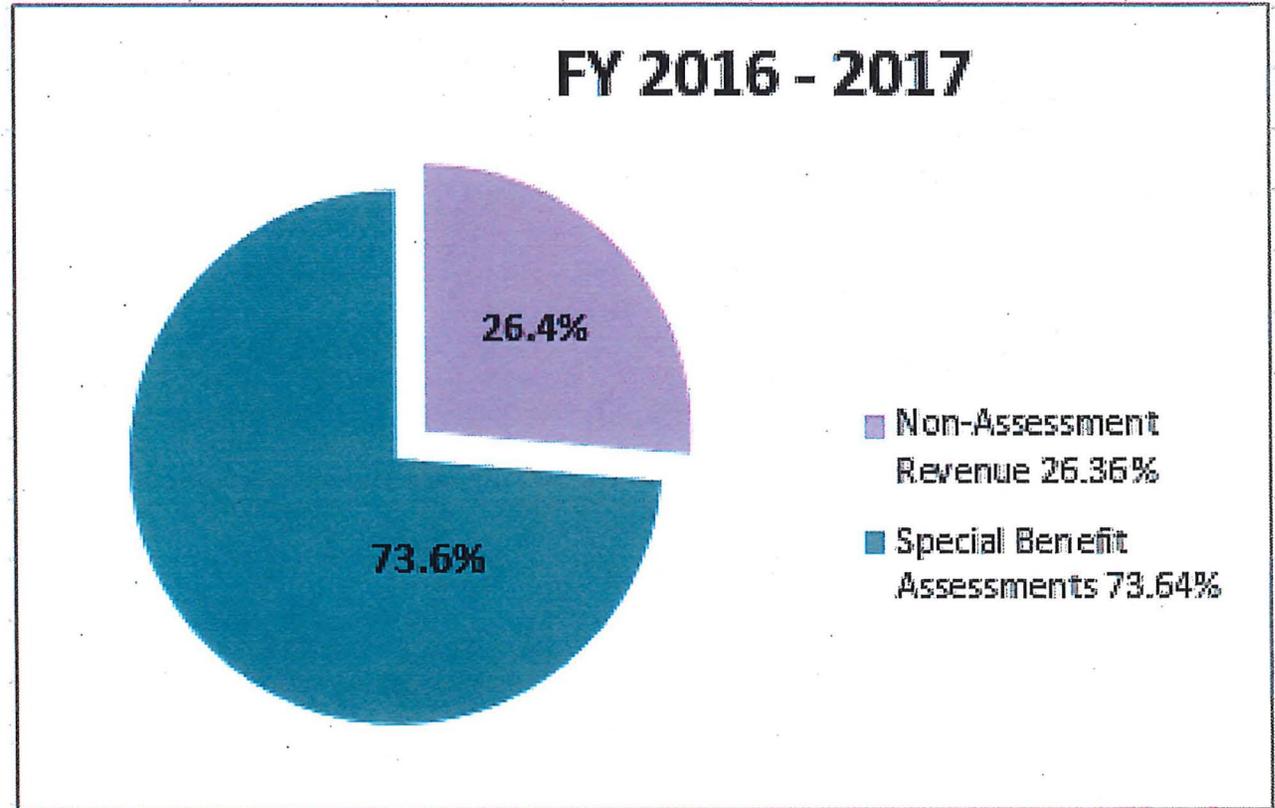
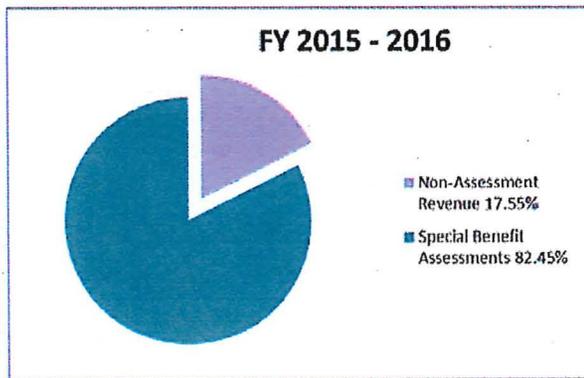
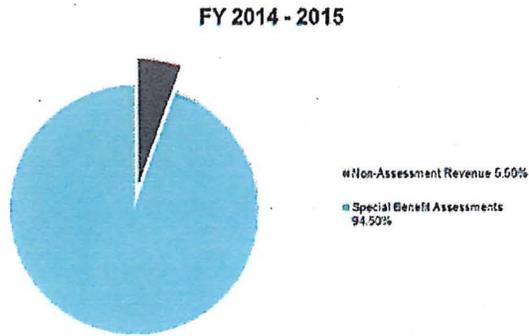
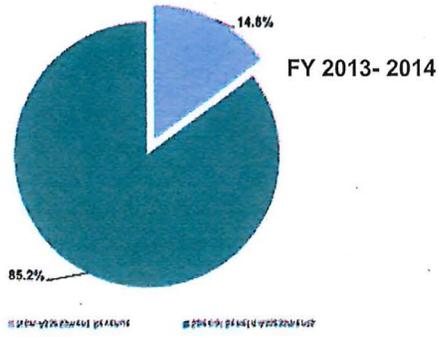
Management Plan vs. Annual Budgets (Landside)



Management Plan vs. Annual Budgets (Portside)



Assessment Revenue & Other Income (Landside)



Budget vs Actuals

| LANDSIDE Service Category | FY 2013-2014 Variance Percentage Points | FY 2014-2015 Variance Percentage Points | FY 2015-2016 Variance Percentage Points | FY 2016-2017 Variance Percentage Points |
|--|---|---|---|---|
| District Identity and Street Improvements | +13.4 | +3.21 | -4.69% | +8.03% |
| Sidewalk Operations, Beautification, & Order | -1.3 | -3.62 | -5.50% | -6.09% |
| Administrative Expenses | -2.4 | -.06 | -1.36% | -4.17% |
| Contingency Reserve | -9.7% | +0.038 | +4.49% | -3.04% |
| Special Projects | -- | +0.09 | +7.07% | +5.27% |



Budget vs Actuals

| PORTSIDE Service Category | FY 2013-2014 Variance Percentage Points | FY 2014-2015 Variance Percentage Points | FY 2015-2016 Variance Percentage Points | FY 2016-2017 Variance Percentage Points |
|---|--|--|--|--|
| District Identity and Street Improvements | +12.0 | +2.26% | -4.70% | +7.06% |
| Administrative Expenses | -1.0 | -2.00% | -2.27% | -4.96% |
| Special Projects | -- | -- | +11.27% | -- |
| Contingency Reserve | -11.0% | -.26% | -4.30% | -2.10% |



Carryover

| 2016-2017 Carryover Disbursement – Landside | \$636,452.00 | 2016-2017 Carryover Disbursement – Portside | \$174,773.00 |
|---|--------------|--|--------------|
| Designated Projects for FY 16-17 | | Designated projects for FY 16-17 | |
| SOBO | \$144,705.00 | DISI | \$97,001.00 |
| DISI | \$232,910.00 | Administration | \$29,526.00 |
| Administration | \$121,780.00 | Contingency | \$48,246.00 |
| Contingency | \$137,057.00 | Total Designated Amount for FY 16- 17 – Portside | \$174,773.00 |
| Total Designated Amount for FY 16-17 – Landside | \$636,452.00 | | |



Recommendations & Findings for FWCBD

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

- FWCBD was successful in exceeding its general benefit requirement.
- FWCBD has hosted successful events and has partnered with the broader community to make the Wharf area a destination for locals.
- FWCBD experienced increases in the amount of graffiti, trash, and safety concerns compared to the previous annual report
- FWCBD will sunset on 12/31/2020 – OEWD recommends that the CBD begin outlining and preparing for district renewal



Conclusion

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

- **Marketed and produced events – 4th of July, Fleet Week and Wharf Fest**
- **Increased their partnerships with community stakeholders and municipal agencies.**
- **Maintained an active board of directors and committee members**



Fisherman's WHARF

COMMUNITY BENEFIT DISTRICT

Troy Campbell
Executive Director



Ambassadors

The FWCBD has four full time
Safety & Cleaning Ambassadors

Hospitality

Hospitality Assistance
13,192

Business Contacts Made
11,095

Directions Given
9,243

Street Performer Conflict Resolution
1,036

Escorts Provided
829

Motorists Directions Given
870

Cleaning & District Service

Trash Removed (lbs)
16,278

Pan & Broom Block Faces
5,135

Graffiti Removed
2,219

Graffiti Stickers Removed
2,074

Street Furniture Cleaned
1,560

Tree Grates Cleaned
1,925

Painting Enhancements
953

Safety / Compliance

Sit/Lie
2,556

Public Disturbance/Panhandling
2,048

Drinking in Public
2,145

Camping/Sleeping
1,315

Illegal Dumping
822



New signage at the Hyde St Turnaround.

SOBO

Street Operations, Beautification & Order



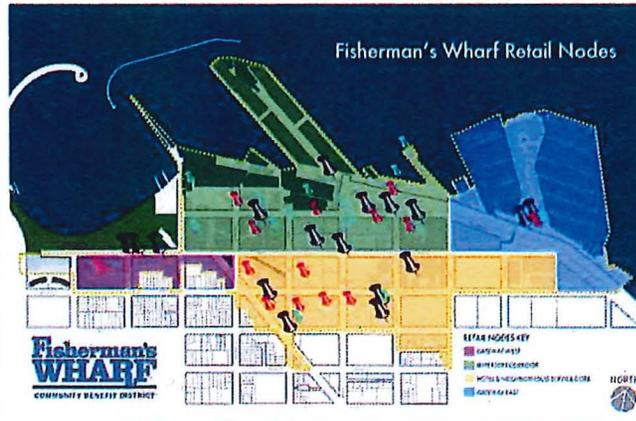
INVITES YOU TO PARTICIPATE
IN OUR

RETAIL STRATEGY FOCUS GROUP

As we develop the Fisherman's Wharf Retail Strategy, we invite you, the retail expert, to provide your opinions and valuable insights into what it takes to bring and ultimately retain businesses at Fisherman's Wharf.

APRIL 25 TUESDAY 4:30 PM TO 6:30 PM

Launched a Retail Strategy Task Force and website



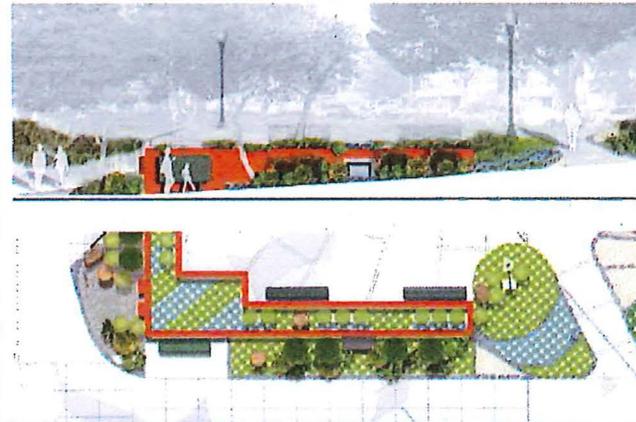
Published a Leasing & Brokers report and held a brokers open



Maintained tree lights at Joseph Conrad Park



Partnered with the MTA and fully funded scrims on the Kirkland Bus Yard fence.



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



Purchased a Kubota Car and pressure washer for the Ambassador program



New signage at the Hyde St Turnaround.

PIERsafe

Partners In Emergency Readiness



Held our 3rd Annual Security Summit

((FOREalert))

Partnered with FOREalert as a district wide safety platform

PARK SMART!

Take ALL of your valuables with you.

Continued to proliferate the PARK SMART! message within the district and the City



Hired off-duty (10b) police officers to supplement the beat officer schedule.

- Hosted NERT, Defensive Tactics, and Situational Awareness Trainings
- Held an annual emergency table top exercise and reviewed ICS protocol
- Worked with neighborhood DA to get convictions and stay away orders for some of the district's repeat offenders.



Marketing & District Identity



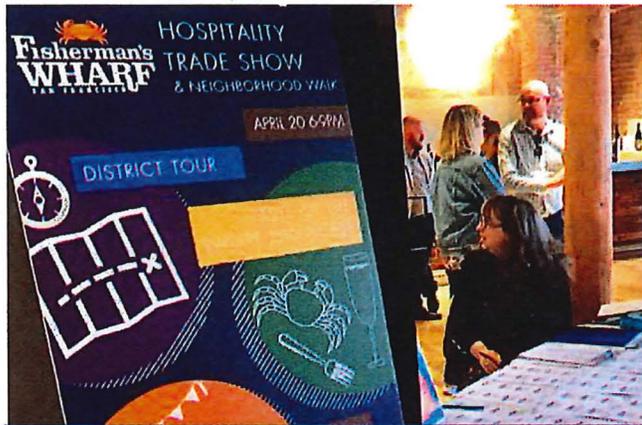
Produced the 4th Annual Wharf Fest and Chowder Competition



Hosted Onsie and Holiday Ugly Sweater pub crawls



Hosted the Lighted Boat Parade



Produced the Fisherman's Wharf Hospitality & Trade Show



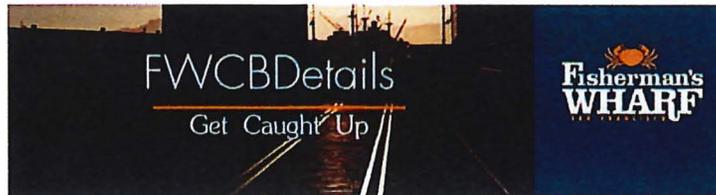
Produced the Wharf Poke Night



Decorated the FW Crab Wheel sign with lights and an "ugly" sweater

Newsletters & Print

District Newsletter



Travel Industry



Consumer



ITINERARIES
Fisherman's Wharf is a scenic spot in the world as a maritime destination. With the city's stunning views, a number of iconic views for the bay and the harbor, it's one of the best spots for any area with plenty more that makes the fish. Fisherman's Wharf is a vibrant, historic district with a rich maritime heritage. Plan your visit at fishermanswharf.com.

CLASSIC ROMANTIC
Experience the classic romance of the bay with a sunset cruise. Enjoy the view from the water, with a glass of wine and a delicious seafood dinner. Book your cruise at fishermanswharf.com.

NAUTICAL HUT
Get your nautical gear at the Nautical Hut. From fishing gear to nautical accessories, you'll find everything you need for your next adventure. Visit fishermanswharf.com for more information.

ART AFFECTIONADO
Discover the art scene at Fisherman's Wharf. From street art to gallery exhibitions, there's something for everyone. Visit fishermanswharf.com for more information.

LOCALS ONLY
Experience the local scene at Fisherman's Wharf. From street art to gallery exhibitions, there's something for everyone. Visit fishermanswharf.com for more information.

POINTS OF INTEREST & ATTRACTIONS

- 1. Fisherman's Wharf
- 2. Pier 39
- 3. Pier 41
- 4. Pier 42
- 5. Pier 43
- 6. Pier 44
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TRANSPORTATION

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HOTELS

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

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SOMETHING FOR EVERYONE
 Discover all that Fisherman's Wharf has to offer at fishermanswharf.com.
 22 Restaurants • 13 Museums • 100+ Galleries • 500+ Events
 22 Restaurants • 13 Museums • 100+ Galleries • 500+ Events

Fisherman's WHARF SAN FRANCISCO
 SAN FRANCISCO'S HISTORIC WATERFRONT DISTRICT

San Francisco Electric Bus Company
www.sfbus.com

Wild Ducky
www.wildducky.com

Wharf Food - 041 92 0018
www.wharf.com

San Francisco Electric Bus Company
www.sfbus.com

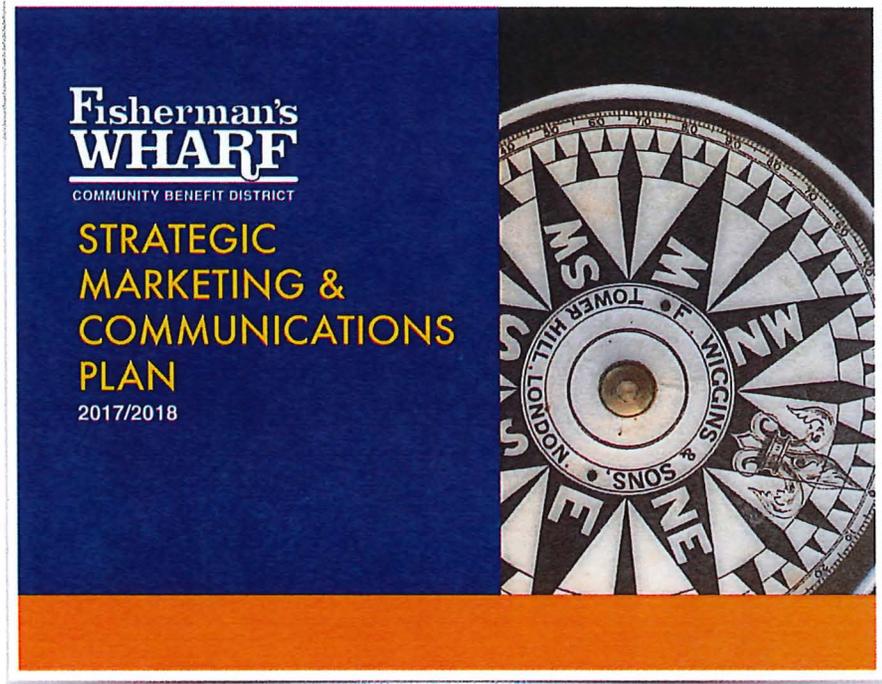
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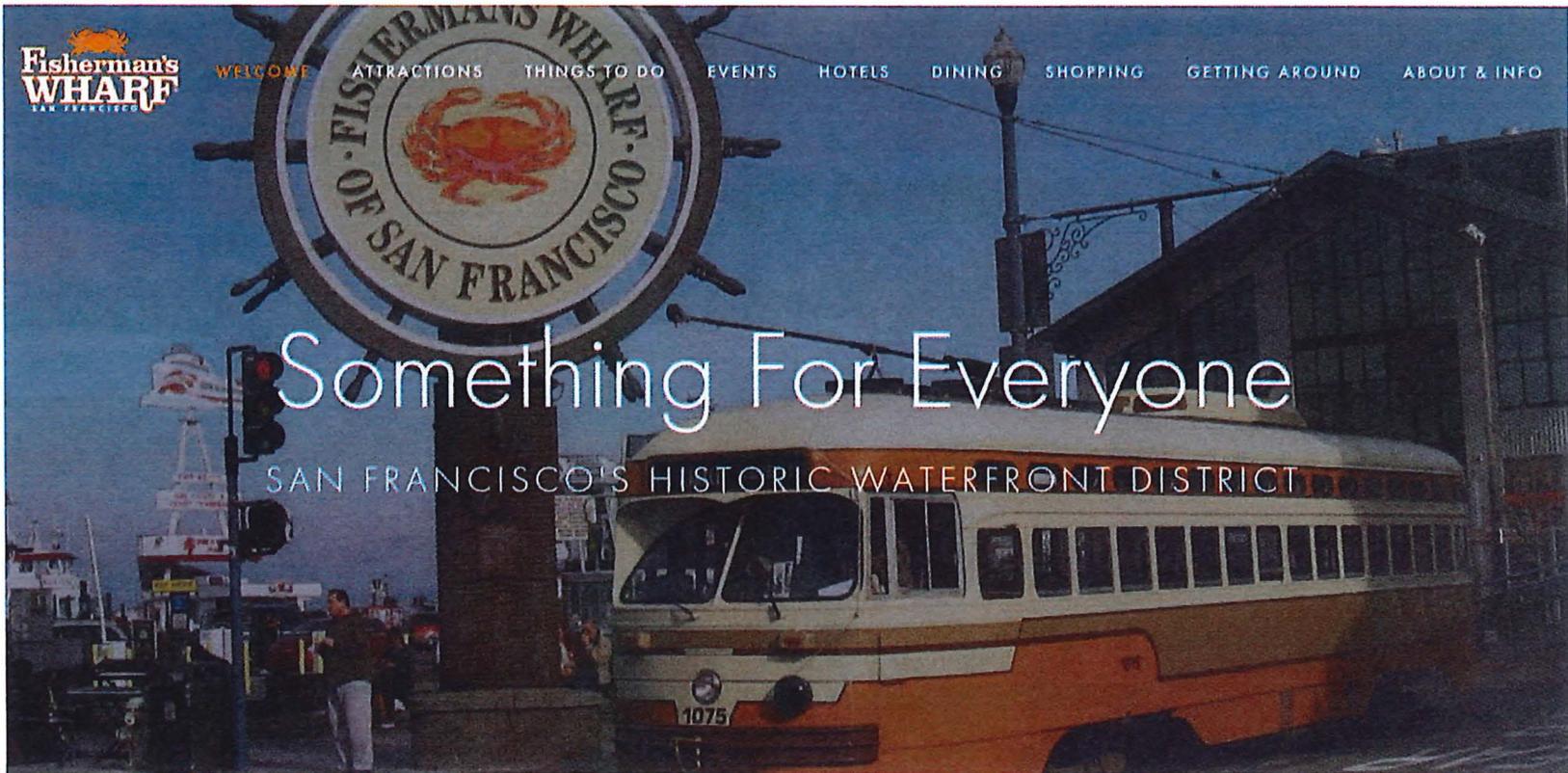
SOMETHING FOR EVERYONE 22 13 100+ 500+
 Restaurants Museums Galleries Events

Discover all that Fisherman's Wharf has to offer at fishermanswharf.com.
 22 Restaurants • 13 Museums • 100+ Galleries • 500+ Events

FWCBD MARKETING PLAN



Website & Social Media

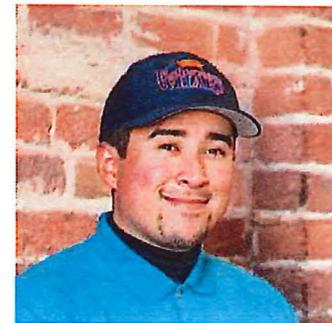
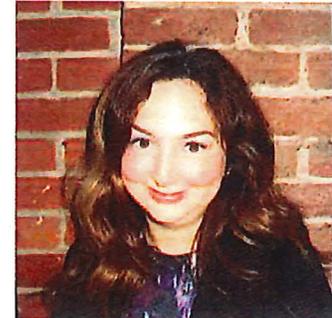




Data

20,148,052
Visitors

| | | | |
|-----|---------|----------|-------------------------------|
| 1. | 121,059 | 10/08/16 | Saturday of Fleet Week |
| 2. | 115,618 | 09/04/16 | Sunday of Labor Day Weekend |
| 3. | 107,517 | 07/23/16 | Saturday in July |
| 4. | 105,585 | 09/17/16 | Saturday in September |
| 5. | 104,380 | 07/30/16 | Saturday in July |
| 6. | 101,366 | 10/01/16 | Saturday in October |
| 7. | 101,104 | 08/13/16 | Saturday in August |
| 8. | 100,053 | 08/20/16 | Saturday in August |
| 9. | 98,891 | 09/24/16 | SFFD 150th on Saturday |
| 10. | 98,878 | 08/06/16 | Saturday in August |
| 11. | 98,070 | 09/03/16 | Saturday of Labor Day Weekend |
| 12. | 95,651 | 08/27/16 | Saturday in August |
| 13. | 95,248 | 09/05/16 | Labor Day |
| 14. | 94,104 | 07/24/16 | Sunday in July |
| 15. | 94,050 | 10/22/16 | Wharf Fest Saturday |



Fisherman's
WHARF
COMMUNITY BENEFIT DISTRICT