

File No. 160203

Committee Item No. 2

Board Item No. 26

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight

Date April 7, 2016

Board of Supervisors Meeting

Date April 19, 2016

Cmte Board

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <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 checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Subcontract Budget                           |
| <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                                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Public Correspondence                        |

**OTHER**

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>OEWD Memo - 04/01/2016</u>                              |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Fisherman's Wharf Annual Report - 2014-2015</u>         |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Fisherman's Wharf Financial Statements - 06/30/2015</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referral FYI - 03/07/2016</u>                           |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <u>OEWD Power Point - 04/07/2016</u>                       |
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Completed by: Erica Major

Date April 1, 2016

Completed by: JMA

Date 4/11/2016

1 [Fisherman's Wharf and Fisherman's Wharf Portside Community Benefit Districts - Annual  
2 Report to the City - FY2014-2015]

3 **Resolution receiving and approving the annual report for the Fisherman's Wharf**  
4 **Community Benefit District and Fisherman's Wharf Portside Community Benefit District**  
5 **for FY2014-2015, submitted as required by the Property and Business Improvement**  
6 **District Law of 1994 (California Streets and Highways Code, Sections 36600 *et seq.*),**  
7 **Section 36650, and the Districts' Management Agreements with the City, Section 3.4.**

8  
9 WHEREAS, The Fisherman's Wharf Community Benefit District (the Fisherman's  
10 Wharf CBD) was established by the Board of Supervisors in 2005, and the Fisherman's  
11 Wharf Portside Community Benefit District (the Fisherman's Wharf Portside CBD) was  
12 established by the Board of Supervisors in 2006, as described below; and

13 WHEREAS, Both the Fisherman's Wharf CBD and the Fisherman's Wharf  
14 Portside CBD are administered by the same owners' non-profit association, known as  
15 the Fisherman's Wharf Association, as described below; and

16 WHEREAS, On June 7, 2005, in accordance with the Property and Business  
17 Improvement District Law of 1994, California Streets and Highways Code, Sections  
18 36600 *et seq.* (the Act), as augmented by Article 15 of the San Francisco Business and  
19 Tax Regulations Code (Article 15), the Board of Supervisors adopted Resolution  
20 No. 386-05 expressing the City's intent to form the Fisherman's Wharf CBD; and

21 WHEREAS, On July 26, 2005, the Board of Supervisors adopted Resolution  
22 No. 540-05 establishing the Fisherman Wharf's CBD for a period of 15 years  
23 commencing with FY2005-2006; and

24 WHEREAS, On January 10, 2006, the Board of Supervisors adopted Resolution  
25 No. 16-06 authorizing a contract with the Fisherman's Wharf Association for the

1 management and administration of the Fisherman's Wharf CBD (the Fisherman's Wharf  
2 Management Contract) which is on file with the Clerk of the Board of Supervisors in File  
3 No. 052026; and

4 WHEREAS, On October 24, 2006, in accordance with the Act, as augmented by  
5 Article 15, the Board of Supervisors adopted Resolution No. 586-06 expressing the  
6 City's intent to form the Fisherman's Wharf Portside CBD; and

7 WHEREAS, On December 12, 2006, the Board of Supervisors adopted  
8 Resolution No. 696-06 establishing the Fisherman's Wharf Portside CBD for a period of  
9 14 years commencing with FY2005-2006; and

10 WHEREAS, On June 19, 2007, the Board of Supervisors adopted Resolution  
11 No. 312-07 with the Fisherman's Wharf Association, authorizing a contract with the  
12 Fisherman's Wharf Association for the management and administration of the  
13 Fisherman's Wharf Portside CBD (the Fisherman's Wharf Portside Management  
14 Contract) which is on file with the Clerk of the Board of Supervisors in File No. 070838;  
15 and

16 WHEREAS, On March 31, 2015, the Board of Supervisors approved the  
17 Fisherman's Wharf CBD's and the Fisherman's Wharf Portside CBD's annual report for  
18 FY2013-2014 in Resolution No. 107-15; and

19 WHEREAS, The Fisherman's Wharf Association has submitted for the Board's  
20 receipt and approval an annual report for both the Fisherman's Wharf CBD and  
21 Fisherman's Wharf Portside CBD for FY2014-2015 as required by Section 36650 of the  
22 Act and Section 3.4 of the Fisherman's Wharf Management Contract and the  
23 Fisherman's Wharf Portside Management Contract (the Annual Report); and  
24  
25

1           WHEREAS; The Annual Report is on file with the Clerk of the Board of  
2 Supervisors in File No. 160203 and is incorporated herein by reference as though fully  
3 set forth; and

4           WHEREAS, Supporting documents, including, but not limited to, a transmittal  
5 letter and memorandum report from the City's Office of Economic and Workforce  
6 Development, dated February 26, 2016, and documentation from the Fisherman's  
7 Wharf Association for the Annual Report is on file with the Clerk of the Board of  
8 Supervisors in File No. 160203; now, therefore, be it

9           RESOLVED, That the Board of Supervisors hereby receives and approves the annual  
10 report for the Fisherman's Wharf Community Benefit District and Fisherman's Wharf Portside  
11 Community Benefit District for FY2014-2015.

**MEMO**

To: Supervisor Aaron Peskin, District 3  
CC: San Francisco Board of Supervisors  
From: Chris Corgas, Project Manager  
RE: Fisherman's Wharf Community Benefit District (Landside and Portside)  
Date: January 4, 2016

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This is a memo summarizing the performance of the Fisherman's Wharf Community Benefit District (FWCBD) for both "Landside" and "Portside" and an analysis of their financial statements (based on their audit) for the period between July 1, 2014, and June 30, 2015.

Each year the CBD is required to submit a mid-year report, an annual report, and a CPA Financial Review or Audit. Fisherman's Wharf CBD has complied with the submission of all these requirements. OEWD staff, with assistance from the Controller's Office, reviewed these financial documents to monitor and report on whether they have complied with the rules per the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 Et Seq.; San Francisco's Business and Tax Regulations Code Article 15; the Fisherman's Wharf Association management contract with the City; and their Management Plan as approved by the Board of Supervisors in 2005 for Landside and 2006 for Portside.

Also attached to this memo are the following documents:

1. Annual Report
  - a. FY 2014-2015
2. CPA Financial Review Report
  - a. FY 2014-2015
3. Draft resolution from the Office of Economic and Workforce Development



## Background

The Fisherman's Wharf Community Benefit District includes two districts - the "Landside" property-based district includes 127 parcels and "Portside" business-based district includes 58 parcels.

### Landside:

- July 26, 2005: the Board of Supervisors approved the resolution that established the property-based district called the Fisherman's Wharf Landside Community Benefit District for 15 years (Resolution # 540-05).
- January 10, 2006: the Board approved the contract for the administration and management of the Fisherman's Wharf Community Landside CBD (Resolution # 16-06).

### Portside:

- December 12, 2006: the Board of Supervisors approved the resolution that established the business-based district called the Fisherman's Wharf Portside Community Benefit District for 14 years (Resolution # 696-06).
- June 19, 2007: the Board approved the contract for the administration and management of the Fisherman's Wharf Portside CBD (Resolution # 312-07).

## Basic Info about Fisherman's Wharf CBD

Year Established	Landside 2005 Portside 2006
Assessment Collection Period	Landside: FY 2005-06 to FY 2019-20 (July 1, 2005 to June 30, 2020) Portside: FY 2006-07 to FY 2019-20 (July 1, 2006 to June 30, 2020)
Services Start and End Date	Landside: January 1, 2006 – December 31, 2020 Portside: January 1, 2007 – December 31, 2020
Initial Estimated Annual Budget	Landside: \$622,615 Portside: \$187,113
Fiscal Year	July 1 – June 30
Executive Director	Troy Campbell
Name of Nonprofit Owners' Association	Fisherman's Wharf Association of San Francisco

The current CBD website <http://www.fwcbd.com>, includes all the pertinent information about the organization and their programs, a calendar of events, their Management Plan, Mid-Year Report, Annual Report and meeting schedules. It should also be noted that the organization also manages the site <http://www.visitfishermanswharf.com>, that is designed specifically for visitors to the district.

## Summary of Service Area Goals

### **District Identity and Street Improvements (DISI)**

District Identity and Street Improvements service includes marketing and public relations and street enhancements for the district. The Landside CBD Management Plan calls for 41% of the budget to be spent on DISI while the Portside CBD Management Plan calls for 70% of the budget to be spent in this service area.

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

Street Operations, Beautification and Order service area includes street maintenance, beautification, and safety and emergency preparedness. FWCBD contracts with Costless Maintenance Service Company (CMSC) Block by Block to provide removal of litter from sidewalks seven days a week year round, annual sidewalk steam cleaning, ongoing power washing and removal of graffiti within 72 hours. Security in the district is provided by two SFPD 10B officers SIX days a week from July to early October. Three full-time and one part-time ambassador provide assistance with directions and questions, communication with law enforcement and the Port of San Francisco, and outreach to homeless on the wharf. The Landside CBD Management Plan calls for 29% of the budget to be spent on SOBO while the Portside CBD Management Plan does not allocate funds for this service area.

### **Administration and Corporate Operations**

The Landside and Portside CBD Management Plan calls for 20% of the budget to be spent on administration and corporate operations. FWCBD is staffed by a full-time Executive Director who serves as the focal point person and advocate for Fisherman's Wharf CBD. FWCBD board has twenty-five (25) board members that represent the diverse property and business owners in the district. In addition, there are three non-voting community representatives on the board that include the National Park Service, the Fishing Industry, and the Port of San Francisco. The board meets every fourth Thursday of the month. Board members are expected to serve on at least one committee. The five committees include:

- **Marketing/District Identity & Streetscape Improvements** - The Marketing/District Identity & Streetscape Improvements committee works to promote visitation to Fisherman's Wharf and meets the second Tuesday of the month.
- **PIERSafe** - The PIERSafe committee works to create a safety and emergency preparedness for businesses and residents in the Fisherman's wharf community and meets the first Thursday of the month. Fisherman Wharf CBD regularly holds trainings, meetings and drills to ensure safety for merchants, workers and visitors on the wharf.
- **Sustainability/Zero** - The Sustainability/Zero Waste committee works to assist businesses and residents in reaching the City's goals of becoming 100% sustainable by the year 2020 and meets every two months.
- **Street Operations and Beautification** - The Street Operations and Beautification committee works to ensure a clean and safe commercial district and meet on the second Tuesday of the month.
- **Transportation Improvement** - The Transportation Improvement committee works to help mitigate traffic congestion and improve vehicle and pedestrian safety and meets every two months.

## Summary of Accomplishments, Challenges, and Delivery of Service Areas

FY 2014-2015

### **District Identity and Street Improvements (DISI)**

- Sponsored the 2014 4<sup>th</sup> of July Celebration, Opening Day on the Bay, Tel-Hi Heart of Gold, Fleet Week, Family Fun Day in conjunction with Sunday Streets, and a Taste of Tel-Hi.
- Produced the 2<sup>nd</sup> Annual “Wharf Fest” and Chowder Cook Off.
- Received press coverage from multiple news outlets including: Hoodline.com, Curbed.com, KTVU, SF Weekly, NBC, CBS, SF Business Times, SF Gate, SF Examiner, Funcheap SF, SF Station, etc ,

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

*Note: The FWCBD 2014-15 Annual Report developed standardized metrics for measuring program performance.*

- Safety & Security Services:
  - Escorts provided – 516
  - Street Performer Interaction – 938
  - Quality of Life – Sit/Lie – 3,579
- Visitor/Merchant Services:
  - Hospitality Assistance – 22,311
  - Directions Given – 15,970
- Cleaning/Maintenance Services
  - Trash Collected (lbs) – 10,335
  - Graffiti/Stickers Removed – 1,869
  - Street Furniture Cleaned – 1,147
  - Tree Grates Cleaned – 915

### **Administration and Corporate Operations**

- The Executive Director served as the representative for the district on Central Station’s Community Police Advisory Board.
- Held bi-monthly SFPD Community Meetings attended by the SFPD Central Station Police Captain and beat officers.
- Conducted a Merchant Transportation Survey in order to better advocate for the needs of district merchants who are having difficulty hiring and retaining employees.
- Advocated for bringing the Central Subway to the wharf and assisted the group SF NextStop in getting the County Transportation Authority to fund a study to move the project forward .

## FWCBD Annual Budget Analysis

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 budget identified in the Management Plan (*Agreement for the Administration of the “Fisherman’s Wharf Community Benefit District”, Section 3.9 – Budget; Agreement for the Administration of the “Fisherman’s Wharf Portside Community Benefit District”, Section 3.9 - Budget*)
- **BENCHMARK 2:** Whether five percent (5%) of Landside’s actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the*

Administration of the "Fisherman's Wharf Community Benefit District", Section 3.4 - Annual Reports)

- **BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percent (Agreement for the Administration of the "Fisherman's Wharf Community Benefit District", Section 3.9 – Budget; Agreement for the Administration of the "Fisherman's Wharf Portside Community Benefit District", Section 3.9 - Budget)
- **BENCHMARK 4:** Whether FWCBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year (CA Streets & Highways Code, Section 36650(B)(5))

**FY 2014-2015**

**BENCHMARK 1:** Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

**ANALYSIS:** FWCBD met this requirement for Portside; FWCBD did not meet this requirement for Landside. See tables below.

**Landside**

Service Category	Management Plan Budget	% of Budget	FY 2014-2015 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$255,000	40.96%	\$264,225	39.50%	-1.02
Sidewalk Operations, Beautification, & Order	\$181,130	29.09%	\$187,800	28.07%	-1.46
Administrative Expenses	\$125,000	20.08%	\$130,000	19.43%	-.64
Contingency Reserve	\$61,485	9.88%	\$71,200	10.64%	+.76
Special Projects	\$0	0%	\$15,750	2.36%	+2.36
<b>TOTAL</b>	<b>\$622,615</b>	<b>100%</b>	<b>\$668,975</b>	<b>100%</b>	

**Portside**

Service Category	Management Plan Budget	% of Budget	FY 2014-2015 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$130,979	70%	\$149,575	69.61%	-.39
Administrative Expenses	\$37,423	20%	\$43,300	20.15%	+.15
Contingency Reserve	\$18,711	10%	\$22,000	10.24%	+.24
<b>TOTAL</b>	<b>\$187,113</b>	<b>100%</b>	<b>\$214,875</b>	<b>100%</b>	

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

**ANALYSIS:** FWCBD met this requirement. Assessment revenue was \$647,611 or 94.50% of actuals and non-assessment revenue was \$37,708 or 5.50% of actuals. See table below.

Revenue Sources	FY 2014-2015 Actuals	% of Actuals
Landside Special Benefit Assessments	\$647,611	
<b>Total assessment revenue</b>	<b>\$647,611</b>	<b>94.50%</b>
Special Events	\$0	
Contributions and Sponsorships	\$10,173	
Donations	\$27,000	
Interest Earned	\$535	
<b>Total non-assessment revenue**</b>	<b>\$37,708</b>	<b>5.50%</b>
<b>Total</b>	<b>\$685,319</b>	<b>100%</b>

**BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

**ANALYSIS:** FWCBD did met this requirement for Landside; FWCBD did met this requirement for Portside. See table below.

**Landside**

Service Category	FY 2014-2015 Budget	% of Budget	FY 2014-2015 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$264,225	39.50%	\$275,968	42.71%	+3.21
Sidewalk Operations, Beautification, & Order	\$187,800	28.08%	\$158,001	24.46%	-3.62
Administrative Expenses	\$130,000	19.43%	\$125,152	19.37%	-.06
Contingency Reserve	\$71,200	10.64%	\$71,200	11.02%	+0.38
Special Projects	\$15,750	2.35%	\$15,750	2.44%	+0.09
<b>TOTAL</b>	<b>\$668,975</b>	<b>100%</b>	<b>\$646,071</b>	<b>100.0%</b>	

**Portside**

Service Category	FY 2014-2015 Budget	% of Budget	FY 2014-2015 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$149,575	69.61%	\$158,481	71.87%	+2.26
Administrative Expenses	\$43,300	20.15%	\$40,026	18.15%	-2.00
Contingency Reserve	\$22,000	10.24%	\$22,000	9.98%	-.26
<b>TOTAL</b>	<b>\$214,875</b>	<b>100.0%</b>	<b>\$220,507</b>	<b>100.0%</b>	

**BENCHMARK 4:** Whether FWCB is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

**ANALYSIS:** FWCBD met this requirement. *There is a period between when the City collects assessment payment and when the City disburses the funds to the CBD. As a result, a CBD typically has a fund balance at the end of the fiscal year that is equal to about 6 months of their annual budget. See table below.*

**Landside**

<b>FY 2014-15 Carryover Disbursement</b>	<b>\$353,349.34</b>
Designated Projects for FY 2015-16	
SOBO	\$102,471.31
DISI	\$141,339.74
Administration	\$70,669.87
Contingency	\$38,868.42
<b>Total Designated amount for FY 2014-15</b>	<b>\$353,349.34</b>

**Portside**

<b>FY 2014-15 Carryover Disbursement</b>	<b>\$125,702.66</b>
Designated Projects for FY 2015-16	
DISI	\$87,991.86
Administration	\$25,140.53
Contingency	\$12,570.27
<b>Total Designated amount for FY 2014-15</b>	<b>\$125,702.66</b>

**Findings and Recommendations**

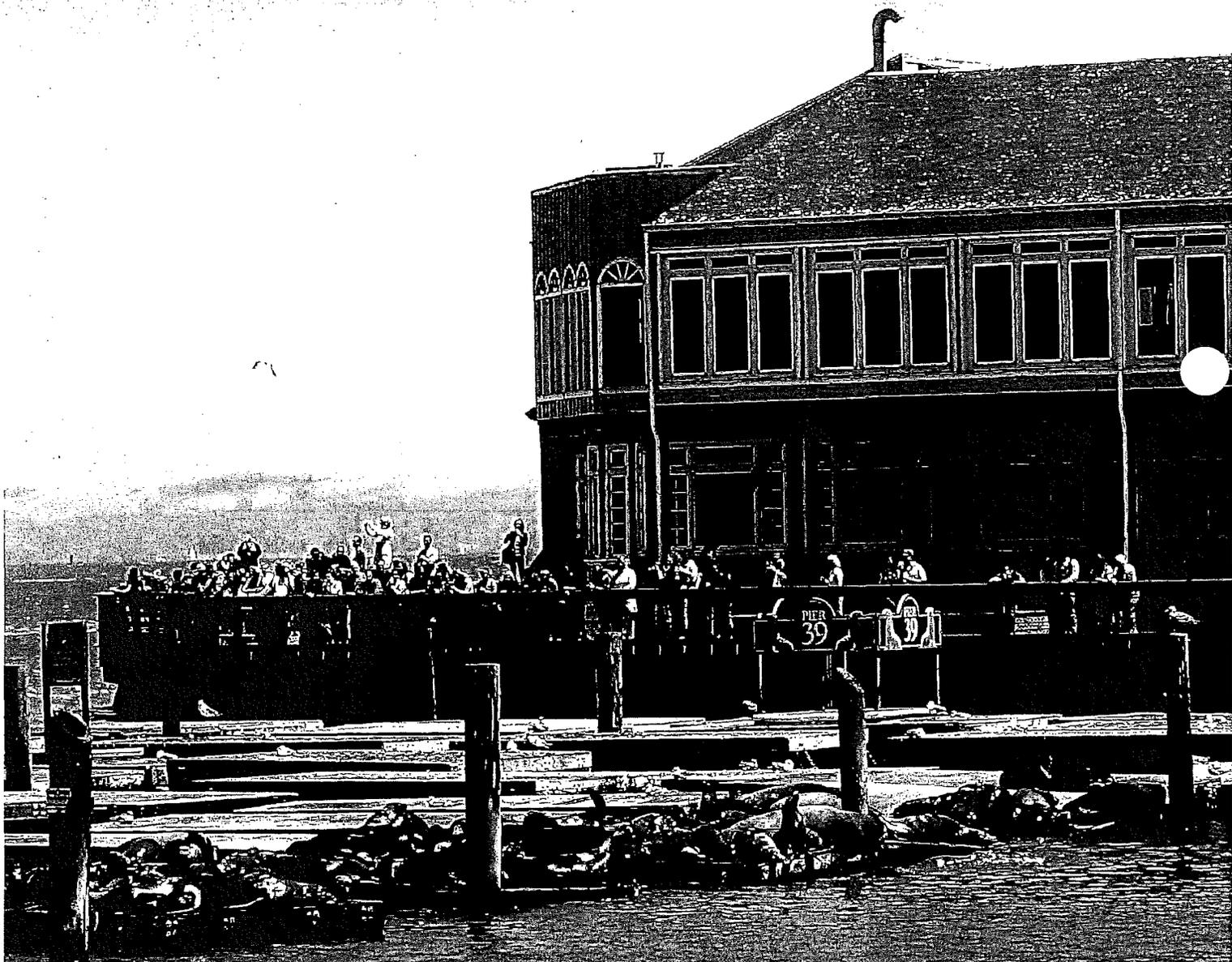
For the fiscal year in review, Fisherman’s Wharf CBD (Landside) has exceeded its general benefit requirement of five percent. FWCBD did not, however, provide the following required information in its Annual Report: 1) carryover amounts and designated program area. FWCBD has prepared a letter addressing this issue, the letter is attached.

FWCBD has improved since the FY 13-14 annual report in achieving all benchmarks. FWCBD was able to keep all variances within acceptable margins. FWCBD continued to perform well in providing events to identify the neighborhood and bring people to the district to patronize district merchants.

**Conclusion**

Fisherman’s Wharf CBD has performed well in implementing the service plan of both the Landside and Portside areas. Fisherman’s Wharf CBD has continued to successfully market and produce events such as 4<sup>th</sup> of July, Fleet Week, and Holiday Lights and Sights. Fisherman’s Wharf CBD has an active board of directors and committee members; and OEWD believes the Fisherman’s Wharf CBD will continue to successfully carryout its mission and service plans.

# { Annual Report } { 2014-2015 }



**Fisherman's Wharf**  
**COMMUNITY BENEFIT DISTRICT**



Dear Community Member,

July 2015

The 2014-2015 fiscal year saw the continued growth and success of our organization. Currently in its tenth year of operation, the Fisherman's Wharf Community Benefit District (FWCBD) has built productive relationships with city agencies and other neighborhood groups. With a 25 member Board of Directors and 10 committees and subcommittees, we have over 150 active district and community members. We would like to thank our volunteer Board of Directors as well as all of the individuals that support our district throughout the year.

I have enjoyed serving as the President for the 14/15 fiscal year and am proud of the strides we have made to make the community better.

I encourage you to read about the accomplishments of the FWCBD included in this annual report. If you are not already involved with the organization we ask you to consider joining one of our committees where you can make a difference.

Regards,

Tony Smith  
FWCBD Board President

### About the Fisherman's Wharf District

Year Established	2005 Landside / 2006 Portside
Total Assessed Properties	105 Landside
Total Assessed Businesses	56 Portside
Total Square Blocks	30
Geographic Size	143 Acres
Population	5,885
Jobs	8,334
Job Density	59 jobs / acre

#### FWCBD Advisory Committees

- Finance
- Executive
- Street Operations, Beautification and Order
- Marketing
- Sustainability
- Public Realm
- PIERSafe
- Police Community Meetings
- Transportation

#### Other Committee Involvement:

- Community Police Advisory Board
- Fisherman's Wharf Merchant's Association
- CBD/BID Consortium
- SFNexTstop - Central Subway Advocacy
- The Embarcadero Enhancement Project
- Business Federation Meeting
- Fisherman's Wharf Waterfront Advisory Group
- Port of San Francisco & BCDC Planning Study

- Fisherman's Wharf is the number one destination in San Francisco and Pier 39 is the most visited attraction.
- Fisherman's Wharf receives 10-12 million visitors annually.
- On average, 24,383 people visit Fisherman's Wharf on a daily basis. The number can swell as high as 100,000 people, depending on the season and/or the weather.
- 35% of visitors to Fisherman's Wharf are local Bay Area residents.
- In 2010 businesses at Fisherman's Wharf generated \$65.6 million in revenue annually to the City of San Francisco through rents to the Port of San Francisco, payroll, sales, property, hotel and parking taxes.
- There are 11 parking garages and lots at Fisherman's Wharf that generated \$14.2 million in parking revenue tax that funds the Port and the MTA.
- Fisherman's Wharf supports over 8,384 jobs, 1,475 of which are at the 13 hotels located at Fisherman's Wharf. These 13 hotels have over 3,200 guest rooms and have some of the highest occupancy rates in the city.

**PUBLIC REALM & URBAN PLANNING**

The FWCBD continued its commitment to perform outreach and work with the Department of Public Works, the MTA, the San Francisco Planning Department and the Port of San Francisco regarding Phase 2 of the Jefferson Steet Public Realm Plan. Our perseverance and advocacy efforts were rewarded when the City announced in June of 2015 that the upcoming budget would include \$1.7 million dollars to fund the next step of the project.

**SECURITY**

- Partnered with District Merchants, SFPD and the District Attorney’s office and successfully gained a public nuisance stay away order for an infamous street performer that was plaguing merchants and visitors.
- The FWCBD designed the “Park Smart” campaign graphics (postcards, posters, web) for a citywide initiative to educate visitors to not leave valuable in their cars.
- Continued work with the developers of Townsquared, a district intranet site that allows merchants to share information about crime and safety in the district including an urgent alert feature that notifies SFPD via text.
- Maintained lights in all of the trees at Conrad Park.
- Provided SFPD 10B coverage (off duty SFPD Officers). The officers for the fiscal year gave out over 300 citations and made 7 arrests.
- The Executive Director served as the representative for the district on Central Station’s Community Police Advisory Board.
- Held bi-monthly SFPD Community Meetings attended by the SFPD Central Station Police Captain, the Deputy District Attorney and the Fisherman’s Wharf beat officers.
- Held a Security and Safety Summit in the spring. The event achieved the goal of providing the community with resources and education as well as fostering partnerships between SFPD, local merchants and private security companies at the Wharf.

**PIERsafe**

- Held monthly PIERsafe Meetings.
- Conducted weekly tests of the FISHnet radio network that includes over 15 participating members.
- Reprinted the Essential Contact Numbers wallet cards that were distributed in the district.
- Conducted a FISHnet Earthquake Drill in order to give participants some examples of how the FISHnet radio network can be used in the event of an emergency.
- Held an Incident Command Center tabletop exercise to hone the skills of committee members.

**BEAUTIFICATION & MAINTENANCE**

- Worked with the MTA to allow the CBD to attach branded district identity decals to light poles in the neighborhood.
- Partnered with the MTA on a licensing agreement to add a new welcome sign at the Hyde Street Cable Car turnaround.
- Worked with the Port of San Francisco and DPW to host the Giants Clean Sweep on the Wharf on July 26th.

- Held district walkthroughs with DPW and Port of San Francisco staff to identify and fix issues within the district.

**AMBASSADORS**

The FWCBD’s Ambassador Program continues to be a staple for the district, offering needed support for an increasing aggressive street population, graffiti removal, litter abatement and hospitality assistance.

The ambassadors not only assist visitors with directions and questions, but they clean and remove graffiti in the district, power-wash sidewalks, collect litter, outreach to the district’s street population and aid law enforcement and the Port of San Francisco.

The following stats are for the past fiscal year:

**Hospitality Statistics**

1. Hospitality Assistance	22,311
2. Directions Given	15,970
3. Business Contacts Made	12,593
4. Street Performer Conflict Resolution	938
5. Escorts Provided	516
6. Motorists Directions Given	445

**Cleaning Statistics**

1. Trash Removed (lbs)	10,335
2. Pan & Broom Block Faces	1,657
3. Graffiti Removed	1,605
4. Graffiti Stickers Removed	1,291
5. Street Furniture Cleaned	1,147
6. Tree Grates Cleaned	915
7. Painting Enhancements	360

**Safety / Compliance Request Statistics**

1. Sit/Lie	3,579
2. Public Disturbance/Panhandling	1,631
3. Drinking in Public	1,429
4. Camping/Sleeping	998
5. Drug Activity	821
6. Illegal Dumping	578
7. Request for Police	195



MARKETING & EVENTS

- Provided event sponsorship for the 2014 4th of July Celebration and production of an event flyer, website build out, and social media marketing of the event.
- Provided event sponsorship of the 2014 Fleet Week Celebration and production of an event flyer, website build out, and social media marketing of the event.
- Produced the 2nd Annual Wharf Fest Event & Chowder Cook-Off. Highlights:
  - The Chowder Cook-Off competition was between 12 local restaurants who competed to win the title of either Judge's Choice or People's Choice. Over 500 tickets to the competition were sold.
  - To highlight the initiatives by the FWCBD and the Port of San Francisco in making the Wharf a Zero Waste Zone we produced the Trashy Fashion Runway Show where 12 designers showcased their couture creations made from trash and recyclable products.
  - The FWCBD raised \$20,000 in sponsorship for the event.
- Partnered with the St. Francis Yacht Club to produce the Holiday Lighted Boat Parade with over 60 boats from the Fishing Fleet, the St. Francis Yacht Club, the SF Fire and Police Departments, and the PIER 39 Harbor.
- Hung lights and a "tree" on the iconic Fisherman's Wharf Crab Wheel sign and provided lights to the sport fishing fleet in order to decorate their boats located in the

picturesque inner lagoon.

- Held a holiday decorating contest for Wharf businesses.
- Worked with participating Wharf businesses on a full page co-op ad that was in three editions of the Alaska Air In-Flight magazine.
- Produced a holiday postcard containing local events for hotels and tourist hubs that was distributed by FWCBD Ambassadors in late November and early December.
- Took over management of the Official Fisherman's Wharf Yelp and Trip Advisor pages.
- Partnered with the FWMA on a joint District Holiday Party.
- Partnered with district art galleries to hold the first Fisherman's Wharf Art Walk in October 2014.
- Completed a visitor intercept survey with the aid of an OEWD grant and the contractor Destination Analysts.
- Produced Fisherman's Wharf branded window clings for district merchants to display in their windows.
- The FWCBD redesigned, updated and printed 300,000 brochures that are distributed by our Ambassadors and at 9 California Welcome Centers and 850 tourist sites in the greater Bay Area.
- The FWCBD sponsored the FWMA Golf Tournament, Opening Day on the Bay, The Tel-Hi Heart of Gold, A Taste of Tel-Hi and the 2014 Fourth of July Celebration and Fleet Week.
- Hosted Family Fun Day at the FW Parking lot for the Sunday Streets event in March.

**THE FISHERMAN'S WHARF AUDIENCE**

10 MILLION VISITORS PER YEAR

1.6 PER VISITOR

1% OF VISITORS TO SAN FRANCISCO WILL COME TO FISHERMAN'S WHARF

PLACES OF RESIDENCE

- 75% BAY AREA
- 14% NORTHERN CALIFORNIA
- 8% SOUTHERN CALIFORNIA
- 3% MOUNTAIN STATES
- 3% FLORIDA

40.3 THE MEAN AGE OF VISITORS TO FISHERMAN'S WHARF

16% OF GROUPS WERE VISITING WITH CHILDREN UNDER 18

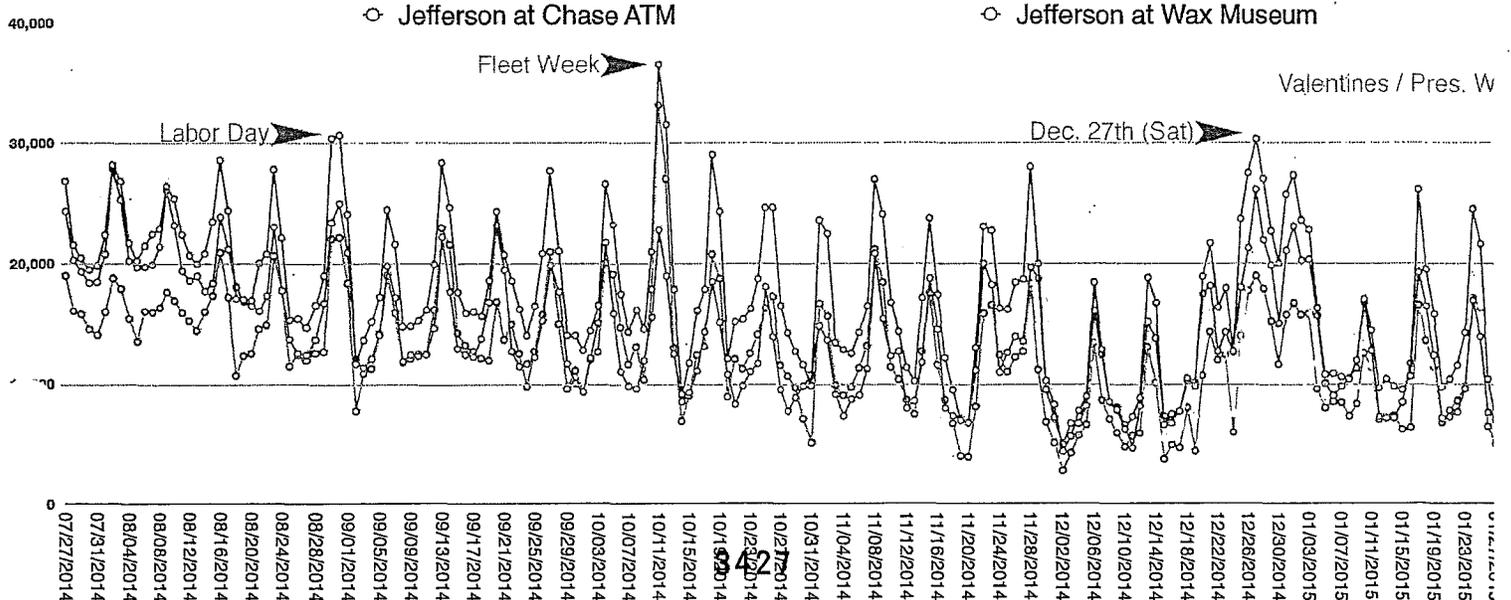
**AFFLUENT & WELL-EDUCATED**

THE MEAN ANNUAL HOUSEHOLD INCOME OF THE VISITORS TO FISHERMAN'S WHARF IS \$92,787. 65.5% HAVE A BACHELOR'S DEGREE OR HIGHER.

93% OF PEOPLE ARE "SATISFIED" OR "VERY SATISFIED" WITH THEIR VISIT

86% OF PEOPLE ARE "LIKELY" OR "VERY LIKELY" TO RETURN

SOURCE: 2014 VISITOR INTERCEPT SURVEY. DEMOGRAPHIC ANALYSIS PRODUCED BY THE PORT OF SAN FRANCISCO COMMUNITY ENGAGEMENT DISTRICT. FWCBD.COM





**WEBSITE**

- The Fisherman’s Wharf website, VisitFishermansWharf.com, received an updated design and many modifications to the backend to improve efficiency.
- The website’s template was completely rebuilt so that it can be responsive on tablets and handheld devices and is now fully-integrated with social media.
- The VisitFishermansWharf.com website received tremendous growth in the first half of the fiscal year. When compared to July-December of 2013, the site increased an average of 201% or 83,537 additional unique visitors. Overall the site received over 305,000 unique visitors during the fiscal year, a new record for the site since it launched in 2006.

**WORKSHOPS**

- In February of 2015 we hosted a free Digital Tools Workshop for district merchants to keep them abreast on current social media and technology trends for their businesses.
- The FWCBD partnered with the Telegraph Hill Neighborhood Center to host our 3rd annual free Job Fair for local residents interested in seasonal summer employment as well as full-time opportunities at Fisherman’s Wharf.
- In partnership with the Port of SF, the SF PUC (Public Utilities Commission) and SF Environment we hosted a free workshop for the district that focused on water conservation and how to become a “green” business.

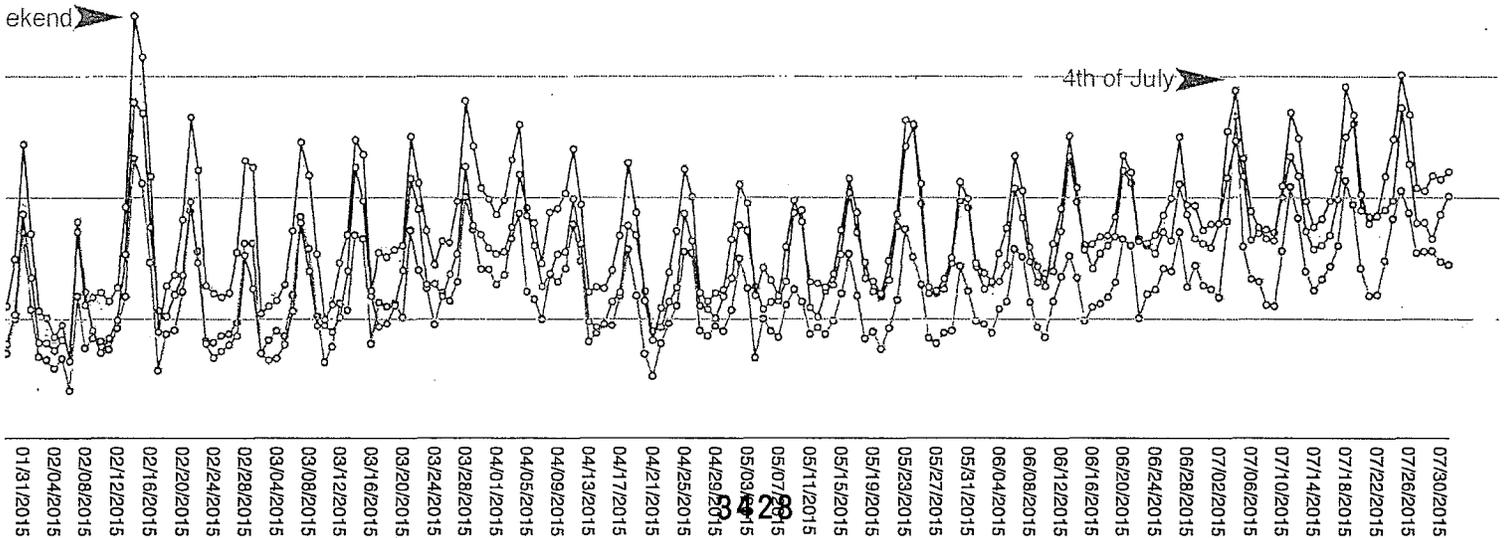
**ADVOCACY & OTHER**

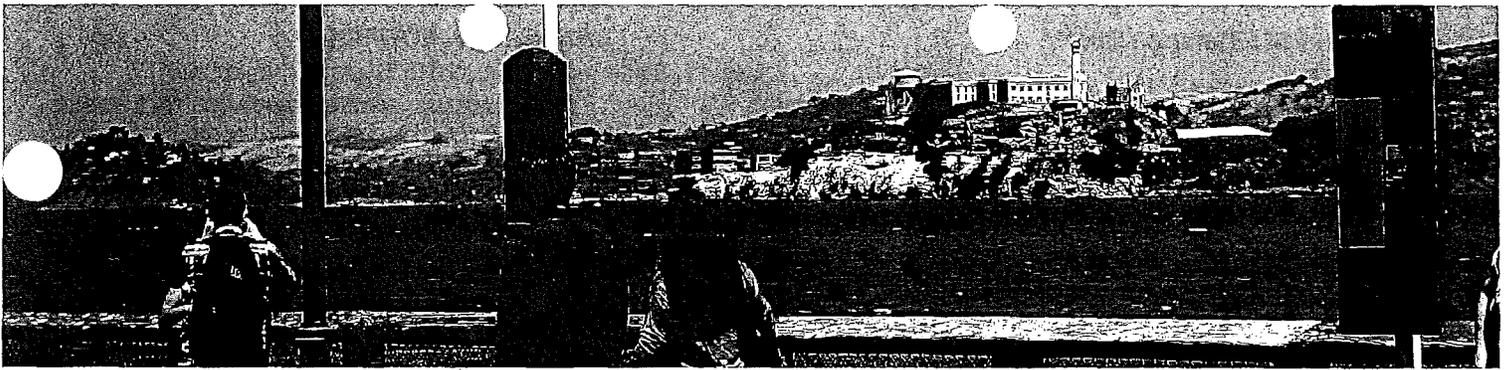
- The FWCBD continued to advocate for Phase II of the Jefferson St. Public Realm Plan and completed the document, “Fisherman’s Wharf Phase 2 Impacts, Statistics and Survey Results” which can be found on newjeffersonstreet.com.
- Advocated for getting the Central Subway to the wharf and assisted the group SF NexTstop in promoting the extension to Fisherman’s Wharf.
- Conducted a Merchant Transportation Survey in order to better advocate for the needs of district merchants who are having difficulty hiring and retaining employees.
- Installed Springboard pedestrian and car counting cameras in four locations along Jefferson Street to analyze and monitor footfall and vehicular traffic in the Wharf.

*\*The below graph shows the pedestrain counts from the cameras on Jefferson Street between the time they were installed on July 27th, 2014 through July 31, 2015.*

Jefferson at Castagnola's

○ Jefferson at Bay Company





## Assessment Methodology

The District is funded through an annual assessment, for 15 years, from the property owners for both the land-side and port-side boundaries of the district. The FWCBD Board of Directors increased the Landside Assessments by the CPI of 2.9% for the 2012-2013 fiscal year.

### LAND-SIDE CBD PROPERTY ASSESSMENTS

For the land-side, there are four property variables that are used in determining individual assessments. The factors are:

1. Linear frontage (sidewalk frontage)
2. Land area
3. Entire usable building square footage
4. Building use

There is a total of 2,151,139 square feet in gross lot size, 28,276 feet in linear frontage and 4,486,146 in building square footage. Three benefit zones have been created in the District for calculating assessments.

**Benefit Zone 1** includes roughly all parcels north of Bay/North Point, between Polk and Powell to Jefferson. The formula for calculating the assessment is:

\$0.091612 per square foot of lot size  
 + \$ 5.4296 per linear foot of lot frontage  
 + \$ 0.072168 per square foot (Building Use "A or B") or  
 \$ 0.033368 per square foot (Building Use "C-E") or  
 \$ 0.05 per square foot for residential "F")

Note: See chart below for building categories.

Example: A 5,000 square foot lot, with 50 feet of frontage and 4,000 square feet of usable retail or commercial building use:

5,000 x .091612 = \$ 458.06 in lot size  
 50 x \$ 5.4296 = \$ 271.48 in linear frontage, and  
 4,000 x \$ .072168 = \$ 288.67 in bldg sq footage (A or B)  
 Total assessment: = \$1,018.21 per year

**Benefit Zone 2** includes parcels west of Polk and east of Powell. Benefit Zone 2 parcels are assessed at the same rate as above but without a building factor assessment. The formula for calculating the assessment is:

\$0.091612 per square foot of lot size  
 + \$ 5.4296 per linear foot of lot frontage  
 = Total Assessment

**Benefit Zone 3** includes the ILWU\* block bordered by Beach, Mason, Taylor and North Point. Parcels are assessed on the basis of linear frontage only. All residential parcels are assessed \$0.05 per square foot per year. The formula for calculating the assessment is:

\$ 5.4296 per linear foot of lot frontage (ILWU Block) =  
 Total Assessment

\* The ILWU is designated as Benefit Zone 3, because of its unique position in the district and was assessed upon its four sides of linear frontage only.

### Building Uses In Land-Side CBD For Zone 1

BUILDING USE CODE	CATEGORY
A	Retail space, hotels, motels, visitor related
B	Office and Commercial uses, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, public utility, parks, etc.)
E	Church, non-profit, tax-exempt, affordable housing, rent-controlled housing
F	Multi-unit housing, condos, apartments
G	Non-functional building structures

### PORT-SIDE CBD PROPERTY ASSESSMENTS

The port-side is comprised of retail/walk-in, hotel, food and beverage businesses, general motorized land-based tour operators and for-profit parking lots. These businesses are assessed on their annual gross sales as reported to the Port of San Francisco from the previous calendar year. This data is provided to the Port of San Francisco on a monthly basis and is public information. The assessment factor applied to that gross sales figure is .0014%.

Example:

Gross Sales \$1,000,000 x .0014 = \$1,400 Assessment

Tour operators/tour boat vessels and related businesses (including large and small tour boats and sport fishing boats), are assessed based on the number of passengers per vessel operator or per horse drawn carriage company or per pedi cab company. The assessments range from \$250 to \$2,000.

2014 – 2015 Balance Sheet

<b>ASSETS</b>	
<b>CURRENT ASSETS</b>	
Cash	179,913
Savings & Short Term Investments	300,138
Total Cash/Short Term Investments	479,051
<b>ACCOUNTS RECEIVABLE</b>	
Landside Assessments	51,388
Portside Assessments	30,837
Total Accounts Receivable	82,225
<b>OTHER CURRENT ASSETS</b>	
Prepaid Expenses & Insurance	7,414
Total Other Current Assets	7,414
<b>FIXED ASSETS</b>	
Total fixed assets net of accumulated depreciation	39,099
<b>TOTAL ASSETS</b>	<b>607,790</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>LIABILITIES</b>	
Accounts Payable	13,511
Accrued Expenses Year-End	16,453
Total Liabilities	29,964
<b>FUND BALANCE</b>	
Total Fund Balance	577,826
<b>TOTAL LIABILITIES &amp; FUND BALANCE</b>	<b>607,790</b>

2014 – 2015 Carryover Disbursement

*14 - '15 DESIGNATED PROJECTS FOR '15 - '16	
DISI Special Landside Projects	106,200
SOBO Special Landside Projects	259,900
Public Realm Special Projects	9,800
Contingency Reserve	96,100
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>472,000</b>

LANDSIDE & PORTSIDE

July 1, 2014 – June 30, 2015 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Assessments–Landside	647,611	647,611	0	0%
Assessments–Portside	219,089	219,089	0	0%
Designated Projects	0	20,786	-20,786	-100%
Special Events / Sponsorship	11,386	5,614	5,772	103%
Interest Savings/Short-Term Investment	535	0	535	100%
Donated Services	42,800	40,000	2,800	7%
<b>TOTAL REVENUE</b>	<b>921,421</b>	<b>933,100</b>	<b>-11,679</b>	<b>-1%</b>
EXPENSE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	158,001	187,800	-29,799	-16%
District Identity & Streetscape Improvement	427,449	413,800	13,649	3%
Administration	165,178	173,770	-8,122	-5%
Donated Services	42,800	40,000	2,800	7%
<b>TOTAL EXPENSES</b>	<b>793,428</b>	<b>814,900</b>	<b>-21,472</b>	<b>-3%</b>
DESIGNATED PROJECTS	25,000	25,000	0	0%
CONTINGENCY RESERVE	93,200	93,200	0	0%
<b>NET INCOME</b>	<b>9,793</b>	<b>0</b>	<b>9,793</b>	<b>100%</b>
2013-2014 REVENUE OVER EXPENSES	0	0	0	0%

LANSIDE CBD

July 1, 2014 – June 30, 2015 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Assessments–Landside	647,611	647,611	0	0%
Designated Projects	0	15,750	-15,750	-100%
Special Events / Sponsorship	10,173	5,614	4,559	81%
Interest Savings/Short-Term Investment	535	0	535	100%
Donated Services	27,000	25,200	1,800	7%
<b>TOTAL REVENUE</b>	<b>685,319</b>	<b>694,175</b>	<b>-8,856</b>	<b>-1%</b>
EXPENSE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	158,001	187,800	-29,799	-16%
District Identity & Streetscape Improvement	275,968	264,225	11,743	4%
Administration	125,152	130,000	-4,818	-4%
Donated Services	27,000	25,200	1,800	7%
<b>TOTAL EXPENSES</b>	<b>586,121</b>	<b>607,225</b>	<b>-21,104</b>	<b>-3%</b>
DESIGNATED PROJECTS	15,750	15,750	0	0%
CONTINGENCY RESERVE	71,200	71,200	0	0%
<b>NET INCOME</b>	<b>12,248</b>	<b>0</b>	<b>12,248</b>	<b>100%</b>

PORTSIDE CBD

July 1, 2014 – June 30, 2015 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Assessments–Portside	219,089	219,089	0	0%
Designated Projects	0	5,036	-5,036	-100%
Special Events / Sponsorship	1,213	0	1,213	100%
Interest Savings/Short-Term Investment	0	0	0	0%
Donated Services	15,800	14,800	1,000	7%
<b>TOTAL REVENUE</b>	<b>236,102</b>	<b>238,925</b>	<b>-2,823</b>	<b>-1%</b>
EXPENSE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
District Identity & Streetscape Improvement	158,481	149,575	1,906	1%
Administration	40,026	43,300	-3,274	-8%
Donated Services	15,800	14,800	1,000	7%
<b>TOTAL EXPENSES</b>	<b>207,307</b>	<b>207,675</b>	<b>-368</b>	<b>0%</b>
DESIGNATED PROJECTS	9,250	9,250	0	0%
CONTINGENCY RESERVE	22,000	22,000	0	0%
<b>NET INCOME</b>	<b>-2,455</b>	<b>0</b>	<b>-2,455</b>	<b>100%</b>

July 2015 - June 2016 Budget

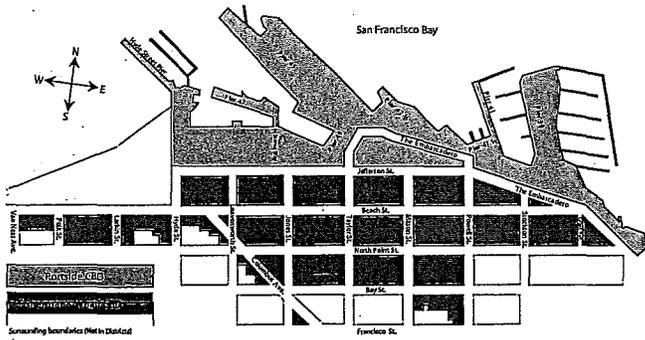
Revenue	Land	Port	Total
Assessments	665,089	229,637	894,726
Donated Services	25,200	14,800	40,000
Grants	0	0	0
Events/Sponsorship	25,800	15,000	40,800
<b>TOTAL REVENUE</b>	<b>716,089</b>	<b>259,437</b>	<b>975,526</b>
EXPENSE	Land	Port	Total
SOBO	192,877	0	192,877
DISI	308,613	158,969	467,582
Administration	132,516	46,430	178,946
Donated Services	25,200	14,800	40,000
Contingency Reserve	73,160	22,964	96,124
<b>TOTAL EXPENSES</b>	<b>732,366</b>	<b>243,163</b>	<b>975,529</b>

2015 - 2016 Budget Distribution

REVENUE	PERCENT
SOBO	22%
DISI	49%
Administration	19%
Contingency Reserve	10%

2014 - 2015 Budget Distribution

REVENUE	PERCENT
SOBO	22%
DISI	49%
Administration	19%
Contingency Reserve	10%



The purpose of the Fisherman's Wharf Community Benefit District is to preserve and enhance its vast waterfront landscape and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far through Market Research, Brand and Destination Marketing, Sidewalk Operations, Beautification and Order, Traffic and Urban Planning and Emergency Preparedness.

## 2014-2015 Board of Directors

### PRESIDENT:

Tony Smith, Anchorage Square, CBRE

### VICE PRESIDENT:

John Cannizzaro, Jefferson Building, Inc.

### SECRETARY:

Jeff Sears, Blazing Saddles

### TREASURER

Aline Estournes, NorthPoint Shopping Center

### ASST. SECRETARY:

Rodney Fong, The Wax Museum Building

### ASST. TREASURER:

Sina von Reitzenstein, PIER 39

### IMMEDIATE PAST PRESIDENT:

Lou Cuneo, American Academy of Ophthalmology

### BOARD MEMBERS:

David Berbey, Portco, Inc.

Gary Burns, Tarantino's

Al Casciato, Bovis Foods

Hagen Choi, Tower Tours

Chris Connors, Classic Cable Cars / Ride The Ducks

Tom Creedon, Scoma's Restaurant

Rebecca Delgado-Rottman, Academy of Art University

Jacqueline Douglas, Wacky Jacky Sport Fishing

Stephan Dreyfuss, Mad Lin Records

Tom Escher, Red and White Fleet

Carolyn Horgan, Blue & Gold Fleet

Brian Huber, MapWest

Brandy Marts, The Franciscan Restaurant

Paul Miller, Boudin

Jan Misch, The Tuscan Inn

Kathy Paver, PIER 39

Frank Rescino, The Lovely Martha Sport Fishing

David von Winckler, The Argonaut Hotel

### COMMUNITY REPRESENTATIVES

Jay Edwards, Port of San Francisco

Lynn Cullivan, San Francisco Maritime N.H.P.

John Tregenza, SF Maritime National Park Association



Troy Campbell  
Executive Director



Reuel Daniels  
Program Manager



Rachel Brown  
Marketing & Communications Manager



Mike Castro  
Operations Manager

# Fisherman's Wharf

## COMMUNITY BENEFIT DISTRICT

2801 Leavenworth Street, Suite B-16 San Francisco, CA 94133

415.673.3530 | info@visitfishermanswharf.com

www.visitfishermanswharf.com & www.fwcabd.com

Fisherman's Wharf Association  
of San Francisco

Financial Statements

June 30, 2015

(Reviewed)

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2015

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**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

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INDEPENDENT ACCOUNTANTS' REVIEW REPORT

BOARD OF DIRECTORS  
FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO  
SAN FRANCISCO, CALIFORNIA

We have reviewed the accompanying statement of financial position of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO (a California mutual benefit corporation) as of June 30, 2015 and the related statements of activities and net assets and cash flows for the year then ended. A review includes primarily applying analytical procedures to management's financial data and making inquiries of the association management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

Our responsibility is to conduct the review in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. Those standards require us to perform procedures to obtain limited assurance that there are no material modifications that should be made to the financial statements. We believe that the results of our procedures provide a reasonable basis for our report.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with accounting principles generally accepted in the United States of America.

Our review was made primarily for the purpose of expressing a conclusion that there are no material modifications that should be made to the financial statements in order for them to be in conformity with accounting principles generally accepted in the United States of America. The additional information on page 11 is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the inquiry and analytical procedures applied in the review of the basic financial statements, and we did not become aware of any material modifications that should be made to such information.

*Barlow & Hughan LLP*

San Francisco, California  
October 1, 2015

**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2015

(See independent accountants' review report)

ASSETS

CURRENT ASSETS

Cash	\$479,052
Assessments receivable net of allowance for doubtful accounts of \$25,000	57,225
Prepaid costs	<u>7,414</u>
	543,691

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	2,080
--	-------

INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>37,019</u>
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\$582,790

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$ 29,964
--	-----------

NET ASSETS

UNRESTRICTED	<u>552,826</u>
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\$582,790

*See notes to financial statements.*

**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES AND NET ASSETS

YEAR ENDED JUNE 30, 2015

(See independent accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
REVENUES AND SUPPORT			
Special benefit assessments	\$866,700		\$866,700
Public support	42,800		42,800
Program services	<u>17,958</u>		<u>17,958</u>
	927,458		927,458
OTHER GAINS AND (LOSSES)			
Provision for doubtful accounts	(25,000)		(25,000)
Special Events - Net of expenses of \$31,971	(6,235)		(6,235)
Interest and other income	199		199
Net assets released from restrictions	<u>25,000</u>	<u>\$(25,000)</u>	
	<u>921,422</u>	<u>(25,000)</u>	<u>896,422</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	296,441		296,441
Landside - Street operations, beautification and order	166,212		166,212
Portside - District identity and street improvements	174,028		174,028
General and administrative expenses	<u>181,747</u>		<u>181,747</u>
	<u>818,428</u>		<u>818,428</u>
CHANGE IN NET ASSETS	102,994	(25,000)	77,994
FUND BALANCES - Beginning of year	<u>449,832</u>	<u>25,000</u>	<u>474,832</u>
FUND BALANCES - End of year	<u>\$552,826</u>	<u>\$ -0-</u>	<u>\$552,826</u>

See notes to financial statements.

Barlow & Hughan LLP  
CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2015

(See independent accountants' review report)

CASH FLOWS PROVIDED BY OPERATING ACTIVITIES	
Assessments received	\$850,354
Cash paid to suppliers and employees	(788,543)
Cash received from programs and events	43,694
Grants received	25,000
Interest received	<u>199</u>
Net cash provided by operating activities	130,704
-	
CASH - Beginning of year	<u>348,348</u>
CASH - End of year	<u>\$479,052</u>

RECONCILIATION OF CHANGE IN NET ASSETS	
TO NET CASH PROVIDED BY OPERATING ACTIVITIES	
Change in net assets	\$ 77,994
Items not requiring cash:	
Depreciation and amortization	7,394
Provision for doubtful accounts	25,000
Changes in assets and liabilities:	
Increase in assessments receivable	(16,346)
Decrease in grants receivable	25,000
Decrease in prepaid costs	11,114
Increase in accounts payable	<u>548</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>\$130,704</u>

See notes to financial statements.

**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2015

(See independent accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

History and Operations

The Fisherman's Wharf Association of San Francisco (the Association) was incorporated in California on February 23, 2006 as a non-profit public benefit corporation. Its purpose is to provide services to the Fisherman's Wharf Landside and Portside Community Benefit Districts (the Districts). The members of the Landside District include the owners of all parcels of land subject to property tax assessments within the geographic area of Fisherman's Wharf as established on July 26, 2005 by the Board of Supervisors of the City and County of San Francisco. Members of the Portside District include the tenants who have leased property from the Port of San Francisco within the Portside District as established by the Board of Supervisors on December 3, 2006.

Upon formation of each District, its members were subject to multi-year special assessments imposed by the City under the Property and Business Improvement District Law of 1994. Under contracts with the City, the Association receives these special assessments and, in exchange, provides certain services to the members of the Districts. These services include supplemental security services to maintain order, the cleaning and maintenance of sidewalks, the removal of graffiti, the coordination of services provided to the homeless, neighborhood beautification and tree-planting programs, and the organization and funding of special events. In addition to the special assessment funds, the contracts with the City require that the Association raise a specified level of private donations to supplement the special assessments. Management believes that during the year ended June 30, 2015, the organization has met this requirement.

The annual special assessments imposed by the City will expire on December 31, 2020, unless the Districts are disestablished earlier by a majority vote of its members. The Association's contracts with the City will expire on December 31, 2021, but either would expire upon the disestablishment of the District to which it relates.

**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2015

(See independent accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Basis of Presentation

The Association reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions.

Grants receivable at the end of the year are recognized as temporarily restricted. Income is also recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2015 the association had no temporarily or permanently restricted net assets.

Income is recognized when the special assessment imposed by the City becomes due and enforceable for collection by the City Assessor. The City and County of San Francisco serves as an agent in collecting and transmitting the assessments.

Assessments Receivable

Assessments billed but not transmitted by the City at year end are recorded as receivables. Assessments receivable are recorded net of an allowance for doubtful accounts of \$25,000. The allowance for doubtful accounts is estimated by management based on the Association's historical experience.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

3440

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2015

(See independent accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Income Tax Status

The Association qualifies as a tax exempt organization and is therefore generally exempt from income taxes. Income taxes are payable, however, on revenue from sources unrelated to its tax exempt purpose. There were no such revenues during the year. For the year ended June 30, 2015 there were no penalty or interest assessments by any government agency recorded in the financial statements. In addition, the Association has not taken an unsubstantiated tax position that would require provision of a liability under Accounting Standards Codification Topic 740, "Income Taxes". The Association's Form 990, Return of Organization Exempt from Income Tax, for the previous three years (four years for state) are subject to examinations by federal and state taxing authorities.

Donated Services

A number of organizations have donated services and materials to the Association. Further, the Association also received discounted rental and meeting space to carry on its activities. Management estimates the value of these donations to be \$42,800. This amount was recognized as public support and corresponding expenses were also recorded by the Association.

2. CASH

Cash at June 30, 2015 consisted of the following:

Cash in checking account	\$178,914
Cash deposited in interest-bearing account	<u>300,138</u>
	<u>\$479,052</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2015

(See independent accountants' review report)

3. OFFICE FURNITURE AND EQUIPMENT

Office furniture and equipment are stated at cost. Depreciation is provided using the straight-line method over five years. Depreciation charged to general and administrative expenses for the year ended June 30, 2015 was \$1,195.

Office furniture and equipment at June 30, 2015 consisted of the following:

Furniture and equipment	\$8,353
Less accumulated depreciation	<u>6,273</u>
	<u>\$2,080</u>

4. INTANGIBLE ASSETS

Intangible assets are stated at cost. Amortization is provided using the straight-line method over their estimated useful lives of between three and fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2015 was \$6,199.

At June 30, 2015 net intangible assets were comprised of the following:

Organization costs	\$ 83,551
Website development costs	35,000
Signage and logos	<u>9,432</u>
	127,983
Less accumulated amortization	<u>90,964</u>
	<u>\$ 37,019</u>

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2015

(See independent accountants' review report)

5. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 90% of the Association's total revenues. Under the terms of the contracts the City can suspend distributions and ultimately terminate the contracts if the Association fails to provide adequate services to the Districts. The contracts expire on December 31, 2021 but either could be terminated at an earlier date if the Fisherman's Wharf Community Landside or the Portside Benefit Districts were disestablished by a vote of more than 50% of the assessed members.

At June 30, 2015 the Association had uninsured cash deposits with a bank totaling approximately \$230,000.

6. SUBSEQUENT EVENTS

In preparing these financial statements, the Association has evaluated events and transactions for potential recognition or disclosure through the date the financial statements were available to be issued.

ADDITIONAL INFORMATION

**Barlow & Hughan LLP**

CERTIFIED PUBLIC ACCOUNTANTS

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2015

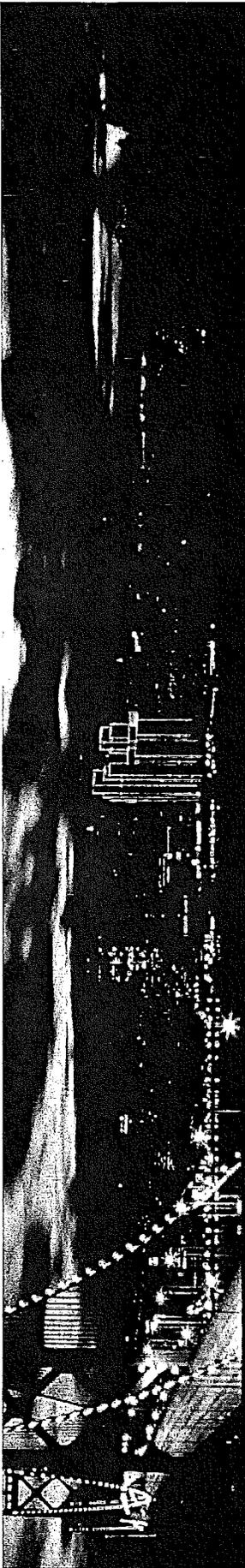
(See independent accountants' review report)

3445

	Program Services <u>Landside</u>		Program Services <u>Portside</u>		General and <u>Administrative</u>		<u>Total</u>
	<u>District identity and street improvements</u>	<u>Street operations, beautification and order</u>	<u>District identity and street improvements</u>		<u>Landside</u>	<u>Portside</u>	
Salaries	\$ 76,795	\$ 24,025	\$ 45,102		\$ 78,089	\$25,848	\$249,859
Payroll taxes	5,623	2,943	3,377		6,383	2,099	20,425
Employee benefits	<u>4,680</u>	<u>2,583</u>	<u>2,710</u>		<u>2,367</u>	<u>1,196</u>	<u>13,536</u>
	87,098	29,551	51,189		86,839	29,143	283,820
Ambassador program	65,100	86,489	33,153				184,742
Events marketing	39,758		23,374				63,132
Hanging flower baskets	6,892		4,048				10,940
Security and parking operations	13,958	19,267	10,074				43,299
Professional fees	4,348		2,304		4,875	1,625	13,152
Occupancy	5,155	5,155	5,155		11,063	7,081	33,609
Marketing and media production	69,816	7,144	40,900				117,860
Signage		10,566					10,566
Office expenses					11,279	3,771	15,050
District Color Curb Program		2,578					2,578
Insurance					5,677	1,893	7,570
Deprecation and amortization					7,394		7,394
Meeting and events	3,142	3,143	3,142		3,142	3,142	15,711
Emergency preparedness	440	2,319	258				3,017
Travel					1,560	512	2,072
Miscellaneous	<u>734</u>		<u>431</u>		<u>1,933</u>	<u>818</u>	<u>3,916</u>
	<u>\$296,441</u>	<u>\$166,212</u>	<u>\$174,028</u>		<u>\$133,762</u>	<u>\$47,985</u>	<u>\$818,428</u>

See notes to financial statements.

Barlow & Hughan LLP  
CERTIFIED PUBLIC ACCOUNTANTS



# 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”

3447

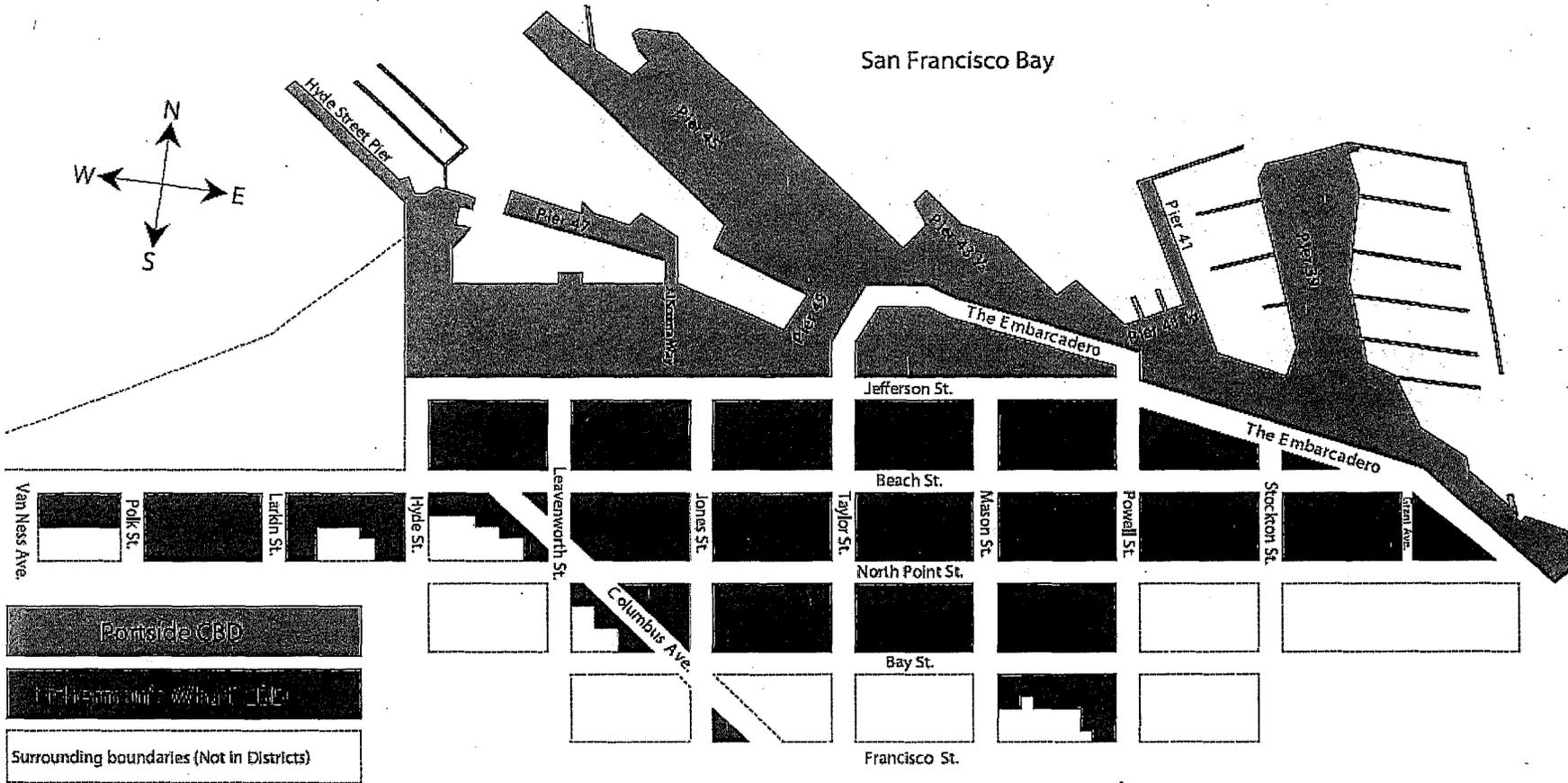
# Review Process

**This resolution covers the Annual Report for FY 2014-2015.**

- 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

3449



# 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*

3450

# 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.**

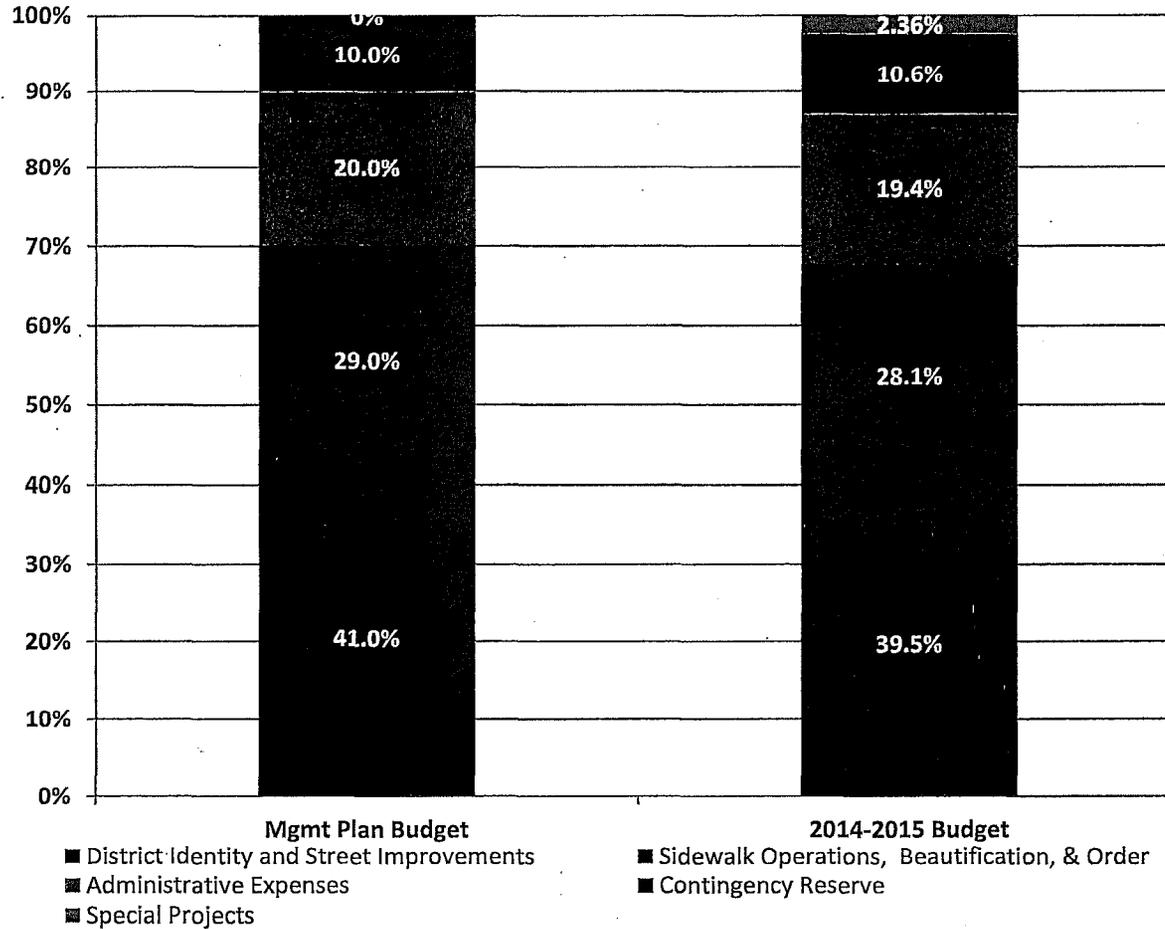
**Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.**

**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.**

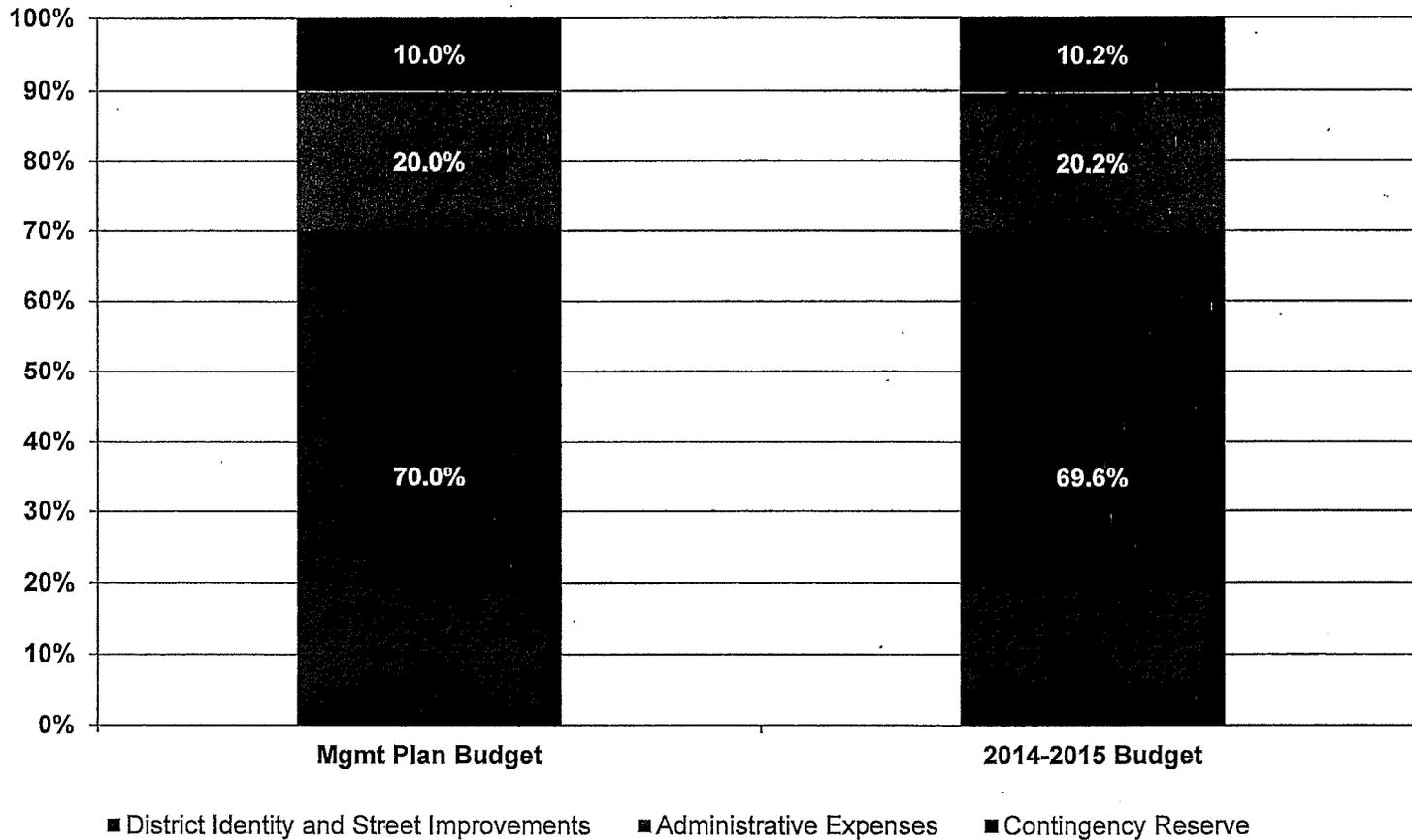
3452

# Management Plan vs. Annual Budgets (Landside)



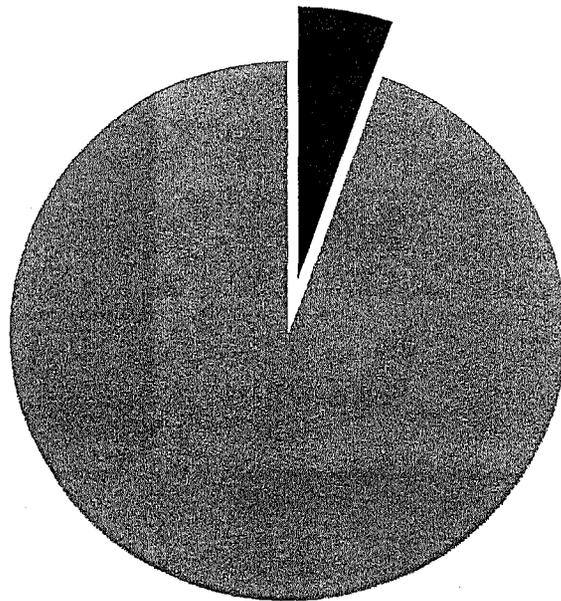
3453

# Management Plan vs. Annual Budgets (Portside)



# Assessment Revenue & Other Income (Landside)

FY 2014 - 2015



3455

■ Non-Assessment Revenue 5.50%

■ Special Benefit Assessments 94.50%

■ Non-Assessment Revenue

■ Special Benefit Assessments

# Budget vs Actuals

<b>LANDSIDE Service Category</b>	<b>FY 2014-2015 Variance Percentage Points</b>	<b>PORTSIDE Service Category</b>	<b>FY 2014-2015 Variance Percentage Points</b>
<b>District Identity and Street Improvements</b>	+3.21%	<b>District Identity and Street Improvements</b>	+2.26%
<b>Sidewalk Operations, Beautification, &amp; Order</b>	-3.62%	<b>Administrative Expenses</b>	-2.00%
<b>Administrative Expenses</b>	-.06%	<b>Contingency Reserve</b>	-.26%
<b>Contingency Reserve</b>	+.38%		
<b>Special Projects</b>	+.09%		

3456

# Carryover

2014-2015 Carryover Disbursement – Landside		\$353,349.34	2014-2015 Carryover Disbursement – Portside		\$125,702.66
Designated Projects for FY 15-16			Designated projects for FY 15-16		
	SOBO	\$102,471.31		DISI	\$87,991.86
	DISI	\$141,339.74		Administration	\$25,140.53
3457	Administration	\$70,669.87		Contingency	\$12,570.27
	Contingency	\$38,868.42		Total Designated Amount for FY 15- 16 – Portside	\$125,702.66
	Total Designated Amount for FY 15-16 – Landside	\$353,349.34			

# 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 implemented FY 13-14 annual report recommendation to ensure that their annual budget is in reasonable alignment with the original management plan, as approved by the voters in the District.
- FWCBD has implemented all OEWD recommendations from the FY 13-14 annual report
- FWCBD continues to perform well in providing events to identify the neighborhood and in attracting visitors to patronize district merchants

3458

# Conclusion

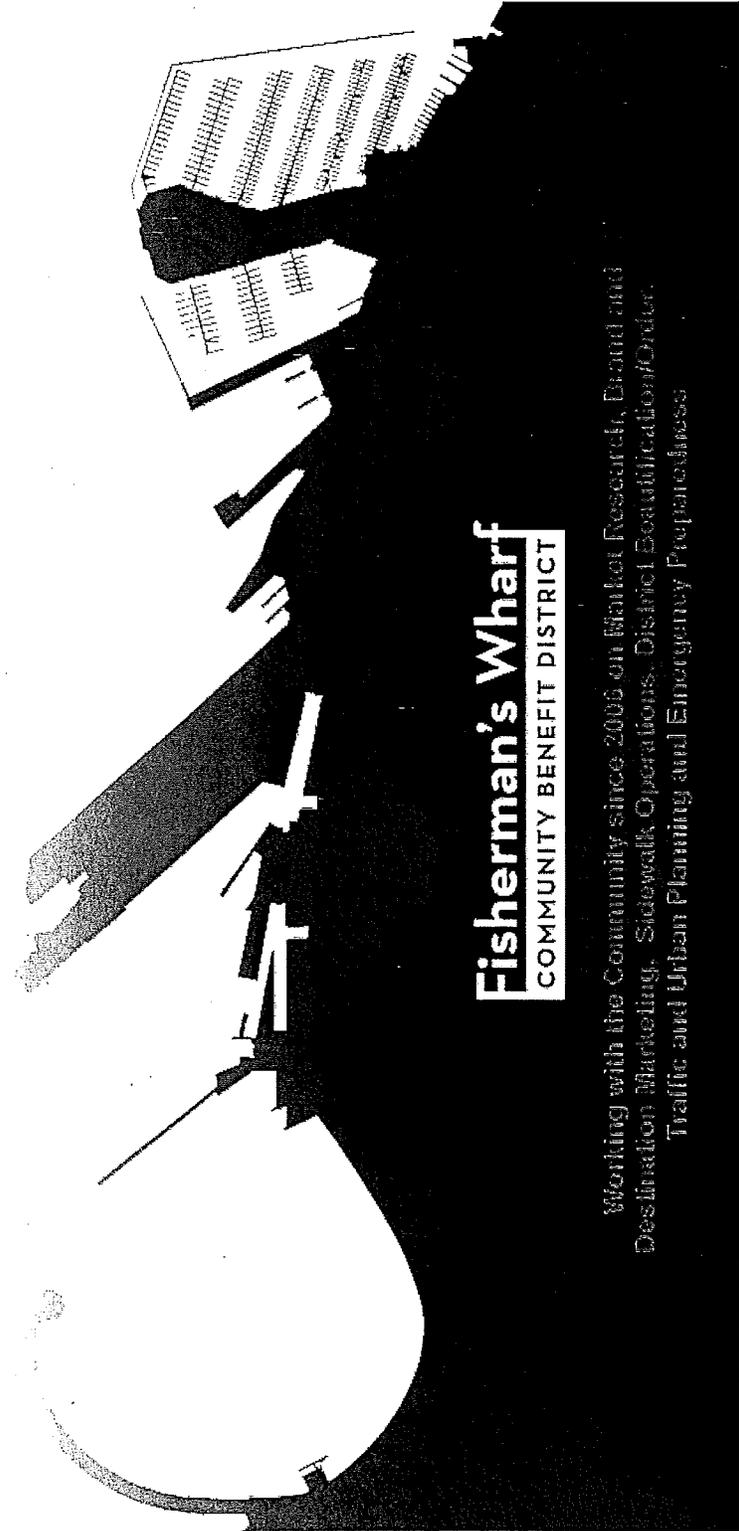
**Fisherman's Wharf CBD has performed well in implementing the service plan of both the Landside and Portside areas:**

- **Marketed and produced events – 4<sup>th</sup> of July, Fleet Week, and Holiday Lights and Sights .**
- **Increased their partnerships with community stakeholders and municipal agencies.**

3459

# FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT

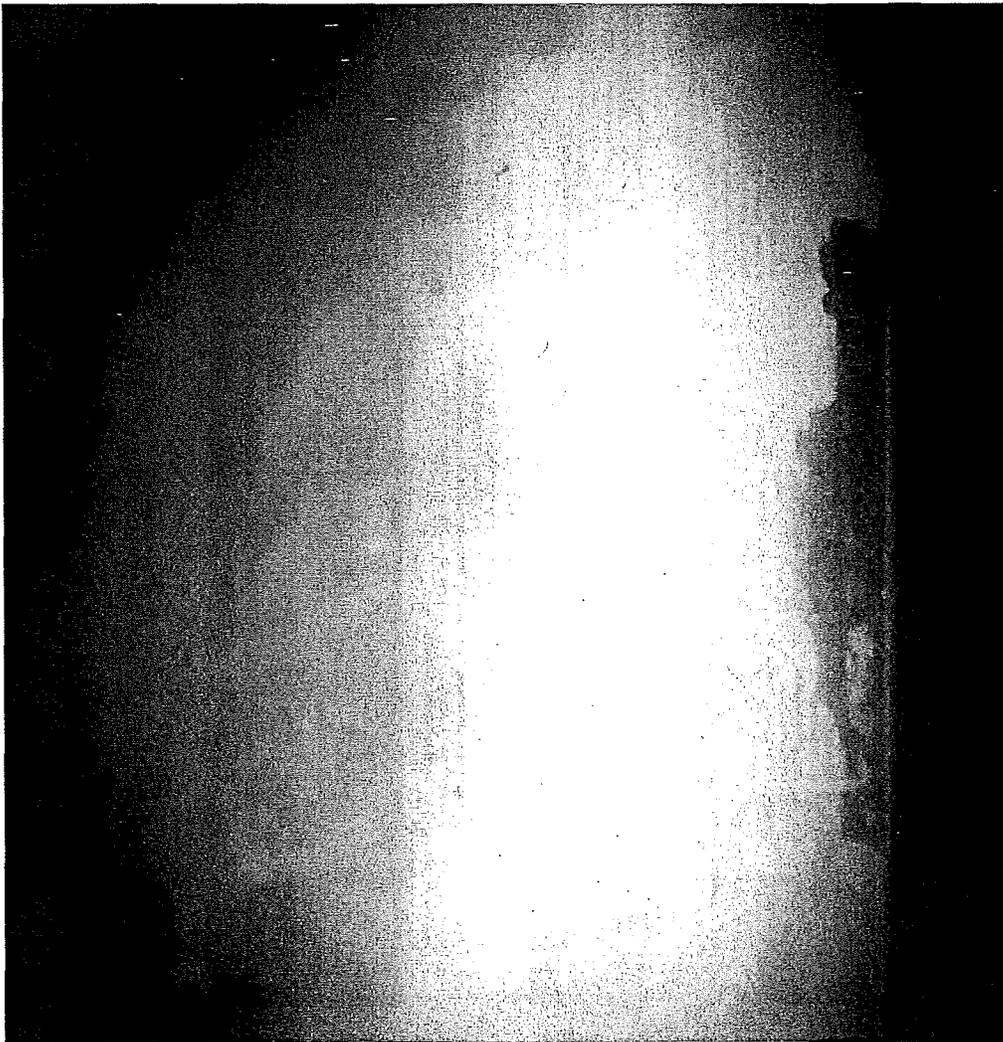
TROY CAMPBELL - EXECUTIVE DIRECTOR



**Fisherman's Wharf**  
COMMUNITY BENEFIT DISTRICT

Working with the Community since 2006 on Market Research, Brand and Destination Marketing, Sidewalk Operations, District Beautification/Order, Traffic and Urban Planning and Emergency Preparedness

# Marketing





Fisherman's Wharf celebrates San Francisco's rich maritime heritage and preserves the entrepreneurial spirit of the historic waterfront district. The fishing fleet, operated by the grandchildren and great-grandchildren of the early fishermen, make Fisherman's Wharf a bustling neighborhood beloved by native San Franciscans and visitors alike.



- Be sure to include the following historic stops on your Fisherman's Wharf Itinerary:
- San Francisco Maritime National Historic Park Visitor Center
  - Hyde Street Pier
  - The San Francisco Maritime Museum
  - The Fishermen's & Seamen's Memorial Chapel
  - Port Walk Interpretive Signs (see map)

- Download these applications on your smart phone or tablet to explore Fisherman's Wharf:
- 📍 Field Trip (points of interest, history & tips)
  - 🗺️ Trip Advisor (travel recommendations)
  - 🍽️ Yelp or Open Table (food, reservations & more)
  - 👉 CityGuideDeals (coupons)
  - 📍 Google Maps or Waze (directions)
  - 🚗 Curb or Flywheel (taxi)
  - 🚗 Uber, Lyft or Sidecar (ridesharing)
  - 🚇 511 Transit (public transportation)



- 1 When the fog rolls in the temperature can change dramatically so always dress in layers.
- 2 Avoid walking while holding your phone or placing it on restaurant table tops where it can easily be snatched.
- 3 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 drivers don't have the ability to give change.



- 4 Take a reusable bag with you when you go shopping or souvenir hunting to avoid a 10¢ charge per bag.
- 5 Read all the signs at a parking lot before paying. Parking lots that are self-service will post if there is "No Attendant on Duty."
- 6 Park Smart! Do not leave any belongings in your vehicle.

**Ask an Ambassador**

Our friendly Fisherman's Wharf ambassadors are here to help you with directions, recommendations and insider tips.



Need Wharf recommendations? Ask us on Twitter @FishWharf

**Festivals & Events**

Fisherman's Wharf has a festival-like atmosphere year-round, but for extra excitement, plan your next visit around one of Fisherman's Wharf's annual events:

- Sea Lion Anniversary at PIER 39 (January)
- PIER 39's Tullipmania (February)
- Uncorked at Ghirardelli Square (May)
- 4th of July Festival (July)
- Ghirardelli Square Chocolate Festival (September)
- Wharf Faux (October)
- Fleet Week (October)
- Italian Heritage Day Parade (October)
- Holiday Lights & Sights at the Wharf (December)

For additional events, dates and details, check out our event calendar at: [VisitFishermansWharf.com/Events](http://VisitFishermansWharf.com/Events).



A Mix of Old and New  
Fisherman's Wharf is the perfect blend of quaint historic architecture and new efficiencies. Check out the new pedestrian and bike-friendly thoroughfare, Jefferson Street!



**Getting Here**

From San Francisco International Airport or Oakland International Airport: Take BART to Embarcadero Station then transfer to the F-line streetcar (1 hr), drive or take a taxi (30 min).  
By Car: Use a map application or GPS to direct to "100 Jefferson Street, San Francisco"

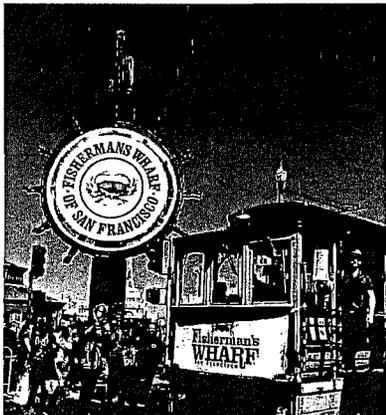
**Getting Around**

Fisherman's Wharf is the perfect location for accessing all of San Francisco's bustling neighborhoods and other Bay Area destinations.

- Alcatraz/ Pier 33: 4 blocks away from PIER 39
- Golden Gate Bridge: City & Bike Tours depart from Fisherman's Wharf
- Lombard Street (Crooked Street): 5 blocks away
- Chinatown, Union Square & Nob Hill: Cable Cars
- North Beach: 6 blocks away
- Coit Tower: #39 Coit Bus from PIER 39
- Fort Mason: 6 blocks away
- The Embarcadero, Union Square, Civic Center & Castro: F-Line streetcar
- Sausalito, Vallejo, & Oakland/Alameda Ferries: Pier 41



Transit maps, schedules and pricing can be found at [VisitFishermansWharf.com/GettingAround](http://VisitFishermansWharf.com/GettingAround).



**Something for Everyone!**

Fisherman's Wharf is San Francisco's #1 destination for visitors. Experience breathtaking Bay views, family-friendly attractions, seafood restaurants and more in this historic waterfront district.

**VisitFishermansWharf.com**

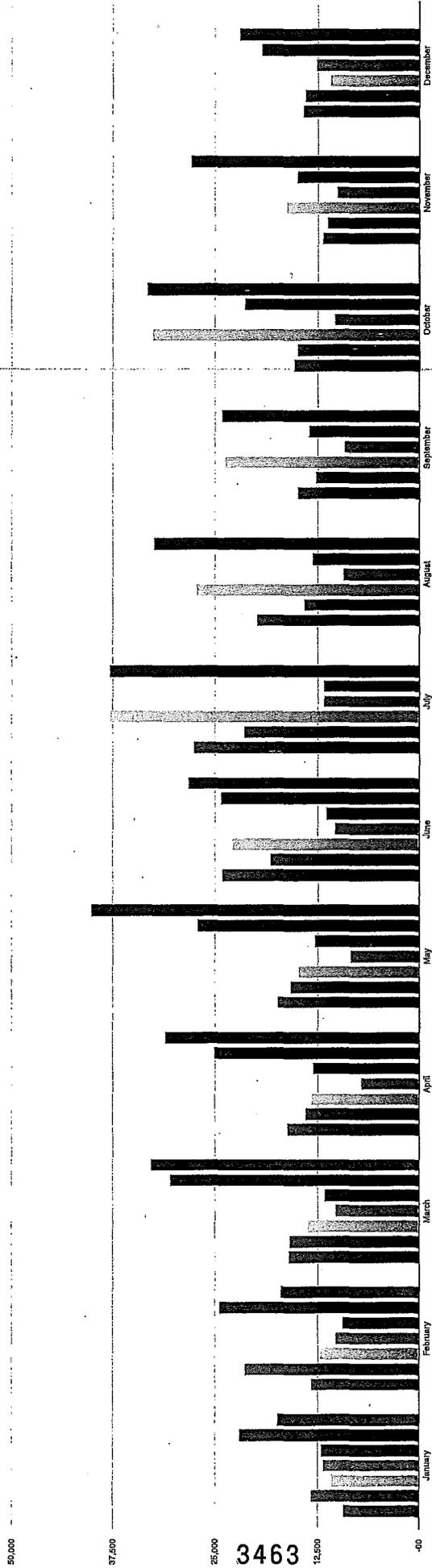
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THE FISHERMANS WHARF COMMUNITY BENEFIT DISTRICT

3462

300,000 Brochures  
9 CA Welcome Centers  
850 Sites in the State of CA

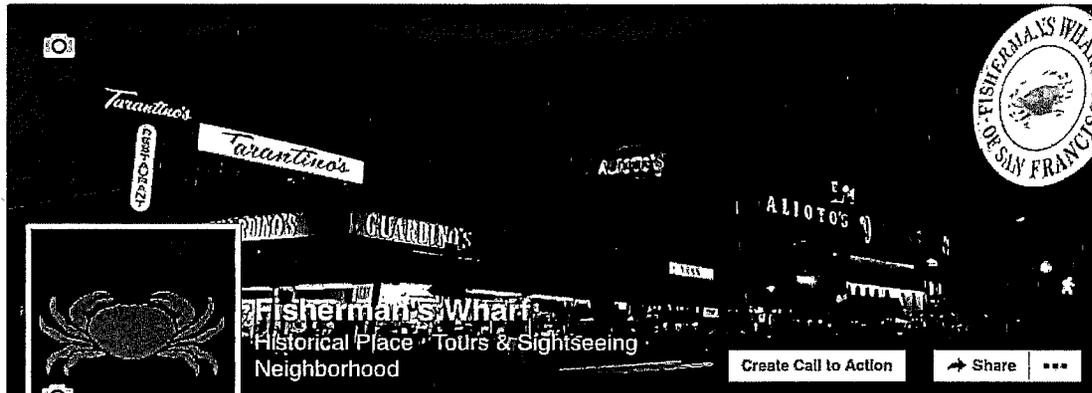
Website visitation is up and setting records!



3464

32,112 likes  
38,000 engaged

Top fans are women, 61%  
Of that 61%, 17% are between  
the ages of 25-34.



Timeline About Photos Reviews More

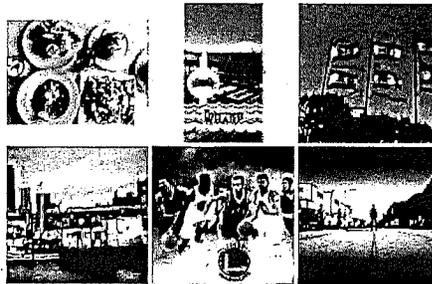
APPS



Status Photo / Video Offer, Event +

What have you been up to?

PHOTOS



2 Scheduled Posts  
Next post scheduled for Saturday, June 27 at 11:11am. See posts.

Fisherman's Wharf  
Published by Rachel Brown [?] · 1 hr · Edited [?] ·

Don't forget to add the Fisherman's Wharf frame to your next Wharf Snapchat shot!

Promote

THIS WEEK

146  
Page Likes

7,903  
Post Reach

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

See Your Ad Here



Fisherman's Wharf  
OFFICIAL FAN FACEBOOK  
PAGE OF FISHERMAN'S  
WHARF ADMINISTERED BY  
THE FISHERMAN'S WHARF  
COMM...

Like Page · 32,113  
people like this page

Promote Page

# NEWSLETTER



# FWCDBDetails

## Fisherman's Wharf Awarded 2015 TripAdvisor Certificate of Excellence

This award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveler reviews on TripAdvisor.

Fisherman's Wharf is rated 4/5 stars and has over 4,000 reviews. [Visit the page](#) to read some of the excellent reviews of the district!



Summer 2015- Issue 35

### In this Issue:

- TripAdvisor 2015
- Annual BOD Meeting
- Water Conservation Event
- Summer NERT Training
- Wharf Fest Sponsorship
- Tips for Businesses
- Instagram of the Week

### UPCOMING MEETINGS

**Executive Committee**  
June 16  
2:00 PM  
The Tuscan Inn

**Board of Directors Annual Meeting**  
June 23  
10:00 AM

## FWCDB Annual Meeting of the Board of Directors & Elections

**June 23, 2015 10:00AM at the Tuscan Inn**

The Fisherman's Wharf CBD's Annual meeting of the Board of Directors takes place on Tuesday, June 23rd at 10:00AM at the Tuscan Inn. At the Annual Meeting we will hold elections for new Board Members. This meeting is open to the general public.

## Water Conservation and Green Business Workshop

**RSVP TODAY to Learn How to Reduce Your Water**



# FWCDBDetails

## Fisherman's Wharf Security Summit

Join the FWCBD to Learn What You Can Do to Keep the Wharf Safe this Summer and All Year Long

On May 21st at 8:30AM, the FWCBD is holding its first ever "Security and Safety Summit" in preparation for the summer season. The GOAL of the summit is to gather together all of the district security guards and security companies, our FWCBD Ambassadors, the four SFPD beat officers, Captain Lazar of Central Station and Karen Catalano from the DA's Office to discuss issues/initiatives, share resources and information and the best practices for dealing with crime, our street population and other safety concerns. We believe it's important for all of the people that are protecting our businesses and community to get to know each other and have the ability to communicate with each other and with the SFPD.

We invite the Fisherman's Wharf Community and those that are focused on protecting our Wharf Businesses, employees and visitors to attend. Please RSVP.

When: May 21, 2015

Where: The Bay Theater at PIER 39.

Time: 8:30-10:00

RSVP [Here](#).

## FWCDB Board of Director's Nominations

Elections for the 2015/2016 Board of Directors Take Place on June 23rd There are currently THREE vacant seats on the Fisherman's Wharf CBD Board. It is currently the intent of the board to fill those positions unless the board decides to reduce the size of the



Spring 2015- Issue 34

### In this Issue:

- Security Summit
- BOD Nominations
- Spring Cleaning
- Wharf News
- Instagram of the Week

### UPCOMING MEETINGS

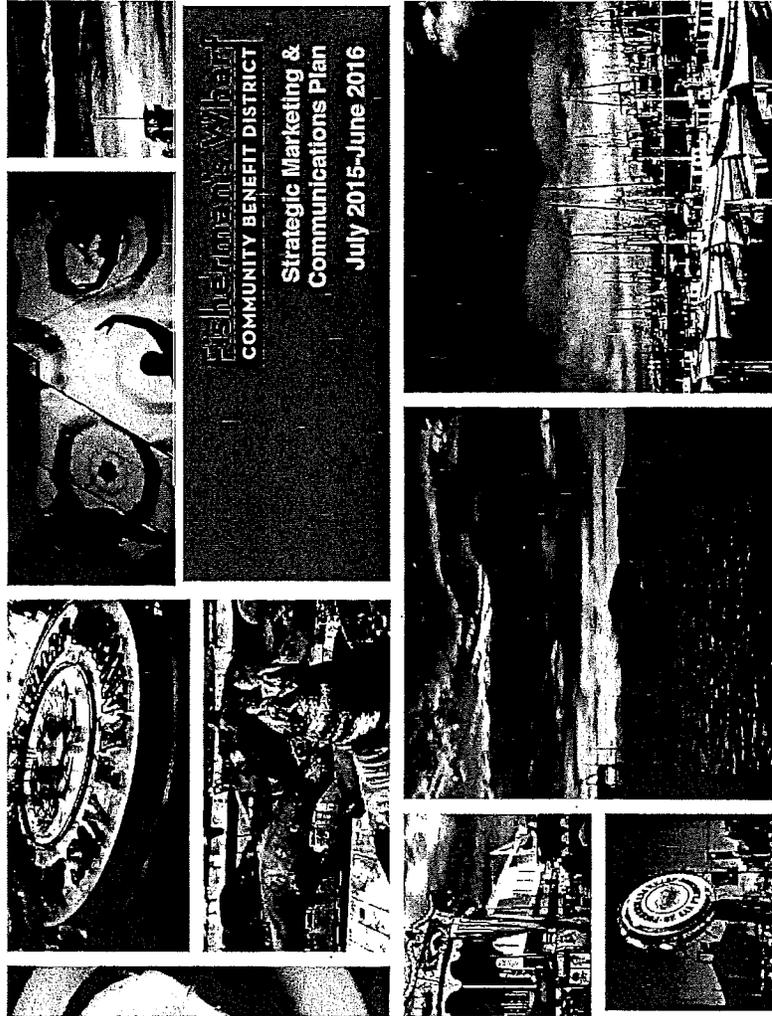
**Executive Committee**  
May 21  
2:00 PM  
FWCDB Office

**Board of Directors**  
May 28  
10:00 AM  
FWCDB Office



# FWCBB MARKETING PLAN

3466



FWCBB  
COMMUNITY BENEFIT DISTRICT

Strategic Marketing &  
Communications Plan  
July 2015-June 2016

3467

**MARKETING PROGRAMS**

## EVENT PROMO SCHEDULE

**★ PRODUCTION:**

- Wharf Fest- October 24 (S, W, Pr)- \$20,000- *Sponsorship Dependent*
- Crab Season- January, 2015 (S, W, Pr)- \$2,000
- Sunday Streets- March 9 (S, W)
- Lighted Boat Parade/Holiday Event- December 12 (S, W, Pc)- \$2,000
- Locals-Focused Event(s)- TBD (S, W, Pr)- \$3,000

**SPONSORSHIP:**

- Fleet Week- October 10-12 (S, W, Pc)- \$30,000
- 4<sup>th</sup> of July Festival (S, W, Pc)- \$20,000

**PROMOTIONS:**

- Sea Lion Anniversary at PIER 39- January 17-20 (S)
- PIER 39's Tulipmania- February 15-23 (S)
- Salmon Season Starts- May 1 (S, W)
- Coast Guard Appreciation Day- April (S)
- Opening Day on the Bay- April (S)
- Uncorked! at Ghirardelli Square- May 7 (S, W)
- Ghirardelli Chocolate Festival- September (S)
- Italian Heritage Day Parade- October 10 (S)
- Crab Season Starts- November (S)
- Veteran's Day Parade- November 11 (S)
- PIER 39 Tree Lighting- November 21-22 (S, Pc)
- Ghirardelli Square Tree Lighting- November 29 (S)
- Light the Menorah at Ghirardelli Square- December 6 (S, W, Pc)

S= Social Media Promotion, W= Website Promotion, Pc= Postcard Promotion, Pr= Press Release Distributed

**MARKETING PROGRAMS**

## WHARF FEST ★

- Facebook Advertising- Ads and boosted posts (\$2,000)
- Collateral Production & Distribution- Posters and postcards will be created and distributed within district and locally. Programs will be distributed the day of the event (\$2,000)
- Radio Advertising- Select stations for high-impact at low cost. This will include a prize package giveaway (\$2,000)
- Print Advertising- Print ads will be placed in relevant local weeklies and newspaper event listings sections (\$1,000)
- Calendar Listings- Wharf Fest will be submitted to all relevant online calendars of Bay Area events
- Digital Advertising- Wharf Fest will be advertised through geo-fenced digital banners or targeted e-blast sponsorship (\$1,000)
- Outdoor Advertising- Select BART and MUNI ads will be placed to increase exposure to the local audience (\$2,000)



Celebrate San Francisco's Historic Waterfront District

October 23rd | 11am-6pm  
WharfFest.com

- Chowder Competition
- Like Decorating Contest
- Trashy Fashion Show
- Animated Film Screening
- Fireworks & More!

### DIGITAL MARKETING

- ★ **Search Engine Marketing**- Text advertisements will be targeted at locals and visitors searching for relevant keywords. Ads will increase traffic to visitfishermanswharf.com and economic impact to the district. (Up to \$120,000 - Dependent on Google Grants)
- ★ **Facebook Advertising**- Ad campaigns will be targeted at both increasing Facebook "likes" and promoting content. (\$3,000)
- ★ **Website Maintenance**- Content will be added and improvements will continually be made to website for increased traffic and usability. (\$3,000)
- ★ **Email Marketing**- Includes the monthly Community Newsletter (FWCDetails), the quarterly consumer newsletter (What's Up/Wharf?) and the quarterly meeting/event/travel trade industry newsletter, as well as press alerts and community announcements as needed. (\$360)



### SOCIAL MEDIA

- ★ **General Topics:** Events, Food & Drink, Entertainment, News, Tourism/Visitation, Travel, Contests, FW Businesses, Neighborhood News, Discounts, San Francisco, Social Media Holidays (talk like a pirate day, national clam chowder day, etc.)
- ★ **Facebook:** 7-20 posts per week
- ★ **Twitter:** 10-25 posts per week
- ★ **Instagram:** 1-4 posts per week
- ★ **YouTube:** As available
- ★ **Reoccurring Topics:** Instagram of the Week, #ThrowbackThursday, #CrabbyMondays, #AlwaysSF, etc.
- ★ **Post Types:** Scenic Images, Memes, Fill in the Blank, Caption this Photo, Trivia, etc.



### ADVERTISING

- ★ **Advertising Partner Buys**- FWCBD will set aside funds to support an advertising and advertorial program that will be supported by various partners. Programs will be targeted at increasing out-of-market visitation and awareness. Likely programs will include (\$7,500)
- Seasonal Campaign Advertising will be used to promote new programs created each year by the CBD such as the Meeting & Event Planner campaign (\$2,232)
- Discretionary Ad Fund will be used for opportunities that the Marketing Committee votes to move forward on that arise throughout the fiscal year. (\$1,000)

#### SAMPLE GRAPHICS:



### PR

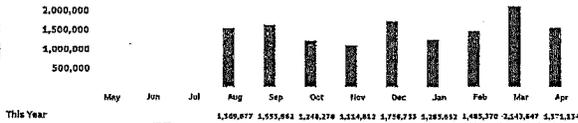
- **Press Release Distribution**- Press releases will be crafted and distributed through PR Web to promote noteworthy happenings at Fisherman's Wharf, accomplishments of the FWCBD, events, and new campaigns. 4-8 press releases per year. (\$1,000)
- ★ **Promotional Content & List Acquisition**- Funds will be devoted to promoted editorial in targeted publications to bolster reputation of Fisherman's Wharf from thought-leaders and reputable publications. Targeted lists of travel journalists and other key press will be purchased for distribution of announcements and media alerts. The CBD will recruit reputable local bloggers to produce curated itineraries for the district which will be cross pollinated to their audience and across the CBD's marketing channels. (\$1,500)
- **Media Event**- The CBD will host a travel media FAM or local media appreciation event at a local business. (\$2,000)



## RESEARCH

**-Monthly Metrics Tracking-** Monthly reports will be created to track all relevant key performance indicators for the marketing department including website analytics, social media performance, public mention sentiment, etc. Metrics will be compared on a month-to-month and year-to-year basis.

**★ People Counting Devices:** People counters were setup throughout the district in 2014 in order to better understand traffic flow at the wharf, to be able to measure event or marketing success, for public relations usage and marketing data. As of July 2015 the district will have a full year of data and will be able to measure year-to-year changes in pedestrian and traffic patterns.



## EDUCATION & COMMUNICATION ★

**-Advertising Opportunities-** Special offers and other marketing offers will be publicized via Townsquared under the Marketing section.



**Advertising Opportunity: SF Chronicle Warriors Section**

Rachel at Fisherman's Wharf CBD  
 The Chronicle has high hopes the Warriors will win the Finals, and will be publishing a commemorative section 6/21 (if they win game 6) or 6/25 (if we go to game 7). Please join us in celebrating this historical moment through participating in our commemorative coverage.

**-Publicity Alerts-** Journalists and media with requests for information or requests for comp or discount items will be assisted through posting of a publicity alert on Townsquared. Additionally, opportunities found in HARO (Help a Reporter Out) or distributed by SF Travel or Visit California will also be posted to notify district members.

**-Tips for Businesses-** A special section of the monthly FWCB Details newsletter will include marketing-focused tips that will keep readers up to date on marketing and tourism industry related trends.

**-Marketing Resources-** A website marketing tool kit will be created so partners can properly market the neighborhood with accolades, content, photography, graphics, as well as order brochures and collateral.

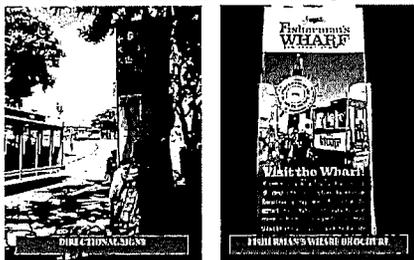
**-Meeting & Event RFPs-** Meeting & Event planners can now access a RFP form within the planning guide that will be distributed to relevant venues.

# Sponsorship

## MARKETING PROGRAMS

### BRANDING & SPONSORSHIP ★

**-District Branding & Signage-** In partnership with the SOBO (street operations, beautification, and order) Committee the CBD will continue to maintain and implement new visual branding strategies for the neighborhood. In addition to branded directional signage and district window clings, the CBD will distinguish the area with pole wraps and other guerilla marketing tactics.



**-Sponsorship-** In order to supplement district branding and marketing programs, the CBD will now be offering sponsorship packages. Companies can purchase a full district sponsorship or choose a specific medium they would like to focus on, such as: digital, print, Segway wraps, or light pole banners. Sponsorship levels will vary from \$2,500 to \$10,000 annual cost.

### WHARF FEST SPONSORSHIP OPPORTUNITIES

The FWCB's annual Wharf Fest attracts both visitors and locals to celebrate all things Fisherman's Wharf. It takes place at the central hub of the district near the iconic Fisherman's Wharf crab wheel sign. An estimated 30,000 people visited Wharf Fest in 2014, including over 2,000 attendees of ticketed events and festival programming including the Chowder Cook-Off and music performances.

The event is produced by Steven Restivo Event Services (SRES). SRES is the top event production company in the Bay Area and produces legendary neighborhood festivals such as Fillmore Jazz Festival, The St. Patrick's Day Festival, North Beach Festival, and more.

#### Wharf Fest Gold Level Event Sponsor \$10,000

- Mention in all radio ads that reach over 500,000 people in the 9-county Bay Area.
- Inclusion in all press releases for the event (each receives 25,000 impressions)
- Inclusion in all on-site signage at the event
- Name and logo on volunteer and staff t-shirts for the event
- Name and logo on promotional items
- Logo inclusion of all marketing materials for the event to include but not limited to:
  - Postcards (qty 5,000)
  - Posters distributed and posted at area businesses (qty 200)
  - Facebook Event Pages (Facebook Likes 30,000+)
  - Logo in all newspaper and print advertisements
- Title ad and link on the Fisherman's Wharf and SRES website event pages
- Name and logo listed on the Official Event Program
- Name and logo inclusion on ballot forms (qty 500)
- Inclusion in on-site signage and branding at the event
- One 10ft x 10ft booth at Wharf Fest - table and chairs provided
- Verbal recognition at the event
- 8 tickets to the event VIP area

#### Wharf Fest Silver Level Event Sponsor \$5,000

- Logo inclusion of all marketing materials for the event to include but not limited to:
  - Postcards (qty 5,000)
  - Posters distributed and posted at area businesses (qty 200)
  - Facebook Event Pages (Facebook Likes 30,000+)
  - Logo in all newspaper and print advertisements
- Title ad and link on the Fisherman's Wharf and Steven Restivo Event Services website event pages
- Name and logo listed on the Official Event Program
- Name and logo inclusion on ballot forms (qty 500)
- Inclusion in on-site signage and branding at the event
- One 10ft x 10ft booth at Wharf Fest - table and chairs provided
- Name and logo on volunteer and staff t-shirts for the event
- Verbal recognition at the event
- 4 tickets to the event VIP area

#### Wharf Fest Corporate Sponsor \$2,500

- One 10ft x 10ft booth at Wharf Fest - table and chairs provided
- One large banner at booth (to be provided by sponsor)

Deadline for all Fisherman's Wharf Sponsorships is September 15, 2015 to ensure Sponsor can be added to all promotional and collateral items.

#### Fisherman's Wharf Complete District Sponsorship \$10,000

Become a Fisherman's Wharf Sponsor for Year-Round Exposure to a Huge Audience

- Logo inclusion of Fisherman's Wharf pedestrian direction maps signs (10 double-sided signs located in various locations at Fisherman's Wharf)
- Logo inclusion of Fisherman's Wharf Ambassador Uniform Sleeve, (5 ambassadors)
- Logo and link on all pages of the Fisherman's Wharf website VisitFishermansWharf.com (site receives average of 32,000 visitors per month)
- Logo and link included in monthly FWCBDetails newsletter (800 distribution)
- Logo and link included in the quarterly "What's Up Wharf" consumer newsletter (700 distribution)
- Logo and link included in the quarterly Event & Meeting Planner newsletter (500 distribution)
- Logo on official Fisherman's Wharf brochure (500,000 printed per year and distributed at over 800 locations in California)
- Logo inclusion on Fisherman's Wharf promotional items/"schwag" given out during the 4th of July Festival, Fleet Week and Wharf Fest events at Fisherman's Wharf. (qty vary)
- Logo inclusion on Winter Holiday Event, 4th of July, Fleet Week and Wharf Fest handouts delivered to all Fisherman Wharf Hotels, tourist centers and at various locations around the city during the month of December. (qty 5,000 per event)
- Logo inclusion on the Segway shield used by Fisherman's Wharf Ambassadors in the heavily-trafficked tourist areas. (1 Segway)

#### Fisherman's Wharf Digital Asset Sponsorship \$5,000

- Logo and link on all pages of the Fisherman's Wharf website VisitFishermansWharf.com (site receives average of 32,000 visitors per month)
- Logo and link included in monthly FWCBDetails e-newsletter (600 distribution)
- Logo and link included in the quarterly "What's Up Wharf" consumer e-newsletter (700 distribution)
- Logo and link included in the quarterly Event & Meeting Planner e-newsletter (500 distribution)

#### Fisherman's Wharf Print Asset Sponsorship \$5,000

- Logo on official Fisherman's Wharf brochure (500,000 printed per year and distributed at over 800 locations in California)
- Logo inclusion on Fisherman's Wharf promotional items/"schwag" given out during the 4th of July Festival and Fleet Week events at Fisherman's Wharf. (quantities vary)
- Logo inclusion on Winter Holiday Event, 4th of July & Fleet Week handouts delivered to all Fisherman Wharf Hotels, tourist centers and at various locations around the city during the month of December. (qty 5,000 per event)

#### Fisherman's Wharf Segway Sponsorship \$2,500

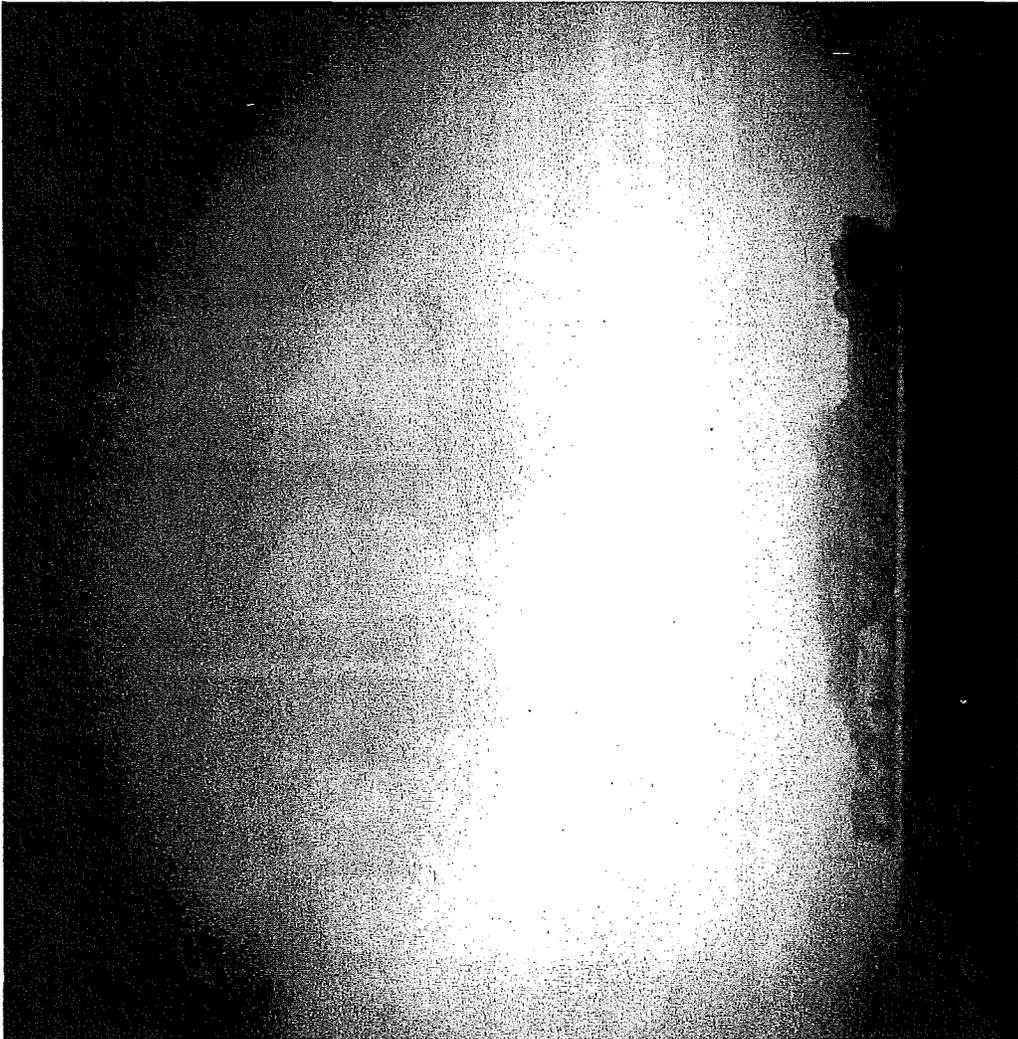
- Logo inclusion on the Segway shield used by Fisherman's Wharf Ambassadors in the heavily-trafficked tourist areas. (1 Segway)

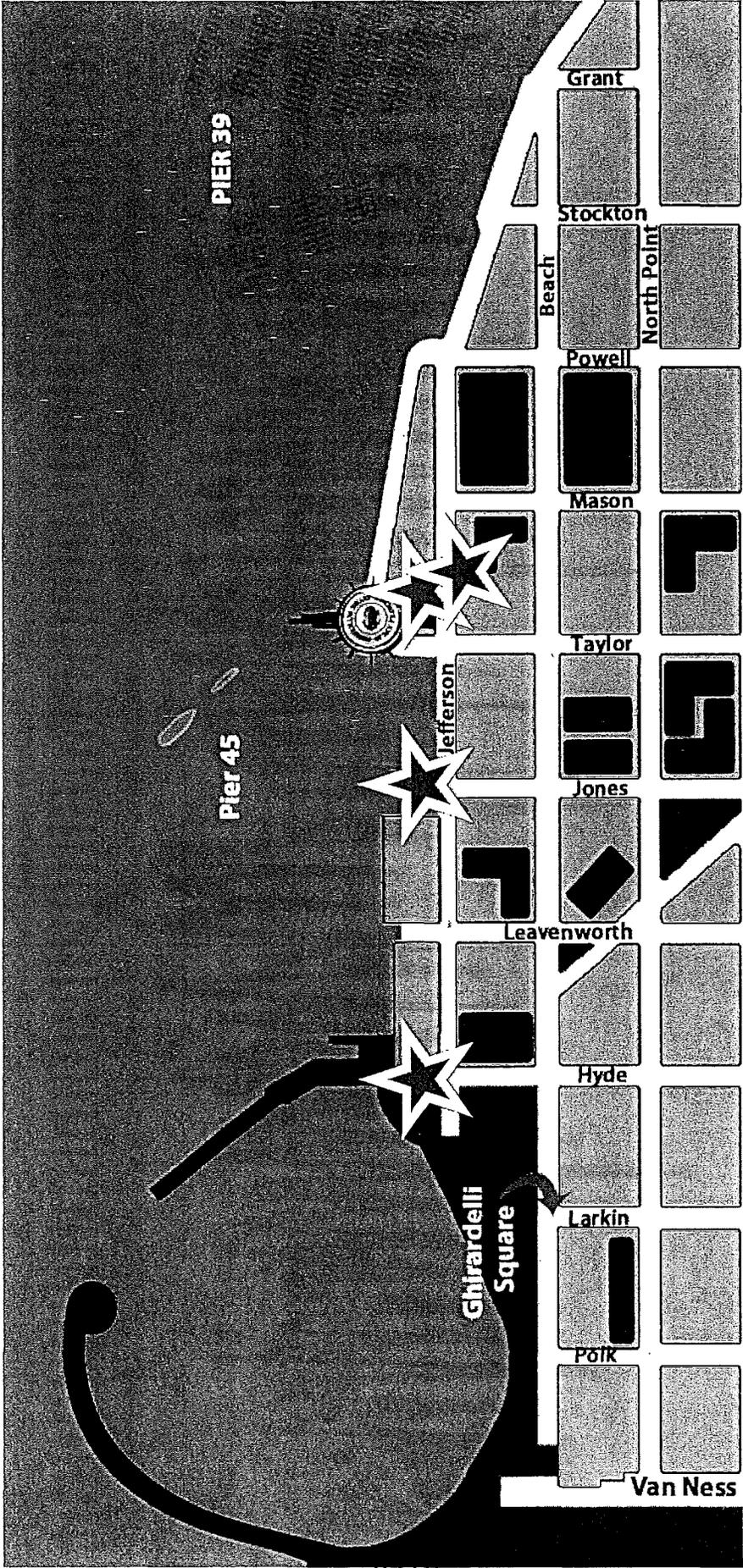
#### Fisherman's Wharf Light Pole Banner Sponsorship

- Inclusion of logo on light pole banners on streets, including Jefferson Street, within the Fisherman's Wharf District. Prices vary based on quantity. There are between 20 and 60 potential locations throughout the district. Please inquire.

Deadline for all Fisherman's Wharf Sponsorships is September 15, 2015

# DATA





PIER 39

Pier 45

Grant

Stockton

Beach

North Point

Powell

Mason

Taylor

Jefferson

Jones

Leavenworth

Hyde

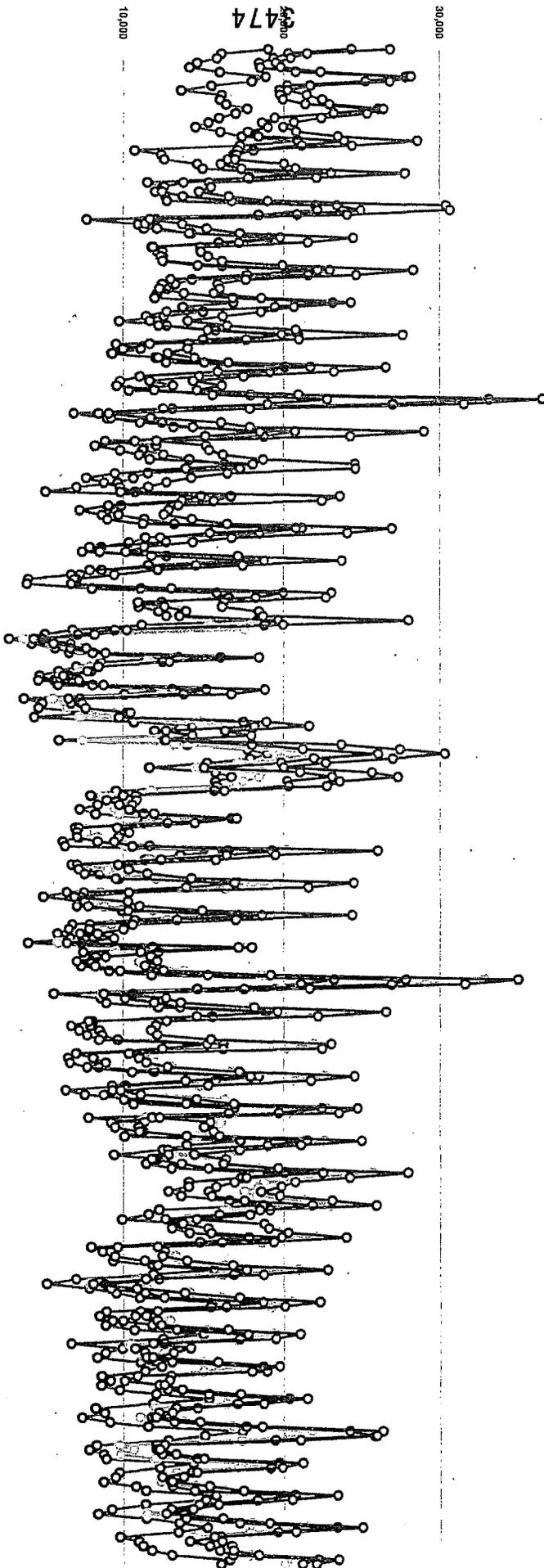
Ghirardelli Square

Larkin

Poik

Van Ness

27 Jul 2014  
31 Jul 2014  
4 Aug 2014  
8 Aug 2014  
12 Aug 2014  
18 Aug 2014  
20 Aug 2014  
24 Aug 2014  
28 Aug 2014  
1 Sep 2014  
5 Sep 2014  
9 Sep 2014  
13 Sep 2014  
17 Sep 2014  
21 Sep 2014  
25 Sep 2014  
29 Sep 2014  
3 Oct 2014  
7 Oct 2014  
11 Oct 2014  
15 Oct 2014  
19 Oct 2014  
23 Oct 2014  
27 Oct 2014  
31 Oct 2014  
4 Nov 2014  
8 Nov 2014  
12 Nov 2014  
16 Nov 2014  
20 Nov 2014  
24 Nov 2014  
28 Nov 2014  
2 Dec 2014  
6 Dec 2014  
10 Dec 2014  
14 Dec 2014  
18 Dec 2014  
22 Dec 2014  
26 Dec 2014  
30 Dec 2014  
3 Jan 2015  
7 Jan 2015  
11 Jan 2015  
15 Jan 2015  
19 Jan 2015  
23 Jan 2015  
27 Jan 2015  
31 Jan 2015  
4 Feb 2015  
8 Feb 2015  
12 Feb 2015  
16 Feb 2015  
20 Feb 2015  
24 Feb 2015  
28 Feb 2015  
4 Mar 2015  
8 Mar 2015  
12 Mar 2015  
16 Mar 2015  
20 Mar 2015  
24 Mar 2015  
28 Mar 2015  
1 Apr 2015  
5 Apr 2015  
9 Apr 2015  
13 Apr 2015  
17 Apr 2015  
21 Apr 2015  
25 Apr 2015  
29 Apr 2015  
3 May 2015  
7 May 2015  
11 May 2015  
15 May 2015  
19 May 2015  
23 May 2015  
27 May 2015  
31 May 2015  
4 Jun 2015  
8 Jun 2015  
12 Jun 2015  
16 Jun 2015  
20 Jun 2015



40,000

Jefferson at Chase ATM

Jefferson at Wax Museum

Jefferson at Castagnola's

Jefferson at Bay Company

## Visitor Feedback and Demographics - At a Glance

\*data was collected in Aug & November of 2014

### Wharf Statistics

Annual visitors	9 - 12 million
Employees:	8,384
Hotel Rooms:	3,260
Parking Spaces:	6,000

### Method of Arrival at the Wharf (Top 5)

Walk	30.3%
Private car	25%
Cable Car	10.5%
Bus	9.7 %
Streetcar	6.1%

### Top 5 Attractions Visited

PIER 39	65.5%
Sea lions	35.8%
Ghirardelli Square	30.2%
Alcatraz	25.5%
Bay Cruise	16.8%

### Spending at the Wharf (per person)

Mean Daily Spending	\$134.62
---------------------	----------

### Primary Reason For Visiting

Sightseeing	66.9%
-------------	-------

### Travel Party Characteristics

People in party (avg.)	3.1
Staying in S.F. hotel	62.5%
<b>Traveling with Children</b>	
No	83.6%
Yes	16.4%
<b>Average Household Income</b>	\$92,797

### Place of Residence

Foreign residence	30.9%
Other USA	29.9%
Other California	13.9%
San Francisco	13.9%
San Francisco Bay Area	11.4%

### Top 5 Domestic Feeder Markets

SF, Oakland, San Jose	7.7%
LA, Riverside, Orange County	5.5%
Sacramento, Stocktons, Modesto	2.9%
San Diego	1.8%
New York / New Jersey	1.6%

### Top 5 Foreign Feeder Markets

United Kingdom	5.1%
Canada	3.0%

### Economic Impacts of Jefferson Street Phase 1

Business on Jefferson Street has increased significantly following the construction of the Phase 1 improvements that were completed in June of 2013. 18 of the 33 businesses on the two revamped blocks of Jefferson Street were tracked from July - November of 2013, the first summer and fall season since the new street opened. Many merchants feared that the removal of parking on these two blocks would have a negative impact on their sales but this has not been the case.

When comparing their gross sales to the same period in 2012, businesses saw increases month over month, between 10% - 21% on average, when compared to the same month of the previous year.

From July through November 2013, these 18 businesses generated an additional \$1.5 million dollars in gross sales from the previous year. This added approximately \$140,000 more in sales tax for the city during this 5 month period.

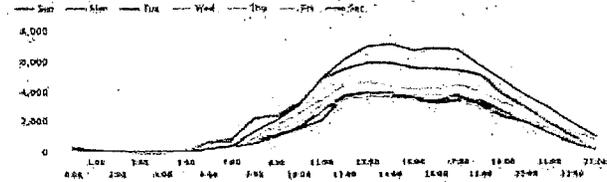


Month	% Change
December '13	+20%
January '14	+24%
February '14	0%
March '14	+10%
April '14	+24%
May '14	+33%
June '14	+11%
July '14	0%

The FW/CBD continued to track 8 businesses on the north side of Jefferson Street from December 2013 through July 2014 in order to see if the trend continued. With the exception of two months where sales were equal, there continued to be increases when compared to the same month of the previous year. The table to the left shows the combined average increases for those 8 retail and restaurant establishments.

### Traffic and Bikes at Fisherman's Wharf

Fisherman's Wharf is home to over a dozen bike rental locations who rent an estimated 400,000+ bikes to visitors annually even though only 2% of visitors arrive to Fisherman's Wharf by bike. This means that 400,000 bicycle trips embark from Fisherman's Wharf each year. With bicycles making up 40-60% of the traffic on Jefferson Street, continued efforts to ensure their safety and ease of navigation at the wharf is paramount. On average, and in the peak times of the day (12PM-7PM), there are between 1500 - 2200 bikes using Jefferson Street. That is approximately 360 bikes per hour and 6 bikes per minute.

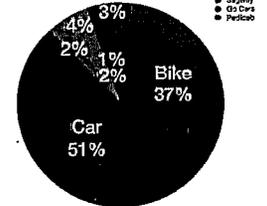


The Jefferson Street Phase 1 & 2 use a shared street concept since there are so many different types of modes of transportation that take place on a daily basis (cars, motor coaches, bikes, go cars, motorcycles and segways). With street parking eliminated on two of the five blocks at the wharf under Phase I, visibility for cyclists has improved dramatically and dangers such as people pulling out of parking spots, car doors opening into the bikeway and parallel parking is now a non-issue on the Phase I blocks of Jefferson. Deliveries have also been restricted to midnight to 11:00 a.m. on the two new blocks in accordance to the Jefferson Street Improvement and Public Realm Plan which directly correlates to the pedestrian and bicycle peak times as noted below.

### Transportation Counts on Jefferson Street

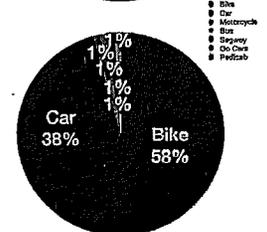
Saturday 8/30/2014

Time Period	Bike	Car	Motorcycle	Bus	Pedicab	Segway	Go Cars	Total
12:00 PM	420	638	20	44	21	11	12	1066
1:00 PM	66	99	4	11	7	0	0	187
2:00 PM	279	420	25	39	28	10	5	806
3:00 AM	305	390	17	33	25	30	0	800
<b>Total</b>	<b>1,070</b>	<b>1,447</b>	<b>66</b>	<b>127</b>	<b>81</b>	<b>51</b>	<b>17</b>	<b>2,859</b>



Saturday 9/13/2014

Time Period	Bike	Car	Motorcycle	Bus	Pedicab	Segway	Go Cars	Total
12:00 PM	392	223	7	5	6	10	2	645
1:00 PM	333	205	6	6	4	1	4	559
2:00 PM	425	281	6	8	13	10	2	745
3:00 AM	308	255	7	6	0	0	6	582
<b>Total</b>	<b>1,458</b>	<b>964</b>	<b>26</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>14</b>	<b>2,531</b>



3476

### Jefferson Street Intercept Survey Results - Continuing the Momentum!

The FWCBD has conducted three Intercept surveys over the past 9 years: In 2006, 2010 & 2014. Between 2010 and 2014, there have been several improvements made per the Fisherman's Wharf Public Realm Plan including Phase I and additionally to the area which includes the Pier 43 Promenade and the widening of the Taylor Street sidewalk in front of the historic crab stands. These complementary improvements have definitely made an impact on our visitors perceptions and habits.

When survey respondents were asked the open question, "What do you dislike most about the wharf", the responses on issues regarding the public realm show that wharf's improvements are gaining traction with our visitors. The answers "Too Crowded" and "Lack of Seating" appeared in all three surveys but the numbers have decreased.

	2006	2010	2014
Crowded - Too many people	26%	26%	16%
Lack of Seating	3%	2%	1%

One of the goals of the Public Realm Plan was to create an atmosphere that fosters longer stays at the wharf. The recent survey shows that those staying one hour or less has been on the decline.

	2006	2010	2014
Stays one hour or less	11%	6%	3%

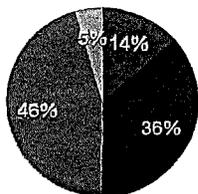
A companion to how much time spent at the wharf is how much money is spent, the survey results again show that with people spending more time, the amount they spend has also increased.

	2006	2010	2014
How much will you spend at FW	\$109	\$128	\$135

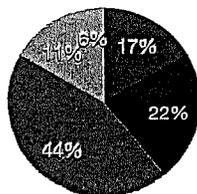
"How satisfied are you with your visit it at the Wharf," was another question respondents were asked and given the options of very good, good, neutral, poor and very poor. Those answering neutral, poor and very poor on aspects relating to the public realm has also decreased.

Combination of those who rated the below as neutral, poor or very poor.	2006	2010	2014
Seating	42%	31%	22%
Walkability	16%	10%	8%

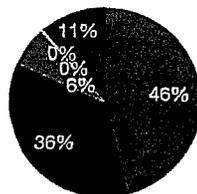
Safety & Comfort for Bike Access



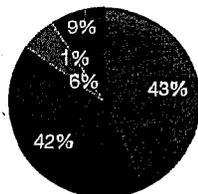
Ease of Bike Parking on Jefferson Street



Approve of Changes to Jefferson Street



Safety & Comfort for Bike Access



● Very Good ● Good ● Neutral ● Poor ● Very Poor

● Strongly Approve ● Approve ● Neutral ● Disapprove  
 ● Strongly Disapprove ● No Opinion

Source: Destination Analysts

www.newjeffersonstreet.com

### How do people arrive at the wharf?

	2013	2014	2015
Walked	27.3%	20%	18.6%
Automobile	12.5%	9.6%	10.8%
Bus	8.6%	20.2%	19.5%
Cable Car	7.2%	8.1%	8.9%
Street Car	3.9%	7.4%	5.7%
Taxi	3.9%	3.0%	2.0%
Ferry/boat	3.0%	0.6%	1.7%
Other	2.0%	2.7%	2.1%
Your Bus	2.0%	1.0%	---
Bicycle	0.7%	5.7%	5.2%

118,663  
 visitors\* on  
 February 14th  
 2015

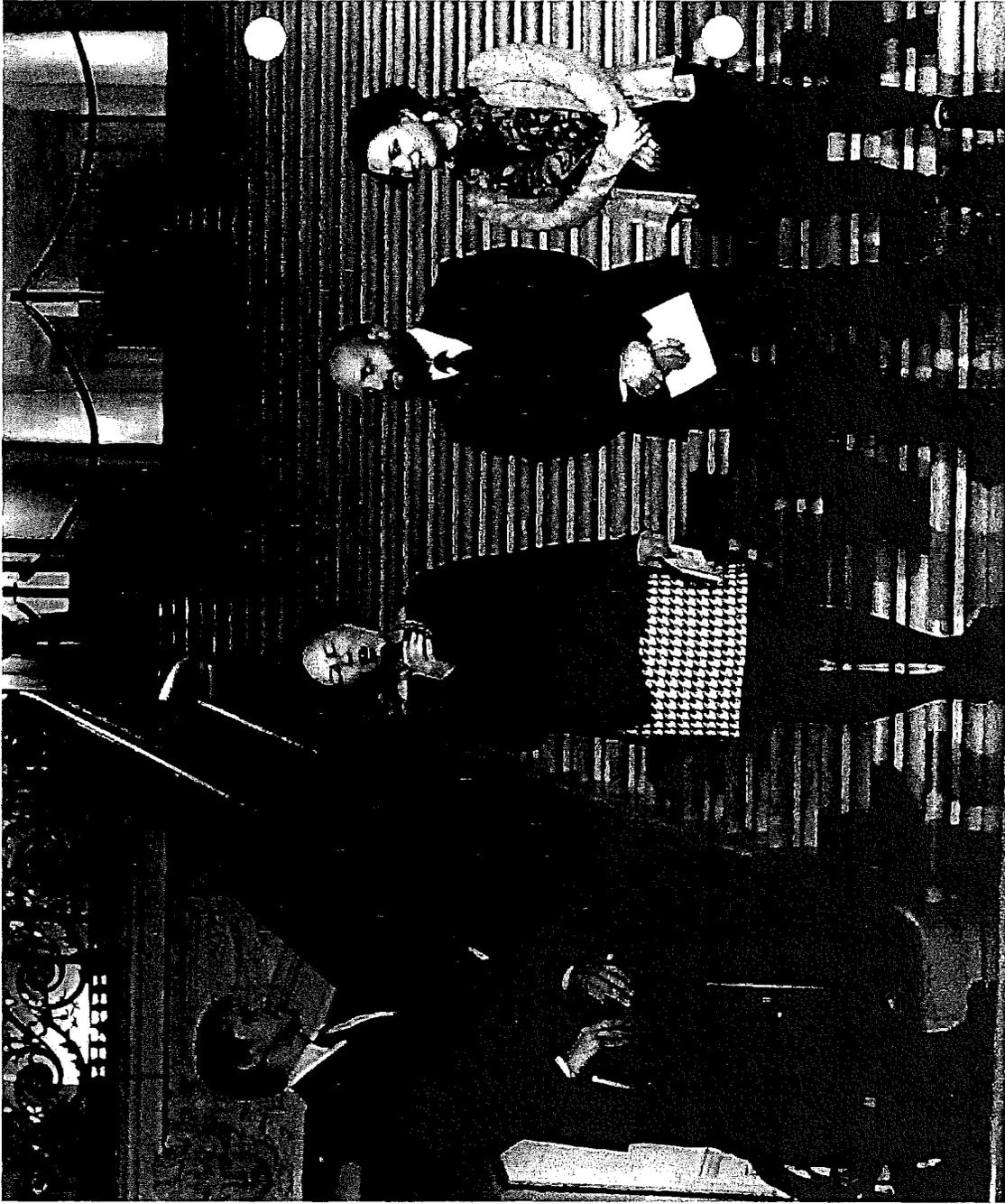
1.76  
 million pedestrians  
 counted in  
 December '14

# Successes<sup>®</sup> Advocacy & Issues

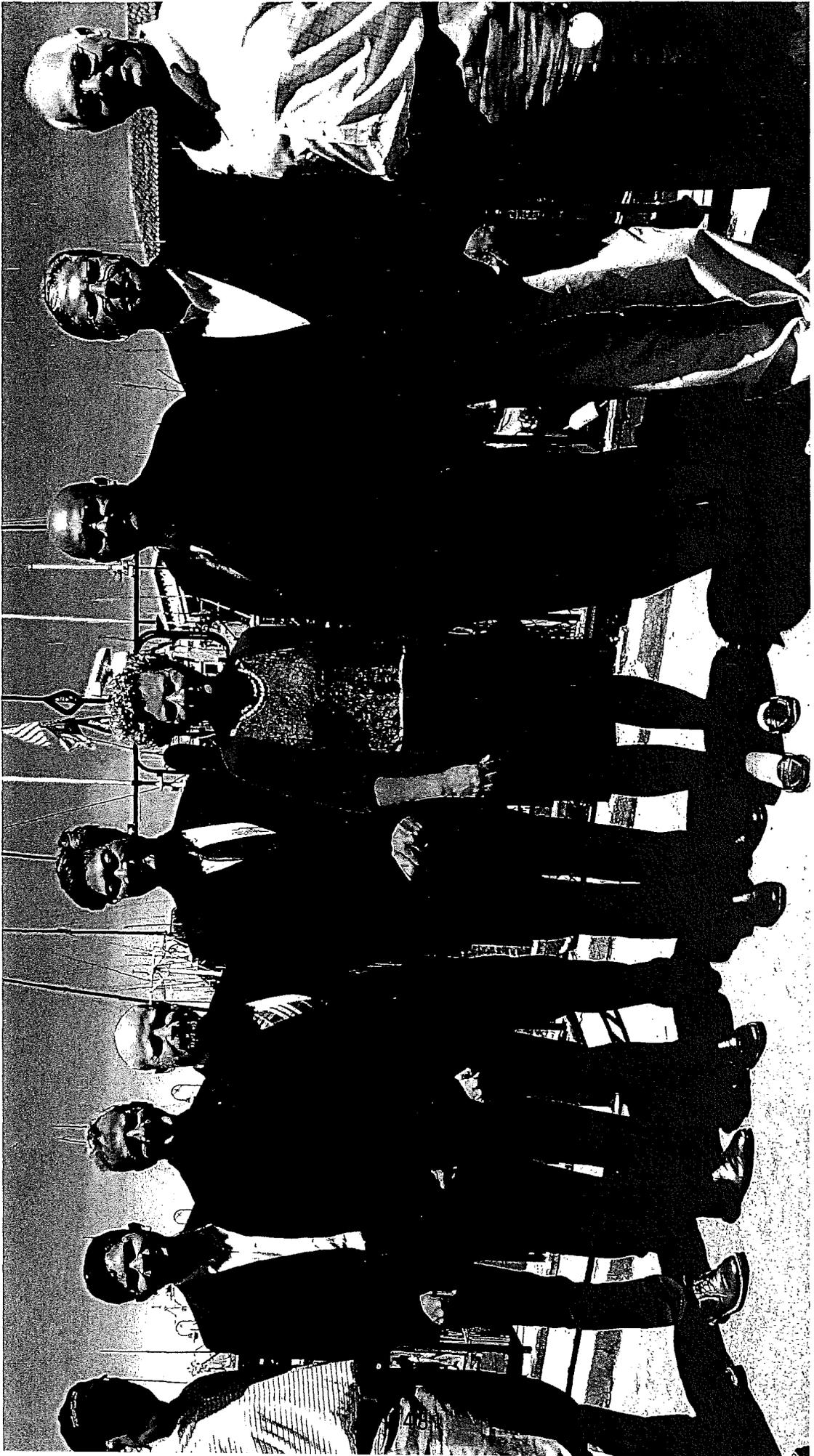


**NEW** Award Winner  
"Best Community Benefit District"

3479



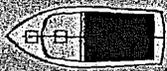
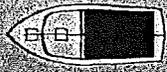




# Boardwalk design



INNER LAGOON



CASINO



JOE'S GRILL

PEARL FACTORY

QUIRKY

WAVE T-SHIRTS

BOOTS SHOP

DIGITAL CAMERAS

FIBER OPTIC JEWELRY

JONES'S

TOP PRESSING

# TOWNSQUARED

Shared with local police



## From the Wharf Inn

Troy at Fisherman's Wharf CBD

"Several times over the last few weeks as early as 6pm I have seen a pimp and his girl wandering around the area. I don't have pics but a description.

He is 6'3 to 6'5 well dressed african american slightly heavy set. usually dons a blue ball cap and drives a black. Mercedes.

She is 5'4 ... [View More](#)

Posted to Fisherman's Wharf and Your Network in Crime and Safety

LIKE COMMENT



Officer John at Central Police Department

Jun 10

I will take note of that and alert our plain clothes officers and our vice crimes unit

Shared with local police



## Joseph Conrad Park

Officer John at Central Police Department

2 days

Hi everyone, please feel free call our number (415-273-9515) if you see any one smoking, littering, camping, drinking ect inside the park. I've noticed an uptick in this behavior lately. Thank you.

Posted to Fisherman's Wharf and Your Network in Crime and Safety



You support this!

Shared with local police



Pansy at Fisherman's Wharf Merchants Association

4 days

The "hideaway" behind Scoma's is becoming very popular now that summer season is here. Both old and new faces walking in and out of that area.

Posted to Fisherman's Wharf only in Crime and Safety

LIKE

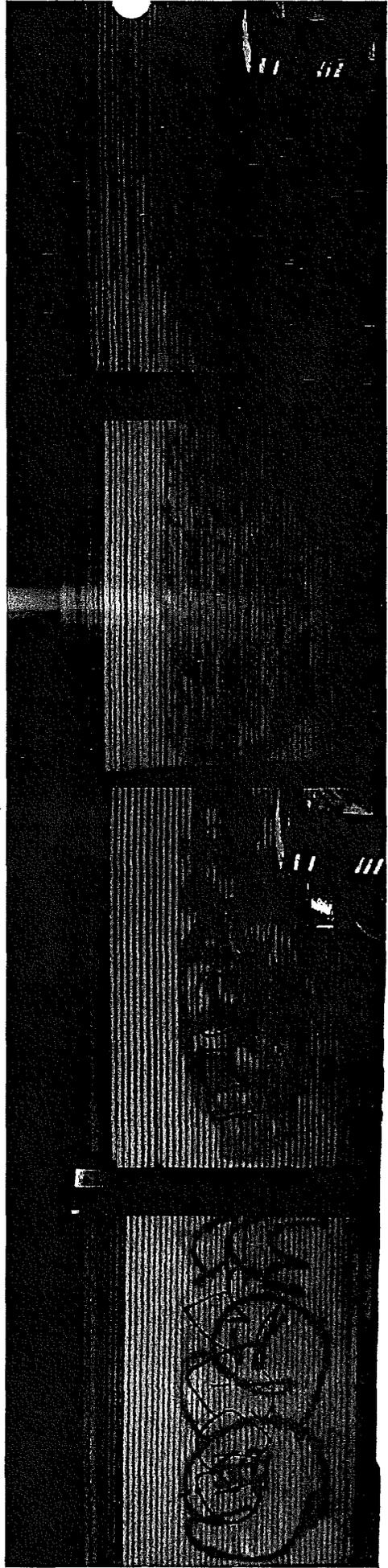
3483

Jun 09

# Ambassadors







# Cleaning Statistics

July 2014 through June 2015 of trash removed

3487

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Graffiti - Removed	'14	--	--	--	--	--	--	116	192	150	119	128	115	820
	'15	198	123	146	137	96	85	--	--	--	--	--	--	785
Graffiti Removed-Stickers	'14	--	--	--	--	--	--	105	166	127	103	165	66	732
	'15	129	67	132	150	130	30	--	--	--	--	--	--	559
Painting	'14	--	--	--	--	--	--	42	63	54	58	24	31	272
	'15	31	11	21	9	6	--	--	--	--	--	--	--	88
Pan & Broom-Block Paves	'14	--	--	--	--	--	--	149	113	131	201	239	153	1069
	'15	174	112	81	118	85	18	--	--	--	--	--	--	588
Street Furniture Cleaned	'14	--	--	--	--	--	--	149	211	173	127	124	59	843
	'15	64	36	73	52	3	6	--	--	--	--	--	--	304
Trash (lbs)	'14	--	--	--	--	--	--	1125	1751	1020	790	925	710	6321
	'15	823	465	520	1243	621	362	--	--	--	--	--	--	4034
Tree Grates Cleaned Out	'14	--	--	--	--	--	--	76	94	85	97	65	61	478
	'15	64	45	71	82	113	59	--	--	--	--	--	--	437

1600

incidents of graffiti removed

1291

stickers removed

# Safety Statistics

July 2014 through June 2015

QOL - sit/lie

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Camping/Sleeping	'14	--	--	--	--	--	--	--	--	73	86	111	148	418
	'15	170	108	93	104	71	34	--	--	--	--	--	--	580
Fights/Assaults - Observed	'14	--	--	--	--	--	--	--	--	8	2	6	2	18
	'15	6	11	4	4	--	--	--	--	--	--	--	--	26
Quality of Life-Drinking in Public	'14	--	--	--	--	--	--	83	168	146	303	102	87	889
	'15	117	66	109	112	80	56	--	--	--	--	--	--	540
Quality of Life-Drug Activity	'14	--	--	--	--	--	--	--	--	54	6	117	2	433
	'15	110	64	54	52	27	51	--	--	--	--	--	--	368
Quality of Life-Illegal Dumping	'14	--	--	--	--	--	--	34	58	36	29	41	73	271
	'15	78	28	40	50	78	2	--	--	--	--	--	--	308
Quality of Life-Public Disturbance/Panhandling	'14	--	--	--	--	--	--	138	230	173	190	176	125	1032
	'15	142	97	98	112	111	39	--	--	--	--	--	--	599
Quality of Life-Sitting/Lying on Sidewalk (loitering)	'14	--	--	--	--	--	--	207	363	429	421	330	275	2025
	'15	346	253	385	243	219	108	--	--	--	--	--	--	1554
Request for Police/Fire/EMS	'14	--	--	--	--	--	--	--	--	4	37	12	22	95
	'15	20	13	24	16	21	--	--	--	--	--	--	--	100

1,631

1,429

QOL - aggressive panhandling

QOL - drinking in public

3488

# Hospitality Statistics

July 2014 through June 2015

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contacts	'14	--	--	--	--	--	--	814	1343	1615	1620	1311	1191	7894
	'15	1177	835	892	1232	1196	377	--	--	--	--	--	--	4699
Directions- Total	'14	--	--	--	--	--	--	1854	2407	2402	2622	1192	1240	11717
	'15	1080	642	865	780	501	385	--	--	--	--	--	--	4253
Escorts	'14	--	--	--	--	--	--	64	71	57	86	47	49	374
	'15	5	7	23	20	17	8	--	--	--	--	--	--	142
Hospitality Assistance	'14	--	--	--	--	--	--	2296	2906	2980	3585	1623	1763	15113
	'15	1685	938	1975	1235	820	545	--	--	--	--	--	--	7198
Motorist Directions	'14	--	--	--	--	--	--	46	59	67	65	44	40	321
	'15	43	17	18	24	14	8	--	--	--	--	--	--	124
Street Performer Interaction	'14	--	--	--	--	--	--	104	127	78	98	107	69	583
	'15	90	52	67	57	56	33	--	--	--	--	--	--	355

**12,593**

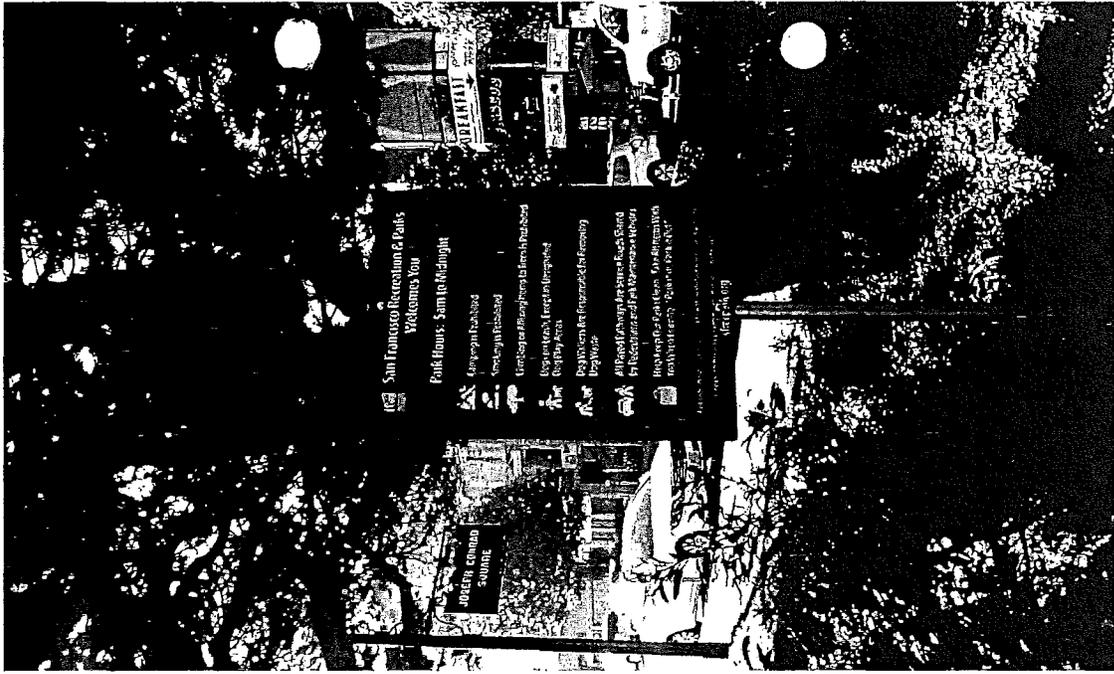
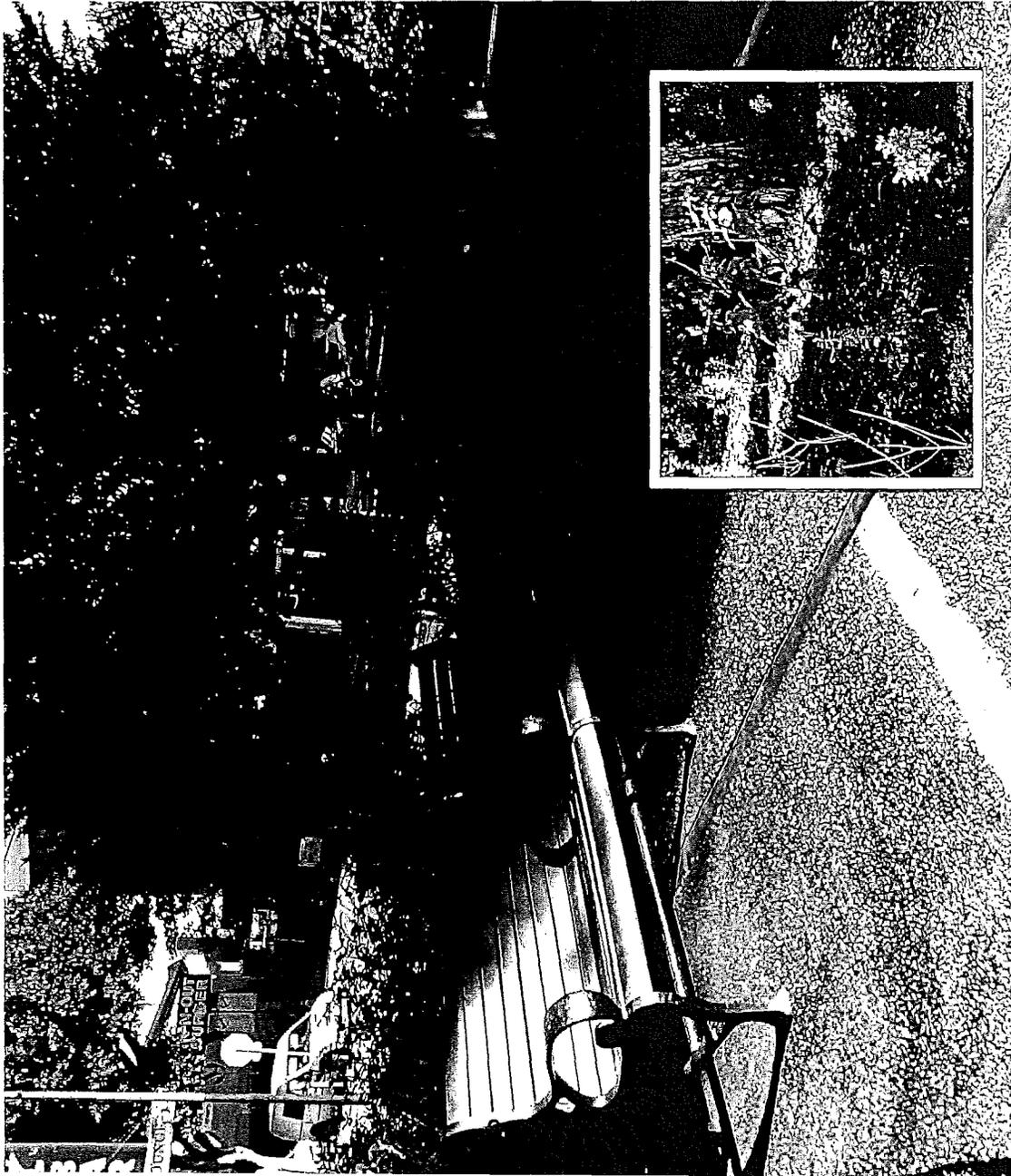
**22,311**

3489

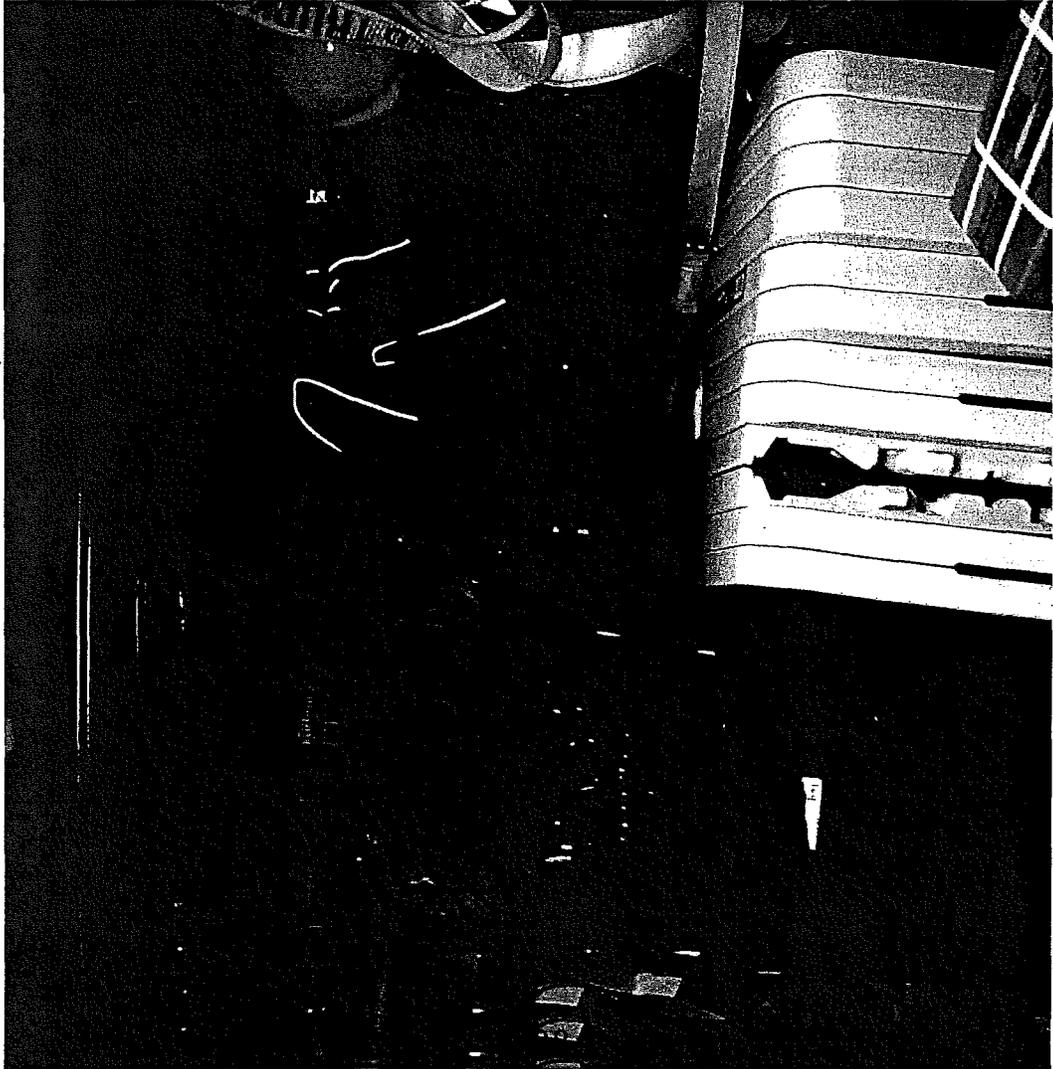
contacts with local merchants

hospitality / assistance

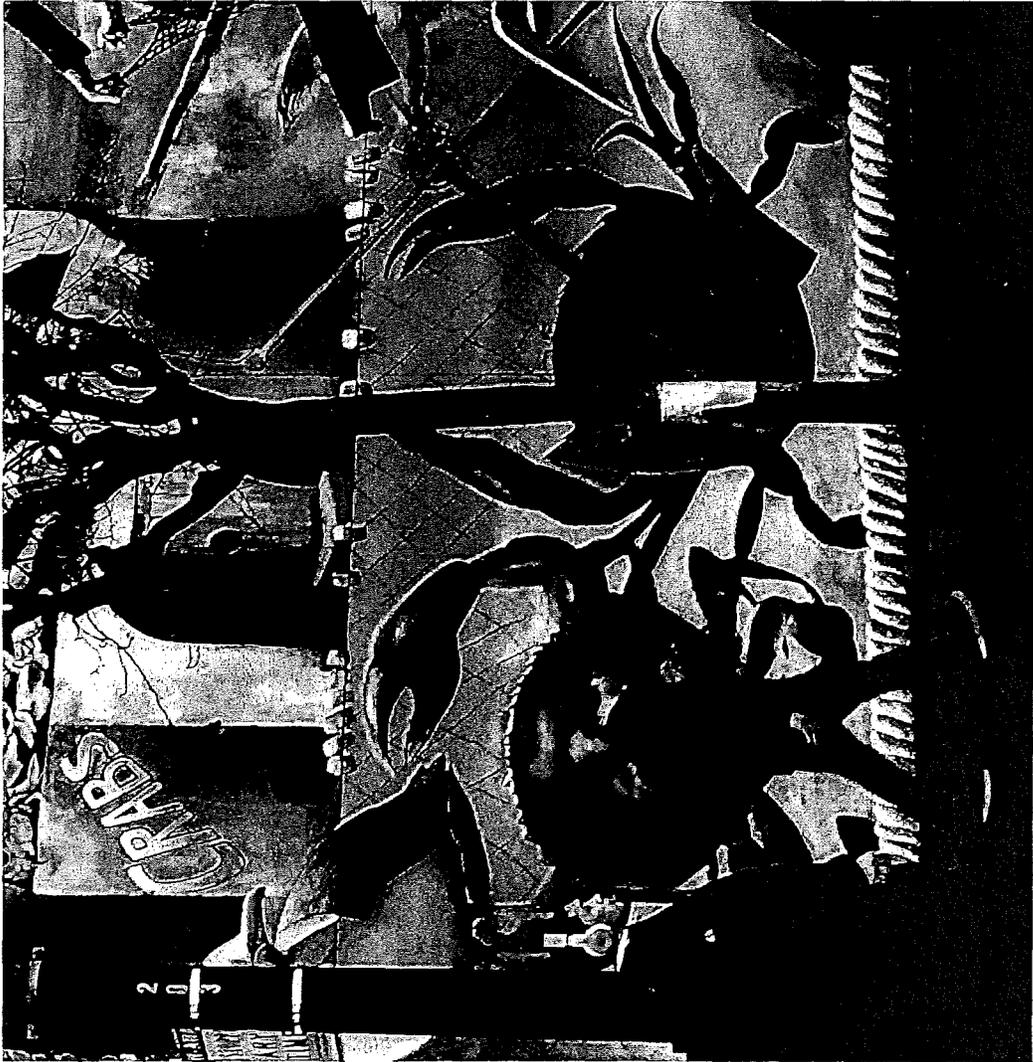


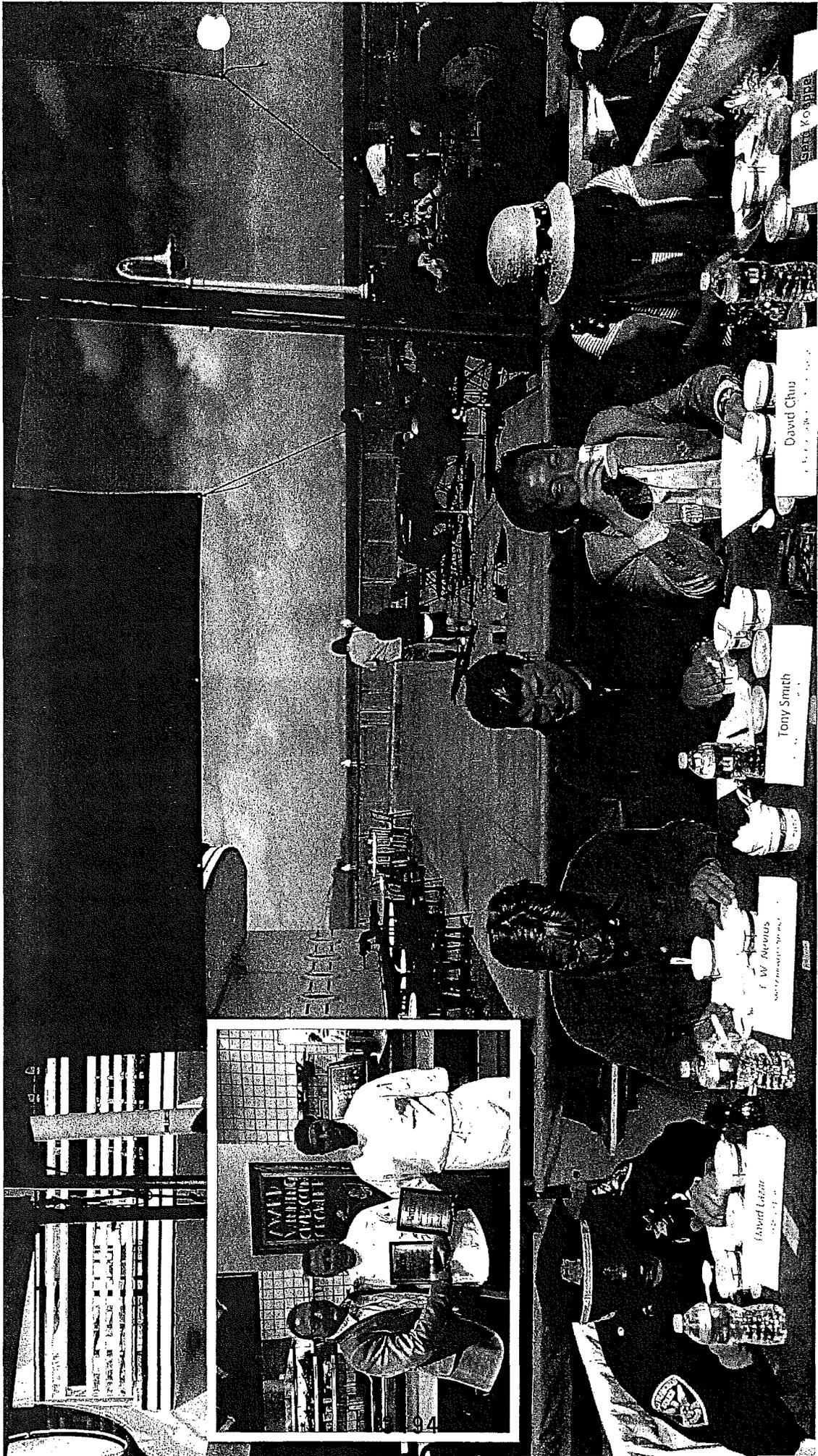


# PIERSAFE

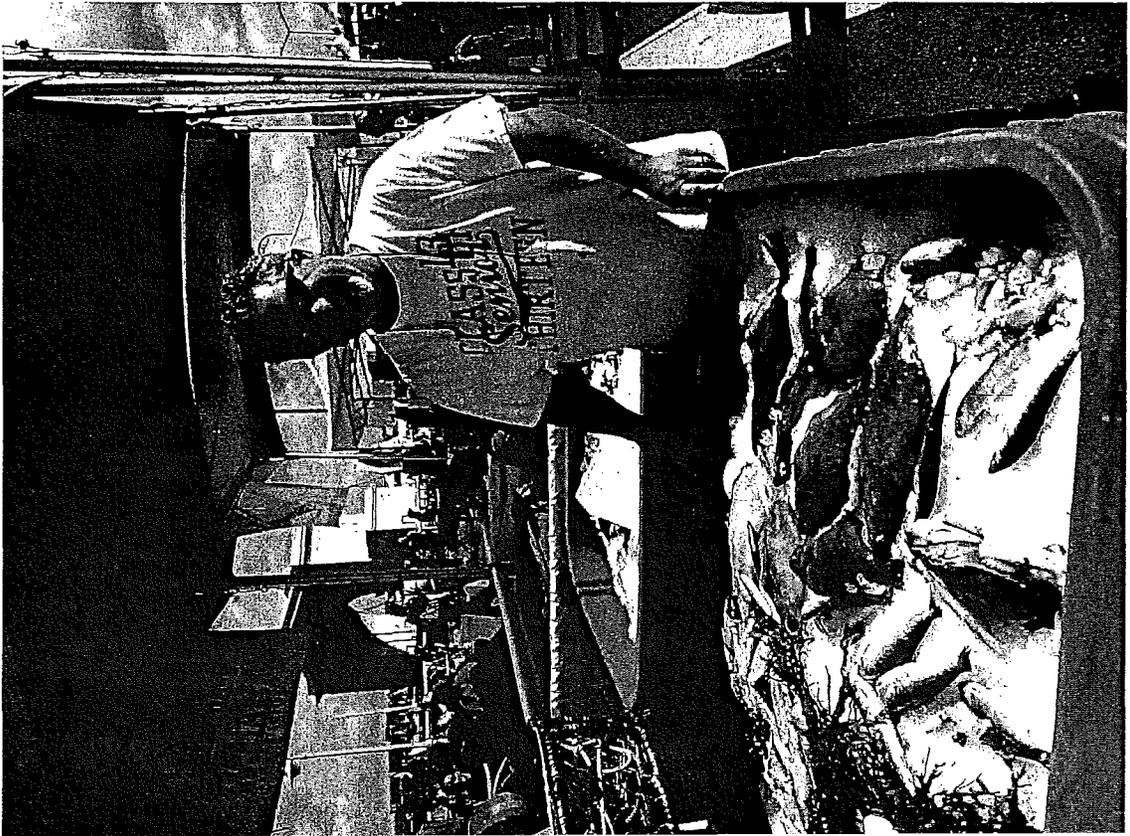
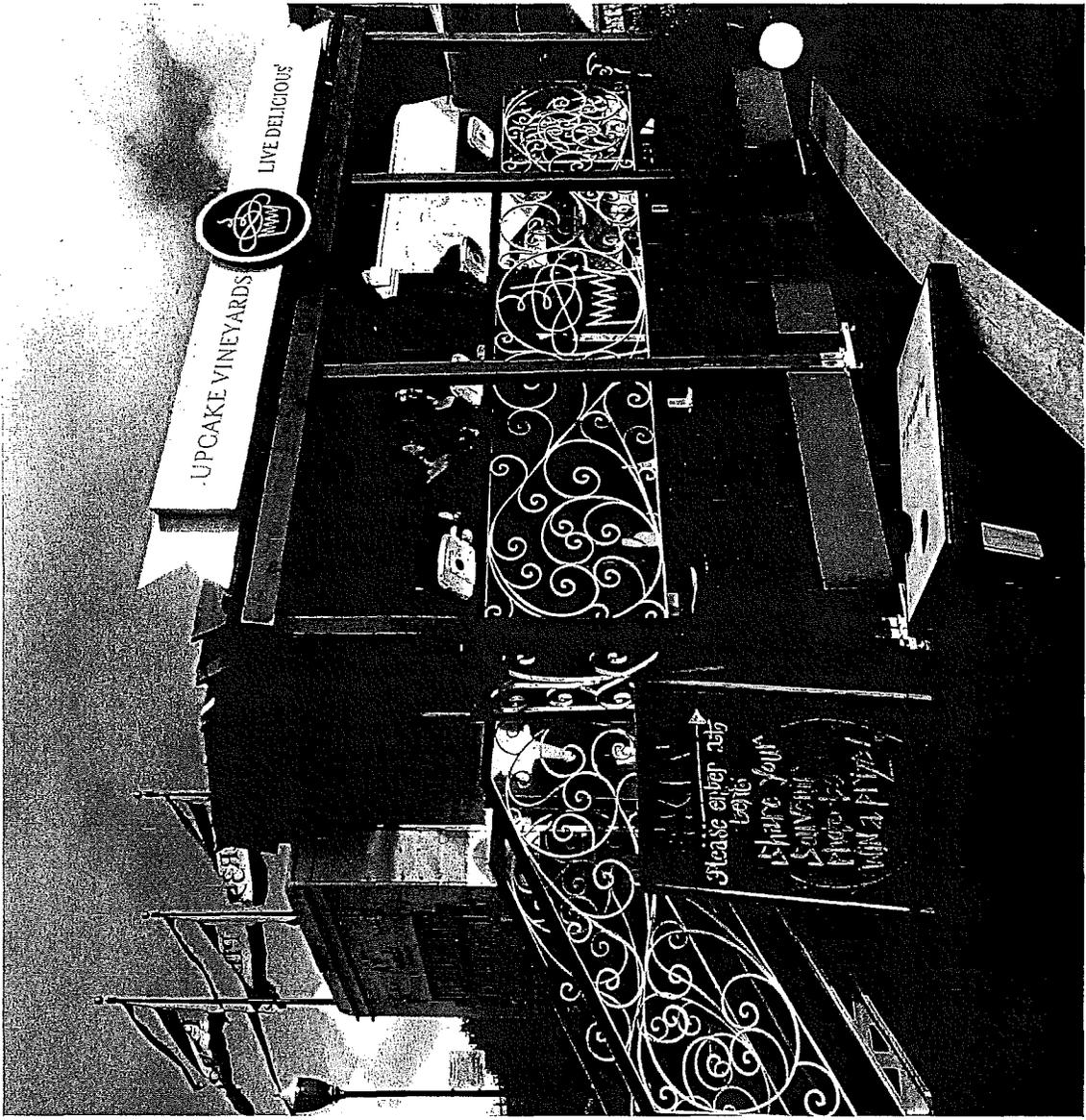


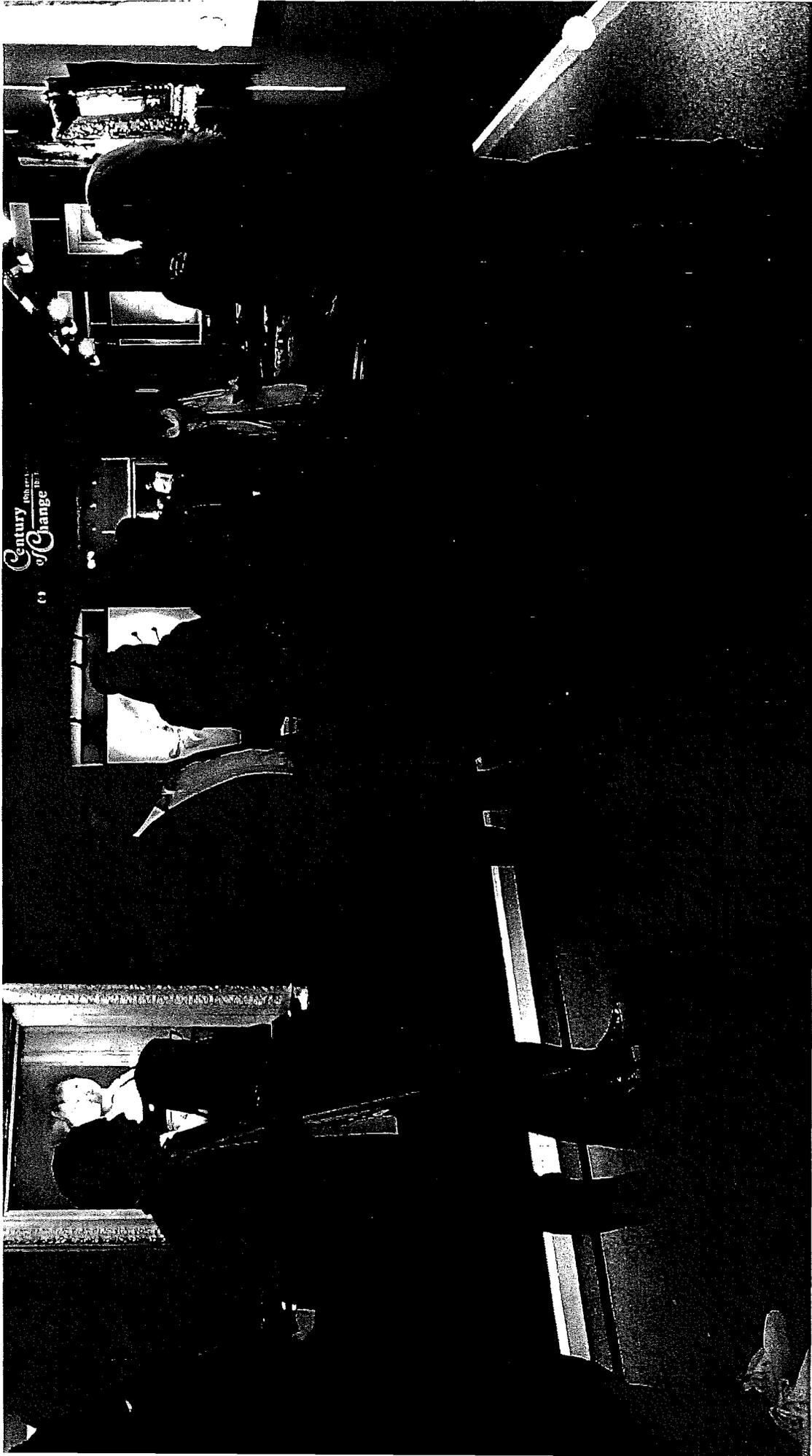
# Events & Workshops



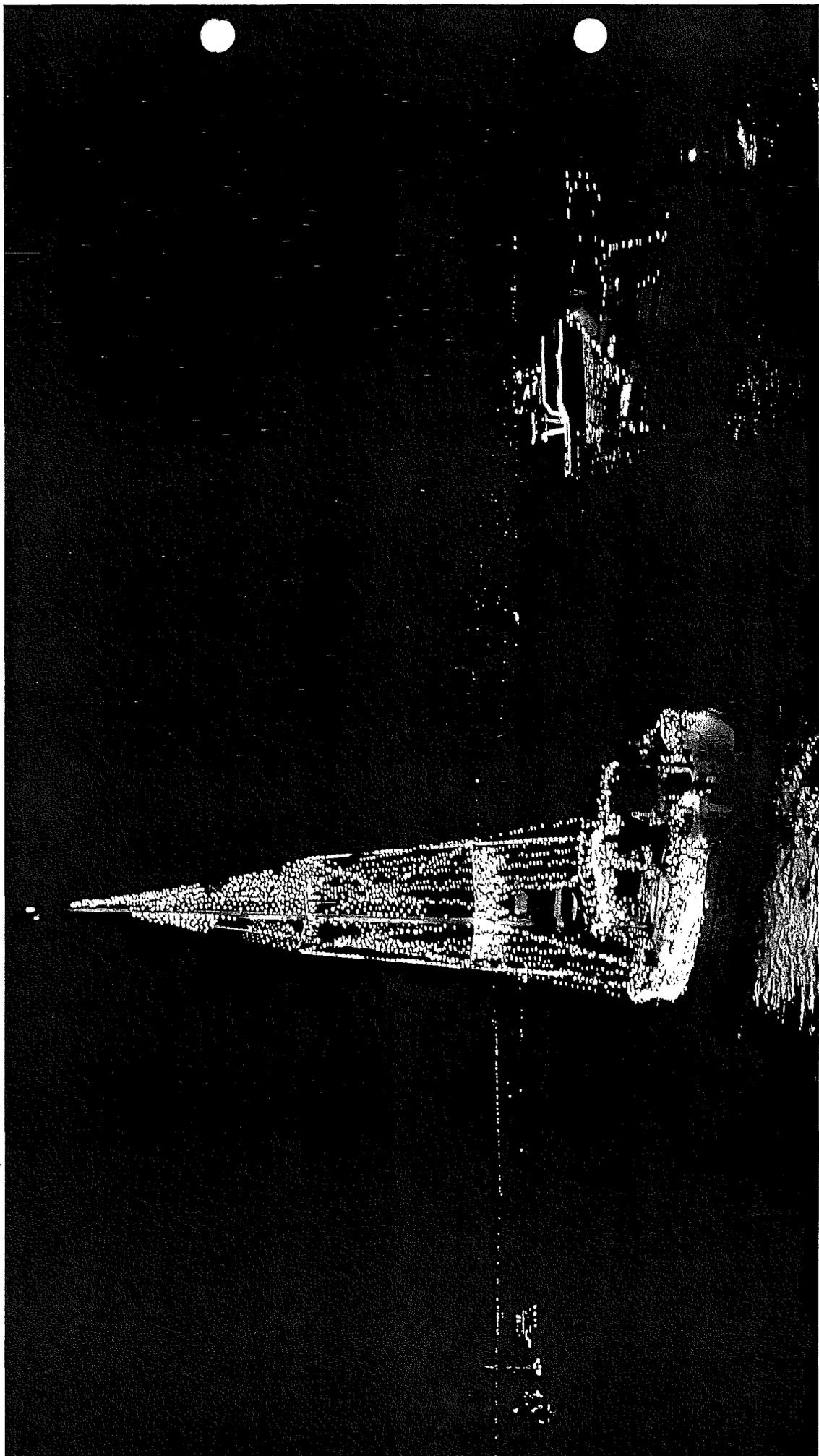


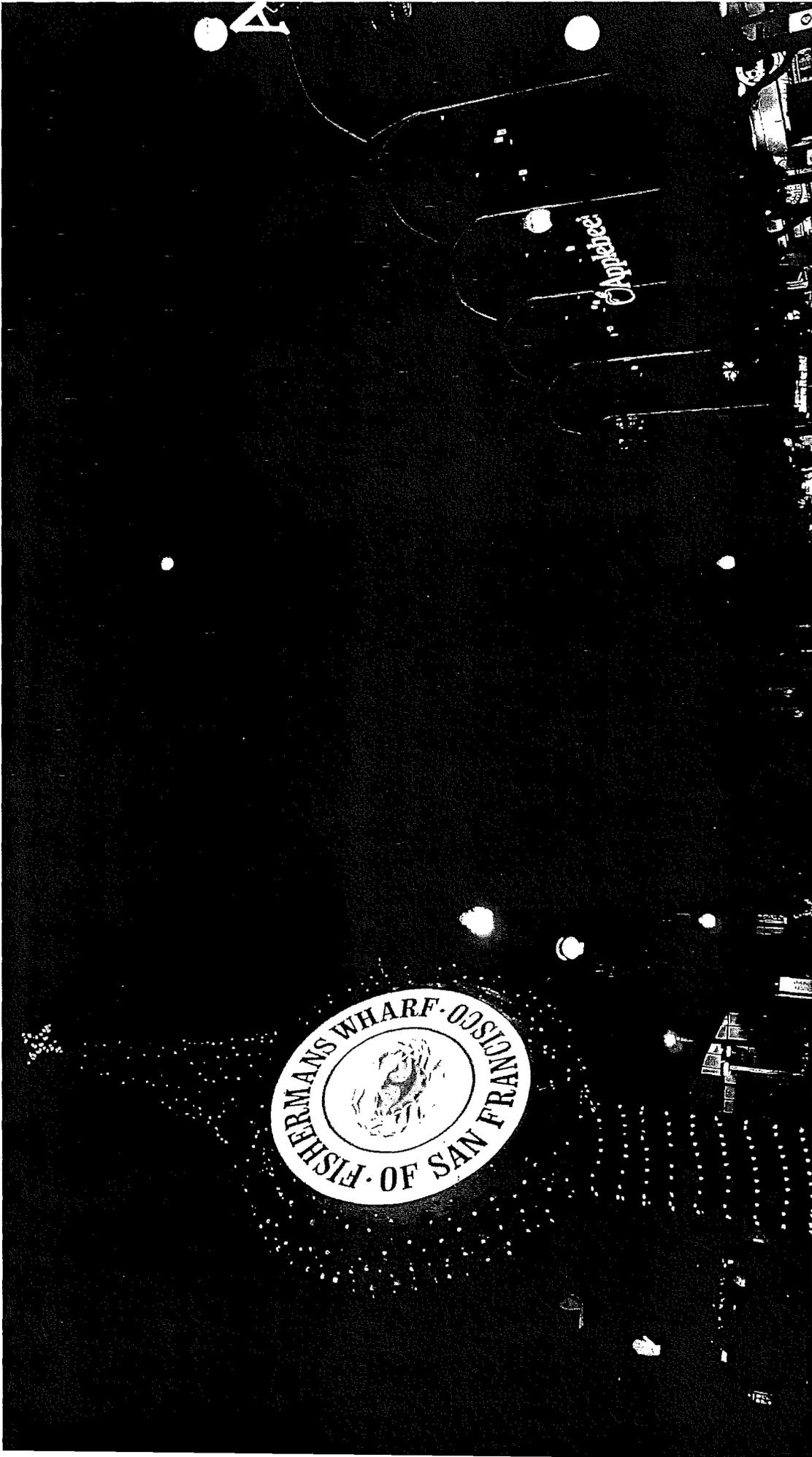






Century  
of Change







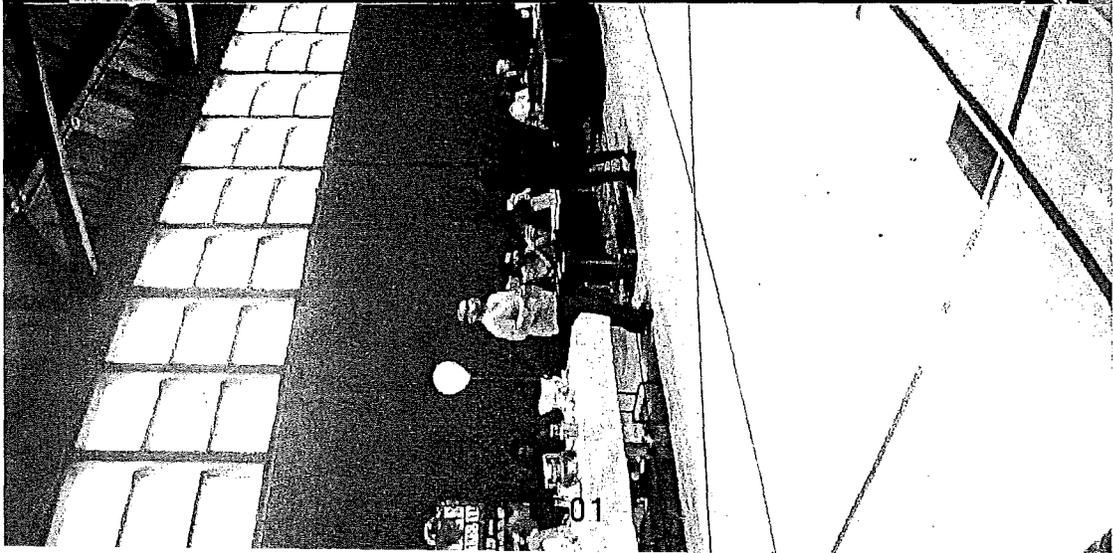
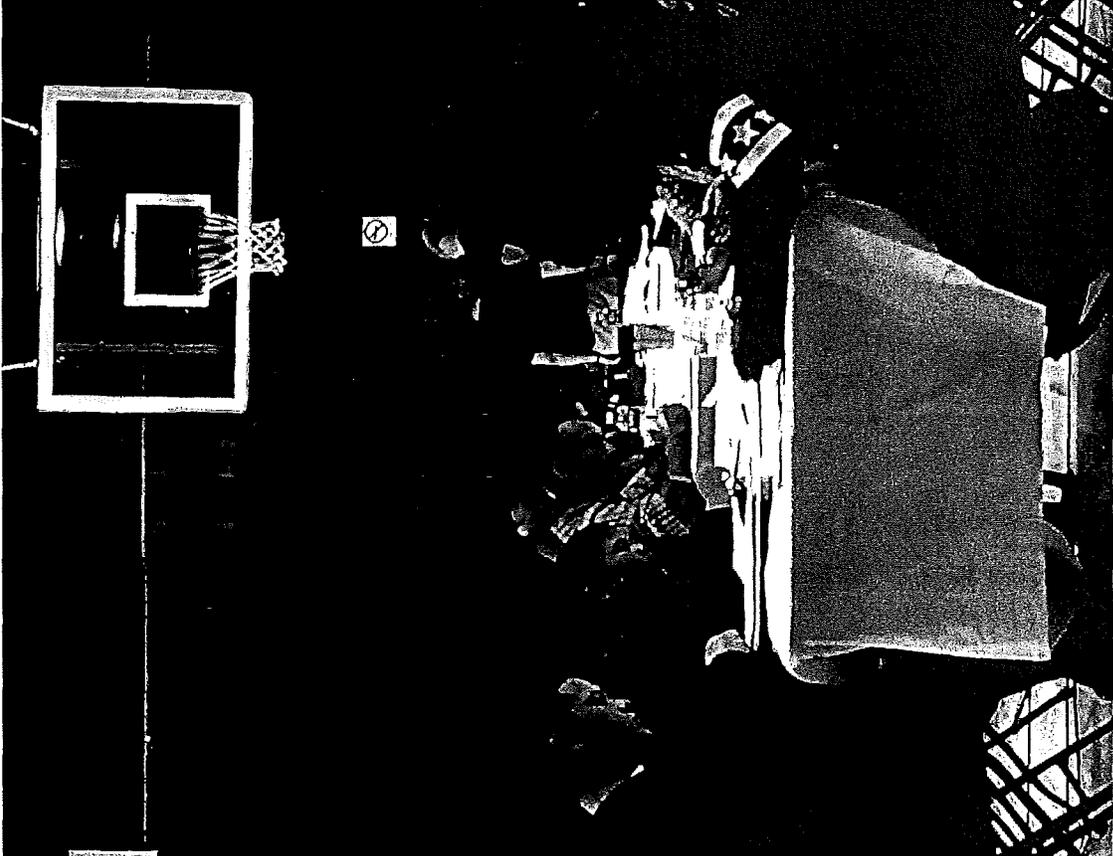
# Fisherman's WHARF SAN FRANCISCO

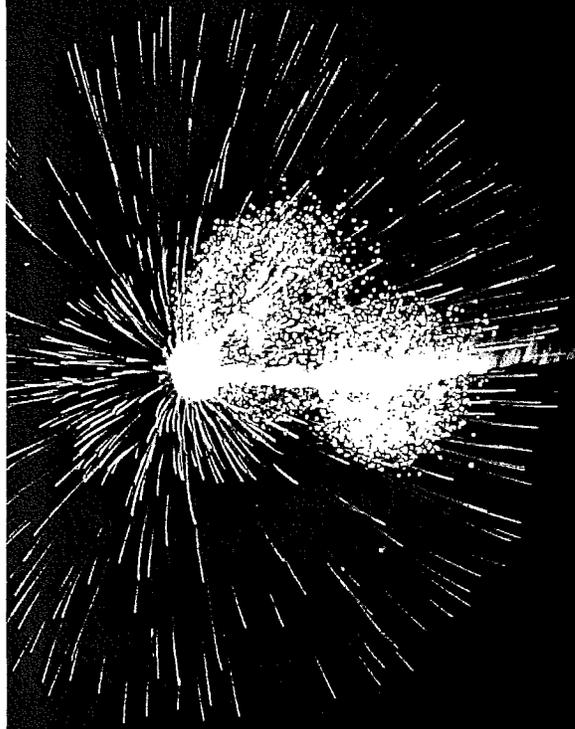
FREE Toys for Kids!

How does this work?

1. Eat at a Fisherman's Wharf or PIER 39 Restaurant
2. Present Receipt at this Booth
3. Receive one free Gift per Child (must be dated March 8, 2015) (while supplies last)







**SPONSORSHIP**



**Fisherman's Wharf**  
**COMMUNITY BENEFIT DISTRICT**



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  
Todd Rufo, Director, Office of Economic and Workforce Development

FROM: Erica Major, Assistant Committee Clerk, Government Audit and Oversight  
Committee, Board of Supervisors

DATE: March 7, 2016

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Government Audit and Oversight Committee has received the following proposed legislation, introduced by Supervisor Peskin on March 1, 2016:

**File No. 160203**

**Resolution receiving and approving the annual report for the Fisherman's Wharf Community Benefit District and Fisherman's Wharf Portside Community Benefit District for FY2014-2015, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600 *et seq.*), Section 36650, and the Districts' Management Agreements with the City, Section 3.4.**

If you have any additional 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  
Ken Rich, Office of Economic and Workforce Development  
Lisa Pagan, Office of Economic and Workforce Development

# Introduction Form

By a Member of the Board of Supervisors or the 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 [ ] inquires"
- 5. City Attorney request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [ ]
- 9. Reactivate File No. [ ]
- 10. Question(s) 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 a Imperative Form.**

**Sponsor(s):**

Aaron Peskin

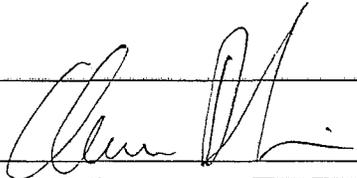
**Subject:**

Fisherman's Wharf Community Benefit District and Fisherman's Wharf Portside Community Benefit District -- Annual Report for FY 2014-15

**The text is listed below or attached:**

See Attached

Signature of Sponsoring Supervisor:



For Clerk's Use Only: