

File No. 141041

Committee Item No. 2

Board Item No. 8

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight Date October 23, 2014

Board of Supervisors Meeting Date NOVEMBER 4, 2014

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
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| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>(DEWD) OFFICE OF ECONOMIC + WORKFORCE DEVELOPMENT</u> |
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Completed by: Erica Major Date October 17, 2014
Completed by: ERICA MAJOR Date OCTOBER 23, 2014

1 [Fisherman's Wharf and Fisherman's Wharf Portside Community Benefit Districts - Annual
2 Reports to the City - FYs 2009-2013]

3 **Resolution receiving and approving annual reports for the Fisherman's Wharf**
4 **Community Benefit District and Fisherman's Wharf Portside Community Benefit**
5 **District for FYs 2009-2013, submitted as required by the Property and Business**
6 **Improvement District Law of 1994, Section 36650 (California Streets and**
7 **Highways Code, Sections 36600, et seq.), and the Districts' management**
8 **contracts with the City.**

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

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

17 WHEREAS, On June 7, 2005, in accordance with the Property and Business
18 Improvement District Law of 1994, California Streets and Highways Code, Sections
19 36600 et seq. (the "Act"), as augmented by Article 15 of the San Francisco Business
20 and Tax Regulations Code ("Article 15"), the Board of Supervisors adopted Resolution
21 No. 386-05, "Resolution of Intention to Form the Fisherman's Wharf Community Benefit
22 District," expressing the City's intent to form the Fisherman's Wharf CBD, which is on
23 file with the Clerk of the Board of Supervisors in File No. 050878; and

24 WHEREAS, On July 26, 2005, the Board of Supervisors adopted Resolution
25

1 No. 540-05, "Resolution to Establish the Fisherman's Wharf Community Benefit District,"
2 establishing the CBD for a period of 15 years commencing with FY2005-2006, which is
3 on file with the Clerk of the Board of Supervisors in File No. 051184; and

4 WHEREAS, On January 10, 2006, the Board of Supervisors adopted Resolution
5 No. 16-06, "Contract with Owners' Association for Administration of Fisherman's Wharf
6 Community Benefit District," with the Fisherman's Wharf Association, approving a
7 contract with the Fisherman's Wharf Association for the management and
8 administration of the CBD (the Fisherman's Wharf Management Contract") which is on
9 file with the Clerk of the Board of Supervisors in File No. 052026; and

10 WHEREAS, In 2007 the Board of Supervisors approved the Fisherman's Wharf
11 CBD's annual report for 2005-2006 in Resolution No. 345-07, which is on file with the
12 Clerk of the Board of Supervisors in File No. 070734; and

13 WHEREAS, On October 24, 2006, in accordance with the Act, as augmented by
14 Article 15, the Board of Supervisors adopted Resolution No. 586-06, "Resolution of
15 Intention to Form the Fisherman's Wharf Portside Community Benefit District,"
16 expressing the City's intent to form the Fisherman's Wharf Portside CBD, which is on
17 file with the Clerk of the Board of Supervisors in File No. 061419; and

18 WHEREAS, On December 12, 2006, the Board of Supervisors adopted
19 Resolution No. 696-06, "Resolution to Establish the Fisherman's Wharf Portside
20 Community Benefit District," establishing the CBD for a period of 14 years commencing
21 with FY2005-2006, which is on file with the Clerk of the Board of Supervisors in File No.
22 061660; and

23 WHEREAS, On June 19, 2007, the Board of Supervisors adopted Resolution
24 No. 312-07, "Contract with Owners' Association for Administration of Fisherman's Wharf
25 Portside Community Benefit District," with the Fisherman's Wharf Association,

1 approving a contract with the Fisherman's Wharf Association for the management and
2 administration of the CBD (the "Fisherman's Wharf Portside Management Contract")
3 which is on file with the Clerk of the Board of Supervisors in File No. 070838; and

4 WHEREAS, In 2011 the Board of Supervisors approved the Fisherman's Wharf
5 CBD's and the Fisherman's Wharf Portside CBD's annual reports for FYs 2006-2007,
6 2007-2008, and 2008-2009 in Resolution No. 15-11, on file with the Clerk of the Board
7 of Supervisors in File No. 101358; and

8 WHEREAS, The Fisherman's Wharf Association has submitted for the Board's
9 receipt and approval annual reports for Fisherman's Wharf CBD and Fisherman's Wharf
10 Portside CBD for FYs 2009-2010, 2010-2011, 2011-2012, and 2012-2013 (collectively,
11 the "Annual Reports") as required by Section 36650 of the Act and Section 3.4 of the
12 Fisherman's Wharf Management Contract and the Fisherman's Wharf Portside
13 Management Contract; and

14 WHEREAS, The Annual Reports are on file with the Clerk of the Board of
15 Supervisors in File No. 141041, and are incorporated herein by reference as though
16 fully set forth; and

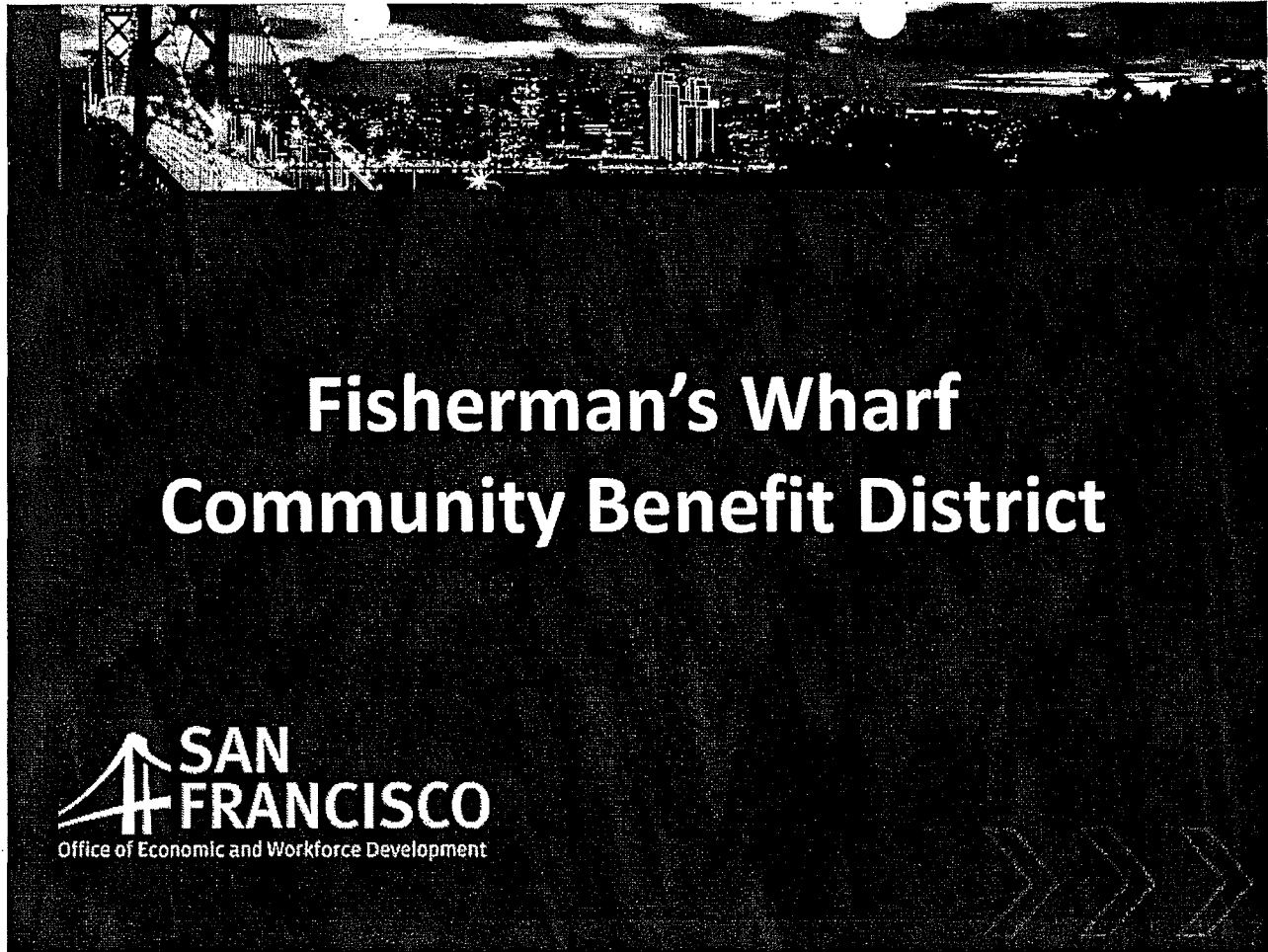
17 WHEREAS, Supporting documents, including, but not limited to, a transmittal
18 letter and memorandum report from the City's Office of Economic and Workforce
19 Development, dated October 3, 2014, and documentation from the Fisherman's Wharf
20 Association for the Annual Reports are on file with the Clerk of the Board of Supervisors
21 in File No. 141041; and

22 WHEREAS, The Planning Department has determined that the actions contemplated in
23 this Resolution comply with the California Environmental Quality Act (California Public
24 Resources Code, Sections 21000 *et seq.*); said determination is on file with the Clerk of the
25

1 Board of Supervisors in File No. 141041, and is incorporated herein by reference; now,
2 therefore, be it

3 RESOLVED, That the Board of Supervisors hereby receives and approves the
4 annual reports for the Fisherman's Wharf Community Benefit District and Fisherman's
5 Wharf Portside Community Benefit District for FYs 2009-2010, 2010-2011, 2011-2012,
6 and 2012-2013.

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Fisherman's Wharf Community Benefit District



Legislative Overview

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

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

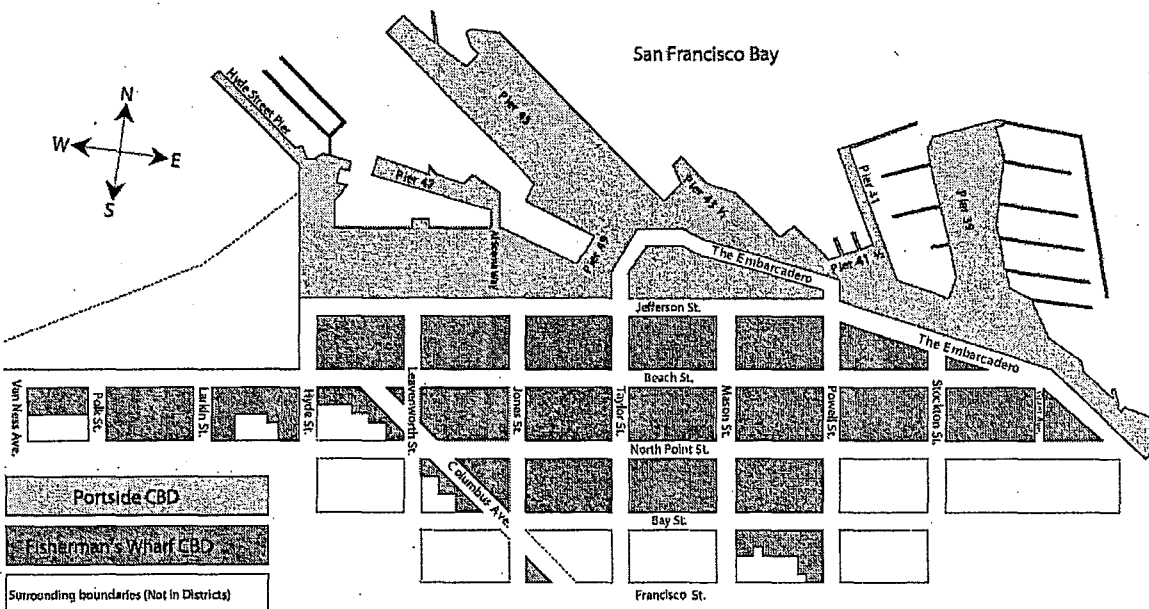
Review Process

This resolution covers Annual Reports for FY 2009-2010, 2010-2011, 2011-2012, and 2012-2013

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



Parcel Map



FWCBD Formation

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

**budget identified in management plan*



FWCBD Operations

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



BENCHMARKS

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

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

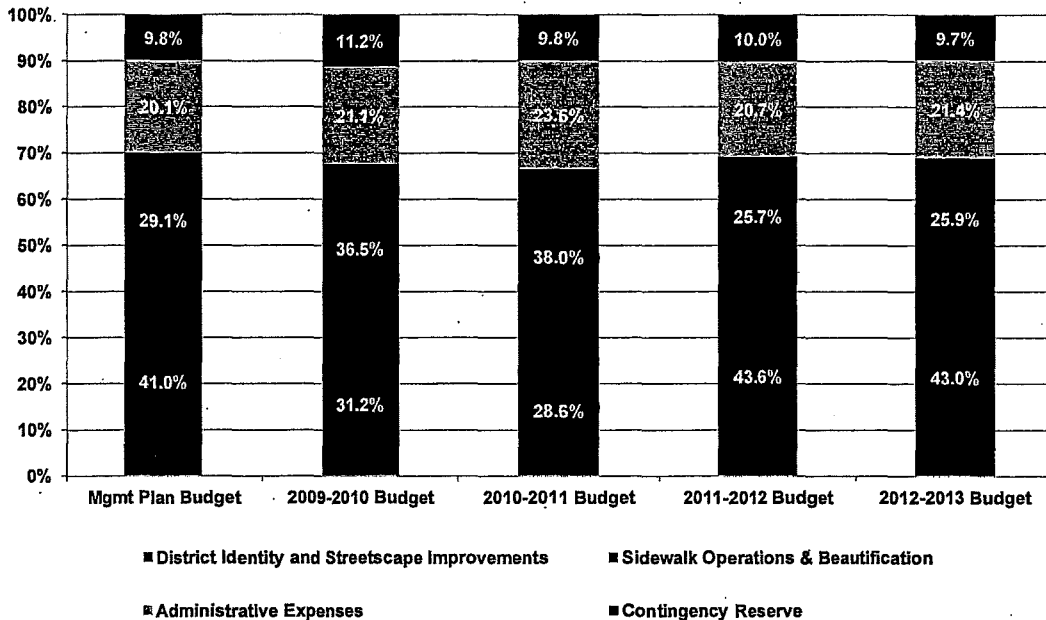
Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.

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

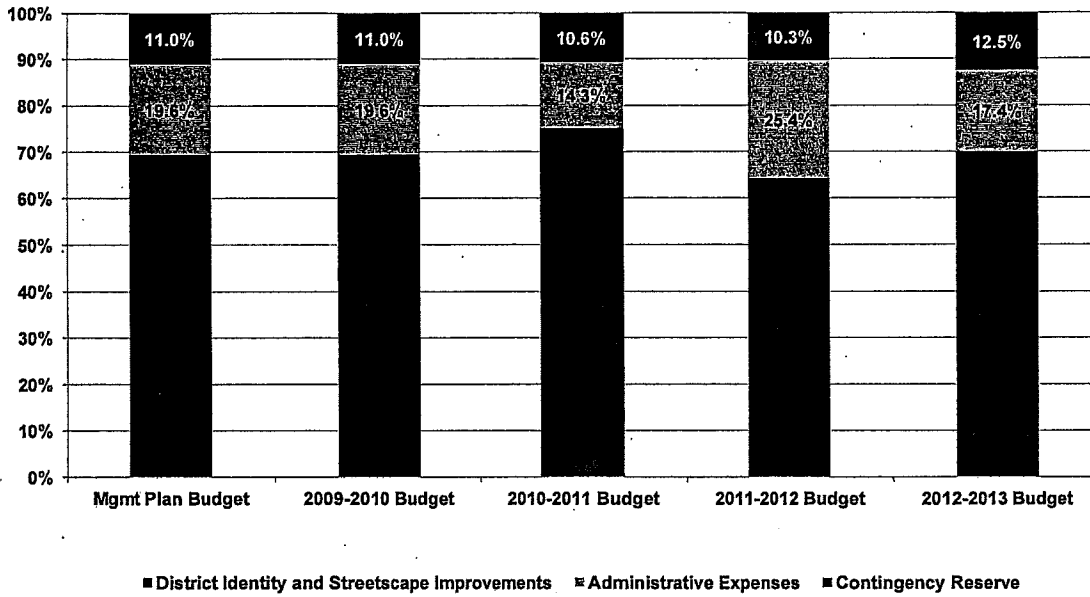
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



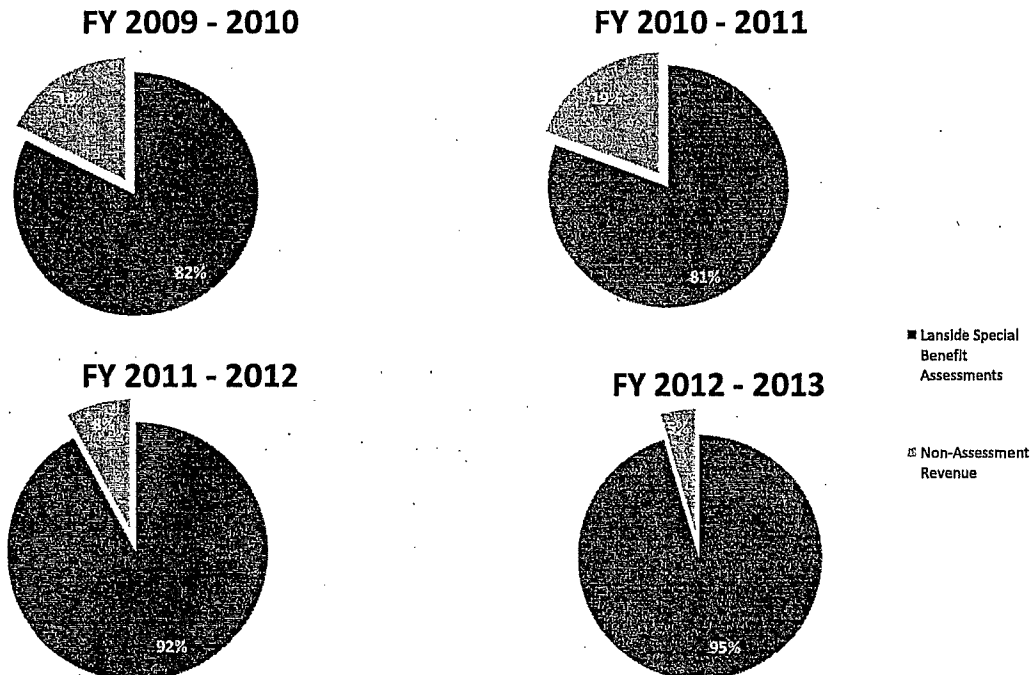
Management Plan vs. Annual Budgets (Land-Side)



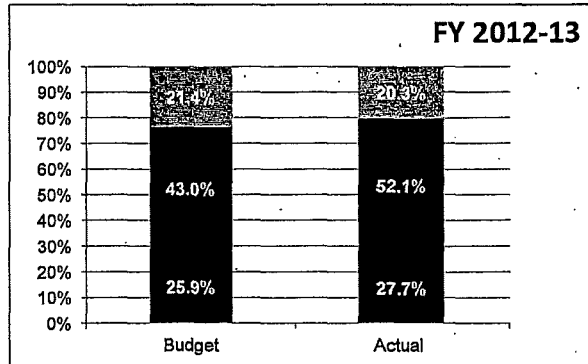
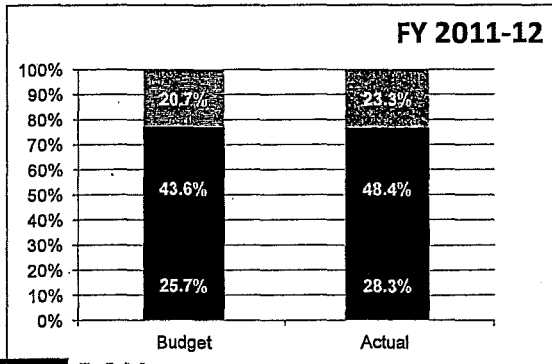
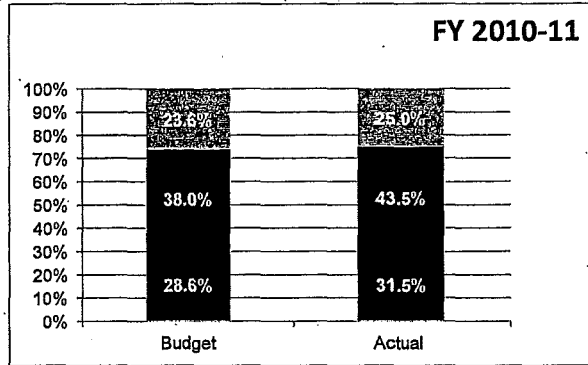
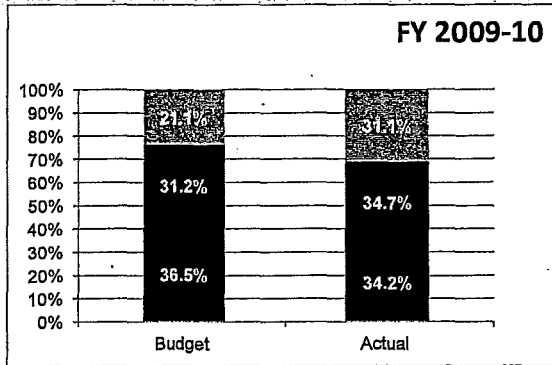
Management Plan vs. Annual Budgets (Port-Side)



Assessment Revenue & Other Income

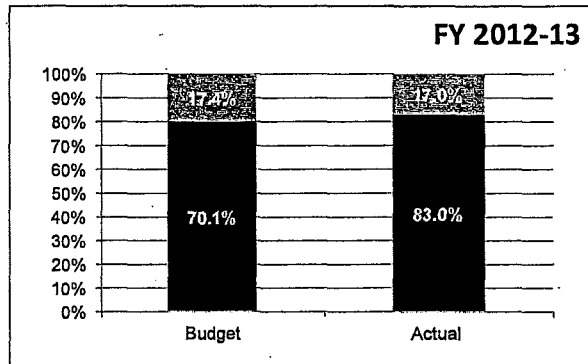
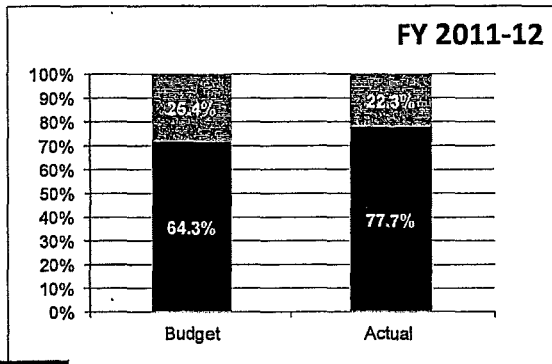
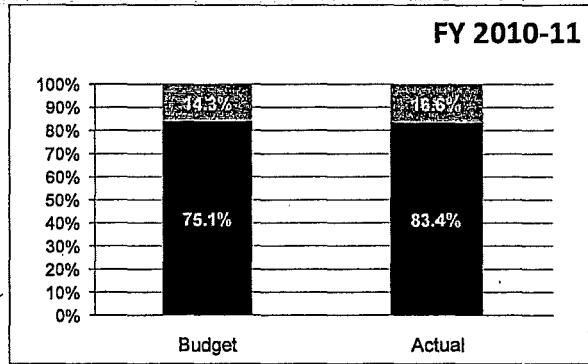
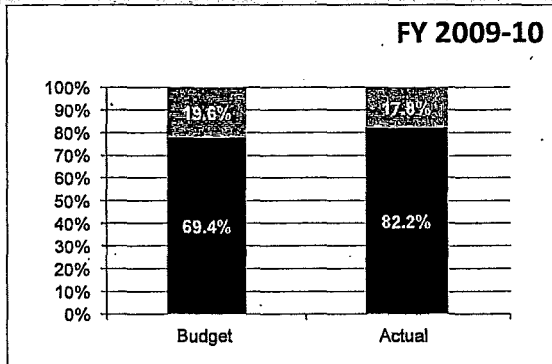


Budget vs Actuals – Landside



- District Identity and Streetscape Improvements
- Sidewalk Operations & Beautification
- Administrative Expenses
- Contingency Reserve

Budget vs Actuals – Portside



- District Identity and Streetscape Improvements
- Administrative Expenses
- Contingency Reserve

Carryover

2009-2010 Carryover Disbursement
09-'10 DESIGNATED PROJECTS
FOR '10-'11 \$204,360

Public Realm Projects 50,000
DISI Special marketing
Projects 50,000
SOBO Special Street
Projects 104,360

Total Carryover
Disbursement \$204,360

2011-2012 Carryover Disbursement
11-'12 DESIGNATED PROJECTS
FOR '12-'13 \$304,000

Public Realm Projects 50,000
DISI Special marketing
Projects 127,000
SOBO Special Street
Projects 127,000

Total Carryover
Disbursement \$304,000

2010-2011 Carryover Disbursement
10-'11 DESIGNATED PROJECTS
FOR '11-'12 \$206,000

Public Realm Projects 106,000
DISI Special marketing
Projects 50,000
SOBO Special Street
Projects 50,000

Total Carryover
Disbursement \$206,000

2012-2013 Carryover Disbursement
12-'13 DESIGNATED PROJECTS
FOR '13-'14 \$227,600

Public Realm Projects
DISI Special marketing
Projects 127,500
SOBO Special Street
Projects 100,100

Total Carryover
Disbursement \$227,600



Recommendations for FWCBD

- Track how funds are expended according to each management plan (Landside + Portside) in both their Annual Report and in the Annual CPA Review.
- Actively work toward improving their performance, and provide updates on their effort in their mid-year reports submitted to OEWD.



Conclusion

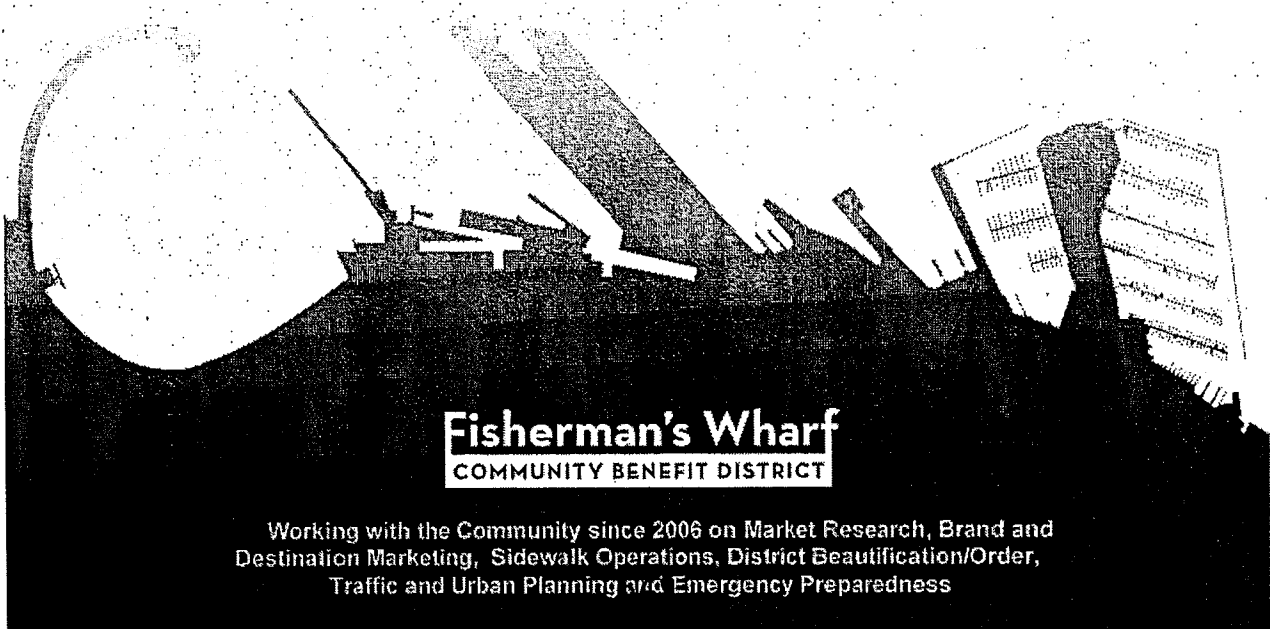
Fisherman's Wharf CBD has performed well in implementing the service plan of both the Landside and Portside areas:

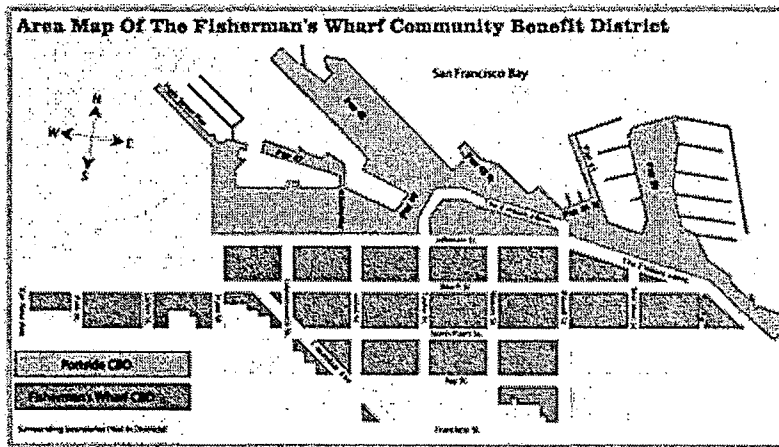
- Marketed and produced events – 4th of July, Fleet Week, and Holiday Lights and Sights .
- Increased their partnerships with community stakeholders, municipal agencies.
- Established a board of directors and committee members.
- Helped fund the EIR for Jefferson Street Public Realm Improvements.



FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT

TROY CAMPBELL - EXECUTIVE DIRECTOR



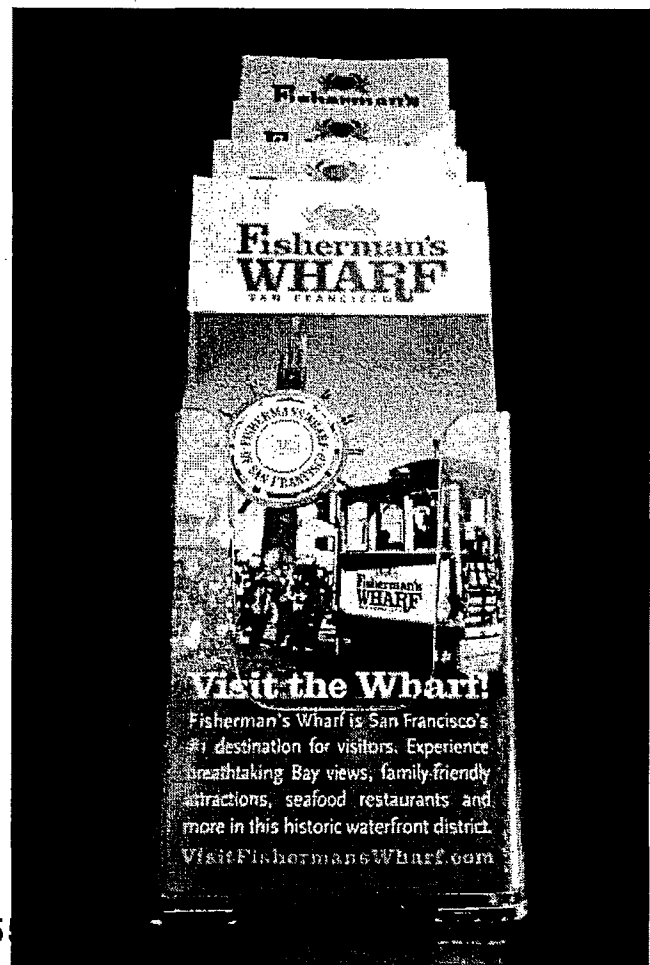


FWCBD PORTSIDE & LANDSIDE

DISTRICT MAP

ACTIVE COMMITTEES

- Marketing
- Transportation (Transit)
- Finance
- Sustainability
- PIERSafe
- Street Operations and Beautification
- Public Realm / Urban Planning



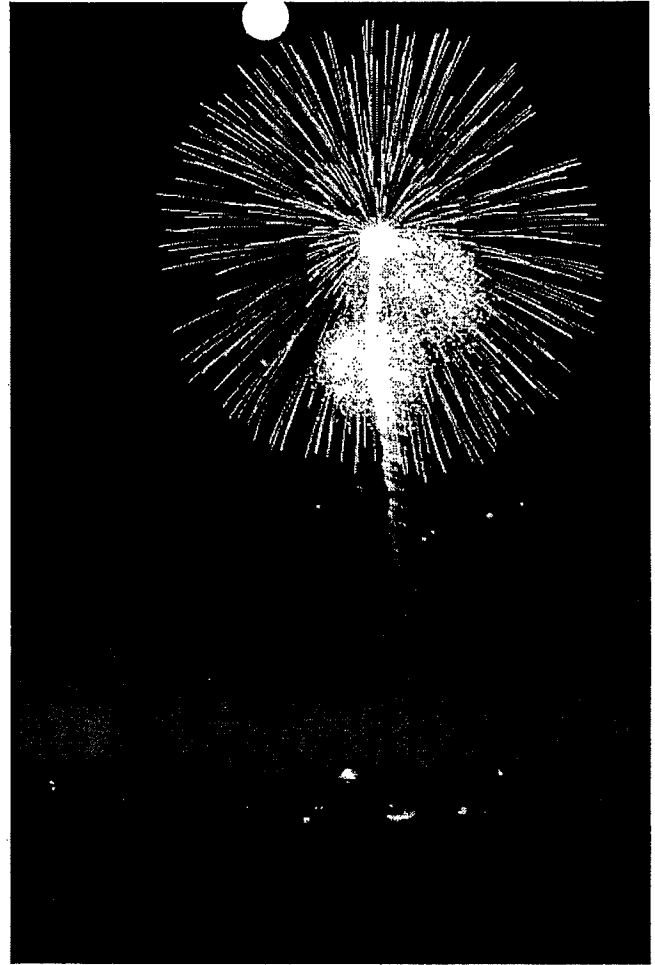
PARTNER ORGANIZATIONS

- Port of San Francisco
- SFFD
- SFPD
- MOEWD
- Fisherman's Wharf Merchants Association
- South End Rowing Club
- Dolphin Club
- Livable Streets
- SF Bicycle Coalition
- Aquatic Park Neighbors
- Telegraph Hill Neighborhood Center
- Rotary Club
- Market Street Railway
- DPW
- MTA
- SF City Attorney
- SF District Attorney
- US National Parks
- Bay Institute



FY 2009 / 2010

- Partnered with SF Planning Department, the Mayor's Office and the Port of San Francisco to the the Environmental Impact Report in support of the Public Realm Plan for Fisherman's Wharf
- Partnered with the City of San Francisco to support the 4th of July Celebration at Fisherman's Wharf (09/10, 10/11, 11/12 & 12/13)
- Partnered with the city for the Sunday Street event and held a Family Fitness Fair in the heart of Fisherman's Wharf (09/10, 10/11, 11/12 & 12/13)
- Held the 3rd Annual PIERSafe Drill
- Supported Fleet Week through major sponsorship (09/10, 10/11, 11/12 & 12/13)
- Designed and Printed 500,000 visitor brochures distributed by Certified Folder in hundreds of locations throughout California.



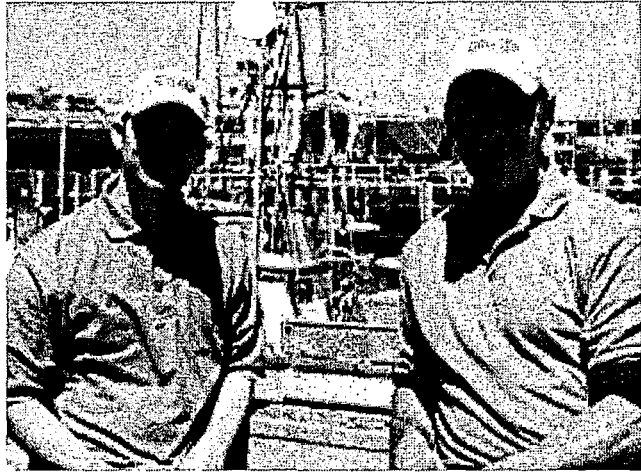
FY 2009 / 2010

- Secured \$105,000 in Grants, \$25,000 from the Mayor's office to expand the flower basket program & \$80,000 from the Dept. of the Environment for helping to make FW a Zero Waste Zone Held two waves of interviews to update the FW Research data
- Steam cleaning and Street Maintenance during high-season periods (09/10, 10/11, 11/12 & 12/13)
- Provided SFPD 10-B coverage (09/10, 10/11, 11/12 & 12/13)
- Researched, presented and received approval from the SFMTA for new short term parking locations at the Wharf.
- Did a street banner program on the Embarcadero
- Partnered with SF Yacht Club on the Holiday Lights and Sights Boat Parade (09/10, 10/11, 11/12 & 12/13)
- Held a celebrity Crab Cracking Contest



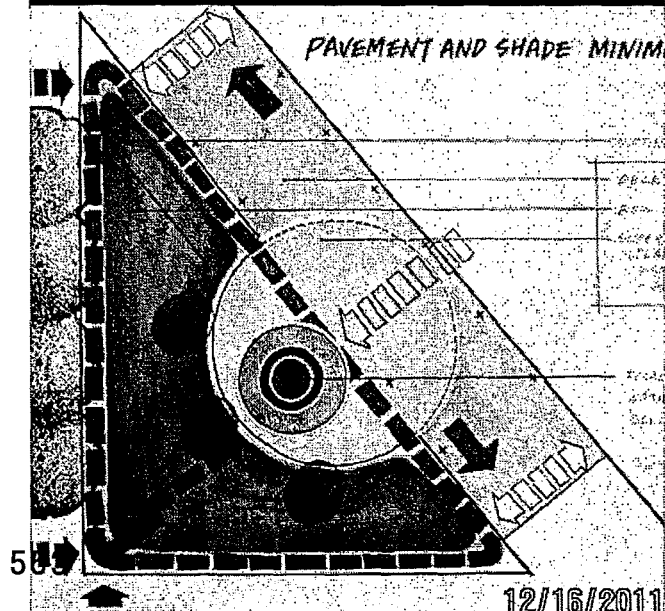
FY 2010 / 2011

- Added a hospitality ambassador program to welcome and assist visitors in the district
- Lit all the trees on Taylor Street from Jefferson to the the Cable Car Turnaround
- Conducted the 4th Annual PIERSafe Drill
- Began implementation of the two year Zero-Waste Grant
- Improved Joseph Conrad Square Park by adding lights to all the trees in the park.
- Revamped the visitfishermanswharf.com website into a content management system which allowed staff to make updates and also improved the site in the rapidly changing web and smart phone environments. Saved the CBD over 100,000.
- Redesigned and printed a more visitor friendly Fisherman's Wharf Map /Brochure
- Provided cell phones to the two regularly scheduled beat officers in the district.
- Held workshops that focused on sustainable seafood practices for FW restaurants.



FY 2011 / 2012

- Helped support restaurants within the district by working hard to keep mobile food carts from gaining authorization to operate here.
- Produced the Fifth Annual PIERSafe Emergency Preparedness Drill on Pier 45 which included strong media coverage and was shot by a film school students for a subsequent public service announcement video.
- Continued implementation of an \$80,000, two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman's Wharf a Zero Waste Zone.
- Partnered with the Academy of Art Landscape Design Students to create ideas and conceptual Drawings for Conrad Park



FY

2011 / 2012

- Improved the Joseph Conrad Square park for visitors and residents through an organized effort with the SFPD, local businesses and the Recreation and Parks Department.
- Offered a series of free workshops about sustainability, zero waste and social media for district businesses and property owners.
- Made improvements to our Ambassador program which has been successful in welcoming and assisting visitors to the area as well as making the wharf safer and cleaner.
- Worked with Supervisor Scott Weiner's office on improving the Mobile Food Facility legislation for the city of San Francisco.
- Printed Essential Contact Card list for the District.

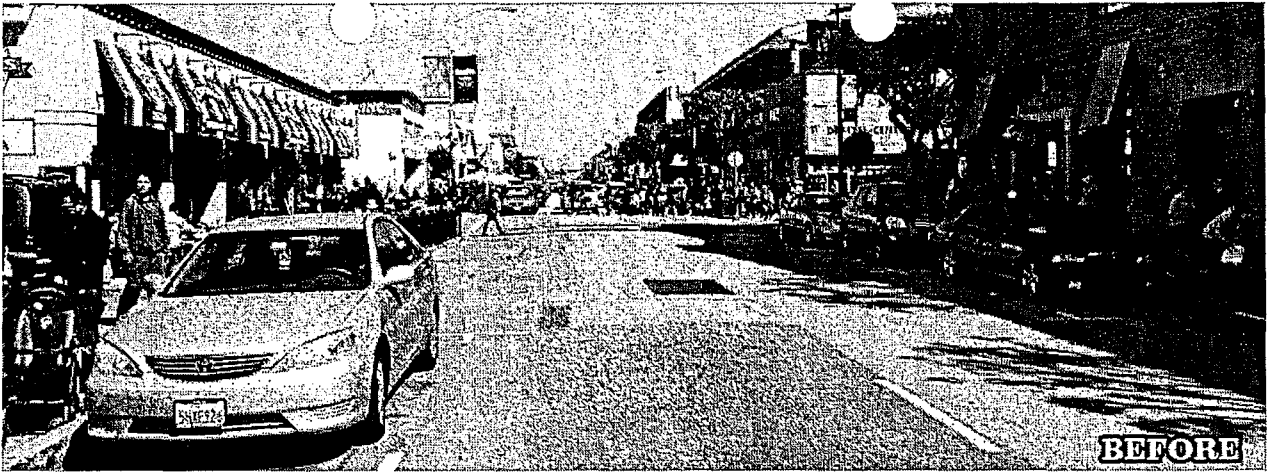


FY

2012 / 2013

- Replaced the iconic Fisherman's Wharf Crab Wheel sign at the corner of Jefferson and Taylor Streets.
- Produced the Sixth Annual PIERsafe Emergency Preparedness Drill at Aquatic Park.
- Completed the implementation of an \$80,000, two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman's Wharf a Zero Waste Zone.
- Held a free E-Waste drop off event for district businesses.



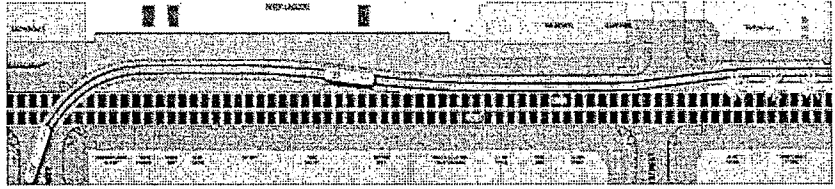


FY 2012 / 2013

- Improved the Joseph Conrad Square park for visitors and residents through an organized effort with the SFPD, local businesses and the Recreation and Parks Department.
- Produced the “Crab Fest” event in December which raised over \$5,000 for local charities.
- Held community meetings and built a website for the Jefferson Street Construction project.
- Partnered with DPW to hold a ribbon cutting event for the new street opening on June 20th, 2013



VISION



- The FWCBD vision remains on track with the management plan with emphasis being on:
 - Funding for Phase 2 of Jefferson Street
 - District cleanliness and safety
 - Beautifying and embellishing the district
 - Additional signage that supports district branding
 - Strategies for addressing homelessness in the district
 - Continuing to make the district prepared for emergencies
 - Improved transportation

BOARD of SUPERVISORS



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

October 14, 2014

File No. 141041

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Jones:

On October 7, 2014, Supervisor Chiu introduced the following legislation:

File No. 141041

Resolution receiving and approving annual reports for the Fisherman's Wharf Community Benefit District and Fisherman's Wharf Portside Community Benefit District for FYs 2009-2013, submitted as required by the Property and Business Improvement District Law of 1994, Section 36650 (California Streets and Highways Code, Sections 36600, *et seq.*), and the Districts' management contracts with the City.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script, appearing to read "Erica Major".

By: Erica Major, Assistant Clerk
Government Audit and Oversight Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

Not defined as a project under CEQA Sections 15378 and 15060(c)(2) because it does not result in a physical change in the environment.

Joy
Navarrete

Digitally signed by Joy Navarrete
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ou=Environmental Planning,
email=joy.navarrete@sfgov.org,
c=US
Date: 2014.10.16 11:31:46 -07'00'

BOARD of SUPERVISORS



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San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

October 14, 2014

File No. 141041

Sarah Jones
Environmental Review Officer
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Jones:

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Angela Calvillo, Clerk of the Board

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By: Erica Major, Assistant Clerk
Government Audit and Oversight Committee

Attachment

c: Joy Navarrete, Environmental Planning
Jeanie Poling, Environmental Planning

Caldeira, Rick (BOS)

From: True, Judson
Sent: Wednesday, October 08, 2014 11:42 AM
To: Caldeira, Rick (BOS)
Subject: Re: Fisherman's Wharf CBD Annual Report

GAO fine. Thx.

On Oct 8, 2014, at 11:01 AM, "Caldeira, Rick (BOS)" <rick.caldeira@sfgov.org> wrote:

Judson,

Not sure who in your office put this forward but these items have typically gone to GAO, the introduction form requested for immediate adoption on the without reference agenda for 10/21. Please confirm, Rick.

MEMO

To: Supervisor David Chiu, District 3

CC: San Francisco Board of Supervisors

From: Crezia Tano, OEWD Senior Project Manager

RE: Fisherman's Wharf Community Benefit District (Landside and Portside)

Date: October 3, 2014

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, 2009, and June 30, 2013.

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 Reports
 - a. FY 2009-2010
 - b. FY 2010-2011
 - c. FY 2011-2012
 - d. FY 2012-2013
2. CPA Financial Review Reports
 - a. FY 2009-2010
 - b. FY 2010-2011
 - c. FY 2011-2012
 - d. FY 2012-2013
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 and “Portside” business-based district.

- July 28, 2005: the Board of Supervisors approved the resolution that established the property-based district called the Fisherman’s Wharf Community Benefit District for 15 years (Resolution # 540-05).
- December 19, 2006: the Board of Supervisors approved the resolution that established the business-based district called the Fisherman’s Wharf Community Benefit District for 14 years (Resolution # 696-06).
- January 10, 2006: the Board approved the contract for the administration and management of the Fisherman’s Wharf Community Benefit District (Resolution # 16-06).
- The CBD received assessment revenue for fiscal years 2005 -2013 for Landside and 2006-2013 for Portside.

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: \$662,615 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.visitfishermanswharf.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.

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 2009-2010

District Identity and Street Improvements (DISI)

- Sponsored the 2009 Fourth of July Celebration and Fleet Week
- Produced the Holiday Lights & Sights Marketing Campaign
- Produced the first annual Crab Festival

- Sponsored the San Francisco Ocean Film Festival at the Aquarium of the Bay
- Conducted two waves of intercept surveys to updated Fisherman's Wharf visitor research data

Street Operations, Beautification and Order (SOBO)

- Replanted and expanded flower baskets
- Provided cellphones to the two regularly scheduled SFPD beat officers for communicating issues

Administration and Corporate Operations

- FWCBD worked with San Francisco Planning Department to develop improvements to the district. A Public Realm draft was published in June 2010 and presented to the community. The plan will make upgrades to pedestrian safety and usability, as well as traffic flow.
- The Sustainability/Zero committee were awarded an \$80,000 two-year grant from the San Francisco Department of Environment to implement a zero waste program on the wharf
- The Transportation Improvement committee worked with SFMTA to obtain approval of new short-term parking locations on the wharf

FY 2010-2011

District Identity and Street Improvements (DISI)

- Sponsored the 2010 Fourth of July Celebration, Fleet Week and Salmon Aid
- Produced the Holiday Lights & Sights boat parade
- Revamped the website and integrated it with news and social-media
- Redesigned and improved the Fisherman's Wharf brochure
- Helped fund the EIR for Jefferson Street Public Realm Improvements

Street Operations, Beautification and Order (SOBO)

- Replanted and expanded flower baskets to a total of 67
- Illuminated trees along Taylor Street from Jefferson to Bay Street
- Partnered with DPW on the "Clean Sweep" of the wharf in July
- Provided cellphones to the two regularly scheduled SFPD beat officers for communicating issues
- SFPD 10B officers Issued 113 citations and made 30 arrests from July to October

Administration and Corporate Operations

- FWCBD worked closely with the San Francisco Planning Department to improve the public realm conditions along Jefferson Street. FWCBD has shared in the financing of both the mitigated and negative declaration and the construction drawings for the Public Realm Plan. Planning workshops were held and to shape consensus and agreed on six key elements of the plan including: pedestrian friendly streets and sidewalks, safe routes for bicycles, good for commerce, works well with transit, eases traffic congestion, and facilitates parking.
- The FWCBD worked closely with the City to prioritize the Public Realm Improvements project for completion prior to America's Cup race in 2013.
- The Transportation Improvement committee worked with Supervisor David Chiu's office and MTA on new tour bus legislation.

FY 2011-2012

District Identity and Street Improvements (DISI)

- Sponsored the 2011 Fourth of July Celebration, Fleet Week and Salmon Aid

- Produced the Holiday Lights & Sights boat parade with 40 boats participating
- Redesigned and launched website and integrated it with smartphones and social media
- Organized and sponsored a Family Fun Fair in the parking lot at Jefferson and Mason Streets
- Continued partnership with SF Travel and Chaperon in promoting the district through advertisement in publications

Street Operations, Beautification and Order (SOBO)

- Replanted and expanded flower baskets to a total of 75
- Illuminated trees at Conrad Park and on Taylor Street from Jefferson to Bay Street
- Partnered with DPW on the "Clean Sweep" of the wharf in July
- Provided cellphones to the two regularly scheduled SFPD beat officers for communicating issues
- Worked with SFPD to curtail aggressive panhandling and behavioral issues in the district
- SFPD 10B officers issued 160 citations and made 20 arrests from July to October

Administration and Corporate Operations

- The Sustainability/Zero committee created a Zero Waste Business Recognition Program for Fisherman's Wharf to recognize those business recycling 90% or more of their waste
- The Transportation Improvement committee continued to work with Supervisor David Chiu's office and MTA on new tour bus legislation and assisted with businesses in obtaining white zones
- FWCBD Public Realm/Jefferson Street Committee worked with the San Francisco Planning Department and ROMA Design to engage the community on exploring options in improving and redesigning Jefferson Street from Aquatic Park to Pier 35. The goal of improving the street conditions on Jefferson Street will provide improved conditions for bicyclist and pedestrians while alleviating the crowded conditions on the sidewalks

FY 2012-2013

District Identity and Street Improvements (DISI)

- Sponsored the 2012 Fourth of July Celebration, Fleet Week and Salmon Aid
- Produced the Holiday Lights & Sights Boat Parade
- Partnered with Andrew Freeman & Co. to produce "Crab Fest 2012"
- Produced a "Lagoon Concert and Lighting" event and worked with a local bus company to bring children from the Bayview YMCA and Telegraph Hill Neighborhood Center
- Updated the website to a mobile version
- Organized and sponsored a Family Fun Fair in the parking lot at Jefferson and Mason Streets as part as part of the Sunday Streets events in the city
- Reprinted 80,000 Fisherman's Wharf brochures due to increased demand
- Continued partnership with SF Travel and Chaperon in promoting the district through advertisement in publications

Street Operations, Beautification and Order (SOBO)

- Replanted and expanded flower baskets to a total of 75
- Illuminated trees at Conrad Park and on Taylor Street from Jefferson to Bay Street which helped prevent crime and loitering
- Replaced the Iconic Crab Wheel at Jefferson and Taylor
- Partnered with DPW on the "Clean Sweep" of the wharf in July
- Provided cellphones to the two regularly scheduled SFPD beat officers for communicating issues

- Worked with SFPD to curtail aggressive panhandling and behavioral issues in the district
- SFPD 10B officers issued 234 citations and made over 21 arrests from July to October

Administration and Corporate Operations

- On January 3, 2013 construction began on the Phase 1 of the Jefferson Street project. FWCBD first envisioned this project in 2006 as one of its goals as a CBD. This project is a testament to their diligence and vision, the FWCBD continues to work with DPW and the community to minimize impacts. To that end, FWCBD has hosted numerous meetings to inform the public about the construction. The CBD created a website, <http://www.newjeffersonstreet.com/>, with pertinent information about construction updates and progress.
- The Transportation Improvement committee worked with Supervisor David Chiu’s office and MTA on new tour bus legislation.

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)(6)*)

FY 2009-2010

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 both Portside and Landside. See tables below.*

Landside

Service Category	Management Plan Budget	% of Budget	FY 2009-2010 Budget	% of Budget	Variance Percentage Points
District Identity and	\$255,000	41%	\$232,417	37%	-4

Street Improvements					
Sidewalk Operations & Beautification	\$181,130	29%	\$198,442	31%	+2
Administrative Expenses	\$125,000	20%	\$134,165	21%	+1
Contingency Reserve	\$61,033	10%	\$71,620	11%	+1
TOTAL	\$622,615	100%	\$636,644	100%	

Portside

Service Category	Management Plan Budget	% of Budget	FY 2009-2010 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$130,979	70%	\$141,756	69%	-1
Administrative Expenses	\$37,423	20%	\$40,135	20%	0
Contingency Reserve	\$18,711	10%	\$22,480	11%	+1
TOTAL	\$187,113	100%	\$204,371	100%	

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 \$554,407 or 82% of actuals and non-assessment revenue was \$119,473 or 18% of actuals. See table below.*

Revenue Sources	FY 2009-2010 Actuals	% of Actuals
Landside Special Benefit Assessments	\$ 554,407	
Total assessment revenue	\$554,407	82%
Contributions and Sponsorships	\$42,625	
Grants	\$25,250	
Donations*	\$50,125	
Interest Earned	\$1,473	
Total non-assessment revenue**	\$119,473	18%
Total	\$673,880	100%

*in-kind contributions to FWCBD

**non-assessment revenue applied to 5% General Benefit requirement

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

ANALYSIS: *FWCBD met this requirement for Landside, but did not meet this requirement for Portside. Portside had a variance of 13 percentage points for District Identity and Street. See tables below.*

Landside

Service Category	FY 2009-2010 Budget	% of Budget	FY 2009-2010 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$232,417	37%	\$193,874	34%	-3
Sidewalk Operations & Beautification	\$198,442	31%	\$196,997	35%	+4
Administrative Expenses	\$134,165	21%	\$176,727	31%	+10
Contingency Reserve	\$71,620	11%	*	-	
TOTAL	\$636,644	100%	\$567,598	100%	

Portside

Service Category	FY 2009-2010 Budget	% of Budget	FY 2009-2010 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$141,756	69%	\$123,508	82%	+13
Administrative Expenses	\$40,135	20%	\$26,823	18%	-2
Contingency Reserve	\$22,480	11%	*	-	
TOTAL	\$204,371	100%	\$150,331	100%	

*Contingency Reserve is redeployed throughout the year to meet the needs of the CBD

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

ANALYSIS: FWCBD met this requirement. Please note: 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.

FY 2009-10 Carryover Disbursement	\$204,360
Designated Projects for FY 2010-11	
DISI Special marketing Projects	\$50,000
Public Realm Projects	\$50,000
SOBO Special Street Projects	\$104,360
Total Designated amount for FY 2010-11	\$204,360

FY 2010-2011

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 did not meet this requirement for Landside, but did meet this requirement for Portside. Land had a variance of 14 percentage points for DISI. See tables below.

Landside

Service Category	Management Plan Budget	% of Budget	FY 2010-2011 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$255,000	41%	\$190,298	29%	-14
Sidewalk Operations & Beautification	\$181,130	29%	\$252,300	38%	+9
Administrative Expenses	\$125,000	20%	\$156,740	24%	+4
Contingency Reserve	\$61,033	10%	\$65,132	10%	0
TOTAL	\$622,615	100%	\$664,470	100%	

Portside

Service Category	Management Plan Budget	% of Budget	FY 2010-2011 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$130,979	70%	\$145,157	75%	+5
Administrative Expenses	\$37,423	20%	\$27,660	14%	-6
Contingency Reserve	\$18,711	10%	\$20,568	11%	+1
TOTAL	\$187,113	100%	\$193,385	100%	

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 \$586,608 or 81% of actuals and non-assessment revenue was \$141,381 or 19% of actuals. See table below.

Revenue Sources	FY 2010-2011 Actuals	% of Actuals
Landside Special Benefit Assessments	\$ 586,608	
Total assessment revenue	\$586,608	81%
Contributions and Sponsorships	\$15,850	
Grants	\$80,000	

Donations*	\$43,713	
Interest Earned	\$1,818	
Total non-assessment revenue**	\$141,381	19%
Total	\$727,989	100%

*in-kind contributions to FWCBD

**non-assessment revenue applied to 5% General Benefit requirement

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

ANALYSIS: FWCBD met this requirement for both Landside and Portside. See tables below

Landside

Service Category	FY 2010-2011 Budget	% of Budget	FY 2010-2011 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$190,298	29%	\$213,928	32%	+3
Sidewalk Operations & Beautification	\$252,300	38%	\$295,195	43%	+5
Administrative Expenses	\$156,740	24%	\$169,849	25%	+1
Contingency Reserve	\$65,132	10%	*	-	
TOTAL	\$664,470	100%	\$678,972	100%	

Portside

Service Category	FY 2010-2011 Budget	% of Budget	FY 2010-2011 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$145,157	75%	\$134,666	83%	+8
Administrative Expenses	\$27,660	14%	\$26,815	17%	+3
Contingency Reserve	\$20,568	11%	*	-	
TOTAL	\$193,385	100%	\$161,481	100%	

*Contingency Reserve is redeployed throughout the year to meet the needs of the CBD

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

ANALYSIS: FWCBD met this requirement. Please note: There is a period between when the City collects assessment payments 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.

FY 2010-11 Carryover Disbursement	\$206,000
Designated Projects for FY 2011-2012	
Public Realm Projects	\$50,000
DISI Special marketing Projects	\$50,000
SOBO Special Street Projects	\$106,000
Total designated amount for FY 2010 - 2011	\$206,000

FY 2011-2012

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 did not meet this requirement for Landside, but did meet the requirement for Portside. Landside's DISI and SOB line items had a variance of 15 percentage points. See tables below.*

Landside

Service Category	Management Plan Budget	% of Budget	FY 2011-2012 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$255,000	41%	\$163,422	26%	-15
Sidewalk Operations & Beautification	\$181,130	29%	\$277,800	44%	+15
Administrative Expenses	\$125,000	20%	\$131,778	21%	+1
Contingency Reserve	\$61,033	10%	\$63,600	10%	0
TOTAL	\$622,615	100%	\$636,600	100%	

Portside

Service Category	Management Plan Budget	% of Budget	FY 2011-2012 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$130,979	70%	\$137,778	64%	-6
Administrative Expenses	\$37,423	20%	\$54,422	25%	+5
Contingency Reserve	\$18,711	10%	\$22,100	10%	0
TOTAL	\$187,113	100%	\$214,300	100%	

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 \$565,564 or 92% of actuals and non-assessment revenue was \$48,918 or 8% of actuals. See table below.

Revenue Sources	FY 2011-2012 Actuals	% of Actuals
Landside Special Benefit Assessments	\$ 565,564	
Total assessment revenue	\$565,564	92%
Contributions and Sponsorships	\$7,500	
Grants	\$0	
Donations*	\$39,225	
Interest Earned	\$2,193	
Total non-assessment revenue**	\$48,918	8%
Total	\$614,482	100%

*in-kind contributions to FWCB

**non-assessment revenue applied to 5% General Benefit requirement

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

ANALYSIS: FWCBD met this requirement for Landside, but did not meet this requirement for Portside. Portside had a variance of 14 percentage points for District Identity and Street. See tables below.

Landside

Service Category	FY 2011-2012 Budget	% of Budget	FY 2011-2012 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$163,422	26%	\$163,358	28%	+2
Sidewalk Operations & Beautification	\$277,800	44%	\$279,691	48%	+4
Administrative Expenses	\$131,778	21%	\$134,737	23%	+2
Contingency Reserve	\$63,600	10%	*	-	-
TOTAL	\$636,600	100%	\$577,786	100%	

Portside

Service Category	FY 2011-2012 Budget	% of Budget	FY 2011-2012 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$137,778	64%	\$134,081	78%	+14
Administrative	\$54,422	25%	\$38,400	22%	-3

Expenses					
Contingency Reserve	\$22,100	10%	*	-	-
TOTAL	\$214,300	100%	\$172,481	100%	

*Contingency Reserve is redeployed throughout the year to meet the needs of the CBD

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: FWCB met this requirement. Please note: 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.

Carryover from FY 2011-2012	\$304,400
Designated Projects for FY 2012-2013	
Public Realm Projects	\$50,000
DISI Special marketing Projects	\$127,000
SOBO Special Street Projects	\$127,000
Total Designated amount for FY 2012 - 2013	\$304,000

FY 2012-2013

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: FWCB did not meet this requirement for Landside, but did meet this requirement for Portside. Landside's DISI had a variance of 15 percentage points, and for SOB had a variance for 14 percentage points. See tables below.

Landside

Service Category	Management Plan Budget	% of Budget	FY 2012-2013 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$255,000	41%	\$168,490	26%	-15
Sidewalk Operations & Beautification	\$181,130	29%	\$279,800	43%	+14
Administrative Expenses	\$125,000	20%	\$139,000	21%	+1
Contingency Reserve	\$61,033	10%	\$63,310	10%	0
TOTAL	\$622,615	100%	\$650,600	100%	

Portside

Service Category	Management Plan Budget	% of Budget	FY 2012-2013 Budget	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$130,979	70%	\$138,810	70%	0
Administrative Expenses	\$37,423	20%	\$34,500	17%	-3
Contingency Reserve	\$18,711	10%	\$24,690	12%	+2
TOTAL	\$187,113	100%	\$198,000	100%	

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 \$609,603 or 92% of actuals and non-assessment revenue was \$52,971 or 8% of actuals. See table below.*

Revenue Sources	FY 2012-2013 Actuals	% of Actuals
Landside Special Benefit Assessments	\$ 609,603	
Total assessment revenue	\$609,603	92%
Contributions and Sponsorships	\$0	
Grants	\$0	
Donations*	\$47,086	
Interest Earned	\$5,885	
Total non-assessment revenue**	\$52,971	8%
Total	\$665,574	100%

*in-kind contributions to FWCB

**non-assessment revenue applied to 5% General Benefit requirement

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

ANALYSIS: *FWCBD met this requirement for Landside, but did not meet this requirement for Portside. Portside had a variance of 13 percentage points for District Identity and Street. See tables below*

Landside

Service Category	FY 2012-2013 Budget	% of Budget	FY 2012-2013 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$168,490	26%	\$181,334	28%	+2
Sidewalk Operations &	\$279,800	43%	\$341,156	52%	+9

Beautification					
Administrative Expenses	\$139,000	21%	\$132,820	20%	-1
Contingency Reserve*	\$63,310	10%	*	-	-
TOTAL	\$650,600	100%	\$655,310	100%	

Portside

Service Category	FY 2012-2013 Budget	% of Budget	FY 2012-2013 Actuals	% of Budget	Variance Percentage Points
District Identity and Street Improvements	\$138,810	70%	\$152,614	83%	+13
Administrative Expenses	\$34,500	17%	\$31,158	17%	0
Contingency Reserve	\$24,690	12%	*	-	-
TOTAL	\$198,000	100%	\$183,772	100%	

*Contingency Reserve is redeployed throughout the year to meet the needs of the CBD

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

ANALYSIS: FWCBD met this requirement. Please note: 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.

Carryover from FY 2012-2013	\$227,600
Designated Projects for FY 2013-14	
DISI Special Projects	\$127,500
SOBO Special Projects	\$100,100
Total Designated amount for FY 2013-14	\$227,600

* the FWCBD 2012-2013 annual report did not designate the carryover amount, information provided by email

Findings and Recommendations

Within the review periods of FY 2009-10, FY 2010-11, FY 2011-12, and FY 2012-13, the Fisherman's Wharf CBD generally met the expectations and requirements as set by the California Street and Highways Code Section 36650-36651; the Agreement for the Administration of the "Fisherman's Wharf Community Benefit District"; and the Agreement for the Administration of the "Fisherman's Wharf Portside Community Benefit District".

However, it is noted that the Fisherman's Wharf CBD, continues to have difficulty with meeting the requirement of being within 10 percentage points for the District Identity and Street Improvements Budget Line for both the Landside and Portside Districts. OEWD recommends that the Fisherman's Wharf CBD actively work toward improving their performance, and provide updates on their effort in their mid-year reports submitted to OEWD. Additionally, due to the complexity of having two management districts for Fisherman's Wharf CBD, it is OEWD's recommendation that the CBD should track how funds are expended according to each management plan in both their Annual Report and in the Annual CPA Review.

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 4th of July, Fleet Week, and Holiday Lights and Sights. Fisherman's Wharf CBD has increased their opportunities in partnering with community stakeholders and numerous municipal agencies for the implementation of the Jefferson Street Public Realm Plan. 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.



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report

2009 2010

STATEMENT OF PURPOSE The purpose of the Fisherman's Wharf Community Benefit District is to preserve and enhance its vast waterfront landscape and multicultural 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 • Emergency Preparedness



Dear Community Member July 2010

The 2009-2010 fiscal year, the continued growth and success of our organization, but sadly, included the passing of our Board President Steve Wezbow. Steve was a true friend of Fisherman's Wharf and worked tirelessly to support the FWGB. Steve led the successful effort to create the Pointe de GBD and served on both the Board of Directors and Executive Committee prior to becoming the President in 2009. Steve's commitment to the FWGB, even during his courageous battle, was an inspiration to the Board and the Staff of the organization. At the request of Steve's wife and daughter, the FWGB has created a fund to build a memorial rose garden on Fisherman's Wharf to honor Steve. Plans are under way and the Steve Wezbow Memorial Rose Garden will be dedicated this fall. The accomplishments highlighted in this annual report are the ultimate testament to Steve's leadership and we would like to dedicate this annual report to him.

As the GBD enters its fifth year of existence, it was important for the board to gain consensus on a vision for organizational growth over the next five years. In July, we increased our number of Board of Directors from nine to 12 to allow for a greater diversity of organizations and points of view. In September, the board participated in a strategic planning retreat to discuss the future direction of the GBD. While there was consensus that the core programs of the organization were definitely appropriate, it was also agreed that there were three areas of focus that should be added: As a result, three new committees, Sustainability, Organization, and Community Development, have been established. With a specific strategic focus to strengthen the FWGB, the new Community Development President was instrumental in the development of a leadership of the strategic planning retreat, and we thank him for all his efforts on behalf of the FWGB.

Our accomplishments are included in this annual report but here are a few highlights:

- Secured a partnership between the FWGB, the SF Planning Department, the Mayor's Office and the Port of San Francisco to fund the Environmental Impact Report (EIR) in support of the Public Realm plan for Fisherman's Wharf.
- Partnered with the City of San Francisco to support the 21st of July Celebration on Fisherman's Wharf.
- Partnered with the City of San Francisco on the Sunday Streets event and had the event end with a Family Fitness Fair in the heart of Fisherman's Wharf.
- Received media coverage for the Third Annual EIR site Emergency Preparedness Drill on the 20th Anniversary of the Loma Prieta earthquake.
- Supported Fleet Week San Francisco through a Major Sponsorship for Fisherman's Wharf that delivered hundreds of thousands of visitors to the Wharf.
- Secured 500,000 in grants. Awarded \$25,000 from the Mayor's Office to expand the flower basket program to 200's more of the Wharf. Awarded \$80,000 from the Department of the Environment to support Fisherman's Wharf becoming a Zero Waste Zone.

As we look ahead to the 2010-2011 year, our focus is on implementing the Public Realm Plan as detailed by the Planning department on our June 9, 2010 community workshop. The community has embraced the plan and it is looking forward to the completion of the Environmental Impact Report currently underway. We may move forward with the project. Our organization is researching various funding mechanisms to fully implement the plan and is looking ahead to the final completion of this long-awaited project.

We thank you for your contributions to the FWGB and encourage you to read about the accomplishments of the GBD included in this mid-year report. If you are not already involved with the organization we would ask that you consider joining one of our committees where you can make a difference.

Regards,

 David Berber, President

 Kevin Carroll, Executive Director

District Identity and Street Improvements (DISI): Marketing

- 2009 Fourth of July Celebration: participation with special offers for visitors, web site build-out and event sponsorship
- Fleet Week 2009: Major sponsorship negotiated to include print and broadcast. District participated in Fleet Week guide with special offers for military personnel and visitors
- Holiday Lights & Sights Marketing Campaign: November/December, 2009, including:
 - Lighting of fishing boats in the lagoons from PIER 39 to Jefferson and Hyde Streets
 - Advertising in SF Examiner and on F-Line Historic Trolley Cars
 - Street banner program on The Embarcadero
 - Lighted decorations on the world famous "Crab Wheel"
 - Holiday Lights & Sights Boat Parade
- Over 40 boats participated including Fishing Fleet, St. Francis Yacht Club, SF Fire and Police Departments, PIER 39 harbor, National Park Service and Sea Scouts.
- Television news coverage on KTVU (Channel 2) & KGO (Channel 7)
- Headline feature in the SF Chronicle
- Crab Festival: February, 2010
 - First Annual Celebrity Crab Cracking Contest: January 28, 2010
 - Television Campaign partnered with Alioto's and Fog Harbor Restaurants
 - Advertising in SF Examiner, Bay Area Parent, SF Guide, sfgate.com, yahoo.com, comcast.com
 - Street banner program on The Embarcadero
 - The campaign delivered over 6,000,000 media Impressions
- Sponsorship Participation with 2010 San Francisco Ocean Film Festival at the Aquarium of the Bay



- San Francisco Ocean Film Festival: February, 2010
 - Sponsored the film festival at the Aquarium of the Bay
- Sunday Streets: March, 2010
 - Sponsored Family Fitness Fair which generated strong media coverage on television stations, print and online. Also featured at City Hall press conference.
- Online: The official Fisherman's Wharf website, www.visitfishermanswharf.com, continued to show strong increases during the year with a 15.6% increase in unique visitors over 2009. Since the start of the website in July, 2007 unique visitors have grown from 47,000 to over 200,000 annually. Added navigational sites for Meeting & Event Planning, Wineries, and Nightlife.
- Visitors' Research: Spring/Summer 2010. Conducted two waves of interviews to update Fisherman's Wharf visitor research data.



David Chiu, president of the San Francisco Board of Supervisors, and Misrael Reyes, Executive Sous Chef from Bistro Boudin, use teamwork to become the first winners the Celebrity Crab Cracking Contest. Their winning efforts resulted in a \$1,000 donation to the North Beach Citizen's Organization selected by Supervisor Chiu.



Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

- Hanging Flower Baskets (Replanted in November 2009)
- Flower Planter with Signage on Taylor and Bay Maintained
- Street "A Day in the Life" Banners



STREET MAINTENANCE

- Street Steam Cleaning
- Graffiti Abatement
- Street Maintenance during high-season periods
- Pedestrian Way-finding Signage

SECURITY

- SFPD 10B High-Season Coverage
- Telephone & Email Communication System
- Participation on Central Station Community Advisory Board
- Conducted SFPD Community Meetings

GRANTS

- Received \$25,250 grant from Mayor's Office to support expansion of hanging flower basket program
- Awarded \$80,000 two-year grant for Zero Waste from Department of Environment

PIERSafe

- Monthly PIERSafe Meetings held on the first Thursday of the month
- FishNet Weekly Testings with over 20 participating members
- SFPD NERT training and certifications sessions held on:
 - September 21, October 28, January 22, January 29 (66 attendees)
 - 3rd Annual Emergency Preparedness Drill (October 16, 2009)
- Over 80 participants
 - Scheduled as part of 20th Anniversary of Loma Prieta Earthquake
 - Covered by local television & radio stations
 - Participation from SFPD, SFPD, Dept. of Emergency Services, NERT
 - Produced three PIERSafe (Partners in Emergency Readiness) newsletters updating the community on the team's efforts

TRANSPORTATION

- Researched, presented and received approval from SFMTA for new short-term parking locations on the Wharf.
- Requested and received approval for new red zone on Taylor Street at Jefferson to ease congestion at intersection.
- Facilitated meetings with SFMTA about new proposed parking meters



Public Realm Plan

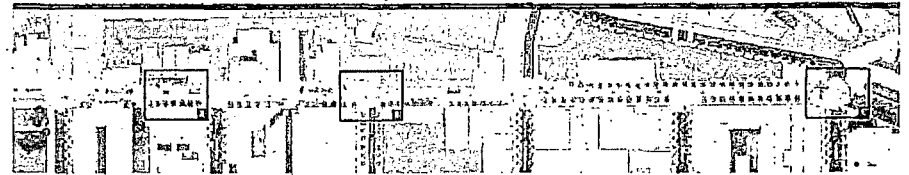
Over the past two and one half years the Fisherman's Wharf CBD has been working closely with the San Francisco Planning Department to develop improvements to the area. The public realm draft plan was published in June 2010 and presented to the Fisherman's Wharf Community. Additional Community Planning Workshops will take place over the summer to gain additional feedback on the draft plan.

The plan calls for the redesigning of Jefferson Street and the Embarcadero from Aquatic Park to Pier 35 and includes designs for upgrades to appearance and pedestrian usability, as well as modifications to traffic flow. The improvements to the streets and sidewalks will result in the increased safety and overall positive experience of pedestrians and bicyclists, while also helping to alleviate the common complaint of overcrowding.

The Jefferson Street upgrade is one of five components in the plans for Fisherman's Wharf. Other components include:

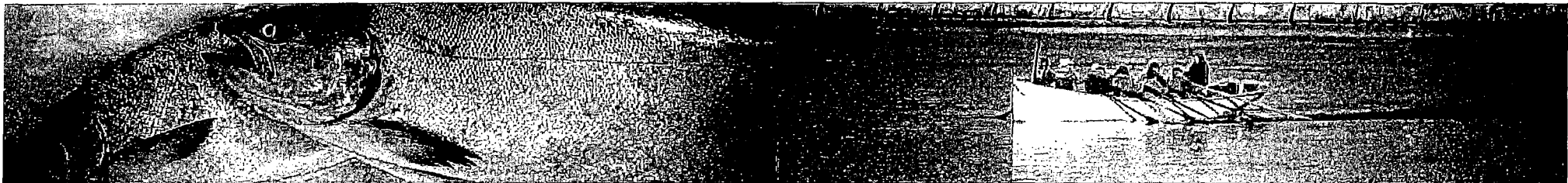
- Dynamic electronic parking signage
- Open space design
- Urban design guidelines for new development
- Streetscape lighting and landscaping

The FWCBD continues to partner with the SF Planning Department, The Mayor's Office, and the Port of San Francisco on moving the plan forward. The FWCBD is providing financial support for the Environment Impact Report (EIR) which is being conducted in the Fall of 2010. The draft plan is available to review online at www.sf-planning.org/ftp/CDG/CDG_fishermans_wharf.htm



JEFFERSON ST. CONCEPTUAL PLAN VIEW





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.

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 4,486,746 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, School, 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%.

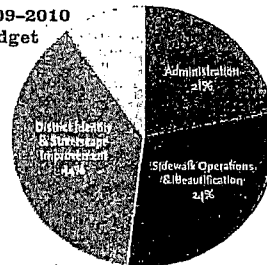
Example:
 Gross Sales \$1,000,000 x .0014 = \$1,400 Assessment

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.

2009-2010 Balance Sheet

ASSETS		LIABILITIES & EQUITY	
CURRENT ASSETS		LIABILITIES	
Cash	53,040	Current Liabilities	
Short Term Investments	234,641	Accounts Payable	11,665
Total Cash/Short Term Investments	287,681	Accrued Expenses Year-End	5,000
Other Current Assets		Total Liabilities	16,665
Accounts Receivables Year-End	31,109	EQUITY	
Pre-paid Expenses & Insurance	6,935	Designated Projects	204,360
Total Current Assets	38,044	Undesignated	175,260
FIXED ASSETS		Total Equity	379,620
Total Fixed Assets, net of accumulated depreciation	70,560		
TOTAL ASSETS	396,285	TOTAL LIABILITIES & EQUITY	396,285

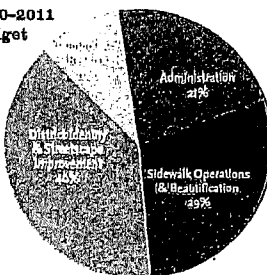
2009-2010 Budget



2009-2010 Carryover Disbursement

09-'10 DESIGNATED PROJECTS FOR '10-'11	CARRYOVER
Public Realm Projects	50,000
DISI Special Marketing Projects	50,000
SOBO Special Street Projects	104,360
TOTAL CARRYOVER DISBURSEMENT	204,360

2010-2011 Budget



July 1, 2009-June 30, 2010 (Budget vs Actual)

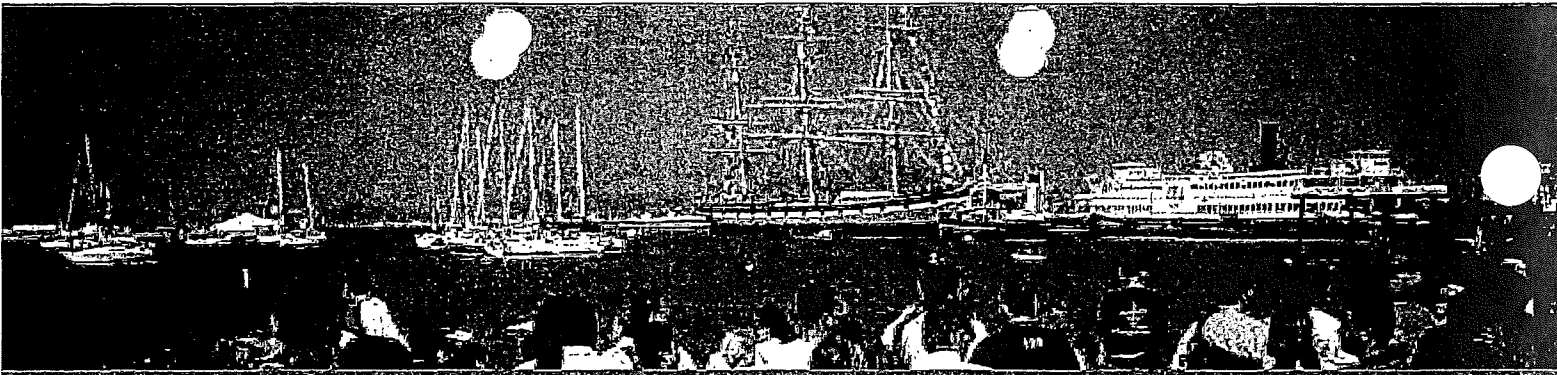
REVENUE	ACTUALS	BUDGET	VARIANCE	% VARIANCE
Assessments-Landside	554,407	589,644	(35,237)	-6%
Assessments-Portside	190,924	191,371	(447)	0%
Program Sponsorship/Grants	50,175	60,000	(9,825)	-16%
Advanced Reservation Systems	826	0	826	100%
Interest Savings/Short-Term Investment	648	0	648	100%
Other	5,825	0	5,825	100%
Donated Services	50,125	40,000	10,125	25%
TOTAL REVENUE	852,930	881,015	(28,085)	-3%

EXPENSE	ACTUALS	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	189,308	198,442	(9,134)	-5%
District Identity & Streetscape Improvement	342,100	374,773	(32,673)	-9%
Administration	165,649	174,300	(8,651)	-5%
Donated Services	50,125	40,000	10,125	25%
TOTAL EXPENSES	747,132	786,915	(39,783)	-5%
2009-2010 INCOME OVER EXPENSES	105,748	94,100	11,648	12%

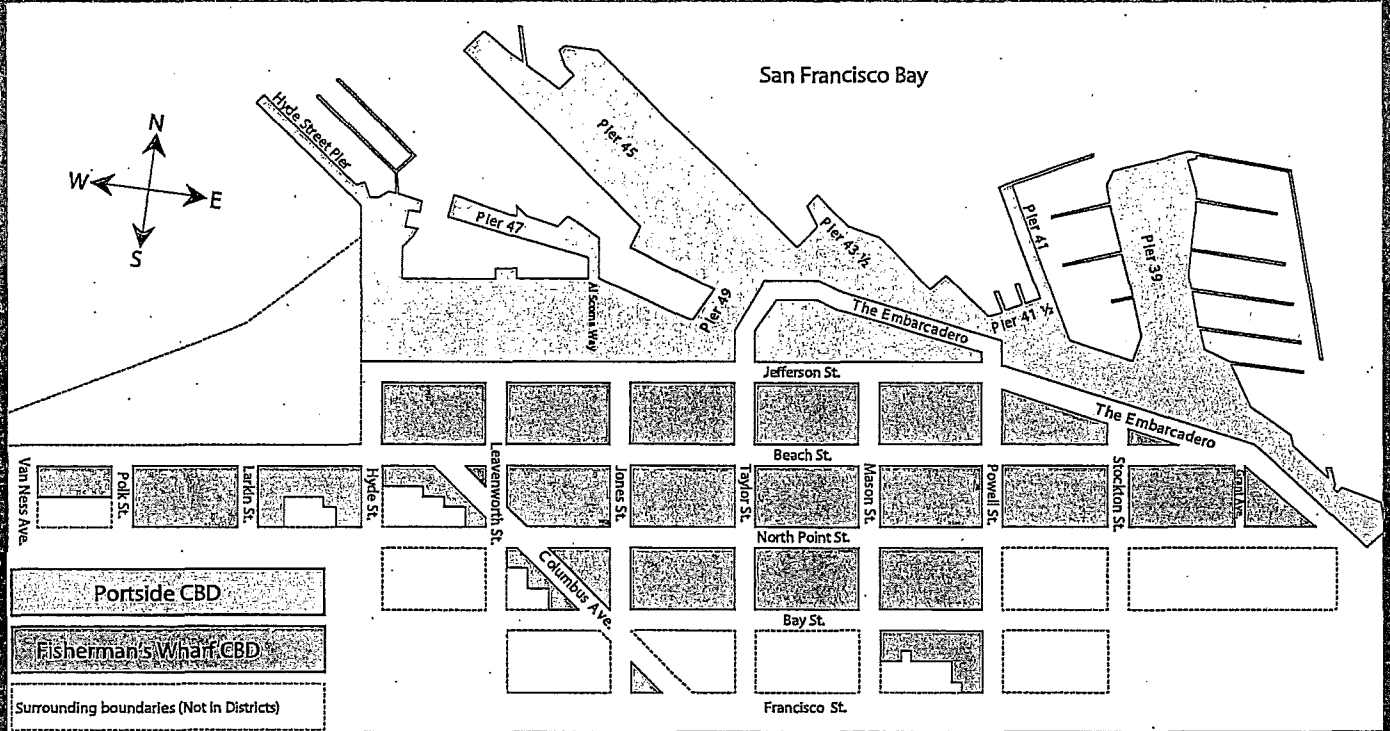
July 2010-June 2011 Budget

INCOME	LAND-SIDE	PORT-SIDE	TOTAL
Assessments	389,552	186,303	575,855
Sponsorships/Grants	54,000	28,000	82,000
TOTAL INCOME	443,552	214,303	657,855

EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	252,300	0	252,300
District Identity & Streetscape Improvement	190,298	145,157	335,455
Administration	156,740	27,660	184,400
Contingency Reserve	65,132	20,568	85,700
TOTAL EXPENSES	664,470	193,385	857,855



Area Map Of The Fisherman's Wharf Community Benefit District



2009-2010 Board of Directors

PRESIDENT:

Steve Wlezbowski, PIER 39

VICE PRESIDENT:

David Barbey, Portico, Inc.

SECRETARY:

Nunzio Alioto, Alioto's #8

TREASURER:

Aline Estournes, Northpoint Shopping Centre

IMMEDIATE PAST PRESIDENT:

Rodney Fong, Wax Museum at Fisherman's Wharf

BOARD MEMBERS:

Frank Alioto, F & A Alioto Properties
 Bob Brooks, Castagnola's Restaurant
 Gary Burns, Tarantino's Restaurant

John Cannizzaro, Jefferson Building Properties

Nancy Conyers, Pompelli's Grotto Restaurant

Tom Creedon, Scoma's Restaurant

Jackie Douglas, Wacky Jacky Sport Fishing

Tom Escher, Red and White Fleet

Betty Foota, Resident

David Harrison, Patson Companies (THE GANNERY)

Rita Hernandez, Ghirardelli Square

Chris Johnson, Radisson Hotel

Chris Martin, Bay Delta Center

(Member at Large)

Paul Miller, Boudin Bakery

Jan Misch, Best Western Tuscan Inn

Kathy Payer, PIER 39

Craig Schwan, Sheraton Fisherman's Wharf

Jeff Sears, Blazing Saddles

Dante Serafini, The Franciscan Restaurant

David von Winckler, Argonaut Hotel

COMMUNITY REPRESENTATIVES:

Katharine Arrow, Port of San Francisco

Lynn Cullivan, San Francisco Maritime National Historical Park

Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR

Kevin Carroll

SERVICES COORDINATOR

Kevin Dinstell

Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

2801 Leavenworth Street, Suite B10, San Francisco, CA 94133
 415.673.5520 | 415.673.2927 | info@visitfishermanswharf.com
 www.visitfishermanswharf.com



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report 2010 2011

STATEMENT OF PURPOSE: 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 • Emergency Preparedness

Dear Community Member,

The 2010-2011 fiscal year saw the continued growth and success of our organization. Now in its sixth year of operation the Fisherman's Wharf Community Benefit District (FWCBD) has built very productive relationships with city agencies and other neighborhood groups. We have increased our number of Board of Directors to 25 members strong and our 14 committees include the participation of over 150 district and community members each month. We would like to thank our volunteer board of directors as well as all of individuals that support our district throughout the year.

We are happy to report that the Public Realm Plan for Fisherman's Wharf has continued to gain both momentum and support. The plan has received wide support, not only from the community, but also from Mayor Ed Lee and the Mayor's Office of Economic and Workplace Development, Supervisor David Chiu, the San Francisco Planning Department, the Port of San Francisco, SPUR and the Bay Trail Project. The FWCBD has shared in the funding of the Environment Review Process (EIR) through a collaborative partnership with the SF Planning Department, The Port of San Francisco and the Mayor's Office. The Preliminary Mitigated Negative Declaration was successfully completed in May of this year which is a major milestone for the plan. Our formal request to complete the project prior to the America's Cup has definitely moved the process ahead quicker. However, we do not have confirmation on the construction funding or if the project construction can be accelerated to be completed prior to the America's Cup.

Special Events continue to drive significant numbers of visitors to Fisherman's Wharf. Fleet Week 2010 was the most successful we have seen in years, and Fleet Week 2011 is expected to be even better. With the announcement of the 2013 America's Cup Race coming to San Francisco, the FWCBD has already been working closely with the Mayor's Office and the SFMTA to ensure the Wharf is part of the planning process for this very exciting event. We are convinced that the preparations and plans for welcoming the America's Cup to the waterfront will benefit Fisherman's Wharf well beyond the race itself through permanent changes to transportation and event management that can be applied throughout the year.

Our accomplishments are included in this annual report but here are a few highlights:

- Added a new ambassador program that will help welcome our visitors to the district and ensure their experience is as positive as possible.
- Created a safe and more welcoming corridor on Taylor Street from the Cable Car Turnaround to Jefferson Street by permanently lighting of all the trees.
- Partnered with the City of San Francisco to support another successful 4th of July Celebration on Fisherman's Wharf.
- Supported the City of San Francisco on the Sunday Streets program and had the event end with a Family Fitness Fair in the heart of Fisherman's Wharf.
- Conducted the Fourth Annual PIERsafe Emergency Preparedness Drill on the Pier 45 which included strong media coverage.
- Supported the most successful Fleet Week San Francisco, to date, through a Major Sponsorship for Fisherman's Wharf that delivered hundreds of thousands of visitors to the Wharf.
- Began implementation of an \$80,000 two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman's Wharf a Zero Waste Zone.
- Improved the Joseph Conrad Square park for visitors and residents through an organized effort with the SFPD, local businesses and the Recreation and Parks Department. We added lights to all the trees in the park which has created a much safer and a more beautiful night time experience.

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

Regards,



David Berbey
President

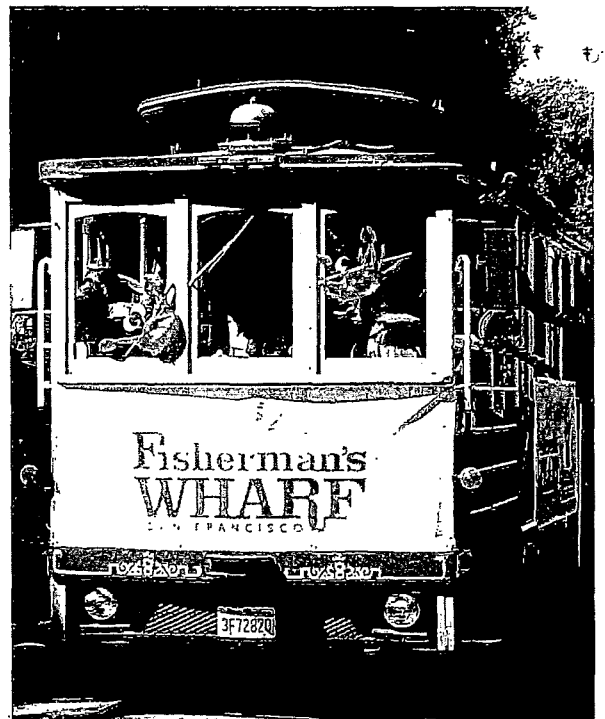


Kevin Carroll
Executive Director



District Identity and Street Improvements (DISI): Marketing

- Provided event sponsorship for the 2010 Fourth of July Celebration as well as special offers for visitors, a web site build-out and the production of a event flyer distributed to local businesses and hotels.
- Sponsored the 2010 Salmon Aid event at the Aquarium of the Bay.
- For Fleet Week 2010 the FWCBD provided major sponsorship to include print and broadcast media. The district participated in a Fleet Week guide with special offers for military personnel and visitors. The FWCBD also staffed an information booth at the corner of Jefferson and Taylor Streets.
- Production of the Holiday Lights & Sights boat parade with over 40 boats from the Fishing Fleet, St. Francis Yacht Club, SF Fire and Police Departments, PIER 39 harbor and Blue & Gold Fleet. Advertising on F-Line Historic Trolley Cars. Lighted decorations on the world famous "Crab Wheel". The event was covered by the Chronicle and the Examiner.
- Coverage by KCBS and the San Francisco Chronicle for the 4th Annual PIERSafe drill.
- Website: The official Fisherman's Wharf website, www.visitfishermanswharf.com experienced a decline from July-September with a drop of 19% of unique visitors. With a revamped search engine optimization program in place from October through December, unique visitors again increased over the previous year by 7.5%. Since the start of the website in July, 2007 unique visitors have grown over 105%.
- To meet the demands of an ever evolving web and smart phone environment, work began in June to revamp visitfishermanswharf.com into a content management system that is fully integrated with news blogs and social media sites which will launch in August of 2011.
- Social media: Facebook followers has increased 23% from July to December and the amount of unique users who have engaged, viewed or consumed content from the Fisherman's Wharf page more than quadrupled in the months of November and December. The amount of followers increased from 1826 at the end of June 2010 to 2857 by the end of June 2011. Monthly totals of unique users who engaged the Fisherman's Wharf Facebook page went from an average of 250 per month to over 5000 by the end of the fiscal year.
- Redesigned and improved the Fisherman's Wharf Brochure with a better map, directions and instructions on where to find additional information on the internet. 500,000 copies were printed for the next two years and are distributed by Certified Folder and by direct requests that come into the FWCBD Office.
- Fisherman's Wharf was the innagural site for the 2011 Sunday Streets events throughout the city. The FWCBD were featured in the City Hall press conference and received print and online media coverage. The FWCBD also organized and sponosred a Family Fitness Fair in the parking lot at Jefferson and Mason that included games and activities for participating families.





Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

- Expanded to 67 Flower Baskets (Replanted in October 2010) of which 40 were funded by a grant from the Mayor's Office.
- Lighted the trees at Conrad Park during the holidays which not only beautified the park but also helped prevent crime and loitering.
- Fixing electrical boxes & permanently lighting the trees along Taylor Street from Jefferson Street to Bay Street.
- Lighted the Crab Wheel at Jefferson & Taylor for the holiday season.

STREET MAINTENANCE

- Sidewalk Steam Cleaning.
- Graffiti Abatement.
- Partnered with DPW on the "Clean Sweep" of the wharf in July of 2010.
- Contract with CMSC to provide a person. (s) to collect litter from the sidewalks. Coverage is seven days a week and 12 hours per day from May to October.

SECURITY

- Expanded the existing SFPD 10B coverage to seven days a week up to Fleet Week (early October). From July to October our 10B officers issued over 113 citations and made over 30 arrests.
- Participated on Central Station Community Advisory Group.
- Held bi-monthly SFPD Community Meetings.
- Provided cell phones to the two regularly scheduled SFPD beat officers to allow the FWCBD to easily contact them with issues that arise.
- In 2011 the FWCBD contracted with Service Group Incorporated and hired one full time and one part time Visitor Ambassador. These year round ambassadors not only assist visitors with directions and questions, but also aid law enforcement, the Port of San Francisco and the homeless at the wharf.

PIERsafe

- Monthly PIERsafe Meetings held on the first Wednesday of the month.
- Weekly tests of the FishNet radio network that

includes over 20 participating members.

- SFPD NERT training and certifications sessions held on September 17 & 24, 2010 and February 25 & March 4th. (over 160 attendees)
- The 4th Annual Emergency Preparedness Drill held on October 15, 2010 had over 50 participants and was covered by local television & radio stations.
- Produced and distributed two PIERsafe (Partners in Emergency Readiness) newsletters updating the community on the team's efforts.

TRANSPORTATION TASKFORCE

- Worked with Supervisor David Chiu's office and the MTA on new tour bus legislation.
- Committee met to continue work on congestion related to tour buses and the lack of long-term parking alternatives.
- Presented district's concern to the MTA Board about lack of outreach to the Fisherman's Wharf Community on the MTA's proposal to expand parking meter hours.

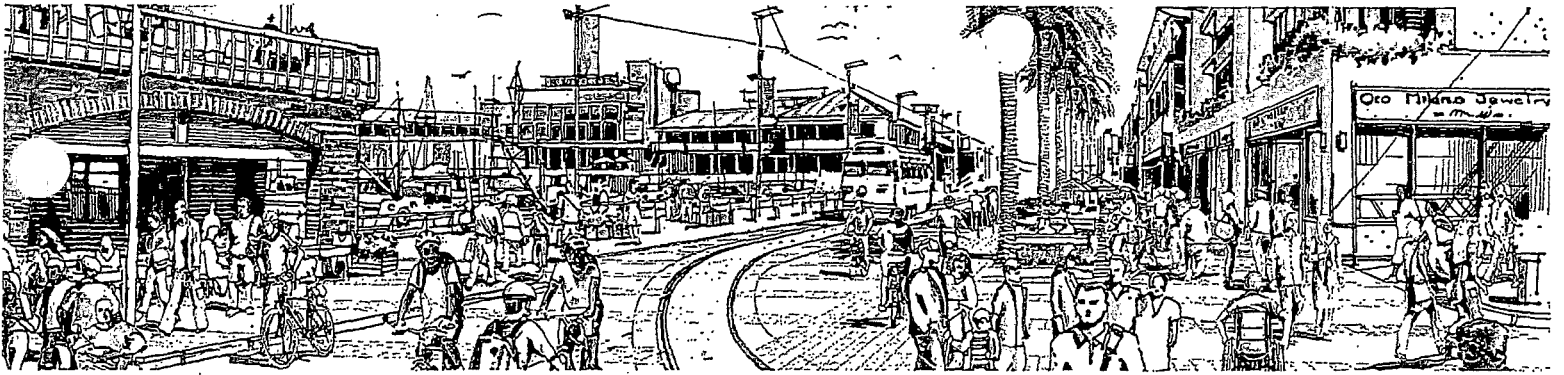
SUSTAINABILITY COMMITTEE

- Secured an \$80,000 two-year grant from the Department of Environment to implement a zero waste program on the wharf.

COMMUNITY DEVELOPMENT COMMITTEE

- Held two separate workshops that focused on sustainable seafood practices for restaurants and how to become a zero waste business





Public Realm Plan

Over the past three years the Fisherman's Wharf CBD has been working closely with the San Francisco Planning Department to explore improvements to the area. The public realm plans outlined in the Fisherman's Wharf CBD Vision Plan have continued to gain momentum and support. Several Community Planning Workshops were held to help shape the program. Consensus was gained on the six key elements of the plan including:

- Pedestrian friendly streets and sidewalks
- Safe routes for bicycles
- Good for commerce
- Works well with transit
- Eases traffic congestion
- Facilitates Parking

The plan calls for the redesigning of Jefferson Street and the Embarcadero from Aquatic Park to Pier 35 and includes designs for upgrades to appearance and pedestrian usability, as well as

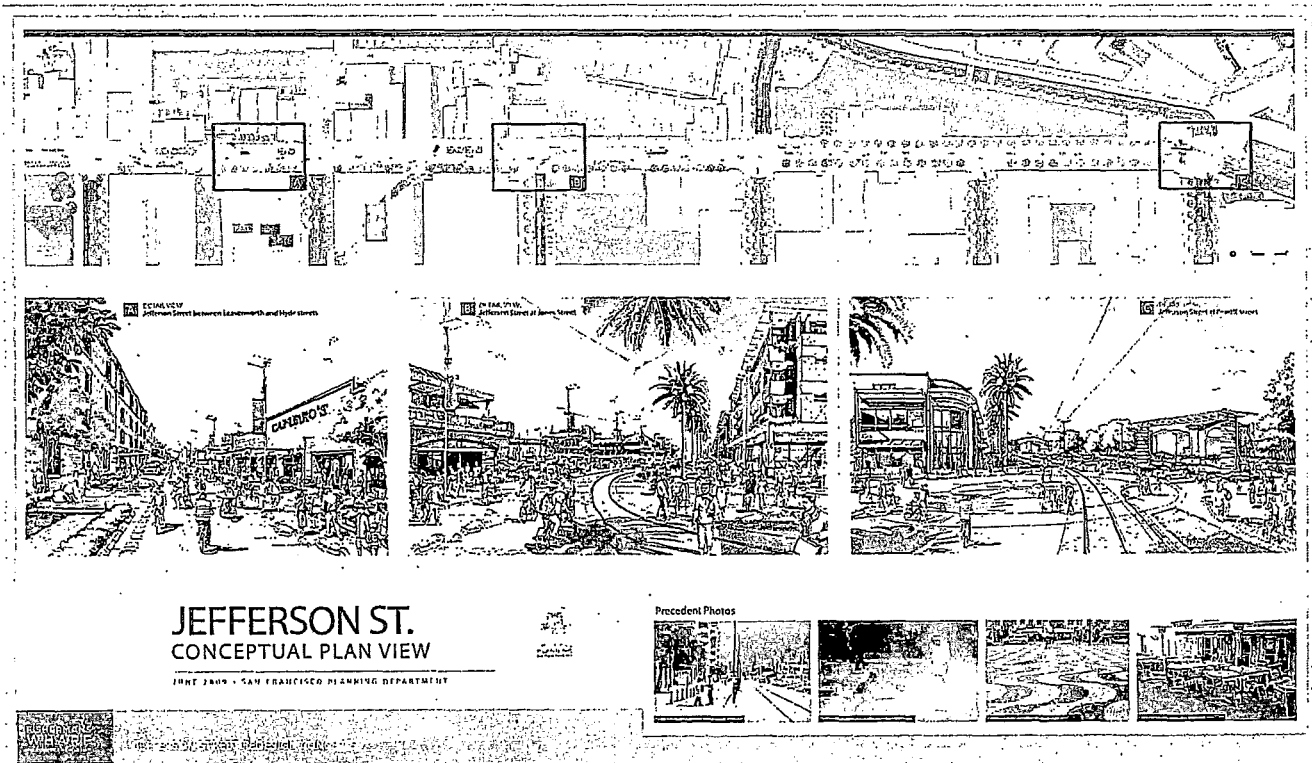
modifications to traffic flow. Specific improvements proposed involve the widening of sidewalks, creating much-needed bicycle lanes, and providing uncomplicated instruction and access to parking facilities.

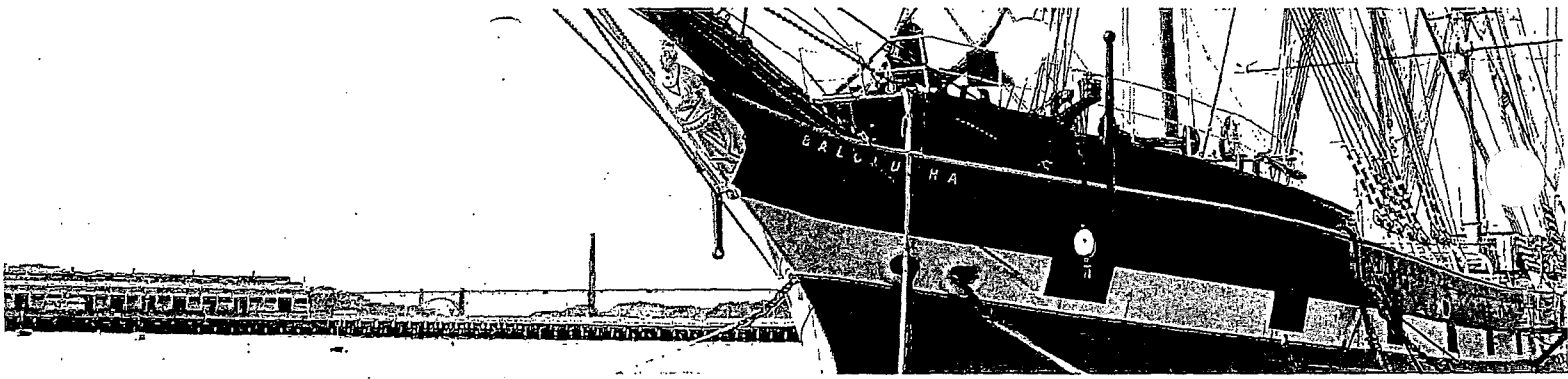
The improvements to the streets and sidewalks will result in the increased safety and overall positive experience of pedestrians and bicyclists, while also helping to alleviate the common complaint of overcrowding.

The Jefferson Street upgrade is one of five components in the plans for Fisherman's Wharf. Other components include:

- Dynamic electronic parking signage
- Open space design
- Urban design guidelines for new development
- Streetscape lighting and landscaping

The FWCBD has shared in the financing of both the Mitigated Negative Declaration and the construction drawings for the Public Realm Plan.





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.

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)
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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, School, 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.



2010-2011 Balance Sheet

ASSETS	
CURRENT ASSETS	
Cash	147,003
Savings & Short Term Investments	101,991
Total Cash/Short Term Investments	248,994
ACCOUNTS RECEIVABLE	
Accounts Receivables Year-End	15,285
Grants Receivable	40,000
Total Accounts Receivable	55,285
OTHER CURRENT ASSETS	
Accounts Receivables Year-End	107,905
Prepaid Expenses & Insurance	7,159
Total Other Current Assets	115,064
FIXED ASSETS	
Total fixed assets net of accumulated depreciation	63,471
TOTAL ASSETS	482,814
LIABILITIES & EQUITY	
LIABILITIES	
Accounts Payable	44,277
Accrued Expenses Year-End	13,490
Total Liabilities	57,767
EQUITY	
Total Equity	425,047
TOTAL LIABILITIES & EQUITY	482,814

July 1, 2010-June 30, 2011 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Carry over from fiscal year 09/10	229,610	229,610	0	0%
Assessments-Landside	586,608	589,551	(2,943)	0%
Assessments-Portside	184,403	186,303	(1,900)	-1%
Program Sponsorship/Grants	55,000	56,750	(1,750)	-3%
Miscellaneous	850	0	850	100%
Interest Savings/Short-Term Investment	1,818	0	1,818	100%
Donated Services	43,713	40,000	3,713	9%
TOTAL REVENUE	1,102,002	1,102,214	(212)	0%
EXPENSE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	251,251	252,300	(1,049)	0%
District Identity & Streetscape Improvement	275,058	335,455	(60,397)	-18%
Administration	185,315	184,399	(916)	0%
Donated Services	43,713	40,000	3,713	9%
TOTAL EXPENSES	755,337	812,154	(56,817)	-7%
DESIGNATED PROJECTS	131,529	229,610	(98,081)	-43%
CONTINGENCY RESERVE	85,700	85,700	0	0
2010-2011 REVENUE OVER EXPENSES	129,436	0	129,436	100%

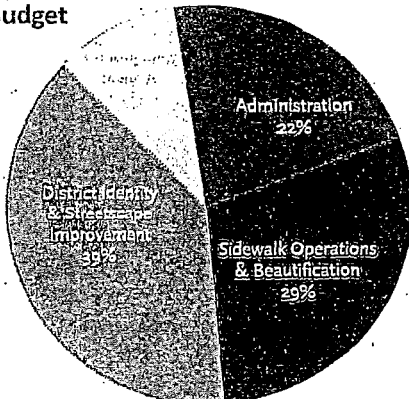
July 2011 - June 2012 Budget

REVENUE	LAND-SIDE	PORT-SIDE	TOTAL
Carry over from fiscal year 2010-2011	156,000	50,000	206,000
Assessments	589,600	186,300	775,900
Sponsorship/Grants	47,000	28,000	75,000
Donated Services	34,000	6,000	40,000
TOTAL REVENUE	826,000	270,300	1,096,900
EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	277,800	0	277,800
District Identity & Streetscape Improvement	163,422	137,778	301,200
Administration	131,778	54,422	186,200
Donated Services	34,000	6,000	40,000
TOTAL EXPENSES	607,000	198,200	805,200
Designated Projects	156,000	50,000	206,000
Contingency Reserve	63,600	22,100	85,700

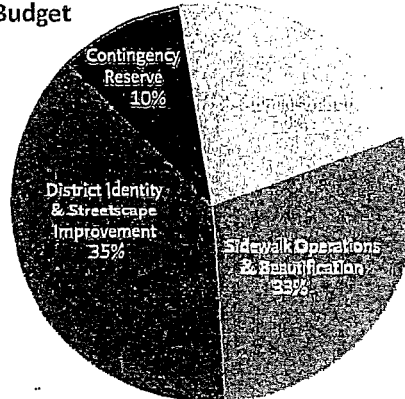
2010-11 Carryover Disbursement

'10-'11 DESIGNATED PROJECTS FOR '11-'12	CARRYOVER
Public Realm Projects	106,000
DISI Special Marketing Projects	50,000
SOBO Special Street Projects	50,000
TOTAL CARRYOVER DISBURSEMENT	206,000

2010-2011
Budget

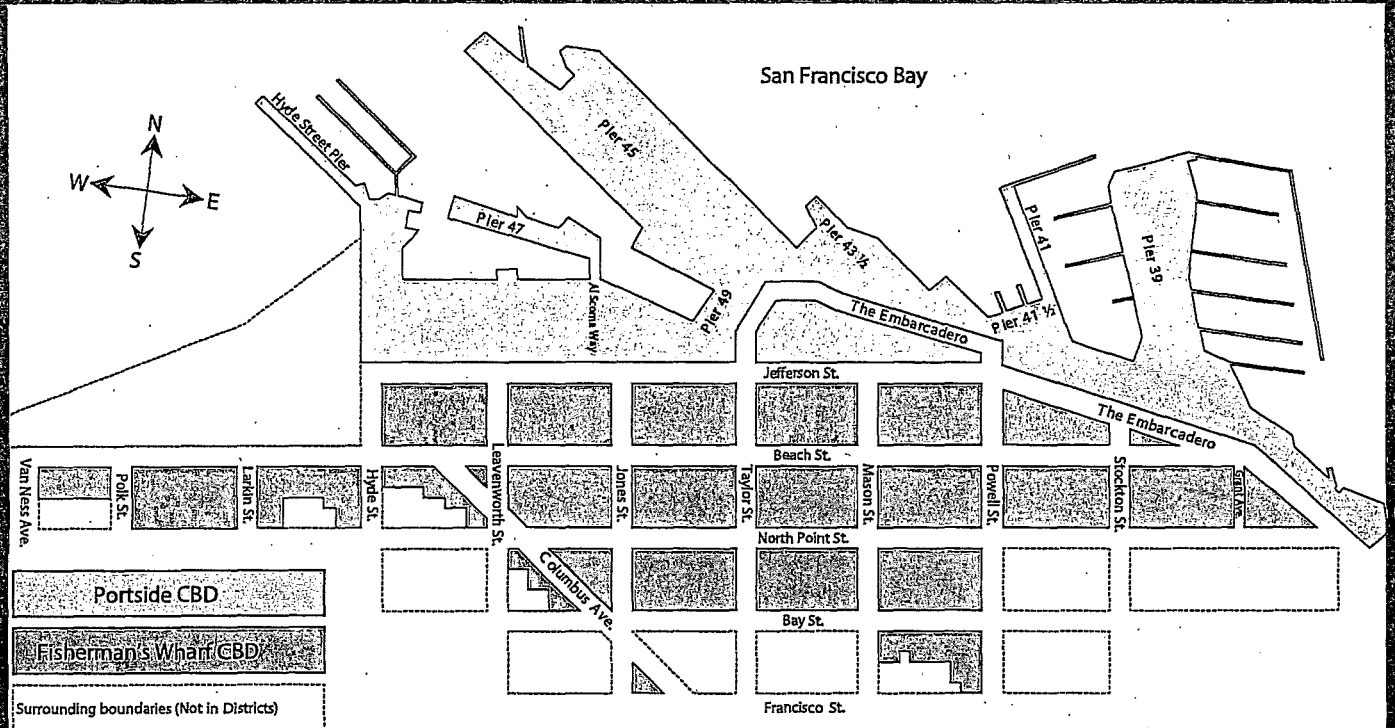


2011-2012
Budget





Area Map Of The Fisherman's Wharf Community Benefit District



2009-2010 Board of Directors

PRESIDENT:

David Berbey, Portco, Inc.

VICE PRESIDENT:

Nunzio Alioto, Alioto's #8

SECRETARY:

Kathy Paver, PIER 39

TREASURER:

Aline Estournes, Northpoint Shopping Centre

IMMEDIATE PAST PRESIDENT:

Rodney Fong, The Wax Museum at Fisherman's Wharf

BOARD MEMBERS:

Frank Alioto, P&A Alioto Properties
 Robert Brooks, Castagnola's
 Gary Burns, Tarantino's
 John Cannizzaro, Jefferson Building, Inc.
 Tom Creardon, Scoma's
 Lou Cuneo, American Academy of Ophthalmology
 Jacqueline Douglas, Wacky Jacky Sport Fishing
 Dania Duke, The Hyatt at Fisherman's Wharf
 Tom Escher, Red and White Fleet
 Betty Foote, Resident
 David Harrison, THE CANNERY
 John Henry, The Radisson Hotel
 Brian Huber, MapWest
 Paul Miller, Boudin
 Jan Misch, The Tuscan Inn
 Jeff Sears, Blazing Saddles
 Dante Serafini, The Franciscan Crab

Restaurant

Craig Schwan, The Sheraton Hotel
 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.
 Mike LaRocca, A LaRocca Seafood

EXECUTIVE DIRECTOR

Kevin Carroll

SERVICES COORDINATOR

Troy Campbell

Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

2801 Leavenworth Street, Suite B-16, San Francisco, CA 94133
 415.673.3530 | 415.673.2527 | info@visitfishermanswharf.com
 www.visitfishermanswharf.com



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report 2011-2012

STATEMENT OF PURPOSE 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 • Emergency Preparedness

Dear Community Member,

August 2012

The 2011-2012 fiscal year saw the continued growth and success of our organization. Now in its seventh year of operation the Fisherman's Wharf Community Benefit District (FWCBD) has built very 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.

We are happy to report that the Public Realm Plan for Fisherman's Wharf has continued to gain both momentum and support. The plan has received wide support not only from the community, but also from Mayor Ed Lee and the Mayor's Office of Economic and Workplace Development, Supervisor David Chiu, the San Francisco Planning Department, the Port of San Francisco, SPUR and the Bay Trail Project. The FWCBD has shared in the funding of the Environment Review Process (ER) through a collaborative partnership with the SF Planning Department, the Port of San Francisco and the Mayor's Office. The Preliminary Mitigated Negative Declaration was finalized in August of 2011 which was a major milestone for the plan. With funding and community outreach and information, the start of the project is being coordinated in the fall of 2012.

Special events continued to draw significant numbers of visitors to Fisherman's Wharf. Fleet Week 2011 was extremely successful becoming the largest Fleet Week in North America. We are convinced that the preparations and plans for welcoming the America's Cup to the waterfront will benefit Fisherman's Wharf beyond the race itself through permanent changes to transportation and event management that can be applied throughout the year.

Our accomplishments are included in this annual report, but here are a few highlights:

- Our new ambassador program has been successful in welcoming visitors and assisting them and also for making the wharf safer and cleaner.
 - We have helped support restaurants within the district by working hard to keep mobile food carts from gaining authorization to operate here.
 - Worked with the Port of San Francisco, the SF Planning Department and Supervisor Chiu's office to clarify and amend zoning issues in the district.
 - Created a safe and more welcoming corridor on Taylor Street from the Cable Car turnaround to Jefferson Street by permanently lighting of all the trees.
 - Partnered with the City of San Francisco to support another successful July Celebration on Fisherman's Wharf.
 - Supported the City of San Francisco's Sunday Streets program by holding a Family Fitness Fair in the heart of Fisherman's Wharf.
 - Produced the fifth Annual EIR safe emergency preparedness Drill on Pier 45, which included strong media coverage and was shot by film school students for a subsequent public service announcement video.
 - Supported the most successful Fleet Week San Francisco to date through the major sponsorship for Fisherman's Wharf that delivered hundreds of thousands of visitors to the Wharf.
 - Continued implementation of an \$80,000, two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman's Wharf a Zero Waste zone.
 - Improved the Joseph Conrad Square repair for visitors and residents through an organized effort with the SF's local businesses and the Recreation and Park Department.
 - Offered a series of free workshops about sustainability, zero waste and social media for district businesses and property owners.
 - Launched a new visitfishermanswharf.com website that includes social media integration and allows FWCBD staff to fully edit the website.
- We 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 would ask that you consider joining one of our committees where you can make a difference.

Regards,


 David Barbey, President


 Troy Campbell, Executive Director

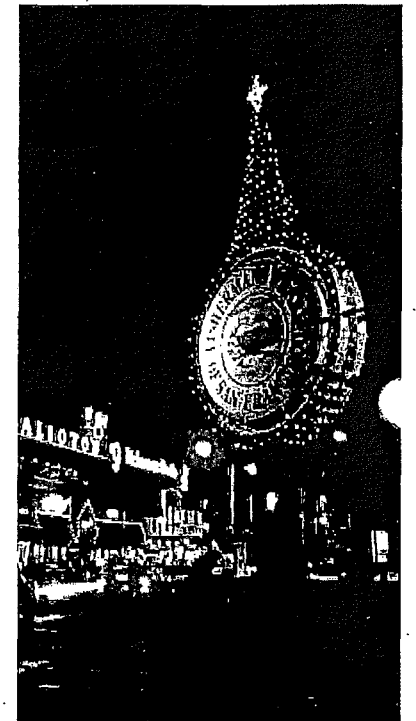


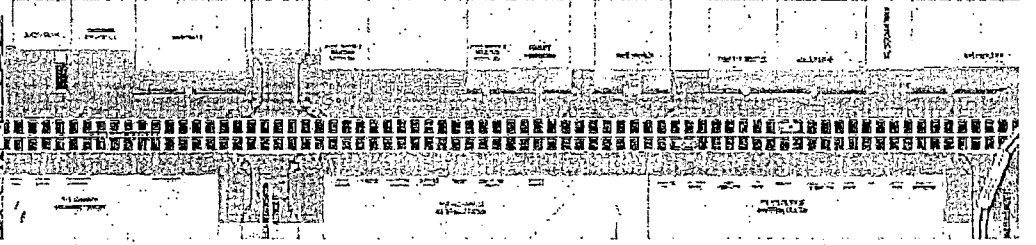
District Identity and Street Improvements (DISI): Marketing

- Provided event sponsorship for the 2011 Fourth of July Celebration as well as a web-site build-out and the production of an event flyer distributed to local businesses and hotels.
- Sponsored the 2011 Salmon Aid event at the Aquarium of the Bay, The Bay Institute's Annual Gala and The Telegraph Hill Neighborhood Center's Annual Fundraising Dinner.
- For Fleet Week 2011, the FWCBD provided major sponsorship to include print and broadcast media. The district participated in a Fleet Week guide with special offers for military personnel and visitors. The FWCBD also produced an event listing for the weeklong of events that was distributed to businesses and hotels.
- Production of the Holiday Lights & Sights boat parade with over 40 boats from the Fishing Fleet, St. Francis Yacht Club, SF Fire and Police Departments, PIER 39 Harbor and Blue & Gold Fleet. The event was covered by over 20 major news markets and seen by over 500,000 people.
- Lighted the world famous "Crab Wheel" for the holidays.
- Coverage by KCBS and the San Francisco Chronicle for the 5th Annual PIERsafe drill.
- Website: The official Fisherman's Wharf website, www.visitfishermanswharf.com, was redesigned and launched in early December 2011. The new site can be managed directly by the FWCBD staff, is fully integrated with smart phones and Facebook and has a news blog people can subscribe to. The website was visited by over 210,000 people which was an increase from the previous fiscal year by 16%.
- Social media: Facebook followers has increased 32% from the previous year in regards to the amount of users who have engaged, viewed or consumed content from the Fisherman's Wharf page.
- Fisherman's Wharf was the inaugural site for the 2012 Sunday Streets events throughout the city. The FWCBD was featured in the City Hall press conference and received print and online media coverage. The FWCBD

also organized and sponsored a Family Fun Fair in the parking lot at Jefferson and Mason that included games and activities for participating families.

The FWCBD continued its partnership with SF Travel a Chaperon by running ads in their publications and on the SF Travel website.





Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

- Expanded to 75 Flower Baskets (Replanted in October 2011 and June 2012).
- Maintained the lighted trees along Taylor Street from Jefferson Street to Bay Street.
- Lighted the Crab Wheel at Jefferson & Taylor for the holiday season.

STREET MAINTENANCE

- Sidewalk Steam Cleaning.
- Ongoing Graffiti Abatement.
- Contract with CMSC to provide litter collection and cleaning services seven days a week and 12 hours per day from May to October.

SECURITY

- Expanded the existing SFPD 10B coverage to seven days a week up to Fleet Week (early October). From July to October our 10B officers issued over 160 citations and made over 20 arrests.
- Participated on the Central Station's Community Police Advisory Board.
- Held bi-monthly SFPD Community Meetings.
- Actively worked with SFPD to curtail aggressive panhandling and chronic behavioral issues in the district.
- Provided cell phones to the two regularly scheduled SFPD beat officers to allow the FWCBD to easily contact them with issues that arise.
- In July 2012 the FWCBD contracted with Service Group Incorporated and hired one full time and one part time Visitor Ambassador. These year round ambassadors not only assist visitors with directions and questions, but also aid law enforcement, the Port of San Francisco and the homeless at the wharf.

PIERsafe

- Monthly PIERsafe Meetings held on the first Wednesday of the month.
- Weekly tests of the FishNet radio network that includes over 15 participating members.
- SFPD NERT training and certifications sessions held in September 2011 and April 2012 (over 160 attendees).
- The 5th Annual Emergency Preparedness Drill held on

October 14, 2011 had over 50 participants and was covered by local television & radio stations.

- Printed "Essential Contact Numbers" wallet cards that were distributed in the district which also contained information about emergency preparedness.

TRANSPORTATION TASKFORCE

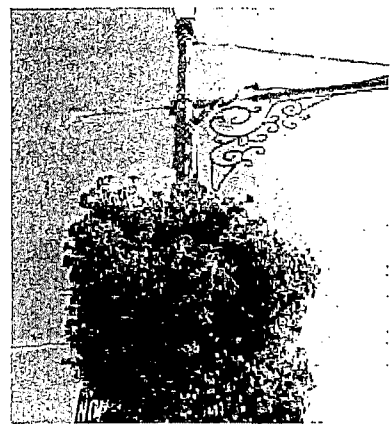
- Worked with the MTA supported expansion of the F-Line service to the wharf.
- Committee met to continue work on congestion related to tour buses, short term parking solutions and the lack of long-term parking alternatives.

SUSTAINABILITY COMMITTEE

- Continued work on the \$80,000 two-year grant from the Department of Environment to implement a zero waste program on the wharf.
- Created a Zero Waste Business Recognition Program for Fisherman's Wharf to recognize those businesses recycling 90% or more of their waste.

COMMUNITY DEVELOPMENT COMMITTEE

- Partnered with the Academy of Art University and their Landscape Design program to create ideas and conceptual drawings for a redesigned Conrad Park.



Public Realm Plan

Since 2006 the Fisherman's Wharf CBD has been working closely with the San Francisco Planning Department to explore improvements to the area. The public realm plans outlined in the Fisherman's Wharf CBD Vision Plan have continued to gain momentum and support. Several Community Planning Workshops were held to help shape the program. Consensus was gained on the six key elements of the plan including:

- Pedestrian friendly streets and sidewalks
- Safe routes for bicycles
- Good for commerce
- Works well with transit
- Eases traffic congestion
- Facilitates Parking

The plan calls for the redesigning of Jefferson Street and the Embarcadero from Aquatic Park to Pier 35 and includes designs for upgrades to appearance and pedestrian usability, as well as modifications to traffic flow. Specific improvements proposed involve the widening of sidewalks, creating much-needed bicycle lanes, and providing uncomplicated instruction and access to parking facilities.

The improvements to the streets and sidewalks will result in the increased safety and overall positive experience of pedestrians and bicyclists, while also helping to alleviate the common complaint of overcrowding.

The Jefferson Street upgrade is one of five components in the plans for Fisherman's Wharf. Other components include:

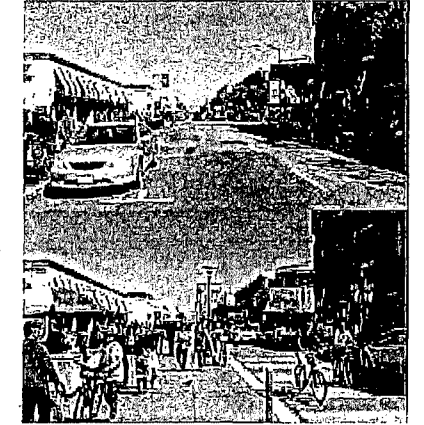
- Dynamic electronic parking signage
- Open space design
- Urban design guidelines for new development
- Streetscape lighting and landscaping

The FWCBD has shared in the financing of both the Mitigated Negative Declaration and the construction drawings for the Public Realm Plan. In late 2011, the FWCBD contracted with ROMA Design to complete the detailed design plans for Jefferson Street.

In January of 2012, the CBD worked with the San Francisco Planning Department and ROMA design to produce two community meetings that were attended by over 100 people from the Fisherman's Wharf community. Speakers included Supervisor David Chiu, Boris Dramov from ROMA Design and Neel Hrushowy from San Francisco Planning.

In May of 2012, the CBD again partnered with the San Francisco Planning Department and DPW to hold another community meeting at the Bay Theater at PIER 39.

The FWCBD continues its commitment to perform outreach and will continue to work with The Department of Public Works, Pacific Gas & Electric and the San Francisco Planning Department to make sure the community is kept abreast and informed on all aspects of construction as the project continues on its forward trajectory.





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 foot 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:

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 \$ 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
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 Total assessment: = \$1,018.21 per year

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\$ 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 USE CODE	CATEGORY
A	Retail space, hotels, motels, visitor related
B	Office and Commercial uses, free standing parking structures
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D	Institutional (City, County, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt, affordable housing, rent-controlled housing
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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.

2011 - 2012 Balance Sheet

ASSETS	
CURRENT ASSETS	
Cash	52,383
Savings & Short Term Investments	282,184
Total Cash/Short Term Investments	334,567
ACCOUNTS RECEIVABLE	
Accounts Receivables Year-End	73,334
Grants Receivable	32,260
Total Accounts Receivable	105,594
OTHER CURRENT ASSETS	
Prepaid Expenses & Insurance	11,115
Total Other Current Assets	11,115
FIXED ASSETS	
Total fixed assets net of accumulated depreciation	56,555
TOTAL ASSETS	507,831
LIABILITIES & EQUITY	
LIABILITIES	
Accounts Payable	22,218
Accrued Expenses Year-End	8,112
Total Liabilities	30,330
EQUITY	
Total Equity	477,501
TOTAL LIABILITIES & EQUITY	507,831

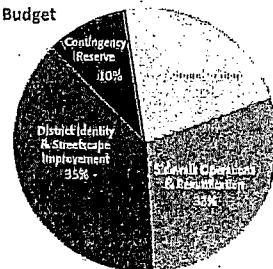
2011-12 Carryover Disbursement

'11-'12 DESIGNATED PROJECTS FOR '12-'13	CARRYOVER
Public Realm Projects	50,000
DISI Special Marketing Projects	127,000
SOBO Special Street Projects	127,000
TOTAL CARRYOVER DISBURSEMENT	304,000

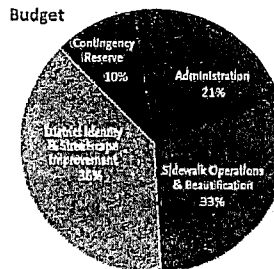
July 1, 2011 - June 30, 2012 (Budget vs Actual)

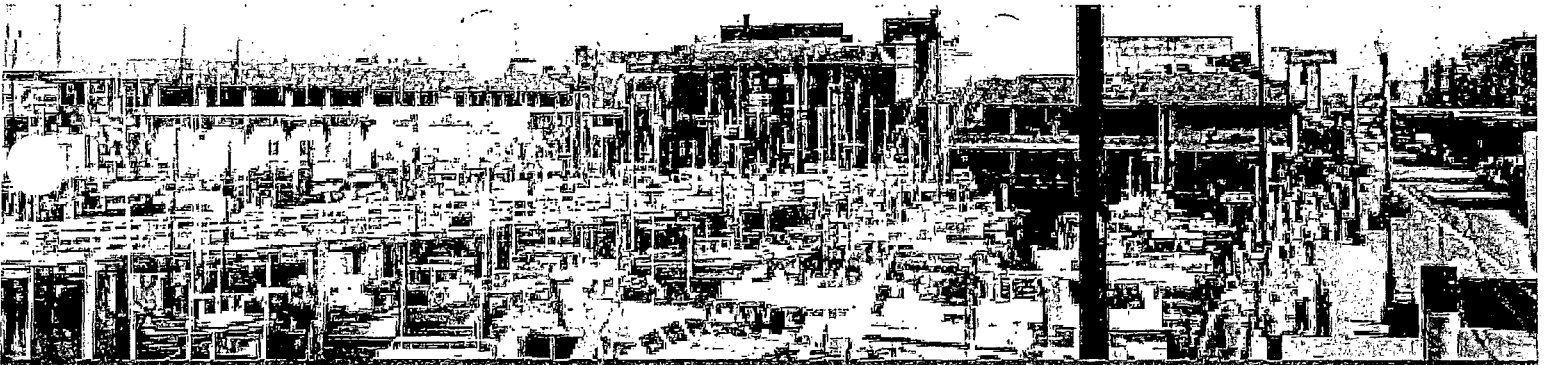
REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Carry over from fiscal year 11/12	206,000	206,000	0	0%
Assessments-Landside	565,564	589,600	(24,036)	-4%
Assessments-Portside	187,464	186,300	(1,164)	1%
Program Sponsorship/Grants	0	75,000	(75,000)	-100%
Individual/Business Contribution	7,500	0	7,500	100
Interest Savings/Short-Term Investment	2,195	0	2,195	100%
Donated Services	39,225	40,000	(775)	-2%
TOTAL REVENUE	1,007,948	1,036,900	(88,952)	-8%
EXPENSE				
Sidewalk Operations & Beautification	268,474	277,800	(9,326)	-3%
District Identity & Streetscape Improvement	267,440	301,200	(33,760)	-11%
Administration	173,137	186,200	(13,063)	-7%
Donated Services	39,225	40,000	(775)	-2%
TOTAL EXPENSES	748,276	805,200	(56,924)	-7%
DESIGNATED PROJECTS	41,217	206,000	(164,783)	-80%
CONTINGENCY RESERVE	85,700	85,700	0	0
2011-2012 REVENUE OVER EXPENSES	132,755	0	132,755	100%
July 2012 - June 2013 Budget				
REVENUE	LAND-SIDE	PORT-SIDE	TOTAL	
Carry over from fiscal year 2010-2011	204,000	100,000	304,000	
Board Designated Fund - Zero Waste Program	30,000	0	30,000	
Assessments	617,600	198,000	815,600	
Donated Services	34,000	6,000	40,000	
TOTAL REVENUE	885,600	304,000	1,189,600	
EXPENSE				
Sidewalk Operations & Beautification	279,800	0	279,800	
District Identity & Streetscape Improvement	168,450	138,810	307,300	
Administration	139,000	34,500	173,500	
Donated Services	34,000	6,000	40,000	
TOTAL EXPENSES	621,250	179,310	800,600	
Designated Projects	204,000	100,000	304,000	
Contingency Reserve	63,310	24,690	85,000	
NET INCOME	0	0	0	

2011-2012 Budget

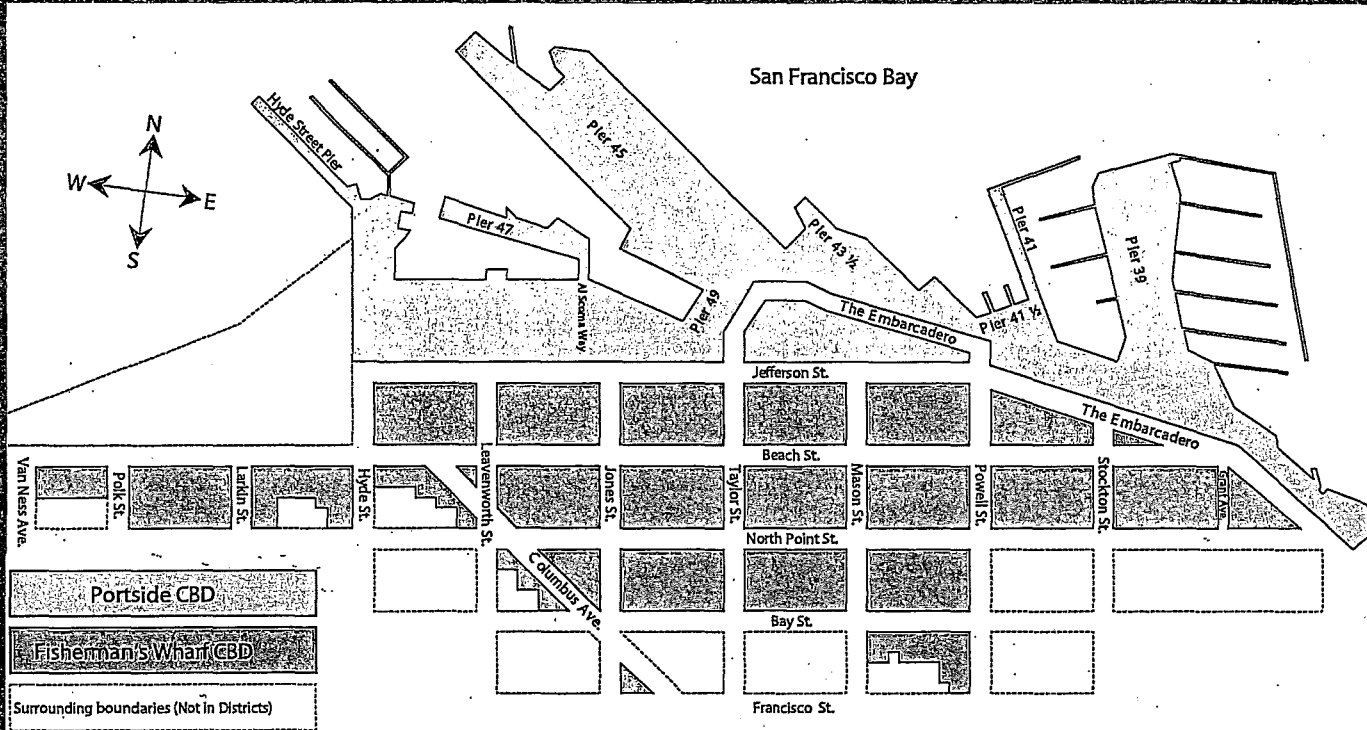


2012-2013 Budget





Area Map Of The Fisherman's Wharf Community Benefit District



2011-2012 Board of Directors

PRESIDENT

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VICE PRESIDENT

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Ophthalmology

Jacqueline Douglas, Wacky Jacky Sport Fishing

Jane Eichlin, Ghirardelli Square

Dania Duke, The Hyatt at Fisherman's Wharf

Tom Escher, Red and White Fleet

Betty Foote, Resident

Brian Huber, MapWest

Paul Miller, Boudin

Jan Misch, The Tuscan Inn

Jeff Sears, Blazing Saddles

Dante Serafini, The Franciscan Crab Restaurant

Craig Schwan, The Sheraton Hotel

Tony Smith, Anchorage Square, CBRE

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.

Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR

Troy Campbell

PROGRAM MANAGER

Reuel Daniels

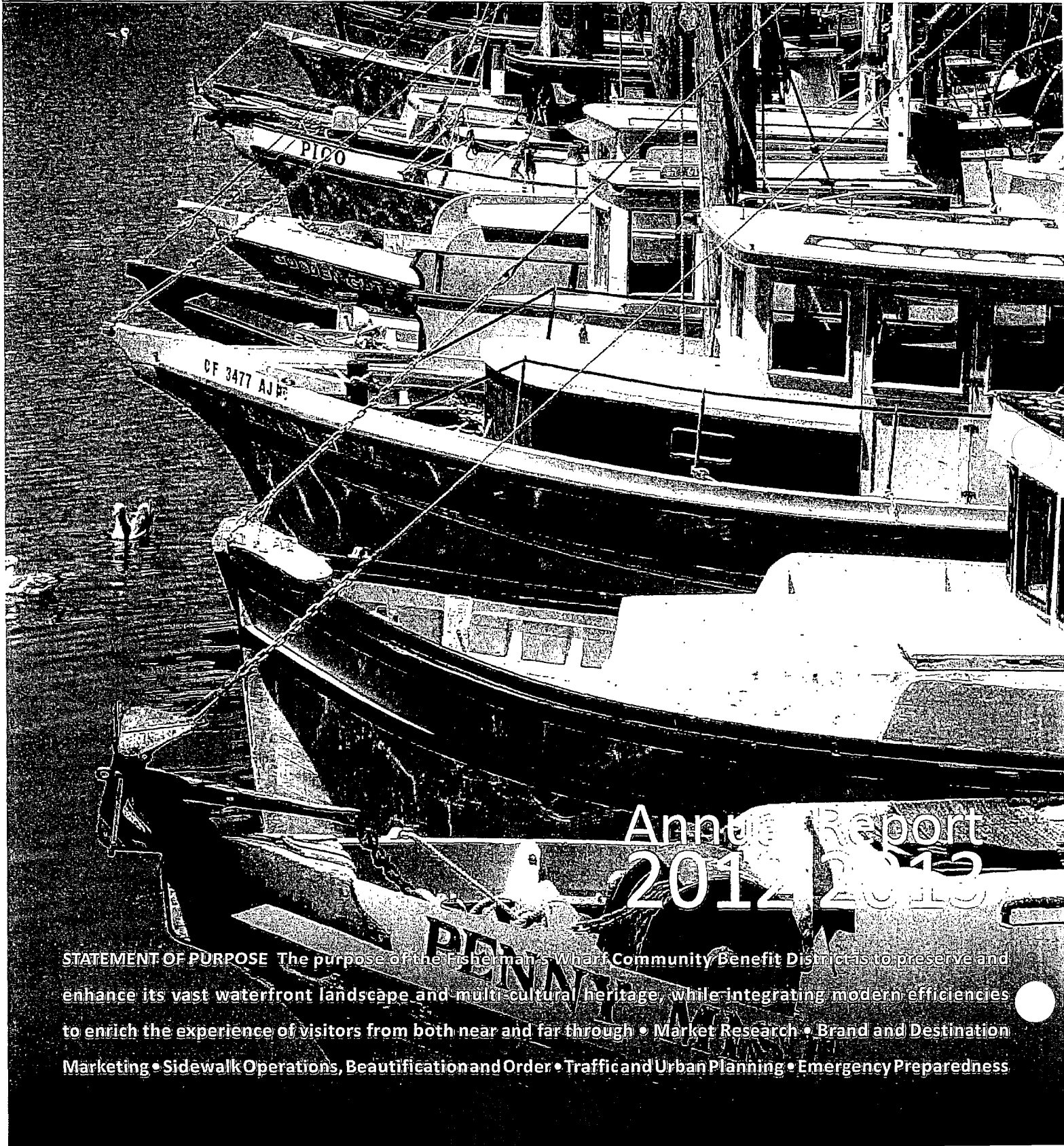
Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

2801 Leavenworth Street, Suite B-16, San Francisco, CA 94133
415-673-3530 | 415-673-2527 | info@visitfishermanswharf.com
www.visitfishermanswharf.com



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report 2012-2013

STATEMENT OF PURPOSE 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 • Emergency Preparedness

Dear Community Member,

July 2013

The 2012-2013 fiscal year saw the continued growth and success of our organization. Now in its eighth year of operation the Fisherman's Wharf Community Benefit District (FWCBD) has built very 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.

We are happy to report that the first phase of the Public Health Plan for Jefferson Street at Fisherman's Wharf was completed in June of 2013 and that support for phase 2 has continued to gain both momentum and support. At the June 20th Ribbon Cutting event, Mayor Ed Lee and Supervisor Doolittle both committed to helping find the additional funds needed to complete the last three blocks of that plan from Rowell Street to Jones Street. The FWCBD has also committed to assist with funding when we can and continue the community outreach needed to keep the district informed. It would like to take this time to thank all of those who have supported this effort as well as the city agencies, employees and elected officials that helped make this a reality.

Our accomplishments are included in this annual report but there are a few highlights:

- Made improvements to our Ambassador program which has been successful in welcoming and assisting visitors to the area as well as making the wharf safer and cleaner.
- Worked with supervisor Scott Wiener's office on improving the Mobile Food Facility legislation for the city of San Francisco.
- Assisted Supervisor Doolittle on a resolution which was passed by the Board of Supervisors to keep Alcatraz Landing at the Wharf.
- We worked with SF Travel and other partner organizations to oppose Assembly Bill 5.
- Created a safe and more welcoming corridor on Taylor Street from the cable car turnaround to Jefferson Street by permanently lighting all the trees.
- Partnered with the city of San Francisco to support the successful 4th of July Celebration on Fisherman's Wharf.
- Supported the city of San Francisco's Sunday Streets program by holding a Family Fitness Fair in the heart of Fisherman's Wharf.
- Produced the 6th Annual Fire Safe Emergency Preparedness Drill at Aquatic Park.
- We continued our support for Fleet Week San Francisco through major sponsorship on behalf of Fisherman's Wharf which to date has delivered hundreds of thousands of visitors to the Wharf.
- Completed the implementation of an \$80,000, two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman's Wharf a Zero Waste Zone.
- Improved the Joseph Conrad Square park for visitors and residents through an organized effort with the SFDP, local businesses and the Recreation and Parks Department.
- Produced the "Grab Fest" event in December which raised over \$5000 for local charities.
- Replaced the iconic Fisherman's Wharf "Crab Wheel" landmark in the corner of Jefferson and Taylor Streets.

We 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 would ask that you consider joining one of our committees where you can make a difference.

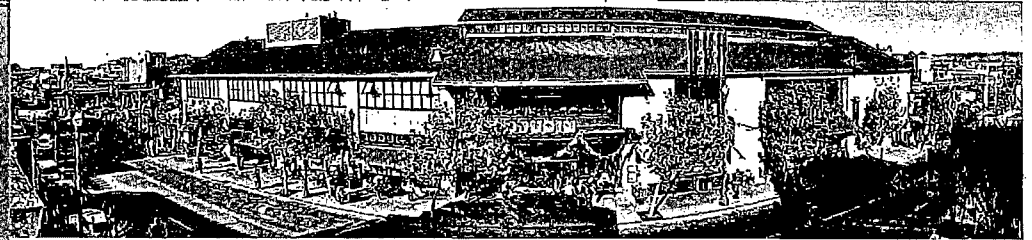
Regards,

David Berbey

President

Troy Campbell

Executive Director



District Identity and Street Improvements (DISI): Marketing

- Provided event sponsorship for the 2012 Fourth of July Celebration as well as a web site build-out and production of an event flyer distributed to local businesses, hotels and visitor centers.
- For Fleet Week 2012, the FWCBD provided major sponsorship to include print and broadcast media. The FWCBD also produced a jumbo postcard flyer with all the Fleet Week and America's Cup events on one side and MTA transit information and map on the reverse side. These were distributed to businesses, visitor centers, hotels and docents who were positioned at all F/E Line stops between AT&T Park and Fisherman's Wharf.
- Supported the community by sponsoring these additional events: SF Ocean Film Festival, Opening Day on the Bay, Ghirardelli Chocolate Festival, SF Senior Center's 65th Anniversary Gala, The Bay Institute's Annual Gala, the Telegraph Hill Neighborhood Center Gala and the Fisherman's Wharf Merchant Association's Golf Tournament.
- Partnered with the St. Francis Yacht Club to help produce the annual "Lighted Boat Parade".
- Provided lights to the Sport Fishing Fleet so they could decorate their boats located in the inner lagoon.
- Lighted the world famous "Crab Wheel" for the holidays.
- Produced a "Lagoon Concert and Lighting" event and worked with a local bus company to bring children from the Bayview YMCA and Telegraph Hill Neighborhood center.
- Partnered with Andrew Freeman & Co. to produce "Crab Fest 2012" which included 10 restaurants, Honest Tea and Treasure Island Winery. The sold out event raised over \$5000 for two local charities and received a high degree of media coverage and mentions from SF Travel, The Guardian, KTVU, KGO, KCBS and the Food Channel.
- The official Fisherman's Wharf website, www.visitfishermanswharf.com, received an updated mobile version.
- Fisherman's Wharf was the inaugural site for the 2012 Sunday Streets events throughout the city. The FWCBD also organized and sponsored a Family Fun Fair in the parking lot at Jefferson and Mason that included garr and activities for participating families.
- The FWCBD continued its partnership with SF Travel and Chaperon Visitor guide by running ads in their publications and on the SF Travel website.
- Reprinted 80,000 Fisherman's Wharf brochures due to the increased demand from visitors. These brochures are distributed to 9 California Welcome Centers and at over 1400 tourist sites and hotels across the state.
- We partnered with the Port of San Francisco on a full page editorial ad in US Air's inflight magazine in January.
- In April the FWCBD partnered with SF Travel to host over 50 travel writers and editors at the wharf for an evening of tours and hosted food. This resulted in an editorial story on San Francisco and the Wharf in USA Today.
- The FWCBD completed filming 4 interviews of longtime residents and business owners at the wharf about their memories and recollections of the wharf. These interviews will be donated to the National Parks in order to help preserve the wharf's heritage and will be used by the FWCBD to create video shorts to share through social media outlets.





Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION & MAINTENANCE

- Replacement of the Iconic Crab Wheel sign at Jefferson and Taylor, a project the FWCBD spearheaded and provided the majority of the funding for.
- Maintained and replaced the 67 flower baskets in the district. (Replanted in October 2012 and June 2013).
- Lighted the Crab Wheel at Jefferson & Taylor for the holiday season.
- Maintained the lighted trees along Taylor Street from Jefferson Street to Bay Street.
- Annual sidewalk steam cleaning.
- Ongoing graffiti abatement cleaned within 48 hours of being reported.

Instituted a new program that will provide the district with year round litter collection rather than a seasonal service.

SECURITY

- Provided SFPD 10B coverage (off duty SFPD Officers). The officers for the fiscal year gave out 234 citations and made over 21 arrests.
- Representation 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.
- Actively worked with SFPD to curtail aggressive panhandling and chronic behavioral issues in the district.
- Provided cell phones to the both Fisherman's Wharf SFPD beat officers and the 10B officers so that the FWCBD and the community can easily contact them when on duty.
- In June of 2013 the FWCBD expanded our Ambassador program with Block by Block to offer two full time and one part time ambassador whose duties are tailor made for the needs of the district. These year round ambassadors not only assist visitors with directions and questions, but they will clean graffiti in the district, power wash sidewalks, collect litter and aid law enforcement and the Port of San Francisco.

PIERsafe

- Held monthly PIERsafe Meetings held on the first Wednesday of the month.
- Weekly tests of the FishNet radio network that includes over 15 participating members.
- SFPD NERT training and certification sessions held in September 2012 and April 2013 (over 160 attendees).
- The 6th Annual Emergency Preparedness Drill held in the fall of 2012 had over 50 participants.
- Reprinted "Essential Contact Numbers" wallet cards that were distributed in the district.

SUSTAINABILITY

- Over 100 businesses have received zero waste training, signage, and/or change in service due to the Zero Waste Grant.
- We have launched the Zero Waste Business recognition program and creation of a new Zero Waste Business Logo to recognize those businesses that have achieved a 90% diversion rate toward being a completely zero waste business.
- Through our partner L2 Environmental, organized a peer-to-peer tour of Scoma's ZW program for other FW businesses.
- On March 18th the FWCBD hosted a tour for the International Zero Waste Conference which highlighted the efforts of Scoma's and TwoxSea Fish processors. The event also included a viewing of the highly acclaimed documentary "Trashed" at the Bay Theater.
- We held an E-Waste Collection event, free for district members, which resulted in the collection of over 3500 lbs. of E Waste.
- The FWCBD Hosted a National Recycle Day in partnership with Keep CA Beautiful, the NPS, PIER 39 and the Port of SF where hundreds of volunteers worked to educate visitors on public space recycling and composting, held a cleanup project at the Hyde Street Pier, a beach and park cleanup at Aquatic Park and an underwater cleanup at Pier 39.

Public Realm and Urban Planning

On January 2 of 2013 construction began on Phase 1 of the Jefferson Street project, something the FWCBD has been working towards since 2006.

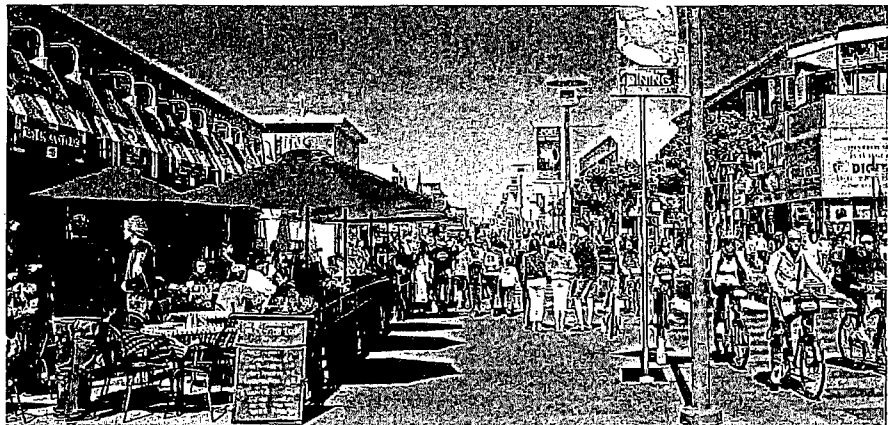
In August of 2012 the CBD hosted a public meeting that filled in all the final details about the project for the community; we then followed up that meeting with a series of over 18 community meetings so that local businesses could meet directly with DPW during construction.

In preparation for the impending construction, the FWCBD built the website NewJeffersonStreet.com. The website contains the vision documents for the project, a Q & A section, construction alerts, media stories and a meeting calendar. The site was designed to educate people about the project as well as a way for the FWCBD and the Department of Public Works to relay information to business and property owners about the project. In addition, the FWCBD also maintained a Facebook page that tracked the project and provided pictures and updates of the project as it progressed.

On June 20, 2013 the project was completed and the FWCBD partnered with DPW to hold a ribbon cutting event which was attended by Mayor Ed Lee, Board of Supervisors President David Chiu and the Director of DPW, Mohammed Nuru. The event was well attended and received heavy media coverage as well as a commitment from the Mayor to assist with locating the additional funding needed to complete Phase 2.

Articles were subsequently written by SF Streetsblog, The San Francisco Chronicle and Curbed SF. Additional media coverage was done by KNTV, KSTS, KPX, KTVU and KQED. The coverage had an estimated worth of over \$25,000 and reached approximately 316,000 people.

The FWCBD continues its commitment to perform outreach and will continue to work with The Department of Public Works, the San Francisco Planning Department and the Port of San Francisco to make sure the community is kept abreast and informed on all aspects of Phase 2 of the project as we work to locate funding to move forward.



596



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:

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

* 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, School, 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 ped/cab company. The assessments range from \$250 to \$2,000.

2011 – 2012 Balance Sheet

ASSETS	
CURRENT ASSETS	
Cash	47,464
Savings & Short Term Investments	312,461
Total Cash/Short Term Investments	359,925
ACCOUNTS RECEIVABLE	
Grants Receivable	8,460
Total Accounts Receivable	8,460
OTHER CURRENT ASSETS	
Accounts Receivables Year-End	16,848
Prepaid Expenses & Insurance	11,770
Total Other Current Assets	28,618
FIXED ASSETS	
Total fixed assets net of accumulated depreciation	52,292
TOTAL ASSETS	449,295
LIABILITIES & EQUITY	
LIABILITIES	
Accounts Payable	31,160
Accrued Expenses Year-End	12,056
Total Liabilities	43,216
EQUITY	
Total Equity	406,080
TOTAL LIABILITIES & EQUITY	449,296

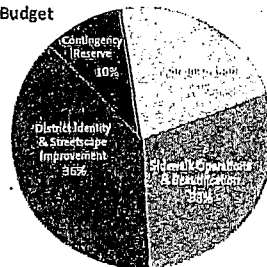
July 1, 2012– June 30, 2013 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Carry over from fiscal year 11/12	267,010	304,000	(36,990)	-12%
Assessments-Landside	609,603	617,600	(7,997)	-1%
Assessments-Portside	189,163	198,000	(8,837)	-4%
Program Sponsorship/Grants	30,000	30,000	(0)	0%
Special Events	5,117	0	5,117	100%
Interest Savings/Short-Term Investment	767	0	767	100%
Donated Services	47,086	40,000	(7,086)	18%
TOTAL REVENUE	1,148,748	1,189,600	(40,852)	-3%
EXPENSE				
Sidewalk Operations & Beautification	265,305	279,800	(14,495)	-5%
District Identity & Streetscape Improvement	297,687	307,300	(9,613)	-3%
Administration	177,412	173,500	3,912	2%
Donated Services	47,086	40,000	(7,086)	18%
TOTAL EXPENSES	787,490	800,600	(13,110)	-2%
DESIGNATED PROJECTS	96,678	304,000	(207,322)	32%
CONTINGENCY RESERVE	85,000	85,000	0	0
2011-2012 REVENUE OVER EXPENSES	177,578	0	177,578	0

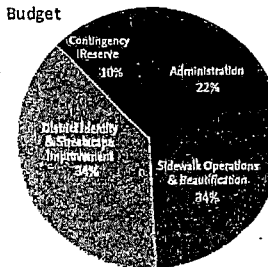
July 2013 - June 2014 Budget

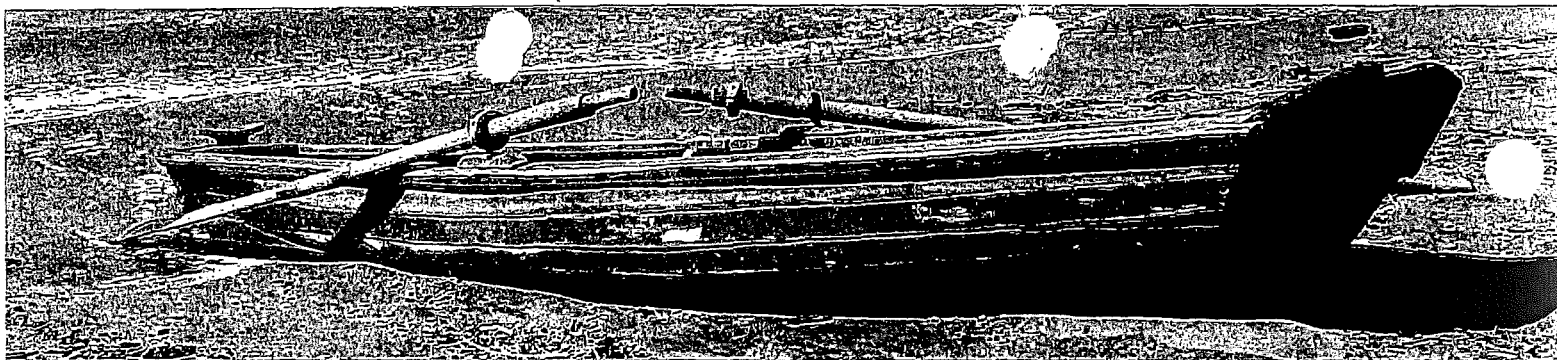
REVENUE	LAND-SIDE	PORT-SIDE	TOTAL
Carry over from fiscal year 2011-2012	152,546	75,135	227,681
Assessments	631,200	217,200	848,400
Donated Services	34,000	6,000	40,000
TOTAL REVENUE	817,746	298,335	1,116,081
EXPENSE			
Sidewalk Operations & Beautification	292,600	0	292,600
District Identity & Streetscape Improvement	160,000	130,910	290,910
Administration	144,472	36,118	180,590
Donated Services	34,000	6,000	40,000
TOTAL EXPENSES	631,072	173,028	804,100
Designated Projects	152,546	75,135	227,681
Contingency Reserve	63,310	24,690	88,000
NET INCOME	0	0	0

2012-2013 Budget

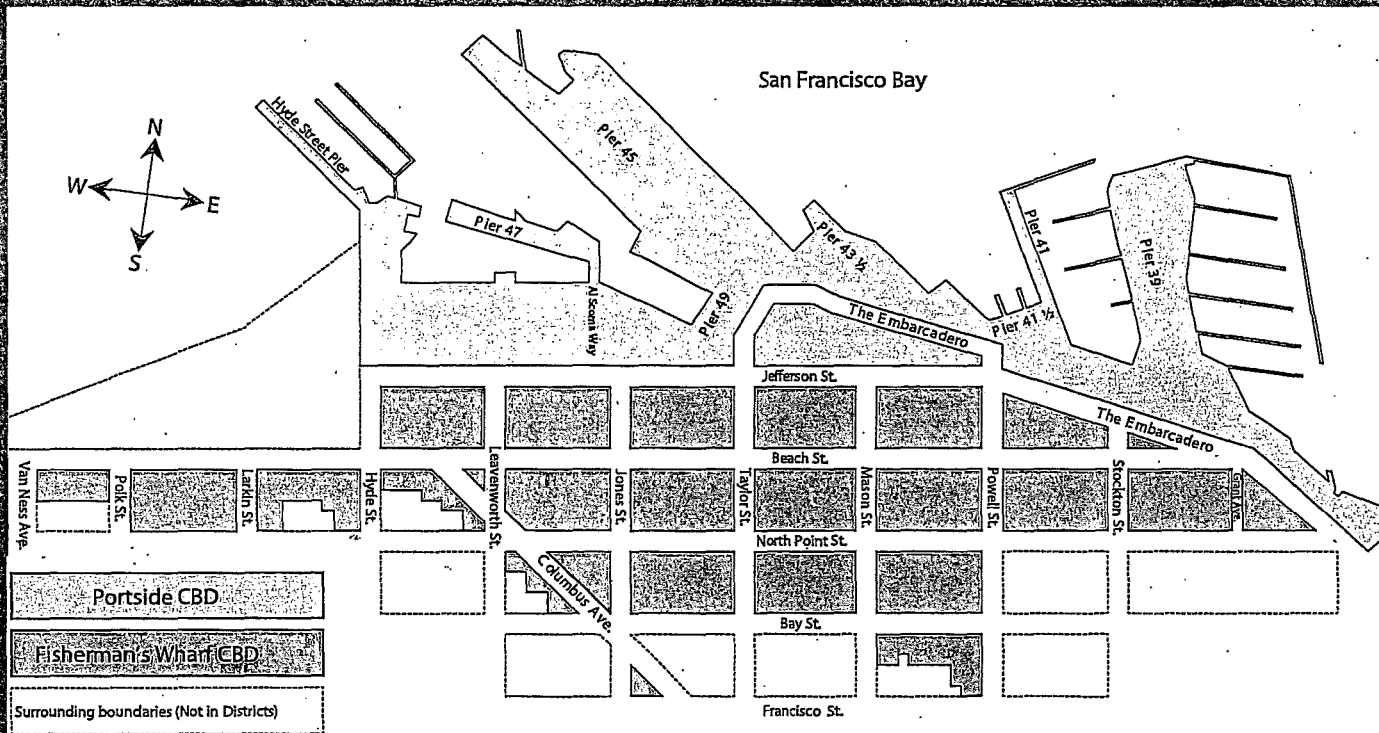


2013-2014 Budget





Area Map Of The Fisherman's Wharf Community Benefit District



2012-2013 Board of Directors

PRESIDENT

David Berbey, Portco, Inc.

VIC. PRESIDENT

Nunzio Alloto, Alloto's #8

SECRETARY

John Cannizzaro, Jefferson Building, Inc.

TREASURER

Aline Estournes, Northpoint Shopping Center

IMMEDIATE PAST PRESIDENT

Rodney Fong, The Wax Museum at Fisherman's Wharf

ASST. SECRETARY

Jeff Sears, Blazing Saddles

ASST. TREASURER

Lou Cuneo, American Academy of Ophthalmology

BOARD MEMBERS

Frank Alloto, F&A Alloto Properties

Gary Burns, Tarantino's

Chris Connors, Aquarium of the Bay

Tom Creedon, Scoma's

Jacqueline Douglas, Wacky Jacky Sport Fishing

Jane Echlin, Ghirardelli Square

Dania Duke, The Hyatt at Fisherman's Wharf

Tom Escher, Red and White Fleet

Brian Huber, MapWest

Paul Miller, Boudin

Jan Misch, The Tuscan Inn

Kathy Payer, PIER 39

Rebecca Delgado-Rottman, Academy of Art University

Dante Serafini, The Franciscan Restaurant

Craig Schwan, The Sheraton Hotel

Tony Smith, Anchorage Square, CBRE

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

Craig Vandermause, Ride the Ducks / Classic Cable Car

EXECUTIVE DIRECTOR

Troy Campbell

PROGRAM MANAGER

Reuel Daniels

MARKETING & COMMUNICATIONS MANAGER

Rachel Brown

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COMMUNITY BENEFIT DISTRICT

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2010

TABLE OF CONTENTS

ACCOUNTANTS' REVIEW REPORT	PAGE NO.	1
STATEMENT OF FINANCIAL POSITION June 30, 2010		2
STATEMENT OF ACTIVITIES Year ended June 30, 2010		3
STATEMENT OF CASH FLOWS Year ended June 30, 2010		4
NOTES TO FINANCIAL STATEMENTS		5-8
ADDITIONAL INFORMATION		
STATEMENT OF FUNCTIONAL EXPENSES Year ended June 30, 2010		9

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 nonprofit corporation) as of June 30, 2010 and the related statements of activities and cash flows for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. All information included in these financial statements is the representation of the management of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO.

A review consists principally of inquiries of organization personnel and analytical procedures applied to financial data. It is substantially less in scope than an audit in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

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 generally accepted accounting principles.

The additional information on page nine is presented for supplementary analysis purposes only and has not been subjected to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.

Barlow & Hughan

San Francisco, California
October 22, 2010

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2010

(See accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Contributions and sponsorships	\$ 36,800	\$ 5,825	\$ 42,625
Grants		25,250	25,250
Special benefit assessments	779,983		779,983
Interest and other income	<u>1,473</u>		<u>1,473</u>
	<u>818,256</u>	<u>31,075</u>	<u>849,331</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	193,874		193,874
Landside - Street operations, beautification and order	196,997		196,997
Pier - District identity and street improvements	123,508		123,508
General and administrative expenses	203,550		203,550
Fund-raising expenses	<u>4,700</u>		<u>4,700</u>
	<u>722,629</u>		<u>722,629</u>
CHANGE IN NET ASSETS	95,627	31,075	126,702
FUND BALANCES - Beginning of year	<u>312,819</u>		<u>312,819</u>
FUND BALANCES - End of year	<u>\$408,446</u>	<u>\$31,075</u>	<u>\$439,521</u>

1. See notes to financial statements.

Barlow & Hughs

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2010

(See accountants' review report)

INCREASE (DECREASE) IN CASH

CASH FLOWS FROM OPERATING ACTIVITIES

Assessments received	\$720,458
Cash paid to suppliers and employees	(702,684)
Grants and contributions received	42,625
Interest and other income received	<u>1,473</u>
Net cash provided by operating activities and net increase in cash	61,872

CASH - Beginning of year 225,809

CASH - End of year \$287,681

RECONCILIATION OF CHANGE IN NET ASSETS

TO NET CASH PROVIDED BY OPERATING ACTIVITIES

Change in net assets	\$126,702
Items not requiring cash:	
Depreciation and amortization	18,902
Uncollected assessments	19,567
Changes in assets and liabilities:	
Increase in assessments receivable	(59,525)
Increase in grants receivable	(25,250)
Decrease in prepaid costs	8,117
Decrease in accounts payable	<u>(26,641)</u>

NET CASH PROVIDED BY OPERATING ACTIVITIES \$ 61,872

See notes to financial statements.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2010

(See 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.

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 both would also expire upon the disestablishment of either of the Districts.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2010

(See 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.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2010 the Association had no permanently restricted net assets.

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.

Income Tax Status

The Internal Revenue Service has determined that the Association qualifies as a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Association 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 ended June 30, 2010.

Donated Services

A number of volunteers have donated significant amounts of time to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$50,125.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2010

(See accountants' review report)

2. CASH

Cash at June 30, 2010 consisted of the following:

Cash in checking account	\$ 53,039
Cash deposited in interest-bearing account	<u>234,642</u>
	<u>\$287,681</u>

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, 2010 was \$1,036.

Office furniture and equipment at June 30, 2010 consisted of the following:

Furniture and equipment	\$5,182
Less accumulated depreciation	<u>2,636</u>
	<u>\$2,546</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 to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2010 was \$17,866.

At June 30, 2010 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>59,969</u>
	<u>\$ 68,014</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS - (Continued)

JUNE 30, 2010

(See accountants' review report)

5. TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets at June 30, 2010 were comprised of a grant which had not been received by year end and contributions which had been received but which had one or more restrictions unsatisfied at year end. These amounts are summarized as follows:

City and County of San Francisco	\$25,250
Steve Wiezbowski memorial garden	<u>5,825</u>
	<u>\$31,075</u>

6. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City of San Francisco and represent approximately 86% 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 and could be terminated at an earlier date if either the Fisherman's Wharf Community Landside or Portside Benefit Districts are disestablished by a vote of more than 50% of the assessed members.

The Association maintains its cash balances at a financial institution where the deposits are insured by the Federal Deposit Insurance Corporation. At June 30, 2010 the Association's uninsured cash balances totaled approximately \$58,000.

In preparing these financial statements, the Association has evaluated events and transactions for potential recognition or disclosure through October 22, 2010 the date the financial statements were available to be issued.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

ADDITIONAL INFORMATION

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2010

(See accountants' review report)

	Program Services Landside		Program Services Portside		General and Administrative		Fund-raising	Total
	District identity and street improvements	Street operations, beautification and order	District identity and street improvements		Landside	Portside		
Salaries	\$ 10,061	\$ 17,071	\$ 10,060		\$ 89,148	\$18,424		\$144,74
Payroll taxes					11,944	2,101		14,04
Employee benefits					3,356	1,250		2,60
	<u>10,061</u>	<u>17,071</u>	<u>10,060</u>		<u>109,448</u>	<u>21,775</u>		<u>168,47</u>
Media and production	37,774		20,340					11
Website maintenance	15,023		12,663					27,68
Street maintenance and operations		64,109						64,10
Security and parking operations		60,762						60,76
Events marketing	63,703		33,225					96,92
Advertising	25,750		25,374					51,12
Hanging flower baskets		45,911						45,91
Brochure distribution	13,444		11,001					24,44
Accounting and legal					5,551	915		6,46
Depreciation and amort- ization					18,902			18,90
Office expenses	4,512		1,118		14,578	7,535		22,88
Research	19,500		9,509					28,00
Emergency preparedness		8,170						8,17
Uncollected assessments					19,567			19,56
Grant management	180		120				\$4,700	5,00
Occupancy					6,660	1,173		7,83
Planning and zoning	3,040		2,237					5,27
Travel and meetings					633	136		9
Miscellaneous	<u>885</u>	<u>974</u>	<u>860</u>		<u>1,190</u>	<u>227</u>		<u>11</u>
	<u>\$193,874</u>	<u>\$196,997</u>	<u>\$123,508</u>		<u>\$176,727</u>	<u>\$26,823</u>	<u>\$4,700</u>	<u>\$722,6</u>

See notes to financial statements.

Barlow & Hughan
CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2011

TABLE OF CONTENTS

INDEPENDENT ACCOUNTANTS' REVIEW REPORT	PAGE NO. 1
STATEMENT OF FINANCIAL POSITION June 30, 2011	2
STATEMENT OF ACTIVITIES Year ended June 30, 2011	3
STATEMENT OF CASH FLOWS Year ended June 30, 2011	4
NOTES TO FINANCIAL STATEMENTS	5-9
ADDITIONAL INFORMATION	
STATEMENT OF FUNCTIONAL EXPENSES Year ended June 30, 2011	10

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 nonprofit corporation) as of June 30, 2011 and the related statements of activities 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 the 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.

The additional information on page ten is presented for supplementary analysis purposes only and has not been subjected to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.

San Francisco, California
October 22, 2011

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2011

(See independent accountants' review report)

ASSETS

CURRENT ASSETS

Cash (Note 2)	\$248,994
Assessments receivable	107,905
Grant receivable (Note 5)	80,000
Sponsorships and contributions receivable	15,285
Prepaid costs	<u>7,159</u>
	459,343

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	1,656
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INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>61,815</u>
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\$522,814

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	<u>\$ 57,767</u>
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NET ASSETS

UNRESTRICTED	385,047
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TEMPORARILY RESTRICTED (Notes 1 and 5)	<u>80,000</u>
	<u>465,047</u>

\$522,814

See notes to financial statements.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2011

(See independent accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Contributions and sponsorships	\$ 15,850		\$ 15,850
Grants		\$80,000	80,000
Special benefit assessments	771,011		771,011
Interest and other income	1,818		1,818
Net assets released from restrictions	<u>31,075</u>	<u>(31,075)</u>	
	<u>819,754</u>	<u>48,925</u>	<u>868,679</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	213,928		213,928
Landside - Street operations, beautification and order	295,195		295,195
Portside - District identity and street improvements	134,666		134,666
General and administrative expenses	196,664		196,664
Fund-raising expenses	<u>2,700</u>		<u>2,700</u>
	<u>843,153</u>		<u>843,153</u>
CHANGE IN NET ASSETS	(23,399)	48,925	25,526
FUND BALANCES - Beginning of year	<u>408,446</u>	<u>31,075</u>	<u>439,521</u>
FUND BALANCES - End of year	<u>\$385,047</u>	<u>\$80,000</u>	<u>\$465,047</u>

See notes to financial statements.

612

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2011

(See independent accountants' review report)

INCREASE (DECREASE) IN CASH	
CASH FLOWS FROM OPERATING ACTIVITIES	
Assessments received	\$728,867
Cash paid to suppliers and employees	(794,105)
Grants received	25,250
Sponsorships and contributions received	565
Interest and other income received	<u>1,818</u>
Net cash used for operating activities	(37,605)
CASH USED FOR INVESTING ACTIVITIES	
Purchase of office equipment	<u>(1,082)</u>
NET DECREASE IN CASH	(38,687)
CASH - Beginning of year	<u>287,681</u>
CASH - End of year	<u>\$248,994</u>
RECONCILIATION OF CHANGE IN NET ASSETS	
TO NET CASH USED FOR OPERATING ACTIVITIES	
Change in net assets	\$ 25,526
Items not requiring cash:	
Depreciation and amortization	7,335
Loss on disposition of equipment	835
Changes in assets and liabilities:	
Increase in assessments receivable	(42,144)
Increase in grants receivable	(54,750)
Increase in sponsorships receivable	(15,285)
Increase in prepaid costs	(224)
Increase in accounts payable	<u>41,102</u>
NET CASH USED FOR OPERATING ACTIVITIES	<u>\$(37,605)</u>

See notes to financial statements.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2011

(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.

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 both would also expire upon the disestablishment of either of the Districts.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2011

(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.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2011 the Association had no 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 not collected and transmitted by the City at year end are recorded as receivable. Management believes that these receivables are fully collectable by the City and no allowance is needed to provide for doubtful receivables.

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.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2011

(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, 2011 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 Forms 990, Return of Organization Exempt from Income Tax, for the years ended June 30, 2008 and later are subject to examinations by Federal and State taxing authorities

Donated Services

A number of organizations have donated services and provided discounted rental and meeting space to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$43,713.

2. CASH

Cash at June 30, 2011 consisted of the following:

Cash in checking account	\$147,003
Cash deposited in interest-bearing account	<u>101,991</u>
	<u>\$248,994</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2011

(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, 2011 was \$1,136.

Office furniture and equipment at June 30, 2011 consisted of the following:

Furniture and equipment	\$5,150
Less accumulated depreciation	<u>3,494</u>
	<u>\$1,656</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 to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2011 was \$6,199.

At June 30, 2011 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>66,168</u>
	<u>\$ 61,815</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS -(Continued)

JUNE 30, 2011

(See independent accountants' review report)

5. TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets at June 30, 2011 were comprised of a grant which had not been received by year end. The grant was awarded by the City and County of San Francisco and is restricted to use in zero waste programs.

6. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 86% 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 and could be terminated at an earlier date if either the Fisherman's Wharf Community Landside or Portside Benefit Districts are disestablished by a vote of more than 50% of the assessed members.

In preparing these financial statements, the Association has evaluated events and transactions for potential recognition or disclosure through October 22, 2011, the date the financial statements were available to be issued.

ADDITIONAL INFORMATION

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

-10-

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2011

(See independent accountants' review report)

	Program Services Landside		Program Services Portside		General and Administrative		Fund-raising	Total
	District identity and street improvements	Street operations, beautification and order	District identity and street improvements	Landside	Portside			
Salaries	\$ 25,315	\$ 40,995	\$ 21,170	\$ 97,144	\$17,143			\$201,767
Payroll taxes				13,747	2,343			16,090
Employee benefits				9,073	1,543			10,616
	<u>25,315</u>	<u>40,995</u>	<u>21,170</u>	<u>119,964</u>	<u>21,029</u>			<u>228,473</u>
Media and production	19,157			10,315				29,472
Street maintenance and operations		112,108		1,105				113,213
Events marketing and media production	58,175		39,582					97,757
Brochure distribution	29,093		23,803					52,896
Advertising, PR kits, seasonal banners	28,623		26,401					55,024
Hanging flower baskets		58,604						58,604
Insurance				5,908	1,042			6,950
Security and parking operations		76,391	1,480					77,871
Website maintenance	13,615		11,039					24,654
Planning and zoning	39,881		11,122					51,003
Grant management						\$2,700		2,700
Office expenses				10,664	1,886			12,550
Accounting and legal				4,951	957			5,908
Emergency preparedness		5,837						5,837
Deprecation and amortization				7,335				7,335
Occupancy				6,660	1,173			7,833
Travel and meetings				891	140			1,031
Miscellaneous	<u>62</u>	<u>1,260</u>	<u>62</u>	<u>2,056</u>	<u>588</u>			<u>4,042</u>
	<u>\$213,928</u>	<u>\$295,195</u>	<u>\$134,666</u>	<u>\$159,849</u>	<u>\$26,815</u>	<u>\$2,700</u>		<u>\$843,153</u>

See notes to financial statements.

620

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2012

TABLE OF CONTENTS

INDEPENDENT ACCOUNTANTS' REVIEW REPORT	PAGE NO.	1
STATEMENT OF FINANCIAL POSITION June 30, 2012		2
STATEMENT OF ACTIVITIES Year ended June 30, 2012		3
STATEMENT OF CASH FLOWS Year ended June 30, 2012		4
NOTES TO FINANCIAL STATEMENTS		5-9
ADDITIONAL INFORMATION		
STATEMENT OF FUNCTIONAL EXPENSES Year ended June 30, 2012		10

Barlow & Hughan
CERTIFIED PUBLIC ACCOUNTANTS

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

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

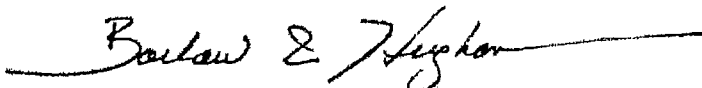
We have reviewed the accompanying statement of financial position of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO (a nonprofit corporation) as of June 30, 2012 and the related statements of activities and cash flows for the year then ended. A review includes primarily applying analytical procedures 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 the 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.

The additional information on page ten is presented for supplementary analysis purposes only and has not been subjected to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.



San Francisco, California
October 1, 2012

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2012

(See independent accountants' review report)

ASSETS

CURRENT ASSETS

Cash (Note 2)	\$334,567
Assessments receivable	73,334
Grant receivable (Note 5)	32,260
Prepaid costs	<u>11,115</u>
	451,276

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	939
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INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>55,616</u>
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\$507,831

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	<u>\$ 30,330</u>
--	------------------

NET ASSETS

UNRESTRICTED	445,241
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TEMPORARILY RESTRICTED (Notes 1 and 5)	<u>32,260</u>
	<u>477,501</u>

\$507,831

See notes to financial statements.

Barlow & Hughan
CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2012

(See independent accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Contributions and sponsorships	\$ 7,500		\$ 7,500
Special benefit assessments	753,028		753,028
Interest and other income	2,193		2,193
Net assets released from restrictions	<u>47,740</u>	<u>(47,740)</u>	<u>762,721</u>
	<u>810,461</u>	<u>(47,740)</u>	<u>762,721</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	163,358		163,358
Landside - Street operations, beautification and order	279,691		279,691
Portside - District identity and street improvements	134,081		134,081
General and administrative expenses	<u>173,137</u>		<u>173,137</u>
	<u>750,267</u>		<u>750,267</u>
CHANGE IN NET ASSETS	60,194	(47,740)	12,454
FUND BALANCES - Beginning of year	<u>385,047</u>	<u>80,000</u>	<u>465,047</u>
FUND BALANCES - End of year	<u>\$445,241</u>	<u>\$32,260</u>	<u>\$477,501</u>

See notes to financial statements.

Barlow & Hughan
CERTIFIED PUBLIC ACCOUNTANTS

624

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2012

(See independent accountants' review report)

INCREASE (DECREASE) IN CASH

CASH FLOWS FROM OPERATING ACTIVITIES

Assessments received	\$787,599
Cash paid to suppliers and employees	(774,744)
Grants received	47,740
Sponsorships and contributions received	22,785
Interest and other income received	<u>2,193</u>
Net cash provided by operating activities	85,573

CASH - Beginning of year 248,994

CASH - End of year \$334,567

RECONCILIATION OF CHANGE IN NET ASSETS

TO NET CASH PROVIDED BY OPERATING ACTIVITIES

Change in net assets	\$ 12,454
Items not requiring cash:	
Depreciation and amortization	6,916
Changes in assets and liabilities:	
Decrease in assessments receivable	34,571
Decrease in grants receivable	47,740
Decrease in sponsorships receivable	15,285
Increase in prepaid costs	(3,956)
Decrease in accounts payable	<u>(27,437)</u>

NET CASH PROVIDED BY OPERATING ACTIVITIES \$ 85,573

See notes to financial statements.

Barlow & Hughan
CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2012

(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.

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 both would also expire upon the disestablishment of either of the Districts.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2012

(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.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2012 the Association had no 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 not collected and transmitted by the City at year end are recorded as receivable. Management believes that these receivables are fully collectable by the City and no allowance is needed to provide for doubtful receivables.

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.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2012

(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, 2012 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 Forms 990, Return of Organization Exempt from Income Tax, for the years ended June 30, 2008 and later are subject to examinations by Federal and State taxing authorities

Donated Services

A number of organizations have donated services and provided discounted rental and meeting space to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$45,225.

2. CASH

Cash at June 30, 2012 consisted of the following:

Cash in checking account	\$ 52,383
Cash deposited in interest-bearing account	<u>282,184</u>
	<u>\$334,567</u>

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2012

(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, 2012 was \$717.

Office furniture and equipment at June 30, 2012 consisted of the following:

Furniture and equipment	\$5,150
Less accumulated depreciation	<u>4,211</u>
	<u>\$ 939</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 to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2012 was \$6,199.

At June 30, 2012 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>72,367</u>
	<u>\$ 55,616</u>

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS - (Continued)

JUNE 30, 2012

(See independent accountants' review report)

5. TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets at June 30, 2012 was comprised of a grant which had not been received by year end. The grant was awarded by the City and County of San Francisco and is restricted to use in zero waste programs.

6. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 99% 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 and could be terminated at an earlier date if either the Fisherman's Wharf Community Landside or Portside Benefit Districts are disestablished by a vote of more than 50% of the assessed members.

At June 30, 2012 the Association had uninsured cash deposits with a bank totaling approximately \$32,000.

7. SUBSEQUENT EVENTS

In preparing these financial statements, the Association has evaluated events and transactions for potential recognition or disclosure through October 1, 2012, the date the financial statements were available to be issued.

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CERTIFIED PUBLIC ACCOUNTANTS

ADDITIONAL INFORMATION

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2012

(See independent accountants' review report)

	Program Services Landside		Program Services Portside		General and Administrative		Total
	District identity and street improvements	Street operations, beautification and order	District identity and street improvements	Landside	Portside		
Salaries	\$ 16,793	\$ 31,892	\$ 16,793	\$ 81,265	\$ 25,769		\$172,512
Payroll taxes				11,849	3,098		14,947
Employee benefits				<u>3,613</u>	<u>1,267</u>		<u>4,880</u>
	<u>16,793</u>	<u>31,892</u>	<u>16,793</u>	<u>96,727</u>	<u>30,134</u>		<u>192,339</u>
Advertising and media production	45,323		36,612				81,935
Street maintenance and operations		72,330					72,330
Zero waste program		25,412					25,412
Events marketing	47,374		31,699				79,073
Hanging flower baskets		64,184					64,184
Insurance				7,400	1,596		8,996
Security and parking operations		52,094					52,094
Website maintenance	9,927		9,513				19,440
Planning and zoning	22,016		17,539				39,555
Ambassador program	21,925	29,387	21,925				73,237
Office expenses				11,242	2,763		14,005
Accounting and legal				4,980	1,245		6,225
Emergency preparedness		4,392					4,392
Deprecation and amortization				6,916			6,916
Occupancy				5,546	2,287		7,833
Travel and meetings				1,277	231		1,508
Miscellaneous				<u>649</u>	<u>144</u>		<u>793</u>
	<u>\$163,358</u>	<u>\$279,691</u>	<u>\$134,081</u>	<u>\$134,737</u>	<u>\$38,400</u>		<u>\$750,267</u>

See notes to financial statements.

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CERTIFIED PUBLIC ACCOUNTANTS

632

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2013

TABLE OF CONTENTS

INDEPENDENT ACCOUNTANTS' REVIEW REPORT	PAGE NO. 1
STATEMENT OF FINANCIAL POSITION June 30, 2013	2
STATEMENT OF ACTIVITIES AND NET ASSETS Year ended June 30, 2013	3
STATEMENT OF CASH FLOWS Year ended June 30, 2013	4
NOTES TO FINANCIAL STATEMENTS	5-9
ADDITIONAL INFORMATION	
STATEMENT OF FUNCTIONAL EXPENSES Year ended June 30, 2013	10

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CERTIFIED PUBLIC ACCOUNTANTS

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 nonprofit corporation) as of June 30, 2013 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 the 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.

The additional information on page ten is presented for supplementary analysis purposes only and has not been subjected to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.


San Francisco, California
October 21, 2013

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2013

(See independent accountants' review report)

ASSETS

CURRENT ASSETS

Cash	\$359,925
Assessments receivable	16,849
Grant receivable	8,460
Prepaid costs	<u>11,770</u>
	397,004

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	2,875
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INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>49,417</u>
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\$449,296

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	<u>\$ 43,216</u>
--	------------------

NET ASSETS

UNRESTRICTED	397,620
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TEMPORARILY RESTRICTED (Notes 1 and 5)	<u>8,460</u>
--	--------------

406,080

\$449,296

See notes to financial statements.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES AND NET ASSETS

YEAR ENDED JUNE 30, 2013

(See independent accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Special benefit assessments	\$761,776		\$761,776
Interest and other income	5,885		5,885
Net assets released from restrictions	<u>23,800</u>	<u>\$(23,800)</u>	<u>767,661</u>
	<u>791,461</u>	<u>(23,800)</u>	
EXPENDITURES			
Program services			
Landside - District identity and street improvements	181,334		181,334
Landside - Street operations, beautification and order	341,156		341,156
Portside - District identity and street improvements	152,614		152,614
General and administrative expenses	<u>163,978</u>		<u>163,978</u>
	<u>839,082</u>		<u>839,082</u>
CHANGE IN NET ASSETS	(47,621)	(23,800)	(71,421)
FUND BALANCES - Beginning of year	<u>445,241</u>	<u>32,260</u>	<u>477,501</u>
FUND BALANCES - End of year	<u>\$397,620</u>	<u>\$ 8,460</u>	<u>\$406,080</u>

See notes to financial statements.

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636

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2013

(See independent accountants' review report)

CASH FLOWS FROM OPERATING ACTIVITIES	
Assessments received	\$818,261
Cash paid to suppliers and employees	(819,607)
Grants received	23,800
Interest and other income received	<u>5,885</u>
Net cash provided by operating activities	<u>28,339</u>
CASH FLOWS USED FOR INVESTING ACTIVITIES	
Purchase of office furniture and equipment	<u>(2,981)</u>
NET INCREASE IN CASH	25,358
CASH - Beginning of year	<u>334,567</u>
CASH - End of year	<u>\$359,925</u>
RECONCILIATION OF CHANGE IN NET ASSETS	
TO NET CASH PROVIDED BY OPERATING ACTIVITIES	
Change in net assets	\$(71,421)
Items not requiring cash:	
Depreciation and amortization	7,244
Changes in assets and liabilities:	
Decrease in assessments receivable	56,485
Decrease in grants receivable	23,800
Increase in prepaid costs	(655)
Increase in accounts payable	<u>12,886</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>\$ 28,339</u>

See notes to financial statements.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2013

(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, 2013, 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 both would also expire upon the disestablishment of either of the Districts.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2013

(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.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2013 the Association had no 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. Management believes that the receivables at June 30, 2013 are collectable by the City and no allowance is needed to provide for doubtful receivables.

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

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2013

(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, 2013 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 Forms 990, Return of Organization Exempt from Income Tax, for the years ended June 30, 2009 and later are subject to examinations by Federal and State taxing authorities.

Donated Services

A number of organizations have donated services and provided discounted rental and meeting space to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$47,086.

2. CASH

Cash at June 30, 2013 consisted of the following:

Cash in checking account	\$ 47,464
Cash deposited in interest-bearing account	<u>312,461</u>
	<u>\$359,925</u>

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2013

(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, 2013 was \$1,045.

Office furniture and equipment at June 30, 2013 consisted of the following:

Furniture and equipment	\$6,991
Less accumulated depreciation	<u>4,116</u>
	<u>\$2,875</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 to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2013 was \$6,199.

At June 30, 2013 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>78,566</u>
	<u>\$ 49,417</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS - (Continued)

JUNE 30, 2013

(See independent accountants' review report)

5. TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets at June 30, 2013 was comprised of a grant which had not been received by year end. The grant was awarded by the City and County of San Francisco and is restricted to use in zero waste programs.

6. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 99% 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 and could be terminated at an earlier date if either the Fisherman's Wharf Community Landside or Portside Benefit Districts are disestablished by a vote of more than 50% of the assessed members.

At June 30, 2013 the Association had uninsured cash deposits with a bank totaling approximately \$154,000.

7. SUBSEQUENT EVENTS

In preparing these financial statements, the Association has evaluated events and transactions for potential recognition or disclosure through October 21, 2013, the date the financial statements were available to be issued.

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ADDITIONAL INFORMATION

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FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2013

(See independent accountants' review report)

	Program Services Landside		Program Services Portside		General and Administrative		Total
	District identity and street improvements	Street operations, beautification and order	District identity and street improvements	Landside	Portside		
Salaries	\$ 28,306	\$ 33,800	\$ 28,306	\$ 81,241	\$20,310		\$191,963
Payroll taxes	2,439	2,927	2,439	6,829	1,626		16,260
Employee benefits	<u>1,759</u>	<u>2,111</u>	<u>1,759</u>	<u>4,925</u>	<u>1,173</u>		<u>11,727</u>
	32,504	38,838	32,504	92,995	23,109		219,950
Marketing and media production	56,409		46,523				102,932
Street maintenance and operations		69,396					69,396
Zero waste program		28,485					28,485
Events marketing	48,277		32,083				80,360
Hanging flower baskets		63,386					63,386
Signage		50,563					50,563
Insurance				5,088	1,272		6,360
Security and parking operations		64,788					64,788
Website maintenance	8,478		6,721				15,199
Planning and zoning	3,713		3,016				6,729
Ambassador program	28,156	19,160	28,156				75,472
Office expenses				13,493	3,344		16,837
Professional fees	3,166		3,134	6,525	1,564		14,389
Emergency preparedness		6,540					6,540
Deprecation and amortization				7,244			7,244
Occupancy				6,266	1,567		7,833
Travel and meetings				1,149	287		1,436
Miscellaneous	<u>631</u>		<u>477</u>	<u>60</u>	<u>15</u>		<u>1,183</u>
	<u>\$181,334</u>	<u>\$341,156</u>	<u>\$152,614</u>	<u>\$132,820</u>	<u>\$31,158</u>		<u>\$839,082</u>

See notes to financial statements.

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CERTIFIED PUBLIC ACCOUNTANTS

644

Print Form

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):

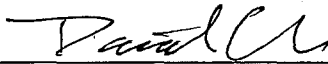
Supervisor David Chiu

Subject:

Fisherman's Wharf and Fisherman's Wharf Portside Community Benefit Districts - Annual Reports to the City

The text is listed below or attached:

Resolution receiving and approving annual reports for the Fisherman's Wharf Community Benefit District

Signature of Sponsoring Supervisor: 

For Clerk's Use Only:

