

File No. 200587

Committee Item No. 1

Board Item No. 58

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight
Board of Supervisors Meeting:

Date: Sept. 3, 2020

Date: Sept. 15, 2020

Cmte Board

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

OTHER

- | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Annual Report – FY2018-2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>CPA Report</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>OEWD Letter – June 2, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referral FYI – June 10, 2020</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | <u> </u> |

Prepared by: John Carroll

Date: August 28, 2020

Prepared by: John Carroll

Date: Sept. 11, 2020

1 [Fisherman's Wharf Landside Community Benefit District and Fisherman's Wharf Portside
2 Community Benefit District - Annual Report for FY2018-2019]

3 **Resolution receiving and approving the annual report for the Fisherman's Wharf**
4 **Community Benefit District and Fisherman's Wharf Portside Community Benefit District**
5 **for FY2018-2019, submitted as required by the Property and Business Improvement**
6 **District Law of 1994 (California Streets and Highways Code, Sections 36600 et seq.),**
7 **Section 36650, and the Districts' management agreements with the City, Section 3.4.**

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

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

25 WHEREAS, On January 10, 2006, the Board of Supervisors adopted Resolution

1 No. 16-06 authorizing a contract with the Fisherman’s Wharf Association for the
2 management and administration of the Fisherman’s Wharf CBD (the “Fisherman’s
3 Wharf CBD Management Contract”) which is on file with the Clerk of the Board of
4 Supervisors in File No. 052026; and

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

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

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

17 WHEREAS, On September 27, 2019, the Board of Supervisors approved the
18 Fisherman’s Wharf CBD’s and the Fisherman’s Wharf Portside CBD’s annual report for
19 FY2017-2018 in Resolution No. 398-19; and

20 WHEREAS, The Fisherman’s Wharf Association has submitted for the Board’s
21 receipt and approval an annual report for both the Fisherman's Wharf CBD and
22 Fisherman's Wharf Portside CBD for FY2018-2019 as required by Section 36650 of the
23 Act and Section 3.4 of the Fisherman’s Wharf Management Contract and the
24 Fisherman’s Wharf Portside Management Contract (the “Annual Report”), which is on
25

1 file with the Clerk of the Board of Supervisors in File No. 200587 and is incorporated
2 herein by reference as though fully set forth; and

3 WHEREAS, Supporting documents, including, but not limited to, a transmittal
4 letter and memorandum report from the City's Office of Economic and Workforce
5 Development, dated June 2, 2020, and documentation from the Fisherman's Wharf
6 Association for the Annual Report is on file with the Clerk of the Board of Supervisors in
7 File No. 200587; now, therefore, be it

8 RESOLVED, That the Board of Supervisors hereby receives and approves the annual
9 report for the Fisherman's Wharf Community Benefit District and Fisherman's Wharf Portside
10 Community Benefit District for FY2018-2019.

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Fisherman's Wharf Community Benefit District FY 2018-2019 Annual Report



Legislative Overview

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

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



Review Process

This resolution covers the Annual Report for FY 2018-2019.

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



FWCBD Formation

FWCBD	Type	Assessment Budget*	FY 18-19 Assessment Submission	Year Established	Expires
Landside	Property-Based	\$ 622,615	\$ 715,578	2005	June 30, 2020
Portside	Business-Based	\$ 187,113	\$ 220,511	2006	December 31, 2020

**budget identified in management plan*



FWCBD Operations

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



BENCHMARKS

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

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

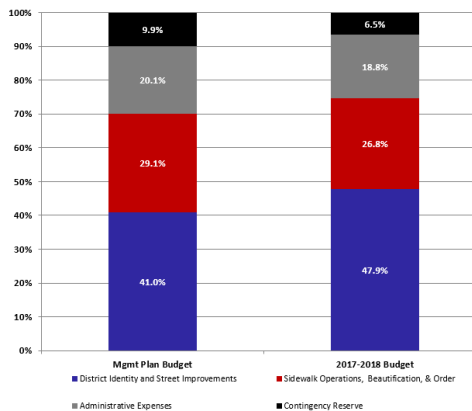
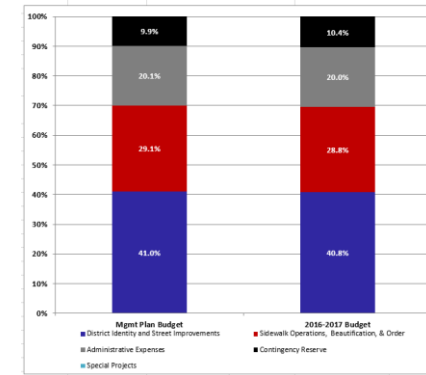
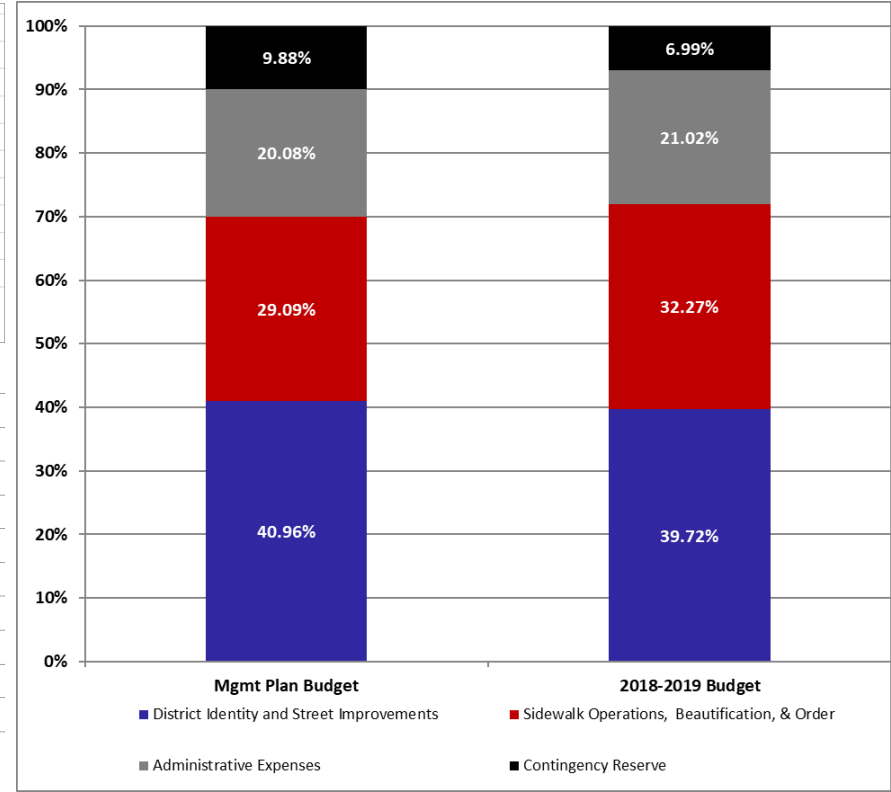
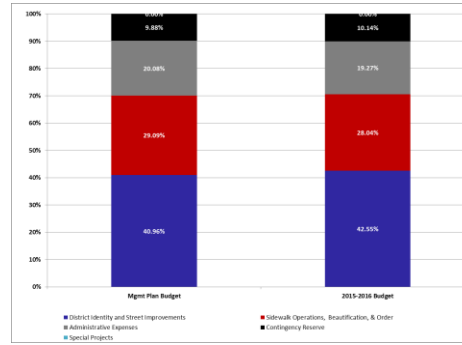
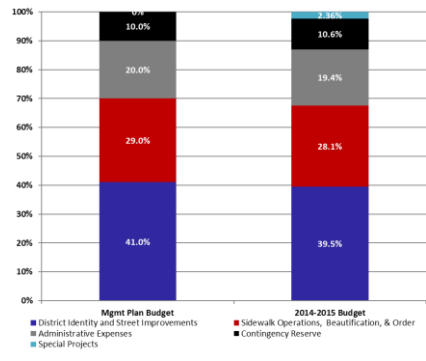
Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.

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

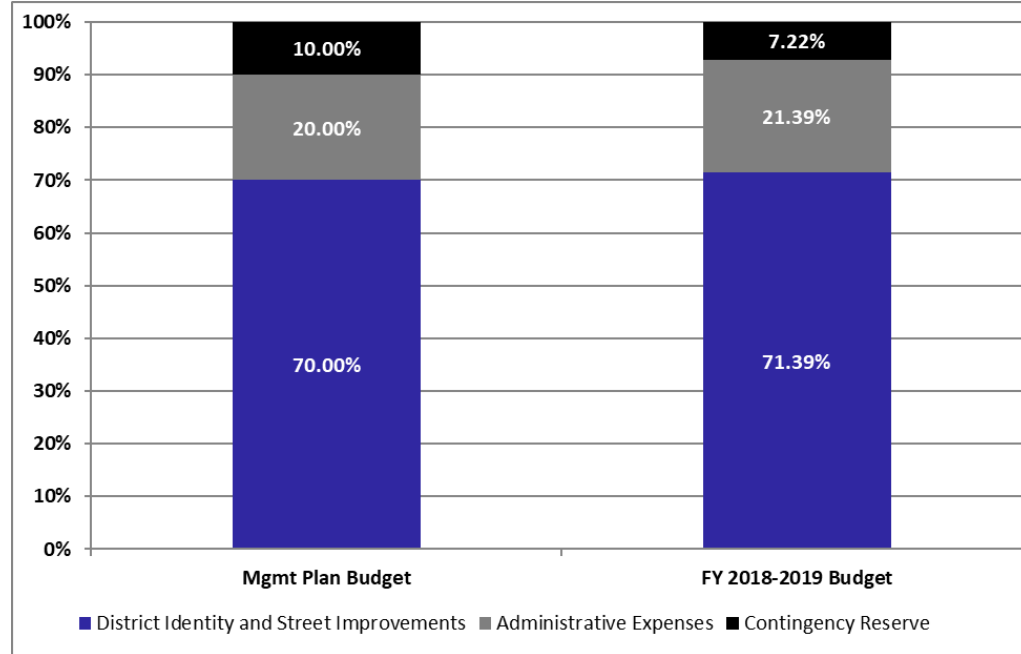
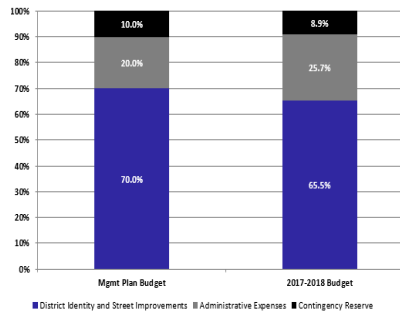
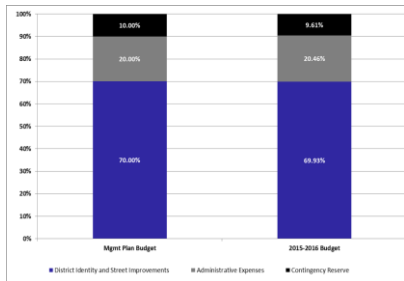
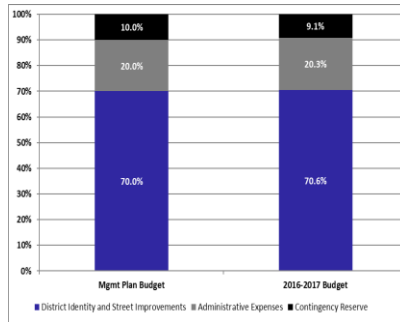
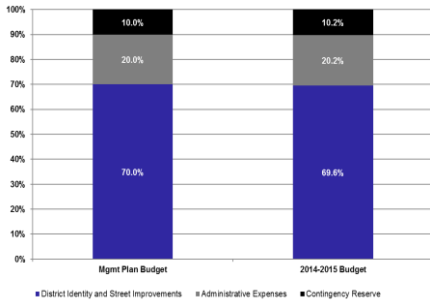
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



Management Plan vs. Annual Budgets (Landside)

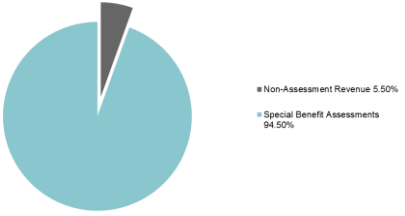


Management Plan vs. Annual Budgets (Portside)

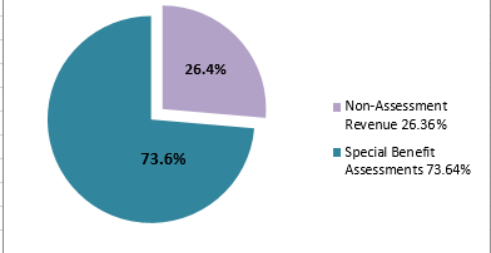


Assessment Revenue & Other Income (Landside)

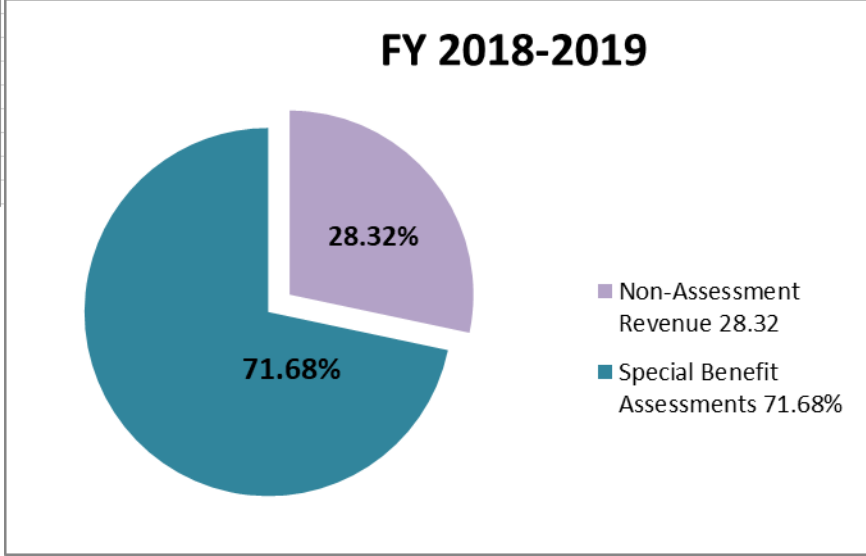
FY 2014 - 2015



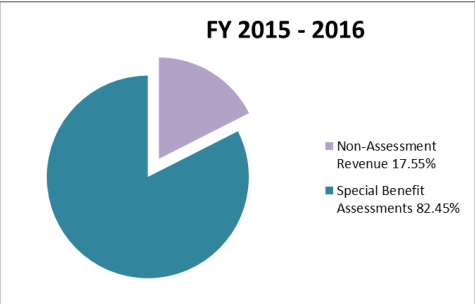
FY 2016 - 2017



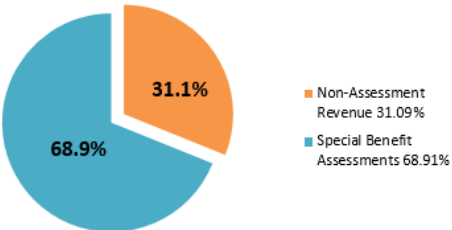
FY 2018-2019



FY 2015 - 2016



FY 2017 - 2018



Budget vs Actuals

LANDSIDE Service Category	FY 2014- 2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016-2017 Variance Percentage Points	FY 2017-2018 Variance Percentage Points	FY 2018-2019 Variance Percentage Points
District Identity and Street Improvements	+3.21	-4.69%	+8.03%	+8.50%	+5.01%
Public Rights of Way and Sidewalk Operations	-3.62	-5.50%	-6.09%	-8.03%	-5.38%
Administrative and Corporate Operations	-.06	-1.36%	-4.17%	-2.03%	-0.31%
Contingency Reserve	+0.038	+4.49%	-3.04%	+1.56%	+0.67%
Special Projects	+0.09	+7.07%	+5.27%	--	--



Budget vs Actuals

PORTSIDE Service Category	FY 2014- 2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016- 2017 Variance Percentage Points	FY 2017- 2018 Variance Percentage Points	FY 2018- 2019 Variance Percentage Points
District Identity and Street Improvements	+2.26%	-4.70%	+7.06%	+4.57%	-0.67%
Administrative and Corporate Operations	-2.00%	-2.27%	-4.96%	-5.34%	+0.36%
Special Projects	--	+11.27%	--	--	--
Contingency Reserve	-.26%	-4.30%	-2.10%	+0.77%	+0.31%



Carryover

2018-2019 Carryover Disbursement – Landside	\$497,818.54	2018-2019 Carryover Disbursement – Portside	\$185,219.53
Designated Projects for FY 19-20		Designated projects for FY 19-20	
District Identity and Streetscape Improvements	\$118,758.97	District Identity and Streetscape Improvements	\$96,080.53
Public Rights of Way and Sidewalk Operations	\$139,675.37	Administration	\$19,827.20
Administration	\$92,195.68	Contingency	\$69,247.48
Contingency	\$147,188.52		



Recommendations & Findings for FWCBD

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

- FWCBD was successful in exceeding its general benefit requirement.
- FWCBD has hosted successful events and has partnered with the broader community to make the Wharf area a destination for locals.
- FWCBD - Landside will sunset on 06/30/2020
 - Renewal process successfully completed in July 2020
- FWCBD – Portside will sunset on 12/31/2020
 - Renewal process slated to be completed before 12/31/2020



Conclusion

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

- **Marketed and produced events – 4th of July, Fleet Week, and Wharf Fest**
- **Maintained an active board of directors and committee members**
- **Well underway with their renewal process and are expected to complete process on schedule, before both districts sunset**





Randall Scott
Executive Director

Fiscal Year
2018 - 2019

Fisherman's Wharf
Community Benefit District

District Clean and Safe Evolution

2007 to 2013 - 1 cleaner 7 days/week

2013 to 2018 - Clean and Safe program begins with 3 Ambassadors

2018 to 2020 - Clean and Safe increased to 4 Ambassadors
and partial private security



District Clean and Safe Numbers



Cleaning and District Statistics

Trash Removed (lbs): 35,400lbs
Pan and Broom Block Faces: 10,600
Graffiti Removed: 1,900
Graffiti Stickers Removed: 2,000
Street Furniture Cleaned: 1,500
Tree Grates Cleaned: 4,400
Painting Enhancements: 750



Hospitality Statistics

Hospitality Assistance: 13,700
Business Contacts Made: 6,700
Directions Given: 8,100
Street Performer Interactions: 700



Safety and Quality of Life Statistics

Sit and Lie issues addressed: 2,400
Public Disturbances addressed: 800
Drinking in Public: 800
Camping/Sleeping: 1,300
Illegal Dumping: 600

Marketing

ITINERARIES

Fisherman's Wharf is known around the world as a must-see destination. While the neighborhood offers a number of classic stops for the first time tourists to check off their bucket list, this area also offers more than meets the eye. Find unique and off-the-beaten Wharf spots in these itineraries curated by local experts. Fisherman's Wharf has something for everyone. Pick your flavor at visitfishermanswharf.com/itineraries

CLASSIC ROMANTIC

Cultivate a romantic San Francisco experience with your sweetie that goes beyond the boring evening of dinner and a movie. Savor a sunset cruise on the San Francisco Bay, snap a couples selfie smooching next to the sharks in the Aquarium of the Bay's under-water crystal tubes, and snuggle-up in a booth at a top-notch seafood restaurant. View this itinerary at visitfishermanswharf.com/classic-romantic

NAUTICAL NUT

Stroll down Jefferson Street to encounter numerous sea-centric experiences. You can meet fourth-generation fishermen and see the historic fishing fleet. For a deeper dive into the Wharf's maritime heritage you can restore a rowboat, sail a catamaran out to sea and catch a glimpse of the migrating gray whales, or reel in a salmon aboard a sport fishing boat. View this itinerary at visitfishermanswharf.com/nautical-nut

ART AFICIONADO

Any art lover's trip to San Francisco is not complete without a walking tour/gallery-hop of the Fisherman's Wharf district. Enjoy museum-like art galleries filled with paintings, sculptures, and mixed-media works from the greats like Picasso and Dalí. As you walk between galleries, you can admire the public art installations and catch an impromptu show from numerous street performers. View this itinerary at visitfishermanswharf.com/art-aficionado

LOCALS ONLY

Past... Fisherman's Wharf isn't just for tourists. Even the most avid of locals live a staycation in San Francisco's most scenic. You too can experience the Wharf like a San Franciscoan. Discover the hidden gems that the locals recommend to their friends. View this itinerary at visitfishermanswharf.com/locals-only



- #### POINTS OF INTEREST & ATTRACTIONS
- San Francisco Maritime Museum
 - Ghirardelli Square
 - Aquatic Park
 - Cartoon Art Museum (Coming in 2017)
 - The Buena Vista Cafe
 - Hyde Street Pier
 - Anchorage Square
 - Fishermen's & Seamen's Memorial Chapel
 - Historic Fishing Fleet
 - Seafood Stands
 - Madame Tussauds
 - San Francisco Dungeon
 - Pier 43 Promenade
 - Northpoint Shopping Center
 - Sas Lanes & Sas Lion Center
 - PIER 39
 - Aquarium of the Bay
- #### TRANSPORTATION
- Powell-Hyde Cable Car Turnaround
 - F & E-Line Streetcars Last Stop
 - Powell-Mason Cable Car Turnaround
 - Red & White Fleet
 - Ferry Terminal
 - Blue & Gold Fleet
 - 39 Bus to Coit Tower
- #### HOTELS
- Fairmont Heritage Place
 - The Argonaut Hotel
 - Courtyard by Marriott
 - Holiday Inn
 - Marmot
 - Travelodge
 - Holiday Inn Express
 - Pier 2620
 - Hyatt Centric
 - The Wharf Inn
 - BEST WESTERN PLUS
 - Hotel Zephyr
 - Sheraton
- #### VISITOR CENTERS
- San Francisco Maritime National Historical Park's Visitor Center
 - Golden Gate National Recreation Area's Welcome Center

DINING

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

The core of the area's culinary scene is seafood. Upscale establishments, and seafood stands alike, specialize in fresh, locally-sourced seafood. In addition, other cuisines are popular.

THINGS TO DO

FESTIVALS & EVENTS

- JANUARY**
Fisherman's Wharf Crab Month
Sea Lion Anniversary at PIER 39
- FEBRUARY**
PIER 39 Tulipmania
- APRIL**
Opening Day on the Bay
- MAY**
Unopened at Ghirardelli Square
- JULY**
4th of July Festival
- SEPTEMBER**
The Great Pinks Scavenger Hunt
Ghirardelli Square Chocolate Festival
- APRIL - OCTOBER**
Salmon Season
- OCTOBER**
Wharf Fest
Fleet Week
Italian Heritage Day Parade
150th SFFD Anniversary & Living History Days
- NOVEMBER**
Veteran's Day Parade
Pie 39 Tree Lighting Celebration
Ghirardelli Square Tree Lighting
- DECEMBER**
Lighted Boat Parade
Ghirardelli Square Light the Menorah Celebration
- NOVEMBER - APRIL**
Crab Season

- Fisherman's Wharf is the place to come if you want to take part in the authentic San Francisco experience. Meet a local artist in one of the many art galleries, hop on a bike or a Segway to explore the area, reel in a giant salmon with a fourth generation Fisherman's Wharf fisherman, or gaze at the sunset and sip local wines as you cruise around Alcatraz Island. Are you ready for your next adventure?
- Alcatraz Viewing Tours
 - Art Galleries
 - Attractions
 - Bay Cruises
 - Bike, Segway & GoCar Tours
 - Hop-on/hop-off Bus Tours
 - Museums
 - Sport Fishing
 - Walking Tours
 - Wine & Beer Tasting
- Explore tour and activity options at VisitFishermansWharf.com/Things-To-Do

GET SOCIAL WITH US!

- Like us on Facebook at Facebook.com/VisitFishermansWharf for:
- Adorable Sea Lion Pics
 - Historic Photography
 - Sweepstakes Worth over \$1,000
 - Weekly Events & Festivals
 - All the Latest & Greatest at the Wharf
- Follow us on Instagram @FishermansWharf
Share your selfies, seafood snaps, and scenic shots with the hashtag #FishermansWharf. You could be featured as our Instagram of the week!
- Follow us on Twitter @TheWharfSF for:
- Foodie Photos
 - News & Events
 - Need a Fisherman's Wharf recommendation? Send a tweet our way!

VISITOR TIPS

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

SHOPPING

Fisherman's Wharf is the perfect place to find a gift for a loved one back home or a t-shirt in cool prints and quirky jokes. In addition to traditional souvenir shops, you will find distinguished shopping experiences off the beaten wharf. Keep your eye out for French boutiques, hot sauce tasting, shipyard inspired antiques, locally-owned designer shops, and more.

Find all your shopping options at VisitFishermansWharf.com/Shopping



San Francisco Electric Tour Company ElectricTourCompany.com	Hotel Zephyr HotelZephyrSF.com	Wharf Fest - Oct 22, 2016 WharfFest.com
MerryTime at the Wharf VisitFishermansWharf.com/events	Anchorage Square AnchorageSquare.com	Blazing Saddles Bike Rentals & Tours BlazingSaddles.com

SOMETHING FOR EVERYONE

22 ATTRACTIONS | 13 HOTELS | 100+ RESTAURANTS | 500+ BARKING SEA LIONS

Discover all that Fisherman's Wharf has to offer at VisitFishermansWharf.com
Shopping • Historic Ships • Bay Cruises • Bike/Segway Rentals • Sightseeing Tours • Sport Fishing • Cable Cars



BARS & ATTRACTIONS

TREASURE HUNT AT THE WHARF

START YOUR ADVENTURE!

Fisherman's WHARF
SAN FRANCISCO

Key metrics



About
65%
of San Francisco visitors
come to the Wharf

60%
of Wharf
visitors stay
longer than
3 hours



Highly
educated:
64%
have at least a
bachelor's degree

75%
of visitors walk,
take transit, share rides,
or bike to the Wharf



18.1M Visitors to the
Wharf in 2018



\$93k
mean household income



Over 3,200 hotel rooms
and
400
retail establishments

About
\$600M
in retail sales and
\$250M in hotel
expenditures

19M
pounds of seafood
unloaded annually by
commercial
fishing boats

\$150+
33% of visitors spend
between \$150 - \$300 per
visit



2018/19 Budget

	Landside + Portside				Landside				Portside			
	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance
REVENUE												
Assessments - Prior Year Collections	747,403	747,403	0	0%	556,163	556,163	0	0%	191,240	191,240	0	0%
Assessments-Landside	740,770	729,400	11,370	2%	740,770	729,400	11,370	2%	0	0	0	0%
Assessments-Portside	208,800	208,800	0	0%	0	0	0	0%	208,800	208,800	0	0%
Grants	199,828	199,828	0	0%	0	0	0	0%	0	0	0	0%
Special Event/Sponsorship	9,988	16,000	-6,012	-38%	6,692	10,720	-4,028	-38%	3,296	5,280	-1,984	-38%
Interest Savings/Other	280	0	280	100%	213	0	213	100%	67	0	67	100%
Donated Cash	2,500	0	2,500	100%	1,675	0	1,675	100%	825	0	825	100%
Donated In-Kind	119,749	49,910	72,839	155%	84,254	36,590	47,664	130%	35,495	10,320	25,175	244%
TOTAL REVENUE	1,281,915	1,200,938	80,977	7%	833,604	776,710	56,894	7%	248,484	244,400	24,083	11%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	2,029,318	1,948,341	80,977	4%	1,389,767	1,332,873	56,894	4%	439,724	415,640	24,083	6%
EXPENSE												
Sidewalk, Operations & Beautification	259,767	320,500	-60,733	-19%	259,767	320,500	-60,733	-19%	0	0	0	0%
Distric Identity & Streetscape Improvement	544,973	603,200	-58,227	-10%	376,381	404,144	-27,763	-7%	168,593	199,056	-30,463	-15%
Administration	223,780	267,700	-43,920	-16%	171,545	208,806	-37,261	-18%	52,235	58,894	-6,659	-11%
Grants	199,828	199,828	0	100%	0	0	0	0%	0	0	0	0%
Donated - In - Kind	119,749	46,910	72,839	155%	84,254	36,590	47,664	130%	35,495	10,320	25,175	244%
TOTAL EXPENSES	1,348,098	1,438,138	-90,040	-6%	891,947	970,040	-78,093	-8%	256,323	268,270	-11,947	-4%
2018-2019 CARRYOVER	681,220	510,203	171,017	34%	497,820	362,833	134,987	37%	183,401	147,370	36,031	24%

July 2019 - June 2020 Budget

EXPENSE	Landside	Portside	Lombard Street Services	Total
SOBO	310,950	0	0	310,950
DISI	476,025	245,225	0	721,250
Administration	173,358	51,782	0	225,140
Lombard Street Services	0	0	238,650	238,650
Donation - In - Kind	33,000	17,000	0	50,000
Contingency Reserve	75,860	22,026	0	97,886
TOTAL EXPENSE	1,069,193	336,033	238,650	1,643,876
19/20 CARRYOVER	246,727	93,627	0	340,354
REVENUE				
Assessments - Prior Year Carryover	497,820	183,401	0	681,220
Assessments	758,600	220,260	0	978,860
Events/Sponsorships	7,200	3,300	0	10,500
Grants	19,300	5,700	238,650	263,650
Donation - In - Kind	33,000	17,000	0	50,000
TOTAL REVENUE	818,100	246,260	238,650	1,303,010
TOTAL REVENUE + PRIOR YEAR CARRYOVER	1,315,920	429,661	238,650	1,984,230





FWCBD Staff



Randall Scott
Executive Director
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Laura Schaefer
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Director of Marketing & Communications
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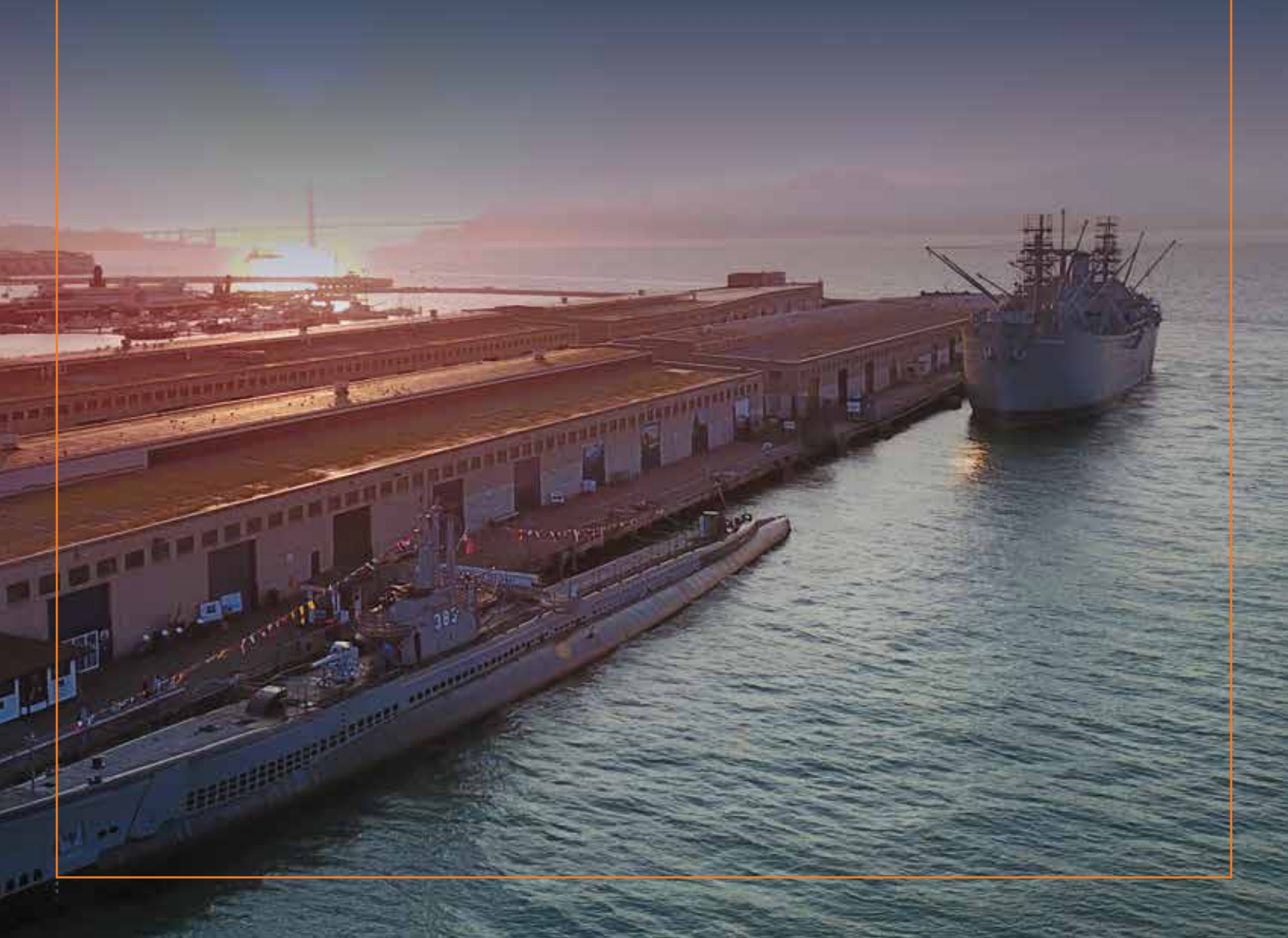


Mike Castro
Services Manager
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Fisherman's WHARF

COMMUNITY BENEFIT DISTRICT

Annual Report 18 - 19



About the FWCBD

Dear Fellow Community Member,

As a member of the Fisherman's Wharf Community Benefit District (FWCBD), it has been a wonderful opportunity to watch and experience the evolution and growth of our organization and the great changes it has affected over the past 14 years. It has been an honor to be a part of the Board of Directors and to serve as president over the last 2 years. Our organization has become the community's most powerful advocate and a generator of growth, something that was lacking before the FWCBD's inception 13 years ago.

The 2018 – 2019 fiscal year has been another exciting and successful year. I want to thank our committed staff members: Troy Campbell, Randall Scott, Laura Schaefer, Rachel Brown, Mike Castro, the Ambassador Team, and my fellow board members. I am very fortunate to be a member of the wonderful and diverse community that is Fisherman's Wharf.

Please read through this annual report and discover all that we have accomplished and how we are working to make Fisherman's Wharf an even greater place for our businesses, residents, and visitors. As we approach our FWCBD renewal period, I encourage all members of our community to get involved and support the process that will ensure the continued growth of an organization that has such a profound impact on us all.

Sincerely,

Aline Estournes, FWCBD President 2018-19



Safety and Security Initiatives

Ambassadors and Safety Outreach

The FWCBD's Ambassador Program is a critical program, offering needed support to property owners and merchants. The Ambassadors not only assist visitors with directions and questions, but they also clean and remove graffiti in the district, collect litter, outreach to the district's street population, and aid law enforcement and the Port of San Francisco.

Statistics for July 1, 2018 - June 30, 2019



Hospitality Statistics

Hospitality Assistance: 13,700
Business Contacts Made: 6,700
Directions Given: 8,100
Street Performer Interactions: 700



Cleaning and District Statistics

Trash Removed (lbs): 35,400lbs
Pan and Broom Block Faces: 10,600
Graffiti Removed: 1,900
Graffiti Stickers Removed: 2,000
Street Furniture Cleaned: 1,500
Tree Grates Cleaned: 4,400
Painting Enhancements: 750



Safety and Quality of Life Statistics

Sit and Lie issues addressed: 2,400
Public Disturbances addressed: 800
Drinking in Public: 800
Camping/Sleeping: 1,300
Illegal Dumping: 600

Safety & Security

- The Executive Director served as Co-Chair for the Central Station's Community Police Advisory Board.
- The FWCBD hosts monthly Police Community Meetings attended by the SFPD Central Station Captain, the Assistant District Attorneys, and the Fisherman's Wharf beat officers.
- Held our 5th Annual FWCBD Security Summit, which provided the community with resources and education. It also fosters partnerships between SFPD, the District Attorney's Office, local merchants, and private security companies working at the Wharf.
- Monthly Safety Outreach Committee Meetings which focus on Wharf security, safety, and emergency preparedness.
- Conducted weekly tests of the emergency communications radio network, FISHNet, which is comprised of 18 member businesses in the district.
- Reprinted and distributed the Essential Contact Numbers wallet card to constituents and members of the homeless population, as a resource.
- Hired off-duty SFPD officers and private security to supplement our beat officers on busy weekends.
- Through the efforts of our Ambassadors and continued community participation, the FWCBD worked to get convictions and stay-away orders for the top three criminal offenders at Fisherman's Wharf.

Street Operations, Beautification & Order

- Continued our partnership with S.F. Recreation and Parks to create a safe, accessible, and attractive space in Joseph Conrad Square.
- Hung lights on the iconic Fisherman's Wharf Crab Wheel sign for the holiday season.
- Created and distributed "Welcome to the Wharf" information packets addressing rules, regulations, marketing opportunities and how to become more involved in the district.
- Conducted monthly audit reviews in partnership with DPW and the Port of San Francisco to address streetscape items and cleanliness issues.
- Maintained the block-long scrims on the Mason Street fence of the Kirkland Bus Yard fence.
- Working with the Port of San Francisco, the FWCBBD designed attractive new wayfinding signage with augmented maps and directions which provide a state of place for Wharf visitors to use both land and port side. The new signs will be replacing the existing signs in most need of repair, with a full roll out to come.



DISI & Marketing Accomplishments

Events

- Produced 6th Annual Wharf Fest Chowder Competition & Street Fair.
 - The Chowder Competition included 11 local restaurants who competed to win the title of either Judges' Choice or People's Choice Award.
 - 700 tickets to the competition were sold out months in advance.
 - The FWCBBD raised \$5,000 in sponsorships for the event.
 - Ashley Mincey of Master Chef participated as a judge and guest social media correspondent for the event.
- FWCBBD sponsorship was provided to: Fleet Week, 4th of July Celebration, the Taste of Tel-Hi fundraiser, FWMA Crab Feed fundraiser, and FWMA Golf Tournament.
- Partnered with the St. Francis Yacht Club to produce the annual Holiday Lighted Boat Parade.
- Partnered with the FWMA on a joint district holiday party.

Media & Public Relations

- Created the media splash on broadcast, radio, print, and online media with release of Fisherman's Wharf Retail Strategy document, "Fisherman's Wharf Works to Lure More Locals"
 - Campaign had a web reach of over 28 million viewers.
- Received approximately 55,000 media impressions annually.
- Garnered a potential media reach of over 3 billion.
- Earned media equivalent to \$30 million in advertising.
- Achieved a media sentiment ratio of 5.5 positive articles to 1 negative article.
- Hosted tours for visiting travel media in partnership with the San Francisco Travel Association.
- Created a Staycation Sweepstakes giveaways with Funcheap SF, which had almost 2,000 entrants.

Advertising

- Worked with participating Wharf businesses on a full-page co-marketing ad in the October, January, and March editions of the Alaska Airlines in-flight magazine.
- Received a \$120,000 grant for Google AdWords. This grant allows the FWCBD to create ad campaigns and boost our search ranking on Google, which is our top referral search engine.
- Received \$10,000 in free advertising from iHeart Radio as an in-kind district sponsor.
- Received a free 3-month campaign with Firefly Advertising, digital signage on top of Lyft and Uber cars.

Website & Digital Marketing

- Optimized website loading time to improve viewer experience.
- Grew Instagram followers by 36%, to over 4,000.
- Increased Yelp rating from 3.5 to 4/5.

Print Marketing

- The Bars & Attractions Treasure Hunt at the Wharf continued to encourage visitors and locals to explore bars and attractions in the evening and keep participants in the district for a longer period of time.
 - 24 bars, restaurants, and attractions participated in the program.
 - An estimated 20,000 consumers participated in the treasure hunt in one year.
- Reprinted and distributed the Fisherman's Wharf Pocket Guide to over 850 locations in California.
- Produced and distributed rack cards for the following events: 4th of July, Fleet Week, and MerryTime at the Wharf.

Newsletters

- FWCBDDetails - For FWCBD constituents
- Retail Recap - For real estate brokers
- What's Up Wharf? - For consumers

Social Media and Website

- VisitFishermansWharf.com over 250,000 Annual Users
- Facebook - Over 50,000 Likes
- Twitter – Over 3,400 Followers
- Instagram – Over 4,000 Followers
- Trip Advisor – 4/5 Rating & Certificate of Excellence Hall of Fame
- Yelp – 4/5 Rating

Advocacy

- Continued advocacy, outreach, and support for the Jefferson Street Phase II project, which was awarded a grant and subsequent matching funds from the City of San Francisco. Construction is now slated to begin in the fall of 2019.
- Continued to advocate for extending the Central Subway to the Wharf by partnering with SF NextStop.
- Received a grant from OEWD to run a seasonal ambassador program for nearby Lombard Street. This program not only helps this tourist hot spot adjacent to Fisherman's Wharf, but as the program administrator, it also provides additional funds for the FWCBD's Ambassador program.
- Actively participated in both the Clean and Safe 365 working group led by the Hotel Council, and SF Travel's Clean and Safe Coalition which focuses on safety, cleanliness, and quality of life issues.

2018/2019 Financials

	Landside + Portside				Landside				Portside				Lombard Street Visitor Services			
	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance	Actual	Budget	Variance	% of Variance
REVENUE																
Assessments - Prior Year Collections	747,403	747,403	0	0%	556,163	556,163	0	0%	191,240	191,240	0	0%	0	0	0	0%
Assessments-Landside	740,770	729,400	11,370	2%	740,770	729,400	11,370	2%	0	0	0	0%	0	0	0	0%
Assessments-Portside	208,800	208,800	0	0%	0	0	0	0%	208,800	208,800	0	0%	0	0	0	0%
Grants	199,828	199,828	0	0%	0	0	0	0%	0	0	0	0%	199,828	199,828	0	100%
Special Event/Sponsorship	9,988	16,000	-6,012	-38%	6,692	10,720	-4,028	-38%	3,296	5,280	-1,984	-38%	0	0	0	0%
Interest Savings/Other	280	0	280	100%	213	0	213	100%	67	0	67	100%	0	0	0	0%
Donated Cash	2,500	0	2,500	100%	1,675	0	1,675	100%	825	0	825	100%	0	0	0	0%
Donated In-Kind	119,749	49,910	72,839	155%	84,254	36,590	47,664	130%	35,495	10,320	25,175	244%	0	0	0	0%
TOTAL REVENUE	1,281,915	1,200,938	80,977	7%	833,604	776,710	56,894	7%	248,484	244,400	24,083	11%	199,828	199,828	0	100%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	2,029,318	1,948,341	80,977	4%	1,389,767	1,332,873	56,894	4%	439,724	415,640	24,083	6%	199,828	199,828	0	100%
EXPENSE																
Sidewalk, Operations & Beautification	259,767	320,500	-60,733	-19%	259,767	320,500	-60,733	-19%	0	0	0	0%	0	0	0	0%
District Identity & Streetscape Improvement	544,973	603,200	-58,227	-10%	376,381	404,144	-27,763	-7%	168,593	199,056	-30,463	-15%	0	0	0	0%
Administration	223,780	267,700	-43,920	-16%	171,545	208,806	-37,261	-18%	52,235	58,894	-6,659	-11%	0	0	0	0%
Grants	199,828	199,828	0	100%	0	0	0	0%	0	0	0	0%	199,828	199,828	0	100%
Donated - In - Kind	119,749	46,910	72,839	155%	84,254	36,590	47,664	130%	35,495	10,320	25,175	244%	0	0	0	0%
TOTAL EXPENSES	1,348,098	1,438,138	-90,040	-6%	891,947	970,040	-78,093	-8%	256,323	268,270	-11,947	-4%	199,828	199,828	0	100%
2018-2019 CARRYOVER	681,220	510,203	171,017	34%	497,820	362,833	134,987	37%	183,401	147,370	36,031	24%	0	0	0	0%

July 2019 - June 2020 Budget

EXPENSE	Landside	Portside	Lombard Street Services	Total
SOBO	310,950	0	0	310,950
DISI	476,025	245,225	0	721,250
Administration	173,358	51,782	0	225,140
Lombard Street Services	0	0	238,650	238,650
Donation - In - Kind	33,000	17,000	0	50,000
Contingency Reserve	75,860	22,026	0	97,886
TOTAL EXPENSE	1,069,193	336,033	238,650	1,643,876
19/20 CARRYOVER	246,727	93,627	0	340,354
REVENUE				
Assessments - Prior Year Carryover	497,820	183,401	0	681,220
Assessments	758,600	220,260	0	978,860
Events/Sponsorships	7,200	3,300	0	10,500
Grants	19,300	5,700	238,650	263,650
Donation - In - Kind	33,000	17,000	0	50,000
TOTAL REVENUE	818,100	246,260	238,650	1,303,010
TOTAL REVENUE + PRIOR YEAR CARRYOVER	1,315,920	429,661	238,650	1,984,230

2019/20 Budget Distribution

		Landside	Portside	Total
SOBO	25%	320,500	0	320,500
DISI	47%	404,144	199,056	603,200
Administration	21%	208,806	58,894	267,700
Contingency Reserve	7%	72,940	20,880	93,820
	100%	1,006,390	278,830	1,285,220
Donation - in - Kind		36,590	10,320	
		1,042,980	289,150	

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 2018 - 2019 fiscal year.

LAND SIDE CBD PROPERTY ASSESSMENTS

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

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

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

Benefit Zone 1 includes roughly all parcels north of Bay/North Point, between Polk and Powell to Jefferson.

The formula for calculating the assessment is:

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

Note: See chart below for building categories.

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

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

Benefit Zone 2 includes parcels west of Polk and east of Powell. Benefit Zone 2 parcels are assessed at the same rate as above but without a building factor assessment.

The formula for calculating the assessment is:

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

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

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

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

Building Uses In Land Side CBD For Zone 1

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

PORT SIDE CBD PROPERTY ASSESSMENTS

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

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

Tour operators/tour boat vessels and related businesses (including large and small tour boats and sport fishing boats), are assessed based on the number of passengers per vessel operator or per horse drawn carriage company or per pedi cab company.

The assessments range from \$250 to \$2,000.

18-19 Board of Directors

Aline Estournes, NorthPoint Shopping Center (President)
 Sina von Reitzenstein, PIER 39 (Vice President)
 Brandy Marts, The Franciscan Restaurant (Secretary)
 Al Casciato, Bovis Foods/The Gold Dust Lounge (Treasurer)
 Jeff Sears, Blazing Saddles (Immediate Past President)
 Rodney Fong, The Wax Museum
 Gina Alioto-Biagi, F & A Alioto Properties Nunzio Corporation
 David Berbey, Portco, Inc.
 Amy Cacho, The Argonaut Hotel & Hotel Zoe Fisherman's Wharf
 John Cannizzaro, Cannizzaro Properties
 Hagen Choi, Tower Tours
 Christopher Christensen, B.A.L.M.A.
 Tom Creedon, Scoma's Restaurant
 Michael Cunningham, Holiday Inn Express
 Jacqueline Douglas, Wacky Jacky Sport Fishing
 Tom Escher, Red and White Fleet
 Brian Huber, MapWest
 Paul Miller, Boudin
 Kathy Paver, PIER 39
 Mike Petricca, Academy of Art University
 Frank Rescino, The Lovely Martha Sport Fishing
 Antone Sabella, Sabella Building

Community Representatives

Lynn Cullivan, San Francisco Maritime National Historic Park
 Jay Edwards, Port of San Francisco
 Charles Hart, Maritime National Historic Park Association

District Details and Facts

Year Established	2006, for 15 years
Total Assessed Properties	105 Landside
Total Assessed Businesses	56 Portside
Total Square Blocks	30
Geographic Size	143 Acres
Population	5,885
Jobs	8,334
Job Density	59 Jobs / Acre
Hotel Rooms	3200+
Daily Visitation (average)	50,000 People (update from 24k)
Peak Visitation	150,000 People

- Fisherman's Wharf is one of the most visited neighborhoods in San Francisco, and PIER 39 is the most visited attraction.
- Fisherman's Wharf receives over 18.1 million visitors annually.
- 25% of visitors to Fisherman's Wharf are Bay Area residents.
- Approximately \$65.6 million in revenue is generated annually to the City of San Francisco through rents to the Port of San Francisco, payroll, sales, property, hotel and parking taxes.
- There are 11 parking garages and lots at Fisherman's Wharf that generate approximately \$14.2 million in parking revenue taxes that fund the Port of San Francisco and the MTA.



Randall Scott,
Executive Director



Laura Schaefer,
Deputy Director



Rachel Brown,
Marketing &
Communications
Director



Mike Castro,
Operations Manager

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

www.VisitFishermansWharf.com - Visitor Site
 www.FWCBD.com - Association Site

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

SELECT CBD/BID	FY 2018-19									
	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2018-19 Budget	General Benefit Dollars	FY 2018-19 Assessment Budget	% of Budget	Variance	Source
SA 64 - Fisherman's Wharf CBD - Public Rights of Way and Sidewalk Operations	\$ 181,130.00	\$ 9,056.50	\$ 172,073.50	29.09%	\$ 336,525.00	\$ 16,025.00	\$ 320,500.00	32.27%	3.17%	
SA 64 - Fisherman's Wharf CBD - District Identity and Streetscape Improvements	\$ 255,000.00	\$ 12,750.00	\$ 242,250.00	40.96%	\$ 414,268.50	\$ 26,624.50	\$ 387,644.00	39.72%	-1.24%	
SA 64 - Fisherman's Wharf CBD - Administrative and Corporate Operations	\$ 125,000.00	\$ 6,250.00	\$ 118,750.00	20.08%	\$ 219,246.30	\$ 10,440.30	\$ 208,806.00	21.02%	0.94%	
SA 64 - Fisherman's Wharf CBD - Special Projects	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
Contingency and Reserves	\$ 61,485.00	\$ 3,074.25	\$ 58,410.75	9.88%	\$ 72,940.00	\$ -	\$ 72,940.00	6.99%	-2.88%	
	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
TOTAL	\$ 622,615.00	\$ 31,130.75	\$ 591,484.25	100.00%	\$ 1,042,979.80	\$ 53,089.80	\$ 989,890.00	100.00%		

BENCHMARK 2: General Benefit Requirement

5.00%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue	\$ 740,770.00		
Total Assessment (Special Benefit) Revenue	\$ 740,770.00	71.68%	
Contributions and Sponsorships	\$ 6,691.63	0.65%	Sponsorship
	\$ 199,828.00	19.34%	Lombard Hill Improvement Assn+ Lombard Street Ambassador Program
Grants			
Donations	\$ 85,929.11	8.31%	Cash + In-kind donation
Interest Earned	\$ 212.80	0.02%	
Earned Revenue	\$ -	0.00%	
Other	\$ -	0.00%	
Total Non-Assessment (General Benefit) Revenue	\$ 292,661.54	28.32%	
Total	\$ 1,033,431.54	100.00%	

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

SELECT CBD/BID	FY 2018-19												
	FY 2018-19 Budget	Amount from Assessment	Amount from General Benefit	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)	Source
SA 64 - Fisherman's Wharf CBD - Public Rights of Way and Sidewalk Operations	\$ 336,525.00	\$ 320,500.00	\$ 16,025.00	32.38%	32.27%	\$ 259,767.00	\$ 259,767.00	\$ -	29.46%	26.89%	-2.92%	-5.38%	
SA 64 - Fisherman's Wharf CBD - District Identity and Streetscape Improvements	\$ 414,268.50	\$ 387,644.00	\$ 26,624.50	39.16%	39.72%	\$ 432,115.00	\$ 376,380.65	\$ 55,734.35	42.68%	44.73%	3.52%	5.01%	In-kind donation
SA 64 - Fisherman's Wharf CBD - Administrative and Corporate Operations	\$ 219,246.30	\$ 208,806.00	\$ 10,440.30	21.09%	21.02%	\$ 200,065.00	\$ 171,545.24	\$ 28,519.76	19.45%	20.71%	-1.64%	-0.31%	In-kind donation
SA 64 - Fisherman's Wharf CBD - Special Projects	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ 199,828.00	0.00%	0.00%	0.00%	0.00%	GEWD Grant-Lombard Hill Improvement Assn+ Lombard Street Ambassador Program
Contingency and Reserves	\$ 72,940.00	\$ 72,940.00	\$ -	7.37%	6.99%	\$ 74,077.00	\$ 74,077.00	\$ -	8.40%	7.67%	1.03%	0.67%	
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
TOTAL	\$ 1,042,979.80	\$ 989,890.00	\$ 53,089.80	100.00%	100.00%	\$ 966,024.00	\$ 881,769.89	\$ 284,082.11	100.00%	100.00%			

BENCHMARK 4: Whether CBD 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

FY 2018-2019 Carryover Disbursement	Source	Spenddown Timeline
General Benefit Project		
General Benefit Project 1	\$ -	
General Benefit Project 2	\$ -	
General Benefit Project 3	\$ -	
General Benefit Project 4	\$ -	
	\$ -	
	\$ -	
	\$ -	
General Project Total	\$ -	
Special Assessment Project		
SA 64 - Fisherman's Wharf CBD - Public Rights of Way and Sidewalk Operations	\$ 139,675.37	
SA 64 - Fisherman's Wharf CBD - District Identity and Streetscape Improvements	\$ 118,758.97	
SA 64 - Fisherman's Wharf CBD - Administrative and Corporate Operations	\$ 92,195.68	
SA 64 - Fisherman's Wharf CBD - Special Projects	\$ -	

Contingency and Reserves	\$ 147,188.52		
	\$ -		
	\$ -		
Special Project Total	\$ 497,818.54		
Total Designated Amount for FY 2018-19	\$ 497,818.54		

\$ -

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

SELECT CBD/BID	FY 2018-19									
	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2018-19 Budget	General Benefit Dollars	FY 2018-19 Assessment Budget	% of Budget	Variance	Source
SA 64 - Fisherman's Wharf CBD - Public Rights of Way and Sidewalk Operations	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
SA 64 - Fisherman's Wharf CBD - District Identity and Streetscape Improvements	\$ 130,979.00	\$ 6,548.95	\$ 124,430.05	70.00%	\$ 206,431.50	\$ 15,875.50	\$ 190,556.00	71.39%	1.39%	
SA 64 - Fisherman's Wharf CBD - Administrative and Corporate Operations	\$ 37,423.00	\$ 1,871.15	\$ 35,551.85	20.00%	\$ 61,838.70	\$ 2,944.70	\$ 58,894.00	21.39%	1.39%	
SA 64 - Fisherman's Wharf CBD - Special Projects	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
Contingency and Reserves	\$ 18,711.00	\$ 935.55	\$ 17,775.45	10.00%	\$ 20,880.00	\$ -	\$ 20,880.00	7.22%	-2.78%	
	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
TOTAL	\$ 187,113.00	\$ 9,355.65	\$ 177,757.35	100.00%	\$ 289,150.20	\$ 18,820.20	\$ 270,330.00	100.00%		

BENCHMARK 2: General Benefit Requirement

5.00%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue	\$ 208,800.00		
Total Assessment (Special Benefit) Revenue	\$ 208,800.00	84.03%	
Contributions and Sponsorships	\$ 3,296.37	1.33%	Sponsorship
Grants	\$ -	0.00%	
Donations	\$ 36,320.28	14.62%	Cash + In-kind donation
Interest Earned	\$ 67.00	0.03%	
Earned Revenue	\$ -	0.00%	
Other	\$ -	0.00%	
Total Non-Assessment (General Benefit) Revenue	\$ 39,683.65	15.97%	
Total	\$ 248,483.65	100.00%	

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

SELECT CBD/BID	FY 2018-19												
	FY 2018-19 Budget	Amount from Assessment	Amount from General Benefit	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)	Source
SA 64 - Fisherman's Wharf CBD - Public Rights of Way and Sidewalk Operations	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
SA 64 - Fisherman's Wharf CBD - District Identity and Streetscape Improvements	\$ 206,431.50	\$ 190,556.00	\$ 15,875.50	70.49%	71.39%	\$ 196,044.00	\$ 168,592.76	\$ 27,451.24	69.75%	70.72%	-0.74%	-0.67%	In-kind donation
SA 64 - Fisherman's Wharf CBD - Administrative and Corporate Operations	\$ 61,838.70	\$ 58,894.00	\$ 2,944.70	21.79%	21.39%	\$ 60,279.00	\$ 52,234.96	\$ 8,044.04	21.61%	21.75%	-0.18%	0.36%	In-kind donation
SA 64 - Fisherman's Wharf CBD - Special Projects	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
Contingency and Reserves	\$ 20,880.00	\$ 20,880.00	\$ -	7.72%	7.22%	\$ 20,880.00	\$ 20,880.00	\$ -	8.64%	7.53%	0.91%	0.31%	
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
TOTAL	\$ 289,150.20	\$ 270,330.00	\$ 18,820.20	100.00%	100.00%	\$ 277,203.00	\$ 241,707.72	\$ 35,495.28	100.00%	100.00%			

BENCHMARK 4: Whether CBD 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

FY 2018-2019 Carryover Disbursement	\$ 185,219.53	Source	Spenddown Timeline
General Benefit Project			
General Benefit Project 1	\$ -		
General Benefit Project 2	\$ -		
General Benefit Project 3	\$ -		
General Benefit Project 4	\$ -		
	\$ -		
	\$ -		
	\$ -		
General Project Total	\$ -		
Special Assessment Project			
SA 64 - Fisherman's Wharf CBD - Public Rights of Way and Sidewalk Operations	\$ -		
SA 64 - Fisherman's Wharf CBD - District Identity and Streetscape Improvements	\$ 96,080.53		
SA 64 - Fisherman's Wharf CBD - Administrative and Corporate Operations	\$ 19,827.20		
SA 64 - Fisherman's Wharf CBD - Special Projects	\$ -		
Contingency and Reserves	\$ 69,247.48		

	\$	-		
	\$	-		
Special Project Total	\$	185,155.21		
Total Designated Amount for FY 2018-19	\$	185,155.21		

Fisherman's Wharf Association
of San Francisco

Financial Statements

June 30, 2019
(Reviewed)

Barlow & Hughan LLP
CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2019

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Barlow & Hughan LLP

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 financial statements of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO (a California mutual benefit corporation), which comprise the statement of financial position as of June 30, 2019, the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of 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's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Accountants' Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

Accountants' Conclusion

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 accordance with accounting principles generally accepted in the United States of America.

Barlow & Hughan LLP

September 25, 2019

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2019

(See independent accountants' review report)

ASSETS

CURRENT ASSETS

Cash	\$628,365
Assessments receivable	39,610
Grant receivable	12,956
Prepaid expenses	<u>10,760</u>
	691,691

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	1,743
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INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>12,223</u>
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\$705,657

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	<u>\$ 24,438</u>
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NET ASSETS

WITHOUT DONOR RESTRICTIONS	668,263
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WITH DONOR RESTRICTIONS

Time restricted	<u>12,956</u>
	<u>681,219</u>

\$705,657

See notes to financial statements.

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES AND NET ASSETS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
REVENUES AND SUPPORT			
Special benefit assessments	\$ 949,569		\$ 949,569
Public support	309,121	\$ 12,956	322,077
Program services	<u>13,350</u>	<u> </u>	<u>13,350</u>
	1,272,040	12,956	1,284,996
OTHER INCOME (EXPENSE)			
Special events - Net of expenses of \$22,290	(3,360)		(3,360)
Interest	279		279
Net assets released from restriction - expiration of time restrictions	<u>108,797</u>	<u>(108,797)</u>	<u> </u>
	<u>1,377,756</u>	<u>(95,841)</u>	<u>1,281,915</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	432,115		432,115
Landside - Street operations, beautification and order	259,767		259,767
Portside - District identity and street improvements	196,044		196,044
Lombard street visitor services	199,828		199,828
Support Services			
General and administrative expenses	<u>260,344</u>		<u>260,344</u>
	<u>1,348,098</u>		<u>1,348,098</u>
CHANGE IN NET ASSETS	29,658	(95,841)	(66,183)
NET ASSETS - Beginning of year	<u>638,605</u>	<u>108,797</u>	<u>747,402</u>
NET ASSETS - End of year	<u>\$ 668,263</u>	<u>\$ 12,956</u>	<u>\$ 681,219</u>

See notes to financial statements.

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

	Program Services Landside		Program Services Portside	Lombard Street Visitor Services	General and Administrative		Total
	District identity and street improvements	Street operations, beautification and order	District identity and street improvements		Landside	Portside	
Salaries	\$106,956	\$ 47,747	\$ 39,198	\$ 25,771	\$ 64,277	\$19,396	\$ 303,345
Employee benefits	658	844	186		17,484	5,080	24,252
Payroll taxes	4,307		1,215		9,667	2,727	17,916
	<u>111,921</u>	<u>48,591</u>	<u>40,599</u>	<u>25,771</u>	<u>91,428</u>	<u>27,203</u>	<u>345,513</u>
Ambassador programs	108,355	165,470	51,199	174,057			499,081
Marketing and media production	94,287		46,364				140,651
Security and parking operations	54,759		26,971				81,730
Community engagement and preservation	39,145		19,280				58,425
Professional fees		2,750			36,289	12,544	51,583
Directional/branding signs		42,956					42,956
Occupancy					23,317	6,576	29,893
Office expenses	413		187		17,171	4,911	22,682
Travel and meetings	108		53		16,978	4,843	21,982
Springboard camera counter	6,288		3,097				9,385
Insurance					7,074	1,995	9,069
PR & media relations	5,561		2,739				8,300
Deprecation and amortization					6,019	1,698	7,717
Nightlife promotion	4,942		2,434				7,376
PIERSafe	2,431		1,197				3,628
Planning and zoning	2,196		1,082				3,278
Research	1,709		842				2,551
Membership dues					1,789	509	2,298
	<u>\$432,115</u>	<u>\$259,767</u>	<u>\$196,044</u>	<u>\$199,828</u>	<u>\$200,065</u>	<u>\$60,279</u>	<u>\$1,348,098</u>

See notes to financial statements.

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

CASH FLOWS FROM OPERATING ACTIVITIES	
Assessments received	\$ 958,613
Cash paid to suppliers and employees	(1,279,271)
Cash received from programs and events	32,280
Grants received	298,169
Interest received	<u>279</u>
Net cash provided by operating activities	<u>10,070</u>
CASH FLOWS FROM INVESTING ACTIVITIES	
Purchase of equipment	<u>(1,576)</u>
NET INCREASE IN CASH	8,494
CASH - Beginning of year	<u>619,871</u>
CASH - End of year	<u>\$ 628,365</u>
RECONCILIATION OF CHANGE IN NET ASSETS	
TO NET CASH PROVIDED BY OPERATING ACTIVITIES	
Change in net assets	\$ (66,183)
Items not requiring cash:	
Depreciation and amortization	7,717
Increases (decreases) in assets and liabilities:	
Assessments receivable	9,044
Grant receivable	95,841
Prepaid expenses	22,881
Accounts payable and accrued liabilities	<u>(59,230)</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES	<u>\$ 10,070</u>

SUPPLEMENTAL DISCLOSURE OF NON-CASH ACTIVITIES

Value of in-kind contributions used for operations	\$119,700
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See notes to financial statements.

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED JUNE 30, 2019

(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. The contracts with the City also require that the Association raise a specified level of private donations. Management believes that during the year ended June 30, 2019, the Association has complied with this requirement.

In addition to the special assessment funds, the Association relies on public support, grants, and service revenues to supplement the special assessments and provide services to the Districts and the neighboring areas. During the year the Association received a grant from the City to provide community services under the Lombard Street Visitor Services Program which serves an area adjacent to the Districts.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - (Continued)

History and Operations (Continued)

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

Basis of Presentation

Financial statement presentation follows the recommendations of the Financial Accounting Standards Board (FASB) in its Accounting Standards Codification (ASC) Topic 958 Not-For-Profit Entities dated August 2016. Under FASB ASC Topic 958, the Association reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions, and net assets with donor restrictions, based upon the existence or absence of donor-imposed restrictions. If restrictions imposed by the donor are not satisfied by the end of the current year or if the funds have not been received by year end, then the income will be recognized to be with donor restrictions. Net assets without restrictions include funds separately designated by the Board of Directors.

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, net of an allowance for doubtful accounts based on the Association's historical experience. At June 30, 2019 Management determined that all of the receivables were collectible and therefore no allowance for doubtful accounts was necessary.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - (Continued)

Expense allocation by Function

The financial statements report certain natural categories of operating expenses that are attributable to more than one program or supporting function.

The expenses were allocated on the following basis:

Employment Costs	Time and Effort
Program and other expenses	Based on square footage

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 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. There were no penalty or interest assessments by any government agency recorded in the financial statements during the year. 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."

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - (Continued)

Donated Services

A number of volunteers have donated significant amounts of their time to the Association. These donated services are not reflected in the financial statements since they do not meet generally accepted criteria for recognition as contributed services.

A number of organizations have donated services and materials to the Association. The Association also received discounted rental and meeting space to carry on its activities. Management estimates the value of these donations during the year to be approximately \$119,700. This amount was recognized as public support revenue and corresponding expenses were also recognized by the Association.

Compensated Absences

Accumulated paid time off is accrued when earned. As of June 30, 2019 the liability for employees for compensated absences was \$7,181.

2. CASH

Cash at June 30, 2019 consisted of the following:

Cash in checking account	\$ 58,161
Cash deposited in interest-bearing account	<u>570,204</u>
	<u>\$628,365</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

3. LIQUIDITY AND AVAILABILITY OF FINANCIAL ASSETS

The cash and financial assets at June 30, 2019 that will be available for general use consist of the following:

Cash	\$628,368
Assessments receivable	39,610
Grants receivable	<u>12,956</u>
	<u>\$680,934</u>

The Organization has a goal to maintain financial assets on hand to meet its normal monthly operating expenses. The Organization has a policy to structure its financial assets to be available as its general expenditures, liabilities and other obligations come due.

4. 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, 2019 was \$1,518.

Office furniture and equipment at June 30, 2019 consisted of the following:

Furniture and equipment	\$ 11,010
Less accumulated depreciation	<u>9,267</u>
	<u>\$ 1,743</u>

5. INTANGIBLE ASSETS

Intangible assets are stated at cost. Amortization is provided using the straight-line method over their estimated useful lives of between three and fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2019 was \$6,199.

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED JUNE 30, 2019

(See independent accountants' review report)

5. INTANGIBLE ASSETS - (Continued)

At June 30, 2019 net intangible assets were comprised of the following:

Organization costs	\$ 118,551
Website development costs	35,000
Signage and logos	<u>9,432</u>
	127,983
Less accumulated amortization	<u>115,760</u>
	<u>\$ 12,223</u>

6. NET ASSETS WITH DONOR RESTRICTIONS

Net assets with donor restrictions at June 30, 2019 were comprised of grants which had not been received by year end.

7. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 74% of the Association's total revenues. Under the terms of the contracts the City can suspend distributions and ultimately terminate the contracts if the Association fails to provide adequate services to the Districts. The contracts expire on December 31, 2021 but either could be terminated at an earlier date if the Fisherman's Wharf Community Landside or the Portside Benefit Districts were disestablished by a vote of more than 50% of the assessed members.

8. CONCENTRATIONS OF CREDIT RISK

At June 30, 2019 the Association had uninsured cash deposits with a bank totaling approximately \$418,000.

9. SUBSEQUENT EVENTS

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

Barlow & Hughan LLP

CERTIFIED PUBLIC ACCOUNTANTS

MEMO

To: Supervisor Aaron Peskin, District 3

CC: San Francisco Board of Supervisors

From: Chris Corgas; OEWD Senior Program Manager

RE: Fisherman's Wharf Community Benefit District (Landside and Portside); FY 18-19 Annual Report

Date: June 2, 2020

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, 2018 and June 30, 2019.

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

Also attached to this memo are the following documents:

1. Annual Report
 - a. FY 2018-2019
2. CPA Financial Review Report
 - a. FY 2018-2019
3. Draft resolution from the Office of Economic and Workforce Development

Background

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

Landside:

- July 26, 2005: the Board of Supervisors approved the resolution that established the property-based district called the Fisherman’s Wharf Landside Community Benefit District for 15 years (Resolution # 540-05).
- January 10, 2006: the Board of Supervisors approved the contract for the administration and management of the Fisherman’s Wharf Community Landside CBD (Resolution # 16-06).
- March 14, 2017: the Board of Supervisors approved the Annual Report for the Fisherman’s Wharf Landside CBD (Resolution # 077-17).
- July 24, 2018: the Board of Supervisors approved the Annual Report for the Fisherman’s Wharf Landside CBD (Resolution #240-18)
- September 17, 2019: the Board of Supervisors approved the Annual Report for the Fisherman’s Wharf Landside CBD (Resolution #398-19)

Portside:

- December 12, 2006: the Board of Supervisors approved the resolution that established the business-based district called the Fisherman’s Wharf Portside Community Benefit District for 14 years (Resolution # 696-06).
- June 19, 2007: the Board of Supervisors approved the contract for the administration and management of the Fisherman’s Wharf Portside CBD (Resolution # 312-07).
- March 14, 2017: the Board of Supervisors approved the Annual Report for the Fisherman’s Wharf Portside CBD (Resolution # 077-17).
- July 24, 2018: the Board of Supervisors approved the Annual Report for the Fisherman’s Wharf Portside CBD (Resolution #240-18)
- September 17, 2019: the Board of Supervisors approved the Annual Report for the Fisherman’s Wharf Portside CBD (Resolution #398-19)

Basic Information about Fisherman’s Wharf CBD

Year Established	Landside 2005 Portside 2006
Assessment Collection Period	Landside: FY 2005-06 to FY 2019-20 (July 1, 2005 to June 30, 2020) Portside: FY 2006-07 to FY 2019-20 (July 1, 2006 to June 30, 2020)
Services Start and End Date	Landside: January 1, 2006 – December 31, 2020 Portside: January 1, 2007 – December 31, 2020
Initial Estimated Annual Budget	Landside: \$622,615 Portside: \$187,113
FY 18-19 Submission	Landside: \$715,578 Portside: \$220,511
Fiscal Year	July 1 – June 30
Executive Director	Randall Scott
Name of Nonprofit Owners’ Association	Fisherman’s Wharf Association of San Francisco

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

Summary of Service Area Goals

District Identity and Street Improvements (DISI)

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

Street Operations, Beautification and Order (SOBO)

Street Operations, Beautification and Order service area includes street maintenance, beautification, and safety and emergency preparedness. FWCBD contracts with 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 SFPD 10B officers several 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. The FWCBD is staffed by a full-time Executive Director who serves as the point person and advocate for the Fisherman's Wharf CBD. FWCBD board has twenty-five (25) board members who represent the diverse property and business owners in the district. In addition, there are two 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 the fourth Thursday of the month. Each committee requires at least one board member serve on the committee or as the chair. 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, Beautification and Order (SOBO)** - The SOBO committee works to ensure a clean and safe commercial district and meets 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 2018-2019

District Identity and Street Improvements (DISI)

- Sponsored the following events: Fleet Week, City 4th of July celebration, Taste of Tel-Hi, FWMA Crab Feed, and the FWMA Golf Tournament
- Produced the 6th annual Wharf Fest Event and Chowder Competition
- Partnered with the St. Francis Yacht Club to produce the annual Holiday Lighted Boat Parade
- Received approximately 55,000 media impressions
- Earned media equivalent to \$30 million in advertising
- Received a \$120,000 grant for Google AdWords. This grant allows the FWCBD to create ad campaigns and boost our search ranking on Google, which is our top referral search engine.

Street Operations, Beautification and Order (SOBO)

- Safety & Security Services:
 - Public disturbance – 800
 - Drinking in Public – 800
 - Illegal Dumping – 600
- Visitor/Merchant Services:
 - Hospitality Assistance – 13,700
 - Directions Given – 8,100
 - Business Contacts Made – 6,700
 - Street Performer Interactions - 700
- Cleaning/Maintenance Services
 - Trash Collected (lbs) – 35,400
 - Graffiti/Stickers Removed – 3,900
 - Pan and Broom Block Faces Covered - 10,600
 - Street Furniture Cleaned – 1,500
 - Tree Grates Cleaned – 4,400

Administration and Corporate Operations

- Actively participated in both the Clean and Safe 365 working group led by the Hotel Council, and SF Travel’s Clean and Safe Coalition which focuses on safety, cleanliness, and quality of life issues. Began work on FY 19-20 Fisherman’s Wharf Landside and Portside CBD renewal process
- Advocated for extending the Central Subway to the Wharf by partnering with SF NextStop

FWCBD Annual Budget Analysis

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

- **BENCHMARK 1:** Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan (*Agreement for the Administration of the “Fisherman’s Wharf Community Benefit District”, Section 3.9 – Budget; Agreement for the Administration of the “Fisherman’s Wharf Portside Community Benefit District”, Section 3.9 - Budget*)
- **BENCHMARK 2:** Whether five percent (5%) of Landside’s actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the “Fisherman’s Wharf Community Benefit District”, Section 3.4 - Annual Reports*)
- **BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percent (*Agreement for the Administration of the “Fisherman’s Wharf Community Benefit District”, Section 3.9 – Budget; Agreement for the Administration of the “Fisherman’s Wharf Portside Community Benefit District”, Section 3.9 - Budget*)
- **BENCHMARK 4:** Whether FWCBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year (*CA Streets & Highways Code, Section 36650(B)(5)*)

FY 2018-2019

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

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

Landside

Service Category	Management Plan Budget	% of Budget	FY 2018-2019 Budget	% of Budget	Variance Percentage Points
District Identity and Streetscape Improvements	\$255,000.00	40.96%	\$414,268.50	39.72%	-1.24%
Public Rights of Way and Sidewalk Operations	\$181,130.00	29.09%	\$336,525.00	32.27%	+3.17%
Administrative and Corporate Operations	\$125,000.00	20.08%	\$219,246.30	21.02%	+0.94%
Contingency Reserve	\$61,485.00	9.88%	\$72,940.00	6.99%	-2.88%
TOTAL	\$622,615.00	100%	\$1,042,979.80	100%	

Portside

Service Category	Management Plan Budget	% of Budget	FY 2018-2019 Budget	% of Budget	Variance Percentage Points
District Identity and Streetscape Improvements	\$130,979.00	70.00%	\$206,431.50	71.39%	+1.39%

Administrative and Corporate Operations	\$37,423.00	20.00%	\$61,838.70	21.39%	+1.39%
Contingency and Reserves	\$18,711.00	10.00%	\$20,880.00	7.22%	-2.78%
TOTAL	\$187,113.00	100%	\$289,150.20	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 \$740,770.00 or 71.68% of actuals and non-assessment revenue was \$292,661.54.00 or 28.32% of actuals. See table below.*

Revenue Sources	FY 2018-2019 Actuals	% of Actuals
Assessments Revenue	\$740,770.00	
Total Assessment (Special Benefit) Revenue	\$740,770.00	71.68%
Grants	\$199,828.00	19.34%
Contributions and Sponsorships	\$6,691.63	0.65%
Donations	\$85,929.11	8.31%
Interest Earned	\$212.80	0.02%
Total Non-Assessment (General Benefit) Revenue**	\$292,661.54	28.32%
Total	\$1,033,431.54.00	100.00%

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; FWCBD met this requirement for Portside. See table below.*

Landside

Service Category	FY 2018-2019 Budget	% of Budget	FY 2018-2019 Actuals	% of Budget	Variance Percentage Points
District Identity and Streetscape Improvements	\$414,268.50	39.72%	\$432,115.00	44.73%	+5.01%
Public Rights of Way and Sidewalk Operations,	\$336,525.00	32.27%	\$259,767.00	26.89%	-5.38%

Administrative and Corporate Operations	\$219,246.30	21.02%	\$200,065.00	20.71%	-0.31%
Contingency Reserves	\$72,940.00	6.99%	\$74,077.00	7.67%	+0.67%
TOTAL	\$1,042,979.80	100%	\$966,024.00	100.00%	

Portside

Service Category	FY 2018-2019 Budget	% of Budget	FY 2018-2019 Actuals	% of Budget	Variance Percentage Points
District Identity and Streetscape Improvements	\$206,431.50	71.39%	\$196,044.00	70.72%	-0.67%
Administrative and Corporate Operations	\$61,838.70	21.39%	\$60,279.00	21.75%	+0.36%
Contingency Reserve	\$20,880.00	7.22%	\$20,880.00	8.64%	+0.31%
TOTAL	\$289,150.20	100%	\$277,203.00	100.00%	

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

Landside

FY 2018-2019 Carryover Disbursement	\$497,818.54
Public Rights of Way and Sidewalk Operations	\$139,675.37
District Identity and Streetscape Improvements	\$118,758.97
Administration	\$92,195.68
Contingency	\$147,188.52
Total Designated amount for Future Years	\$497,818.54

Portside

FY 2018-2019 Carryover Disbursement	\$185,219.53
District Identity and Streetscape Improvements	\$96,080.53
Administration	\$19,827.20

Contingency	\$69,247.48
Total Designated amount for Future Years	\$185,155.21

Findings and Recommendations

For the fiscal year in review, Fisherman’s Wharf CBD met all benchmarks mentioned on page 5 of this memo. The CBD continues to perform strongly in respect to reported metrics. FWCBD, once again, hosted successful events and has partnered with the broader community to make the Wharf area a destination for locals.

The FWCBD - Landside expires on June 30, 2020 and must be renewed before then. FY 18-19 saw the CBD lay the ground work for its renewal process and it is expected to be completed on time. It should be noted that the Landside and Portside districts have different sunset dates based on the differences between property assessment and business assessment collection. The organization is expected to complete the renewal process for both the Landside and Portside districts before each of their respective sunset dates.

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 Wharf Fest. 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 carry out its mission and service plans. Fisherman’s Wharf CBD is well underway with their renewal process and are expected to complete the process on schedule.

BOARD of SUPERVISORS



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MEMORANDUM

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

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

DATE: June 10, 2020

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Government Audit and Oversight Committee has received the following proposed legislation, introduced by Supervisor Peskin on June 2, 2019:

File No. 200587

Resolution receiving and approving the annual report for the Fisherman's Wharf Community Benefit District and Fisherman's Wharf Portside Community Benefit District for FY2018-2019, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600 et seq.), Section 36650, and the Districts' management agreements with the City, Section 3.4.

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

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

Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp
or meeting date

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

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

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

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

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

Sponsor(s):

Subject:

The text is listed:

Signature of Sponsoring Supervisor:

For Clerk's Use Only