



# 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”



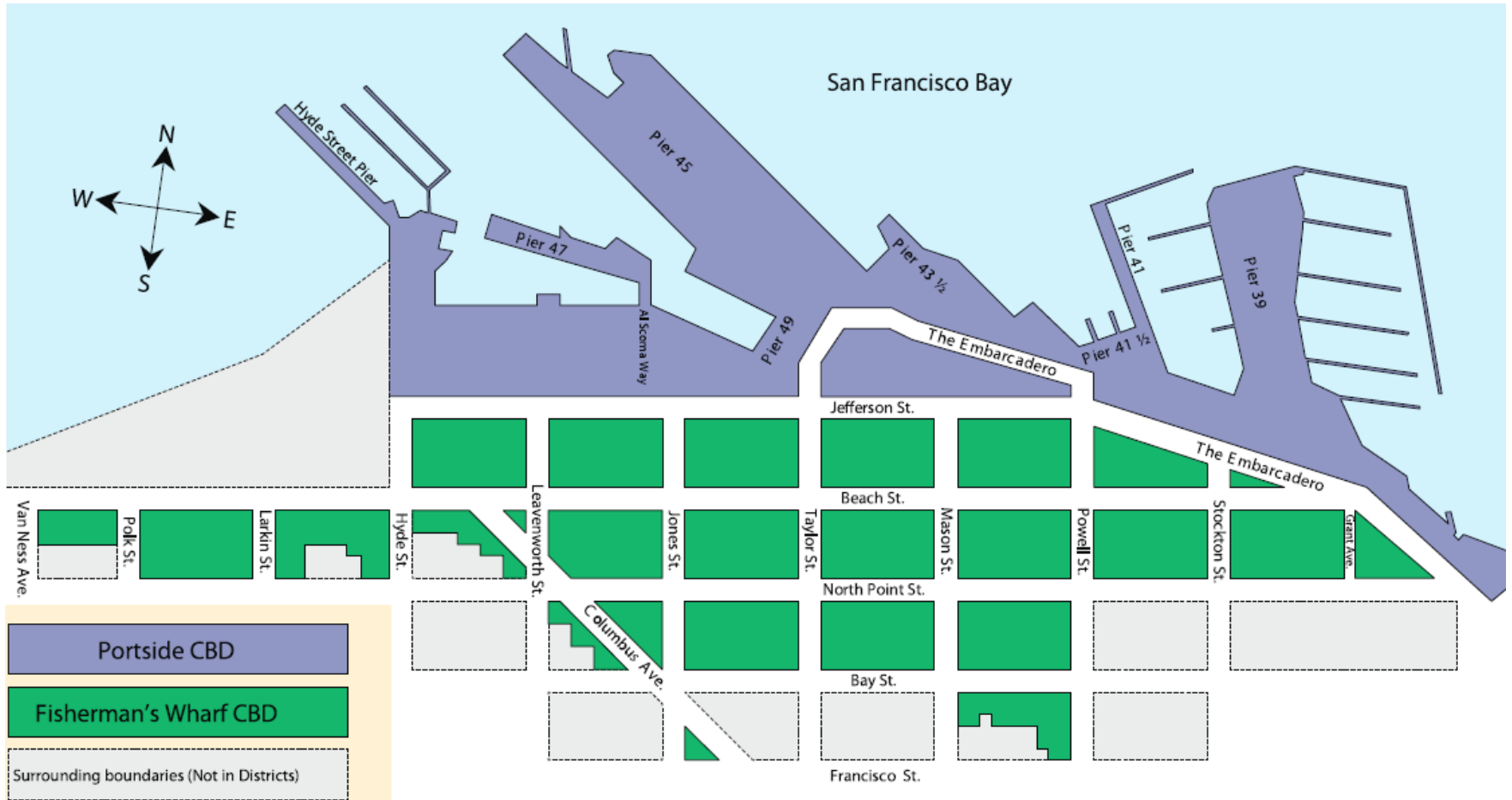
# Review Process

**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.**

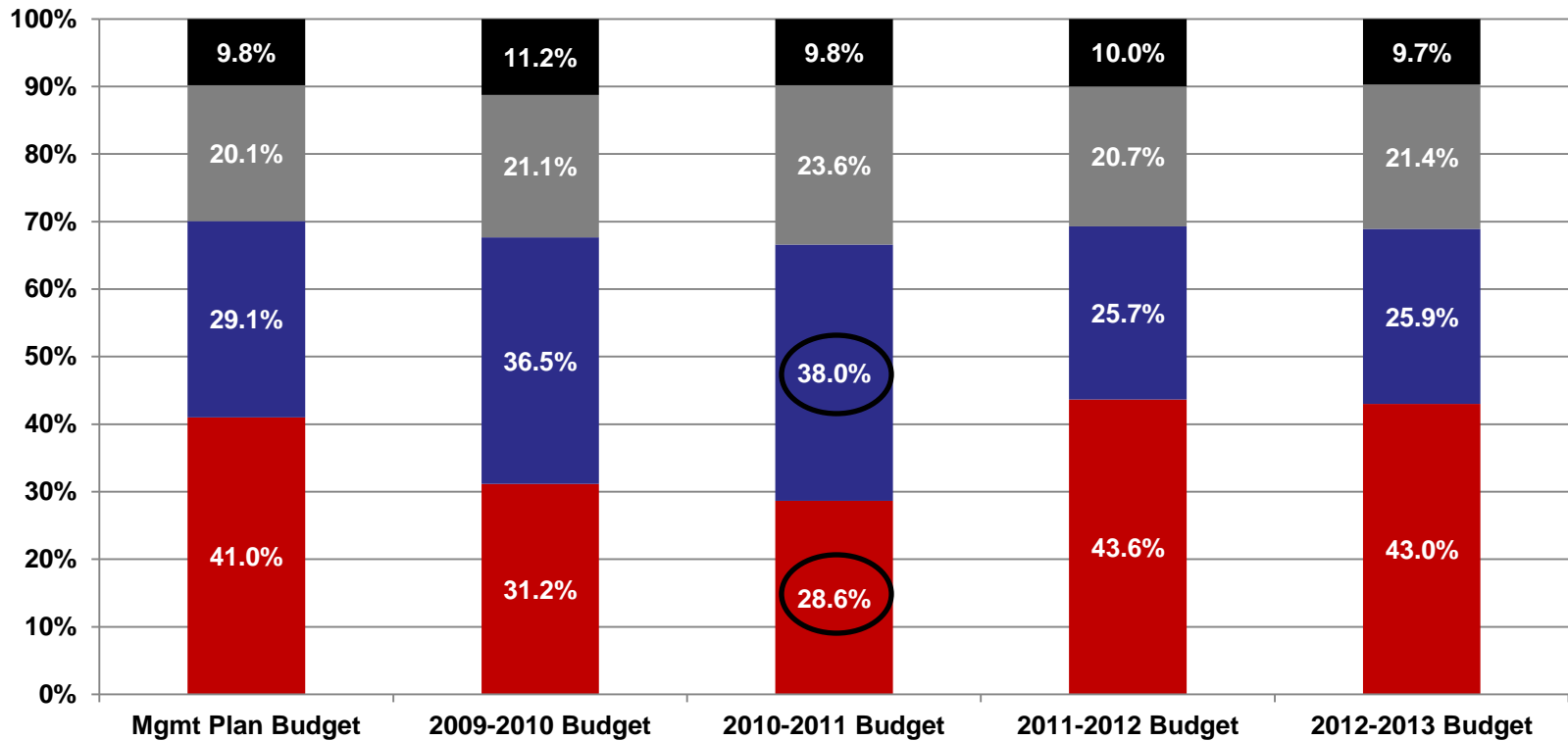
**Benchmark 2 – Whether five percent (5%) of Landside's actuals came from sources other than assessment revenue.**

**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)

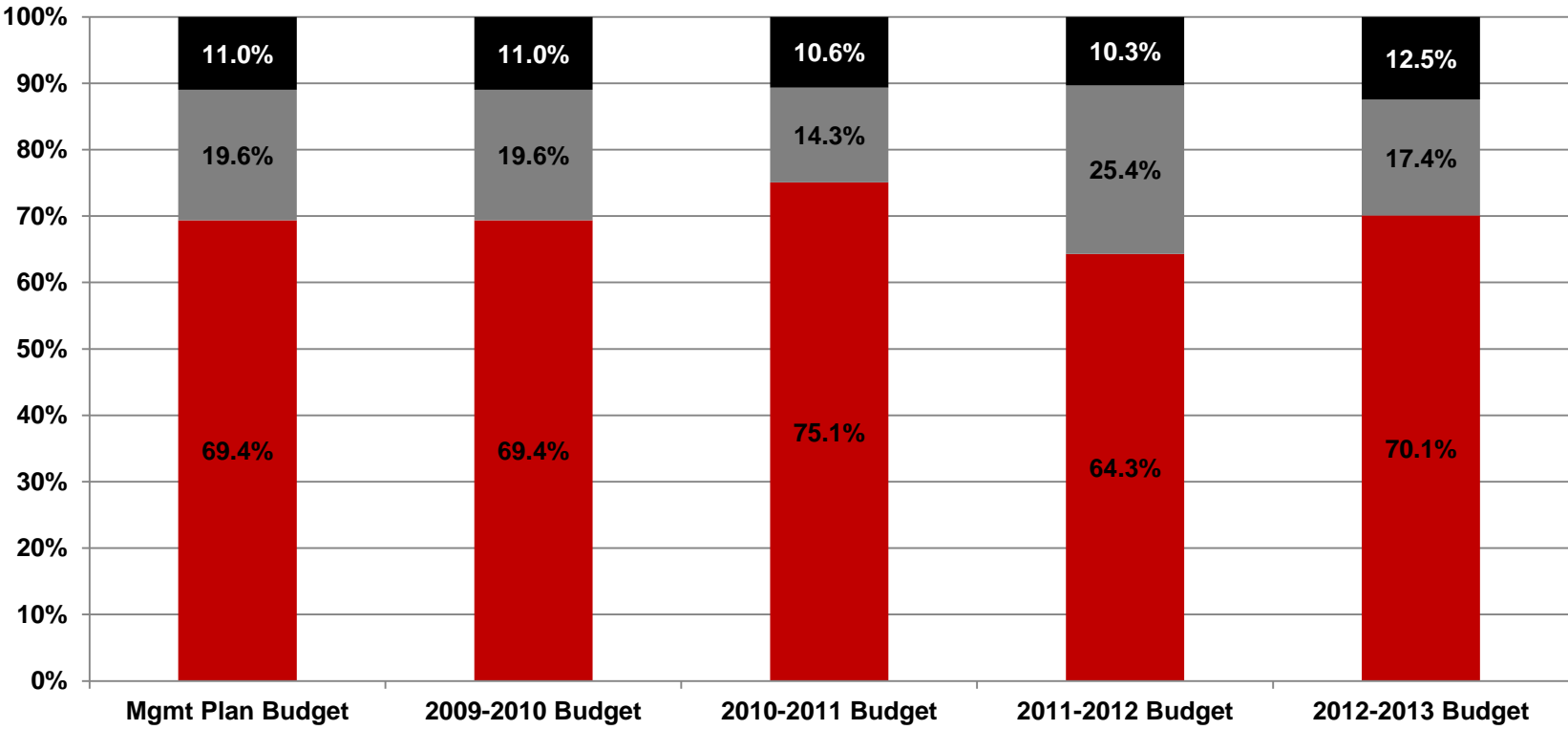


- District Identity and Streetscape Improvements
- Sidewalk Operations & Beautification
- Administrative Expenses
- Contingency Reserve





# Management Plan vs. Annual Budgets (Port-Side)

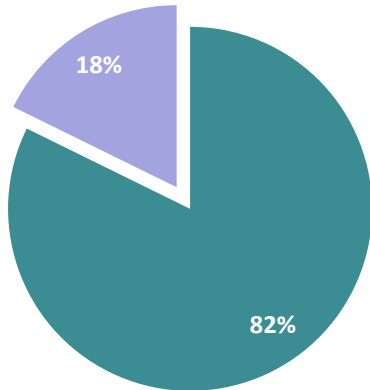


■ District Identity and Streetscape Improvements   ■ Administrative Expenses   ■ Contingency Reserve

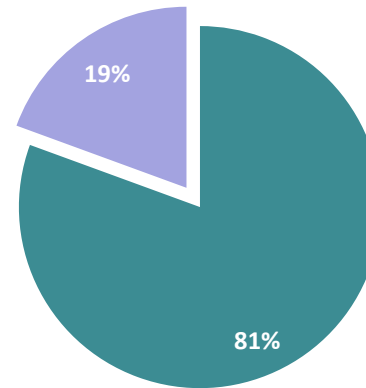


# Assessment Revenue & Other Income

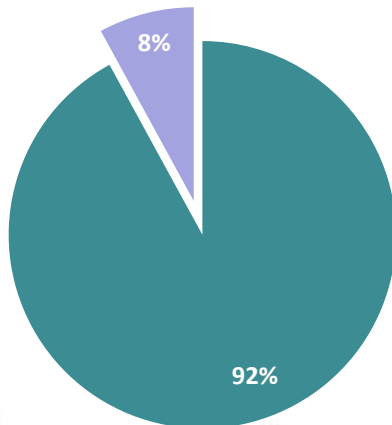
**FY 2009 - 2010**



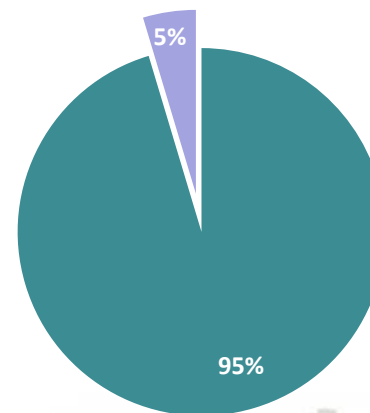
**FY 2010 - 2011**



**FY 2011 - 2012**



**FY 2012 - 2013**

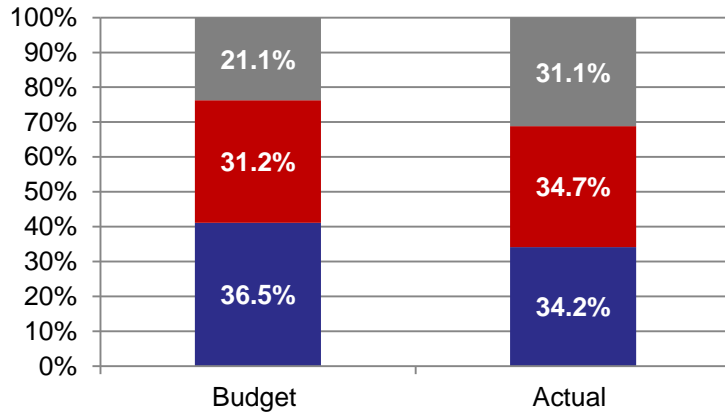


- Lanside Special Benefit Assessments
- Non-Assessment Revenue

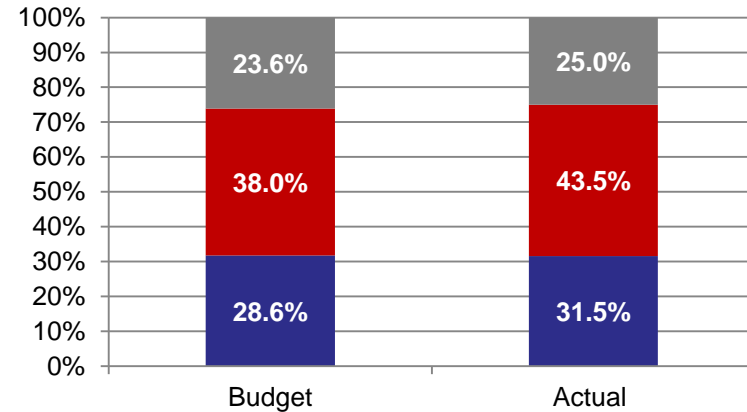


# Budget vs Actuals – Landside

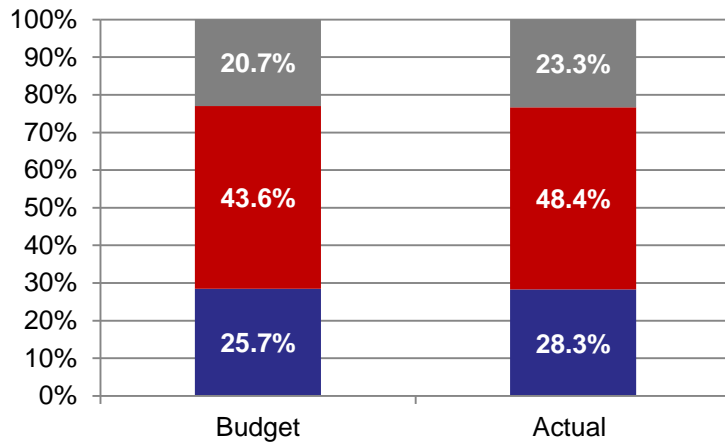
## FY 2009-10



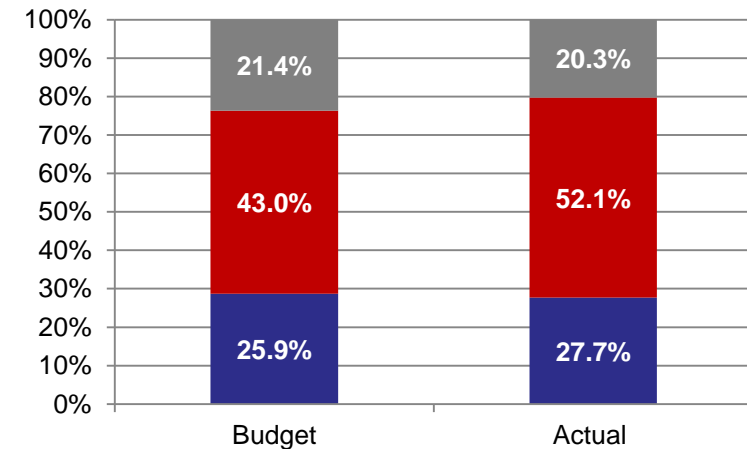
## FY 2010-11



## FY 2011-12

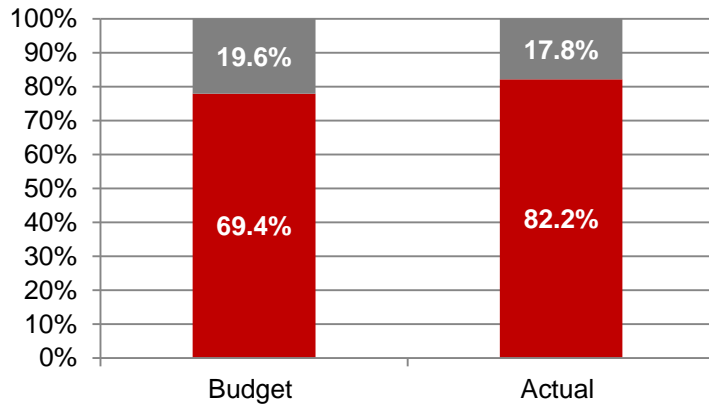


## FY 2012-13

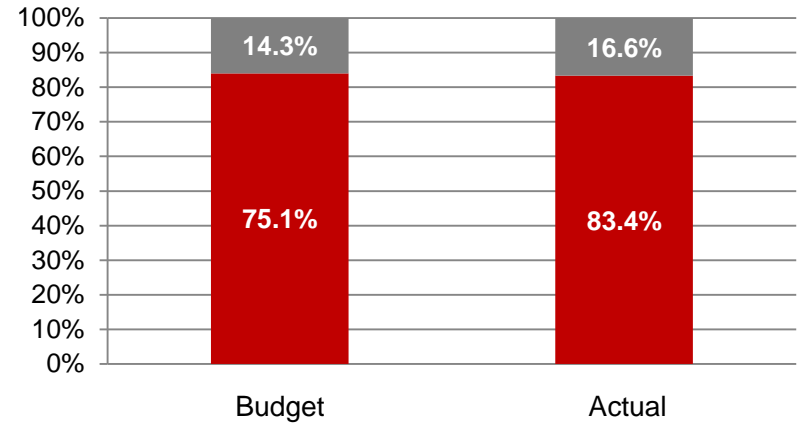


# Budget vs Actuals – Portside

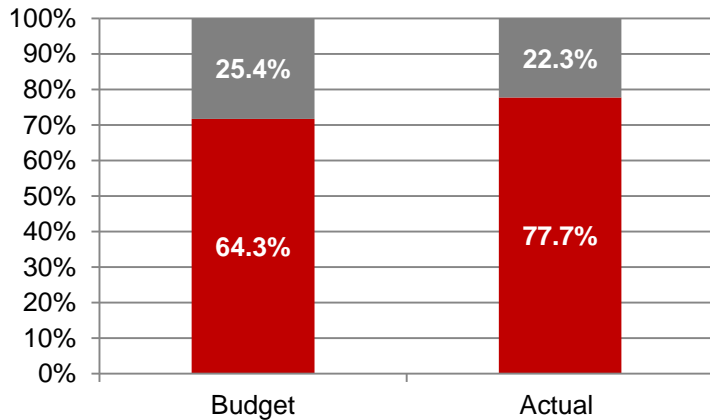
**FY 2009-10**



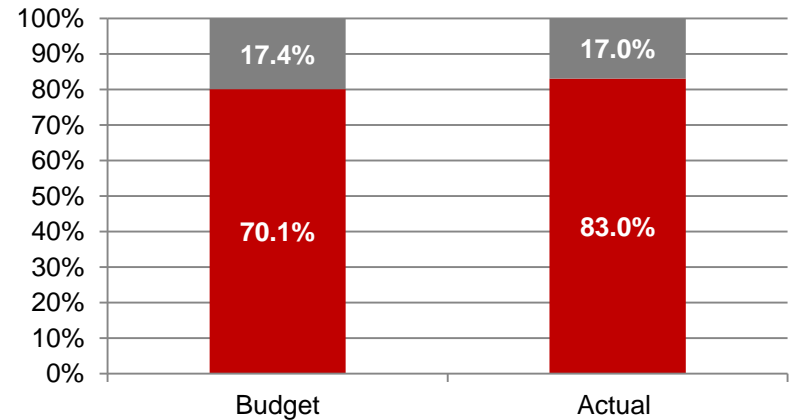
**FY 2010-11**



**FY 2011-12**



**FY 2012-13**



# Carryover

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2009-2010 Carryover Disbursement  
09-'10 DESIGNATED PROJECTS  
FOR '10-'11

	\$204,360
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Public Realm Projects	50,000
DISI Special marketing Projects	50,000
SOBO Special Street Projects	104,360

Total Carryover Disbursement	\$204,360
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2011-2012 Carryover Disbursement  
11-'12 DESIGNATED PROJECTS  
FOR '12-'13

	\$304,000
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Public Realm Projects	50,000
DISI Special marketing Projects	127,000
SOBO Special Street Projects	127,000

Total Carryover Disbursement	\$304,000
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2010-2011 Carryover Disbursement  
10-'11 DESIGNATED PROJECTS  
FOR '11-'12

	\$206,000
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Public Realm Projects	106,000
DISI Special marketing Projects	50,000
SOBO Special Street Projects	50,000

Total Carryover Disbursement	\$206,000
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2012-2013 Carryover Disbursement  
12-'13 DESIGNATED PROJECTS  
FOR '13-'14

	\$227,600
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Public Realm Projects	
DISI Special marketing Projects	127,500
SOBO Special Street Projects	100,100

Total Carryover Disbursement	\$227,600
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# Conclusion

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

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



# 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.



# Contact Info

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**OEWD**

**Senior Project Manager - Community Benefit District Program**

**415.554.4984**

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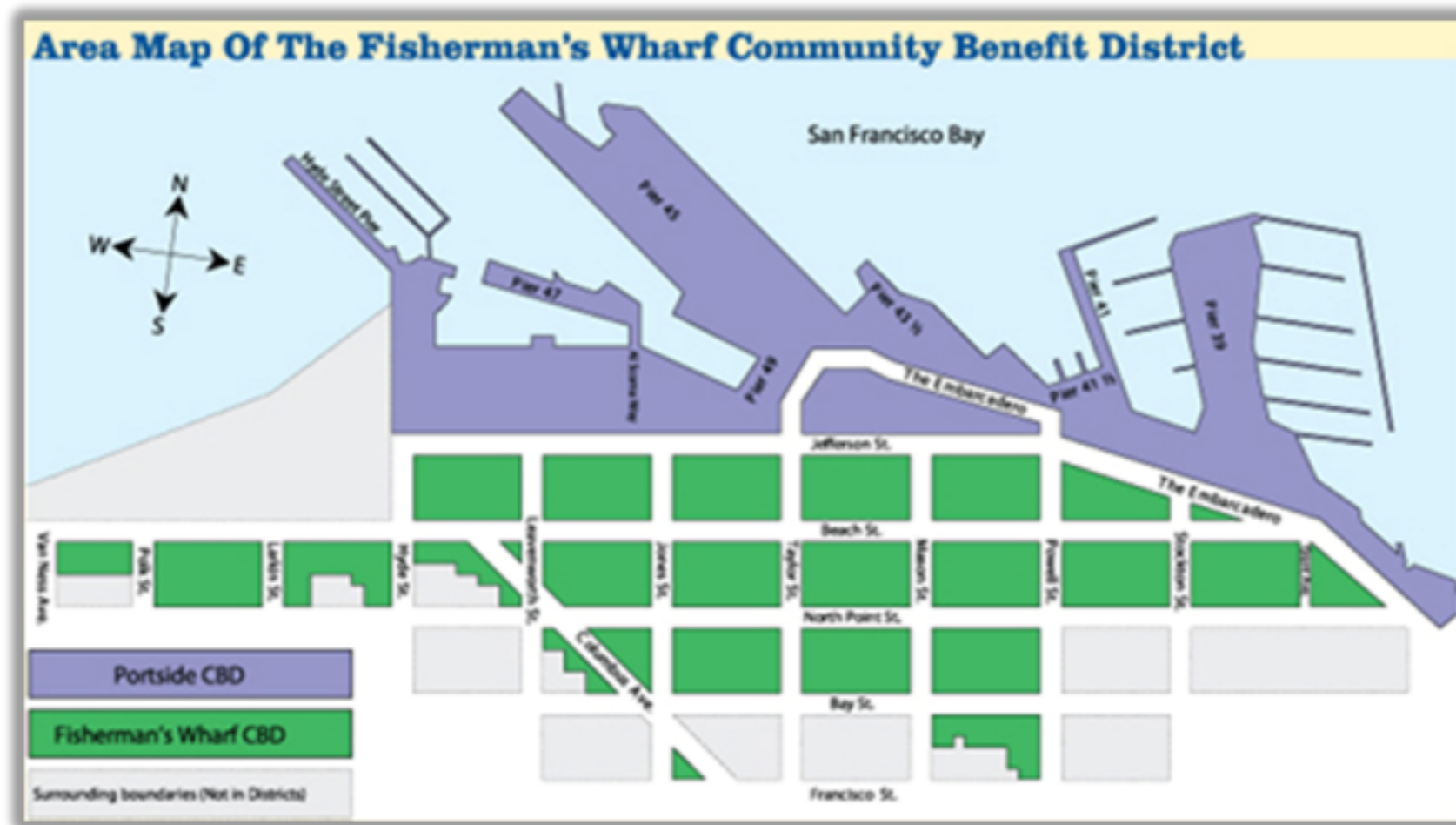
# FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT

TROY CAMPBELL - EXECUTIVE DIRECTOR



**Fisherman's Wharf**  
COMMUNITY BENEFIT DISTRICT

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



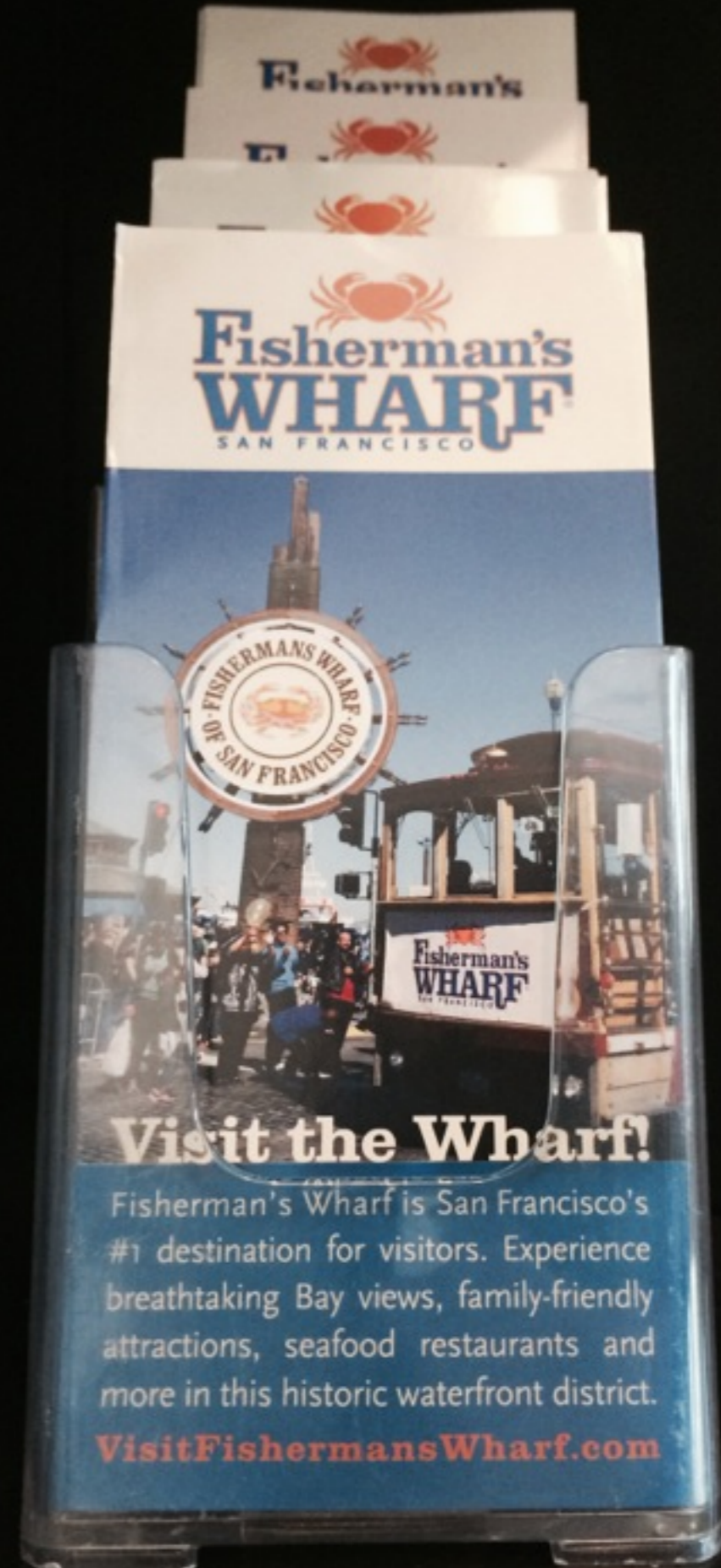
FWCBD PORTSIDE & LANDSIDE

DISTRICT MAP

# ACTIVE COMMITTEES

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



# PARTNER ORGANIZATIONS

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- 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



# Holiday Lights



# Fishnet



# Public Realm Advocacy

Ongoing Programs and Initiatives

# FY

## 2009 / 2010

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- 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

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- 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

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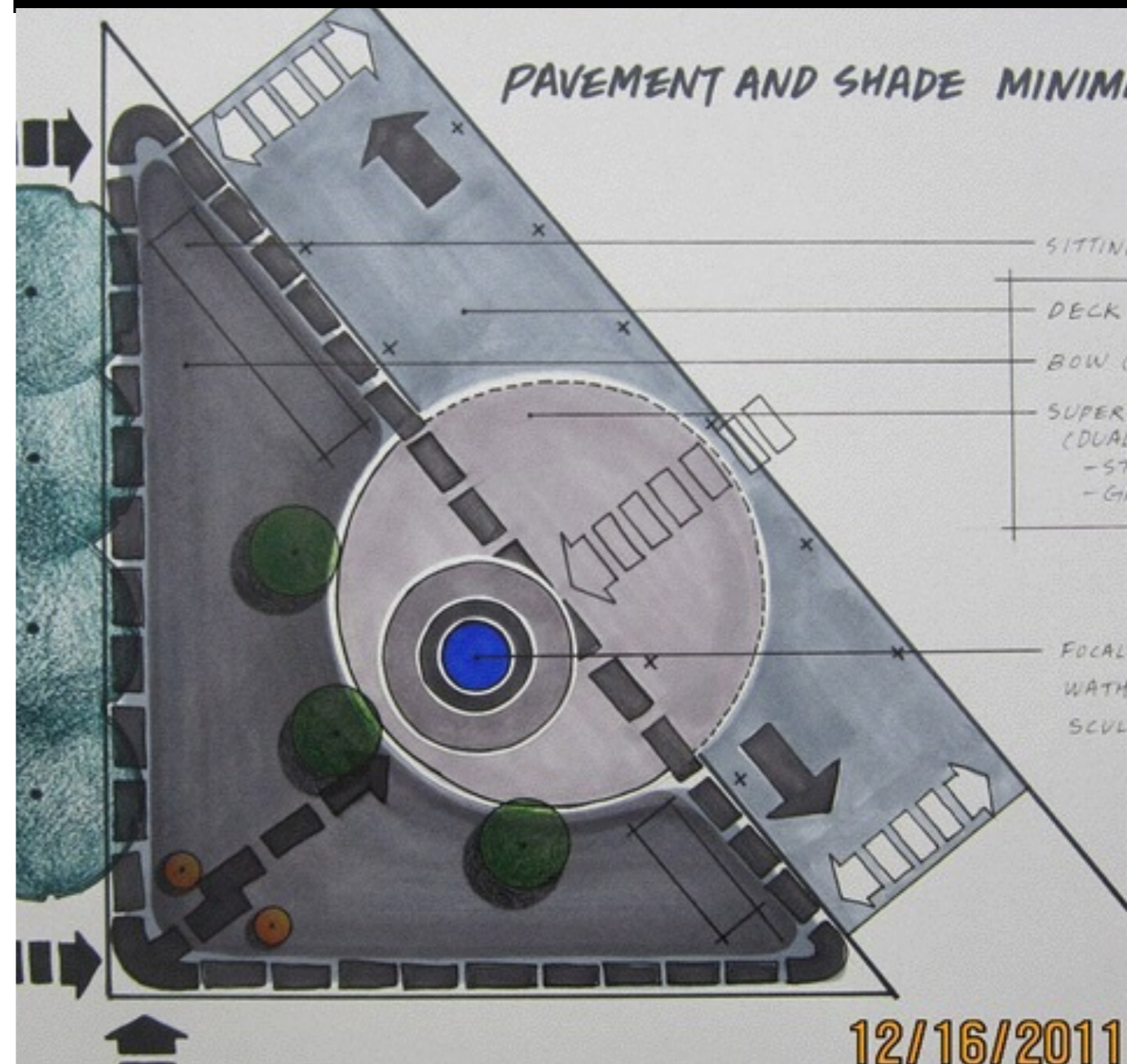
- Added a hospitality ambassador program to welcome and assist visitors in the district
- Lit all the trees on Taylor Street from Jefferson to the the Cable Car Turnaround
- Conducted the 4th Annual PIERsafe Drill
- Began implementation of the two year Zero-Waste Grant
- Improved Joseph Conrad Square Park by adding lights to all the trees in the park.
- Revamped the [visitfishermanswharf.com](http://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

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- 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

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- 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.





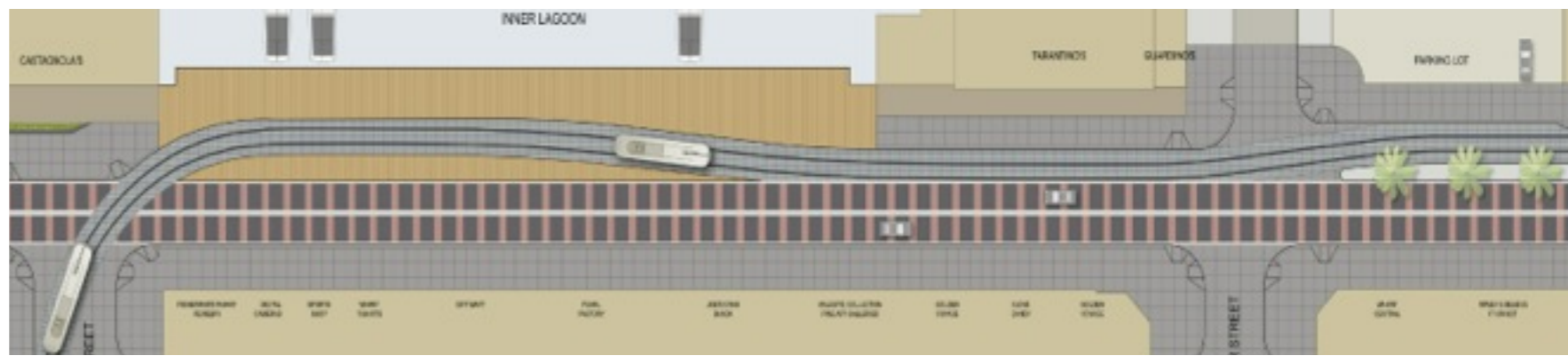
# FY 2012 / 2013

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- 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