



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report 2011 2012

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

The 2011-2012 fiscal year saw the continued growth and success of our organization. Now in its seventh year of operation the Fisherman’s Wharf Community Benefit District (FWCBD) has built very productive relationships with city agencies and other neighborhood groups. With a 25 member Board of Directors and 10 committees and subcommittees, we have over 150 active district and community members. We would like to thank our volunteer board of directors as well as all of the individuals that support our district throughout the year.

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

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

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

- Our new ambassador program has been successful in welcoming visitors and assisting them, and also for making the wharf safer and cleaner.
- We have helped support restaurants within the district by working hard to keep mobile food carts from gaining authorization to operate here.
- Worked with the Port of San Francisco, the SF Planning Department and Supervisor Chiu’s office to clarify and amend zoning issues in the district.
- Created a safe and more welcoming corridor on Taylor Street from the Cable Car Turnaround to Jefferson Street by permanently lighting of all the trees.
- Partnered with the City of San Francisco to support another successful 4th of July Celebration on Fisherman’s Wharf.
- Supported the City of San Francisco’s Sunday Streets program by holding a Family Fitness Fair in the heart of Fisherman’s Wharf.
- Produced the 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.
- Supported the most successful Fleet Week San Francisco, to date, through a major sponsorship for Fisherman’s Wharf that delivered hundreds of thousands of visitors to the Wharf.
- Continued implementation of an \$80,000, two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman’s Wharf a Zero Waste Zone.
- Improved the Joseph Conrad Square 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.
- Launched a new visitfishermanswharf.com website that includes social media integration and allows FWCBD staff to fully edit the website.

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

Regards,

David Berbey
President

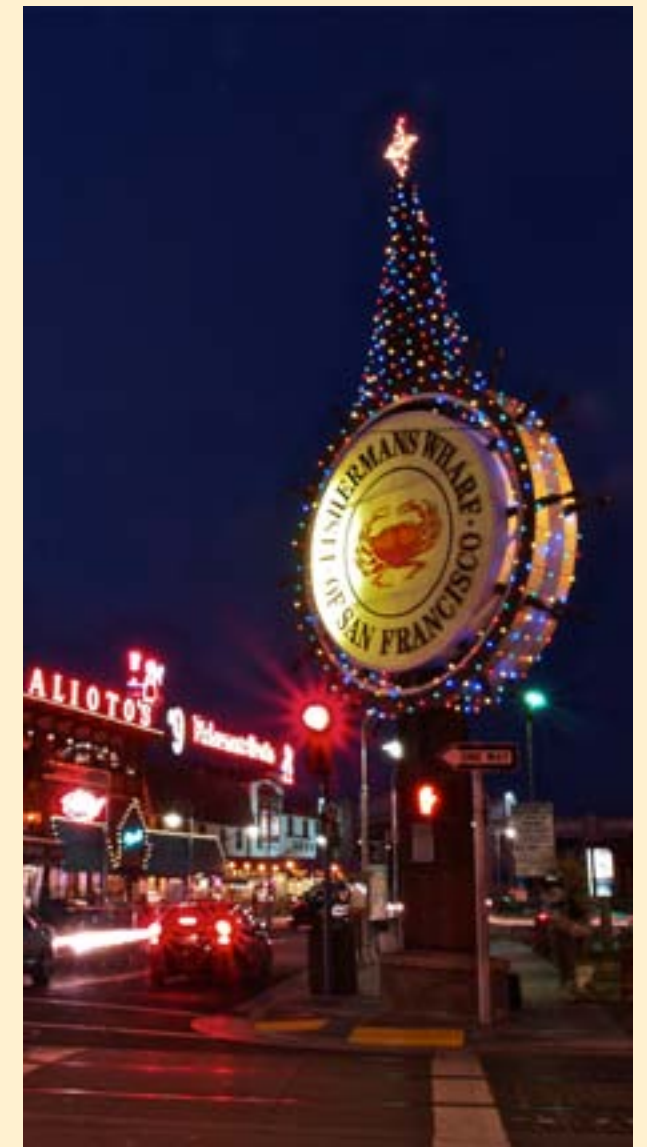
Troy Campbell
Executive Director

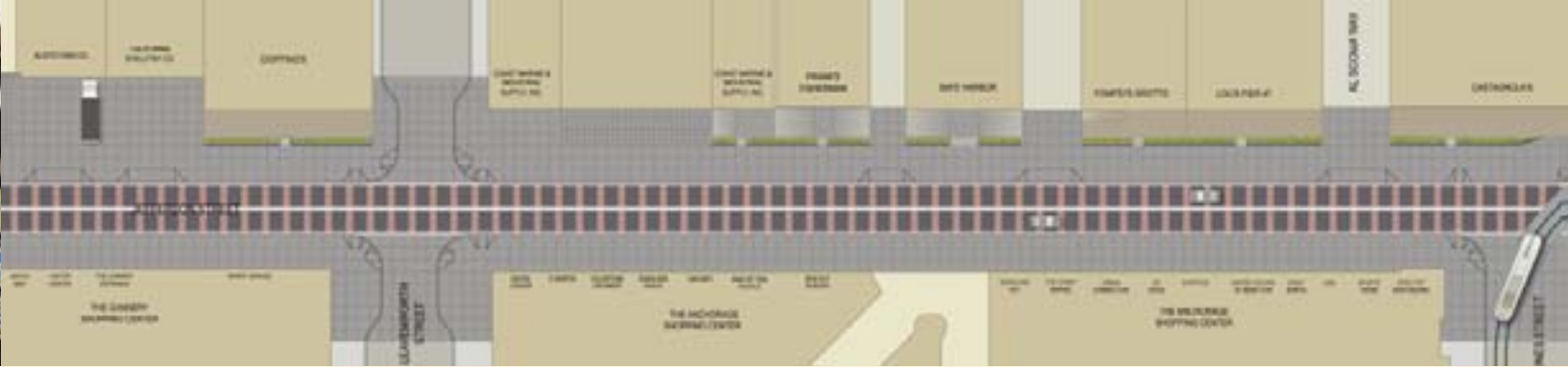


District Identity and Street Improvements (DISI): Marketing

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

- also organized and sponsored a Family Fun Fair in the parking lot at Jefferson and Mason that included games and activities for participating families.
- The FWCBD continued its partnership with SF Travel and Chaperon by running ads in their publications and on the SF Travel website.





Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

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

STREET MAINTENANCE

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

SECURITY

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

PIERsafe

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

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

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

TRANSPORTATION TASKFORCE

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

SUSTAINABILITY COMMITTEE

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

COMMUNITY DEVELOPMENT COMMITTEE

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



Public Realm Plan

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

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

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

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

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

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

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

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

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

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





Assessment Methodology

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

LAND-SIDE CBD PROPERTY ASSESSMENTS

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

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

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

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

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

Note: See chart below for building categories.

Example: A 5,000 square foot lot, with 50 feet of frontage and 4,000 square feet of usable retail or commercial building use:
 5,000 x .091612 = \$ 458.06 in lot size
 50 x \$ 5.4296 = \$ 271.48 in linear frontage, and
 4,000 x \$.072168 = \$ 288.67 in bldg sq footage (A or B)
 Total assessment: = \$1,018.21 per year

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

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

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

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

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

Building Uses In Land-Side Cbd For Zone 1

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

PORT-SIDE CBD PROPERTY ASSESSMENTS

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

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

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

2011 – 2012 Balance Sheet

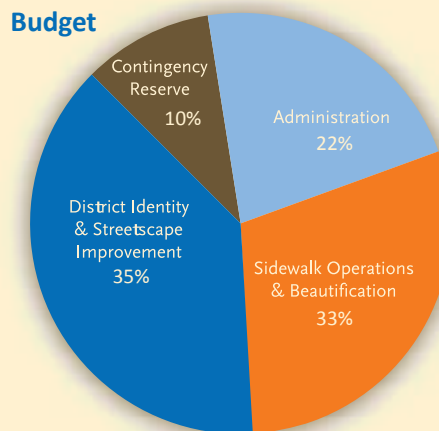
ASSETS	
CURRENT ASSETS	
Cash	52,383
Savings & Short Term Investments	282,184
Total Cash/Short Term Investments	334,567
ACCOUNTS RECEIVABLE	
Accounts Receivables Year-End	73,334
Grants Receivable	32,260
Total Accounts Receivable	105,594
OTHER CURRENT ASSETS	
Prepaid Expenses & Insurance	11,115
Total Other Current Assets	11,115
FIXED ASSETS	
Total fixed assets net of accumulated depreciation	56,555
TOTAL ASSETS	507,831

LIABILITIES & EQUITY	
LIABILITIES	
Accounts Payable	22,218
Accrued Expenses Year-End	8,112
Total Liabilities	30,330
EQUITY	
Total Equity	477,501
TOTAL LIABILITIES & EQUITY	507,831

2011-12 Carryover Disbursement

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

2011-2012 Budget



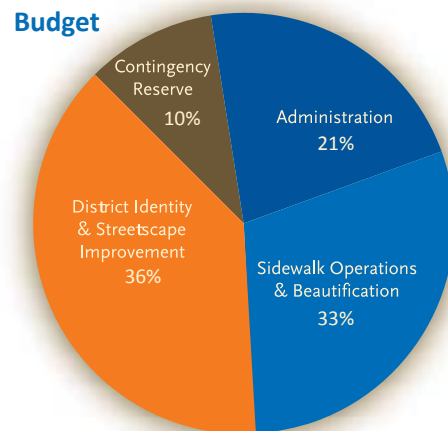
July 1, 2011 – June 30, 2012 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Carry over from fiscal year 11/12	206,000	206,000	0	0%
Assessments—Landside	565,564	589,600	(24,036)	-4%
Assessments—Portside	187,464	186,300	(1,164)	1%
Program Sponsorship/Grants	0	75,000	(75,000)	-100%
Individual/Business Contribution	7,500	0	7,500	100%
Interest Savings/Short-Term Investment	2,195	0	2,195	100%
Donated Services	39,225	40,000	(775)	-2%
TOTAL REVENUE	1,007,948	1,096,900	(88,952)	-8%
EXPENSE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	268,474	277,800	(9,326)	-3%
District Identity & Streetscape Improvement	267,440	301,200	(33,760)	-11%
Administration	173,137	186,200	(13,063)	-7%
Donated Services	39,225	40,000	(775)	-2%
TOTAL EXPENSES	748,276	805,200	(56,924)	-7%
DESIGNATED PROJECTS	41,217	206,000	(164,783)	-80%
CONTINGENCY RESERVE	85,700	85,700	0	0
2011-2012 REVENUE OVER EXPENSES	132,755	0	132,755	100%

July 2012 - June 2013 Budget

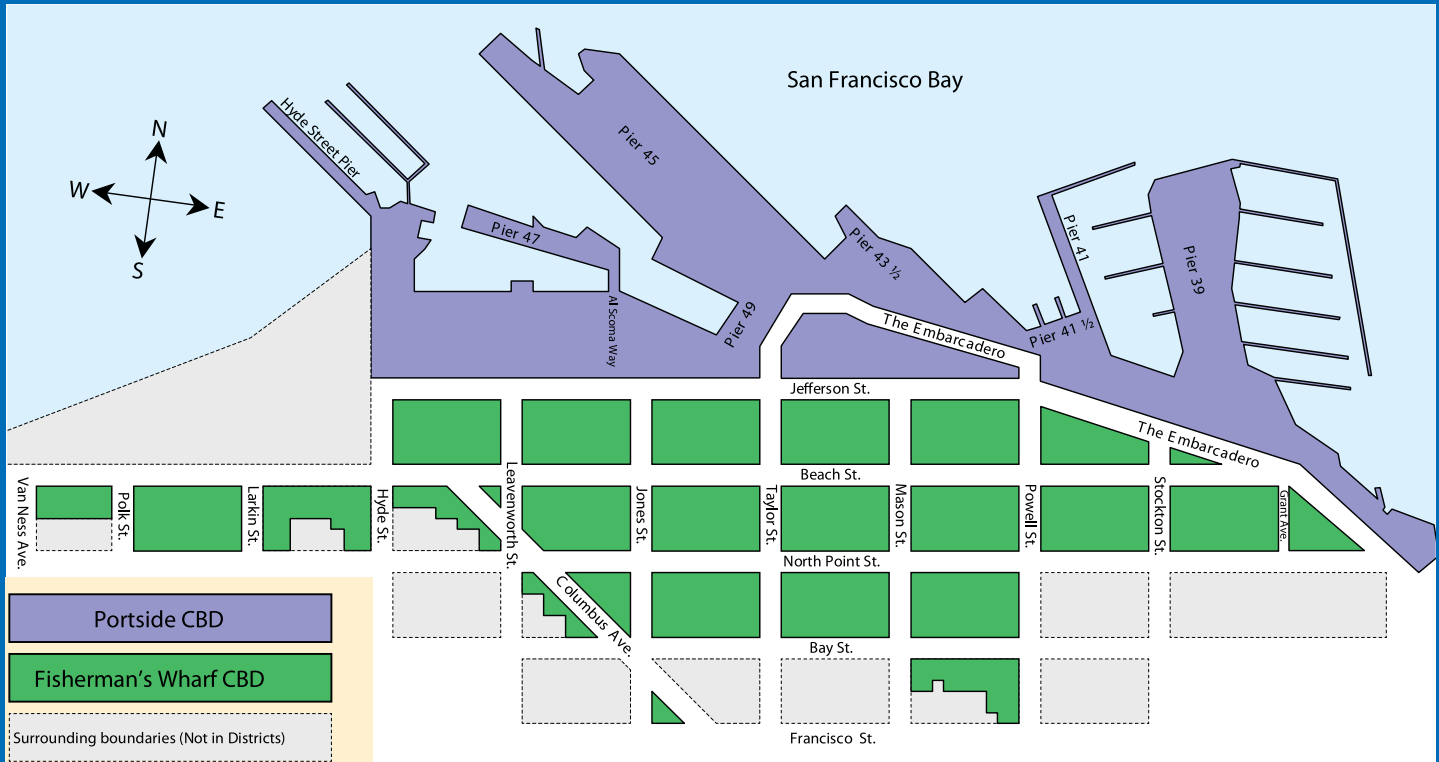
REVENUE	LAND-SIDE	PORT-SIDE	TOTAL
Carry over from fiscal year 2010-2011	204,000	100,000	304,000
Board Designated Fund - Zero Waste Program	30,000	0	30,000
Assessments	617,600	198,000	815,600
Donated Services	34,000	6,000	40,000
TOTAL REVENUE	885,600	304,000	1,189,600
EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	279,800	0	279,800
District Identity & Streetscape Improvement	168,490	138,810	307,300
Administration	139,000	34,500	173,500
Donated Services	34,000	6,000	40,000
TOTAL EXPENSES	621,290	179,310	800,600
Designated Projects	204,000	100,000	304,000
Contingency Reserve	63,310	24,690	88,000
NET INCOME	0	0	0

2012-2013 Budget





Area Map Of The Fisherman's Wharf Community Benefit District



2011-2012 Board of Directors

PRESIDENT:

David Berbey, Portco, Inc.

VICE PRESIDENT:

Nunzio Alioto, Alioto's #8

SECRETARY:

Kathy Paver, PIER 39

TREASURER:

Aline Estournes, Northpoint Shopping Center

IMMEDIATE PAST PRESIDENT:

Rodney Fong, The Wax Museum at Fisherman's Wharf

BOARD MEMBERS:

Frank Alioto, F&A Alioto Properties
 Gary Burns, Tarantino's
 John Cannizzaro, Jefferson Building, Inc.
 Tom Creedon, Scoma's
 Lou Cuneo, American Academy of Ophthalmology
 Jacqueline Douglas, Wacky Jacky Sport Fishing
 Jane Eichlin, Ghirardelli Square
 Dania Duke, The Hyatt at Fisherman's Wharf
 Tom Escher, Red and White Fleet
 Betty Foote, Resident
 Brian Huber, MapWest
 Paul Miller, Boudin
 Jan Misch, The Tuscan Inn
 Jeff Sears, Blazing Saddles
 Dante Serafini, The Franciscan Crab Restaurant
 Craig Schwan, The Sheraton Hotel

Tony Smith, Anchorage Square, CBRE
 Frank Rescino, The Lovely Martha Sport Fishing
 David von Winckler, The Argonaut Hotel

COMMUNITY REPRESENTATIVES

Jay Edwards, Port of San Francisco
 Lynn Cullivan, San Francisco Maritime N.H.P.
 Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR

Troy Campbell

PROGRAM MANAGER

Reuel Daniels