



Randall Scott
Executive Director

Portside CBD
Renewal

District Clean and Safe Evolution

2019/20 Portside Assessments Received: \$180,650

The District does not currently provide clean and safe operations on the Portside.

After the renewal of the Portside, the district will provide supplementary clean and safe operations.

PORTSIDE MARKETING BUDGET

75% or \$135,487

\$55,000 in fixed programming

4TH of July Fireworks Celebration

Fleet Week Sponsorship

\$80,000 for:

Fisherman's Wharf maps and distribution, Crab Wheel lighting, rack cards for all events, Wharf Fest, Nightlife Promotions, Director of Marketing, Media Fam Tours, branding, graphic design, and much much more.

MARKETING SUCCESS

Facebook Total Page Likes: 51,700+

Instagram: 5,362 followers

Page Reach: almost 350,000

(people who actually see our page)



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 spring evening of dinner and a movie. Savor a sunset cruise on the San Francisco Bay, snap a couple selfie smoothing 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 jaded of locals love a staycation in San Francisco's most scenic neighborhood. You too can experience the Wharf like a San Franciscan. Uncover the hidden gems that the locals recommend to their friends. View this itinerary at visitfishermanswharf.com/locals-only



LEGEND

- Public Parking
- Restroom
- Bike Trail
- Fun Walk Interpretive Signs
- Cable Car Line
- F & E-Line Streetcar Stops
- Street Directions

POINTS OF INTEREST & ATTRACTIONS

- San Francisco Maritime Museum
- Ghirardelli Square
- Aquatic Park
- Carlson Art Museum (Coming in 2017)
- The Buena Vista Caffe
- Hyde Street Pier
- Anchorage Square
- Fisherman's & Seaman's Memorial Chapel
- Historic Fishing Fleet
- Seafood Stalls
- Shuckle Misanthrope
- USS Pompano & SS Jeremiah O'Brien
- Boudin Bakery
- Pipley's Believe It or Not! Museum
- Madame Tussauds
- San Francisco Dungeon
- Pier 43 Promenade
- Northpoint Shopping Center
- Sea Lions & Sea Lion Center
- PIER 39
- Aquarium of the Bay
- Historic & Educational Attraction
- Shopping & Entertainment Center

TRANSPORTATION

- PowellHyde Cable Car Turnaround
- F & E-Line Streetcar Last Stop
- Powell Mason Cable Car Turnaround
- Red & White Fleet
- Ferry Terminal
- Blue & Gold Flier
- 38 Bus to Coit Tower

HOTELS

- Fairmont Heritage Place
- The Argonaut Hotel
- Courtyard by Marriott
- Holiday Inn
- Marriott
- Travelodge
- Holiday Inn Express
- Pier 2630
- Hyatt Centric
- The Wharf Inn
- BEST WESTERN PLUS The Tuscany
- Hotel Zephyr
- Sheraton

VISITOR CENTERS

- San Francisco Maritime National Historical Park Visitor Center
- California Welcome Center

APPS FOR EXPLORING

Download these apps on your smart phone or tablet to explore Fisherman's Wharf:

- U Trip (itinerary planner)
- Debut (audio walking tours)
- Tip Advisor (travel recommendations)
- Yelp or Open Table (food, reservations & more)
- Living Social, Groupon, or CityGuidesDeals (discounts & coupons)
- Google Maps or Waze (directions)
- Curio or Flywheel (books)
- Lyft or Uber (taxi alternatives)
- S11 Transit or Pocket Muni (public transportation)



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 Clipper Card or a multi-day MUNI Pass at any Muni or partner retailer to easily ride the cable cars, streetcars, buses, and BART. It will save you the 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.

Fisherman's Wharf has many public transportation options. Cable cars, streetcars, buses, boats, and bikes are all options. Find information and maps at visitfishermanswharf.com/getting-around

APPS FOR EXPLORING

DINING

Whether you're looking for a first dining experience with breathtaking bay views or a quick bite on your way to your next tour, 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 crab, clam chowder in sourdough bread bowls, and cioppino. Other iconic treats that visitors adore include hot fudge sundaes from Ghirardelli Chocolate and Irish coffee from its originator, The Buena Vista Caffe.

Don't be afraid to venture down the foodie road less traveled. The neighborhood is home to a Michelin-starred restaurant, new concept eateries from celebrity chefs, and a diverse food truck corridor.

Find a complete list of dining options at VisitFishermansWharf.com/Restaurants

HISTORY OF THE FISHING INDUSTRY

The historic waterfront district gets its name from the mid to late 1800s when Italian immigrant fishermen came to the city. The population began fishing for local delicacies and the area's four famous Dungeness crab. Seafood restaurants were first created to feed the hungry fisherman after a long day out on the water.

To this day, the area is home to San Francisco's fishing fleet. Historic Monterey fishing boats line the inner lagoon along Jefferson Street.

FISHERMAN'S WHARF'S FISHING INDUSTRY TODAY

- 185 ACTIVE FISHING VESSELS
- 22 SEAFOOD DISTRIBUTION COMPANIES (largest concentration on the west coast)
- 19 MILLION LBS. OF SEAFOOD AT THE WHARF ANNUALLY

COMMERCIAL FISHING BOATS UNLOAD

Find all your shopping options at VisitFishermansWharf.com/Shopping

FESTIVALS & EVENTS

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THINGS TO DO

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GET SOCIAL WITH US!

Like us on Facebook at Facebook.com/VisitFishermansWharf for:

- Adorable Sea Lion Pics
- Historic Photography
- Weekly Events & Festivals
- All the Latest & Greatest at the Wharf
- Sweepstakes Worth over \$1,000

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!

Printed on recycled paper

POCKET GUIDE

Fisherman's WHARF

SAN FRANCISCO

SOMETHING FOR EVERYONE

Fisherman's Wharf is the #1 must-see destination in San Francisco. This historic waterfront district is home to breathtaking bay views, family-friendly attractions, seafood restaurants, over 500 parking sea lions, and more. Whether you're looking for the traditional visitor tour or an off the beaten wharf adventure, this Pocket Guide will help you navigate your unique Fisherman's Wharf experience.

VisitFishermansWharf.com

START YOUR ADVENTURE!

Marketing Metrics at a glance...

Instagram: 5,365 July 2020 (up from 1,572 March 2016) = 241% increase

Facebook: 51.7K Page Likes, 349.5K Page Reach

FWCBD Average Open Rate vs. Industry Average

FWCBD Details: 29% vs. 15%

Community Announcements: 25% vs. 15%

93% vs. 67%

Fisherman's WHARF

SAN FRANCISCO'S HISTORIC WATERFRONT DISTRICT

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

Portside...the next 15 years

2020-2021 Assessment roll Breakdown

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$63,304.00*	25.00%
Marketing and Events Program	\$113,948.00	45.00%
Administration	\$50,643.00	20.00%
Contingency/Reserve Allocation	\$25,322.00	10.00%
Total Expenditures	\$253,219.00	100.00%



CLEAN AND SAFE

**1 Ambassador
(currently 0)**

**+ Private Security/10B Hours
(currently zero)**

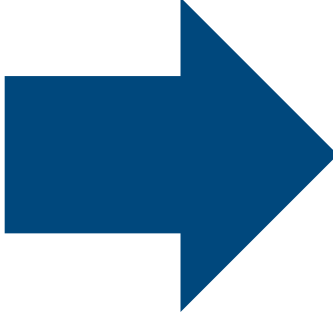


*Portside assessments are based on a combination of gross receipts and some fixed rates of the businesses within the district. Therefore, the projected budget numbers are estimates based on previous years

Portside...the next 15 years

**2020-2021 Assessment roll:
\$253,219***

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MARKETING

**Fiscal 19/20 Portside
Marketing Budget = \$130,979***

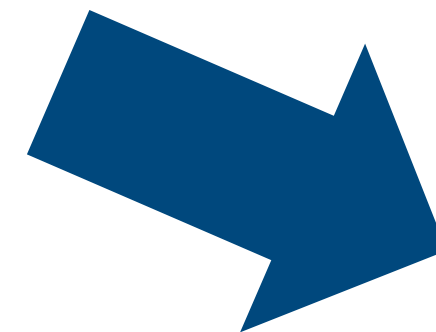


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Landside...the next 15 years

**2020-2021 Assessment roll:
\$253,219***

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$63,304.00	25.00%
Marketing and Events Program	\$113,948.00	45.00%
Administration	\$50,643.00*	20.00%
Contingency/Reserve Allocation	\$25,322.00	10.00%
Total Expenditures	\$253,219.00	100.00%



ADMINISTRATION

19/20 Staffing Allocations

EXECUTIVE DIRECTOR

DEPUTY DIRECTOR

P/T MARKETING DIRECTOR

2021+ Staffing Estimate

EXECUTIVE DIRECTOR

DEPUTY DIRECTOR

Full time MARKETING DIRECTOR



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