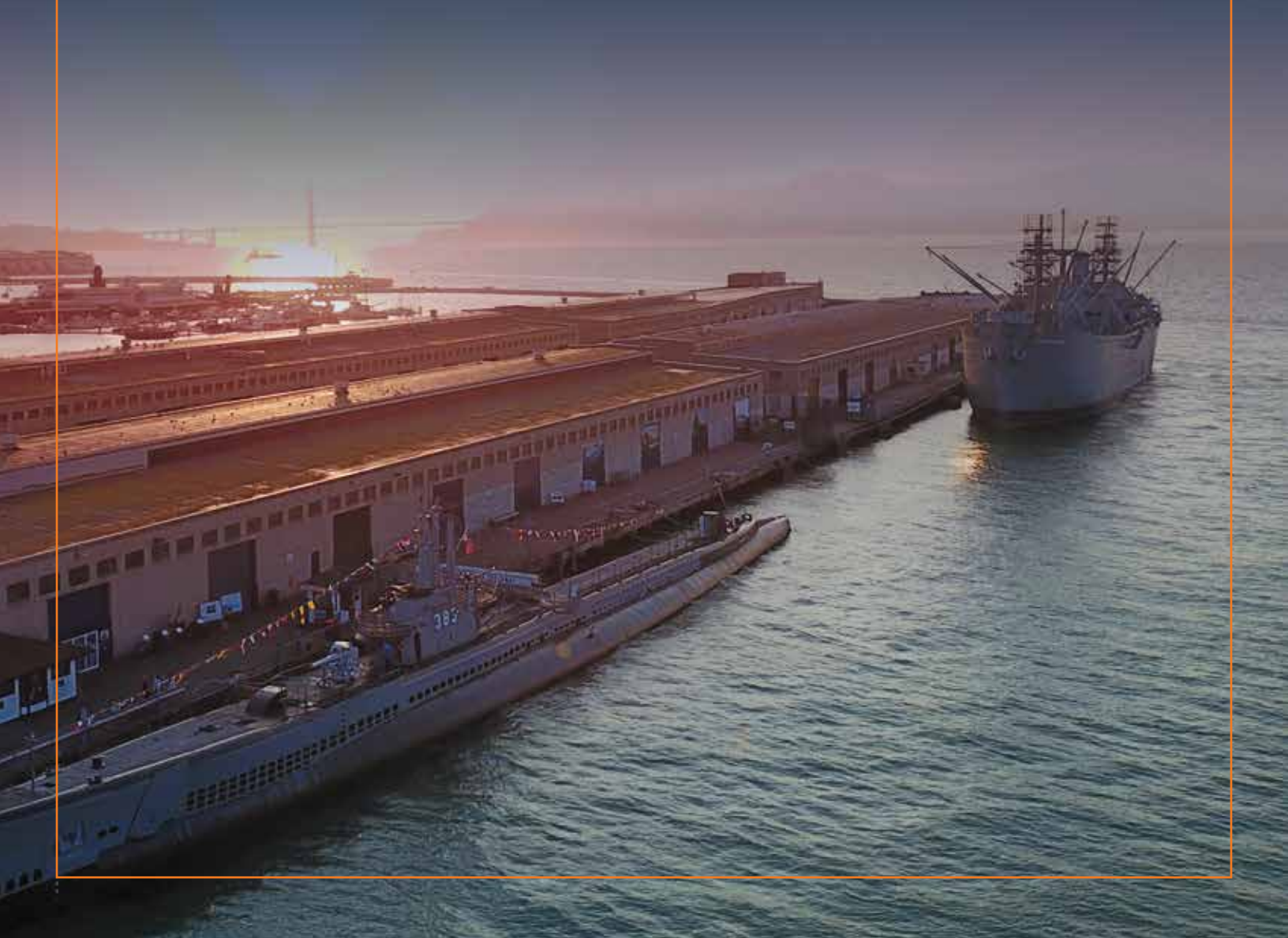


Fisherman's WHARF

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	Spended 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		