

Fiscal Year 21/22 Annual Report

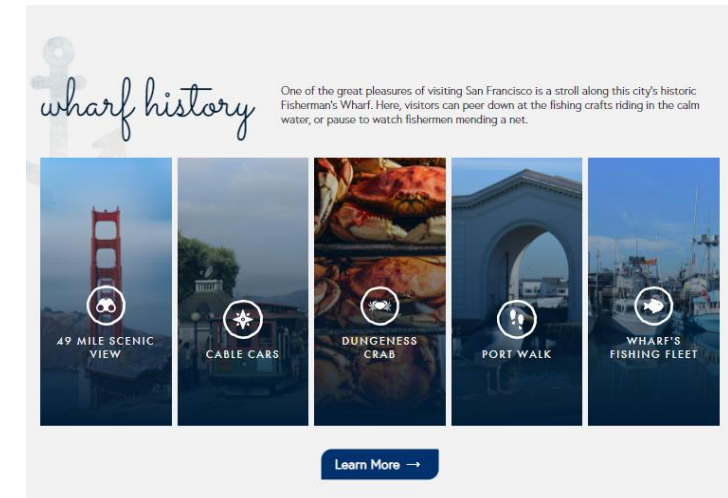
Jul. 1, 2021 – Jun. 30, 2022



Website Launch Results

Jul. 1, 2021 – Jun. 30, 2022

- After launching our joint website in partnership with the FWMA in May 2021, the first full fiscal year saw a **143%** increase in users and a **247%** increase in pageviews from the 2020/21 fiscal year. The website combined both the FWCBD site, visitfishermanswharf.com and the FWMA site, fishermanswharf.org, to ensure maximum SEO results for the Fisherman's Wharf brand.
- The augmented website features both CRM and CMS functionality, a reporting suite detailing the traffic for the website and individual business listings, and seamless integration between the site and our VisitWidget application.
- The design elements of the website were rolled out in two phases, with the final design unveiled in February 2022.



Website & Social Media Metrics

Jul. 1, 2021 – Jun. 30, 2022

- **352.4K** users initiated at least one session on the destination website fishermanswharf.org.
 - This included **1,072,525** page views, **443,502** sessions, and an average duration of **00:01:53**.
- **168.9K** users viewed our business listings.
- We had **12,761** users on our trip itinerary tool, VisitWidget.
 - Usage on the Wharf SF app has doubled since the previous fiscal year (20/21).
 - This included **80,661** pageviews, **3,259** iOS downloads, and **432** Android downloads.
- Our Facebook reach increased by **117.7%** at **6,466,063** accounts reached, and our Instagram reach was **39,617**.
 - This included **42,404** page and profile visits on Facebook and **15,620** on Instagram.
- Our Facebook Likes steadily increased to a total of **55,076**, and our Instagram followers have steadily increased to **7,826**.
 - This included **1,995** new Facebook Likes and **532** new Instagram Followers.
- Our Twitter followers increased to **3,812**.

PR Metrics & Communications Initiatives

Jul. 1, 2021 – Jun. 30, 2022

- In July 2021, Fisherman's Wharf switched its media monitoring tool from Meltwater to Critical Mention.
 - Per Critical Mention, Fisherman's Wharf earned a potential audience reach of **3.1 BILLION** viewers from July 1, 2021 to June 30, 2022.
 - There were **4.8K instances** of Fisherman's Wharf news media exposure across **Print + Online, Radio, and TV**.
 - **2.8K** mentions had **positive/neutral sentiments**, and **967** mentions had **negative sentiments**.
 - Publicity/media exposure had an equivalent value of **\$103M**.
- The "**News You Need**" e-newsletter was published **at least once a week**, sometimes multiple times a week depending on the content. As with the time-sensitive COVID-19 updates that began in March 2020, the FWCBD continued with the robust communications strategy that provided stakeholders with local, state, and national content.
- The FWCBD **engaged with local media outlets** to promote the businesses in Fisherman's Wharf. This proved to be a very effective strategy in the context of COVID-19 since our open spaces are perfect for social distancing outside.
- The FWCBD **successfully championed the earlier return of the cable cars** and generated positive media coverage in support of the cable cars as a sign that San Francisco is open for business.

PR Metrics & Communications Initiatives

Jul. 1, 2021 – Jun. 30, 2022

- The FWCBD worked with the **Shine On SF Partnership** to create and roll out a communications strategy on behalf of the SF Benefit District Alliance, in advance of the city-wide Shine On SF launch.
- The FWCBD submitted a quote for inclusion in **Film SF's 2021 Annual Report** stating that partnerships with the film industry create local job opportunities, stimulate economic development, and help increase tourism by highlighting iconic SF landmarks through cinema with audiences around the world.
- **Cecile Gregoire** joined as communications manager on November 30, 2021, to replace Laura Schaefer.
- The FWCBD served as the **influential, unified voice of the Wharf**, working to increase visibility within the City.
 - Randall Scott was interviewed by NBC Bay Area News Tonight concerning a string of car break-ins and retail robberies in Fisherman's Wharf and Union Square, urging the City to step in and take action.
 - Randall Scott was also interviewed by KRON4 and ABC7 (to name a few) surrounding topics such as “smash and grabs”, the fireworks being canceled, and the start of the commercial crab fishing season.
- From July 2021 to June 2022, the FWCBD published **8 blog posts** for the '**What's Up Wharf**' blog program to promote the Fisherman's Wharf Annual Golf Tournament, Labor Day weekend activities, Fleet Week, MerryTime at the Wharf, Valentine's Day, Top Things To Do, Whale Watching Tours, and Fourth of July festivities.

Advocacy

Jul. 1, 2021 – Jun. 30, 2022

- July 2021— the FWCBD advocated on behalf of business owners against the **boom in unpermitted, illegal vending** around Fisherman's Wharf. Randall Scott was interviewed by ABC and KPIX.
- October 2021— the FWCBD joined Mayor London Breed and Supervisor Aaron Peskin for a ceremonial ribbon cutting to mark the **completion of Phase II of the Jefferson Streetscape Improvements Project**, which concluded the full suite of improvements along Jefferson Street from Powell to Hyde Streets. The improvements have increased pedestrian and bike safety and enhanced visitor experience along the Fisherman's Wharf corridor.
- November 2021— Randall Scott participated in a panel discussion with four community leaders from San Francisco District 3 to talk about the **challenges being faced by small businesses in the city**, and how new technology being developed will transform the landscape and offer those businesses new opportunities to better connect with their customers.
- December 2021— the FWCBD supported the **signing of the 10A legislation** with Mayor London Breed to help deter commercial retail theft in San Francisco by allowing private entities to contract with Deputy Sheriffs to provide additional law enforcement in commercial corridors and retail establishments.

Events & Holidays

Jul. 1, 2021 – Jun. 30, 2022

- For **Fleet Week 2021**, FWCBD hosted a band at the Fisherman's Wharf plaza and facilitated the command post, working closely with SFPD and the Academy of Arts to safely communicate in case of an emergency.
- The FWCBD partnered with a vendor to install **Christmas lights on the Fisherman's Wharf Sign**, offering visitors the perfect Holiday photo destination.
- Due to COVID-19 and public safety concerns, **Merry Time at the Wharf**, our annual holiday event, was canceled.
- In March 2022, the FWCBD partnered with the head of San Francisco tourism, the Chamber of Commerce, and 8 other civic entities in San Francisco to launch a "high-end" cannabis festival **Evergreen San Francisco** for guests looking for alternatives to Hippie Hill (more on next slide).
- In April 2022, the FWCBD partnered with KPFA, SF Public Library, Green Apple Books, and Seaweed for a **special book signing event** at the Fisherman's Wharf plaza with one of San Francisco's most renowned writers Alia Voltz, author of Home Baked: My Mom, Marijuana, and the Stoning of San Francisco.

Evergreen San Francisco

Jul. 1, 2021 – Jun. 30, 2022

- Evergreen San Francisco is a grassroots collective that promotes adult civilized events around cannabis throughout the City. In 2022, promotions included a book signing, a scavenger hunt, comedy shows, 420 workshops, a cannabis mural, and a “weed and wine” tour. The Wharf contributed through web design, concept ideation, and event permitting and organization.
- As a result of our pitching efforts, **20 articles** were subsequently written mentioning **Fisherman's Wharf** and **Evergreen San Francisco** including:
 - NBC covered the Alia Voltz book signing event at Fisherman's Wharf.
 - KRON 4 interviewed Randall Scott about Evergreen San Francisco with B-roll of the Fisherman's Wharf sign.
 - SFist wrote a 420 events guide for people who have no interest in going to Hippie Hill.
 - The Chronicle promoted Evergreen as a safe way to celebrate 420.
 - Claudine Wong interviewed Rodney Fong in a Fox KTVU segment with a special shout-out to Alia's book Home Baked in Fisherman's Wharf.
 - San Francisco Business Times said that a variety of San Francisco trade organizations are hoping one kind of green will lead to another with the launch of Evergreen San Francisco.
 - Additional coverage was garnered in Datebook, The San Francisco Standard, Eater SF, KCRW, KTLA5, Green Entrepreneur, Herb, Leafly, and The Broccoli Report.

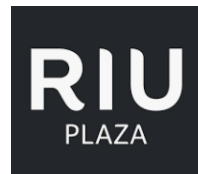
Affiliate Marketing

Jul. 1, 2021 – Jun. 30, 2022

- The District is funded through an annual assessment for 15 years from the property owners for both the Landside and Portside boundaries of the district. In 2021, the Portside CBD elected not to renew. The FWCBD Affiliate Program was relaunched in February 2022 to champion this financial setback by regaining those businesses on the Northside of Jefferson who still want to receive selected services from the FWCBD for a fee. The affiliate program was also born to better serve and promote the neighborhood through marketing including website, social media, blog program, e-newsletters, advocacy, event activations, and access to monthly foot traffic stats via our new Placer.ai analytics platform.
- From February to June 2022, **52 businesses** were pitched with **15 new affiliate wins**:



AMERICAN ACADEMY
OF OPHTHALMOLOGY®



Pier 41 Location



Committed to Participate in May;
Signed Up in August



Renewal

Advertising

Jul. 1, 2021 – Jun. 30, 2022

- Received a **\$120,000** Google Grant for AdWords. This annual grant allows the FWCBD to create ad campaigns and boost its search ranking on Google, which is our top referral search engine. The FWCBD partnered with Nonprofit Megaphone to increase overall clicks and optimize Google Ads.
 - This included **18** ads that generated **60,636** clicks, **599,854** impressions, and an average CTR of **10.11%**.
 - Best performing ads included:
 - Fisherman's Wharf – General Keyword Algorithm with **10,239** clicks, 66,479 impressions, and **15.40%** CTR.
 - Fisherman's Wharf – San Francisco Branded with **9,770** clicks, **131,885** impressions, and **7.41%** CTR.
 - Fisherman's Wharf – Things to Do with **8,207** clicks, **116,033** impressions, and **7.07%** CTR.
- From July 2021 to June 2022, we ran two campaigns highlighting Fleet Week and the What's Up Wharf blog program for a total spend of **\$1,014.99**.
 - This included a paid reach of **96,507** people and **6,010** clicks, and **209,944** impressions.

Ambassador Program

Jul. 1, 2021 – Jun. 30, 2022

- 7 days a week, the **FWCBD Ambassadors** help keep Fisherman's Wharf clean by sweeping the streets and power washing; removing graffiti and stickers; and collecting trash.
- In March 2022, Block By Block switched its tracking platform from JIA to SMARTsystem, which caused an interruption in the number of cleaning/loitering instances captured/logged from March to June 2022.
- **Cleaning & Loitering Highlights:**
 - Pounds of Trash Collected **28,890**
 - Graffiti & Stickers Removed **5,547**
 - Pan & Broom Block Faces Swept **14,815**
 - Sidewalk Loitering **2,854**
 - Street Furniture Cleaned **4,009**
 - Painting Projects Completed **494**



Landside & Portside Financials

Jul. 1, 2021 – Jun. 30, 2022

2021-2022 Year-End Financials

July 1, 2021 to June 30, 2022

REVENUE	ACTUAL	BUDGET	Variance
Assessments	\$ 1,223,784	\$ 1,223,784	\$ -
Grants/Other	183,313	82,000	101,313
Donations (Cash & In-Kind)	132,017	-	132,017
Total Revenue	\$ 1,539,114	\$ 1,305,784	\$ 233,330
EXPENSES			
Clean and Safe Program	\$ 723,975	\$ 655,700	\$ 68,275
Marketing and Event Marketing Program	497,174	377,480	119,694
Administration & Contingency	228,957	272,604	(43,647)
Total Expenses	\$ 1,450,106	\$ 1,305,784	\$ 144,322
Revenue over Expenses	\$ 89,008	\$ -	\$ 89,008
Prior Year Carryover	\$ 710,713	\$ 710,713	\$ -
2021-2022 Year-End Carryover	\$ 799,721	\$ 710,713	\$ 89,008

2022-2023 Budget

July 1, 2022 to June 30, 2023

REVENUE	BUDGET
Assessments	\$ 1,284,990
Grants/Other	69,000
Total Revenue	\$ 1,353,990
EXPENSES	
Clean and Safe Program	\$ 636,200
Marketing and Event Marketing Program	421,030
Administration & Contingency	296,760
Total Expenses	\$ 1,353,990
Revenue over Expenses	\$ -