FISHERMAN'S WHARF ANNUAL REPORT

JULY 2020 - JUNE 2021

SOBO / DISI / EVENTS



District Identity, Streetscape, Improvements, & Marketing

Website & Social Media Metrics

- More than 133,000 users initiated at least one session on the consumer website, VisitFishermansWharf.com.
- More than 4,300 users initiated at least one session on our constituent website, FWCBD.com.
- We had 8,000 users on our trip itinerary tool, Visit Widget. This included 48,000 pageviews, 770 iOS downloads, and 116 Android downloads.
- Our Facebook page likes totaled 52,800.
- Our Instagram followers have steadily increased to a total of 6,600.
- Our Twitter followers have increased to more than 3,600.

New Website Build for FishermansWharf.org

- An Interim Director of Marketing and website project manager was engaged in September 2020.
- Working with our newest vendor, Simpleview, we launched a brand-new SEO-enabled website, fishermanswharf.org in May 2021. The new website combined both the FWCBD site, visitfishermanswharf.com, and the FWMA's 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 a beautiful new design featuring our latest brand refresh.
- The design element of the website is currently being rolled out in two phases, with the final design being unveiled in January of 2022.

PR Metrics and Communications Initiatives

- Fisherman's Wharf earned a potential media reach of 6,730,803,453 viewers from July 2020 to June 2021.
- There were 2,600 instances of news media exposure.
- Publicity/media exposure received had an equivalent value of $62,800,000 as per Meltwater media monitoring.
- The "News You Need" 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, we continued with the robust communications strategy that provided our stakeholders with local, state, and national content as it became available.
- The FWCBD engaged with local media outlets to promote the businesses at 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.
- Deputy Director and Director of Communications Laura Schaefer 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.

Events & Holidays

- Due to the pandemic, our annual Fisherman's Wharf events and sponsorships were canceled in the Fall and Winter of 2020. Fleet Week 2020, which we regularly sponsor, and our popular Wharf Fest 2020 were both cancelled due to health and safety concerns.
- As a result of the December 2020 lock down, Merry Time at the Wharf, our annual holiday event, was repositioned as an invitation to safely enjoy shopping, outdoor dining, take-away food, and outdoor activities while exploring the spacious northern waterfront. Merry Time at the Wharf was promoted on the City's Shop and Dine in the 49 Website, through paid Instagram and Facebook ads, and in paid radio ads.

District Identity, Streetscape Improvements, & Marketing

Advertising

- **Received a $120,000 Google Grant for AdWords**. This annual grant allows the FWCBD to create ad campaigns and boost our search ranking on Google, which is our top referral search engine.
- **Social Media Advertising** - Facebook/Instagram (multiple campaigns during the fiscal year). For a total spend of $449.92, our paid reach was 167,600 people, and we generated 287,200 paid impressions. This budget included ad campaigns for Merry Time at the Wharf in December of 2020.
- **Radio Advertising for Holiday 2020 (12/21/20-12/27/20).** With a total budget of $2,500, the FWCBD negotiated 133 radio advertising spots on Radio Alice, KCBS, and Channel Q.
- **Radio Advertising for the Wharf's Reopening Campaign (3/3/21-4/11/21):** With a total budget of $7,500, the FWCBD negotiated 497 radio advertising spots on Radio Alice, KCBS, and Channel Q, plus two live reads per week on Radio Alice's "Sarah & Vinnie" Show. The approximate reach for this campaign was 934,000 listeners!

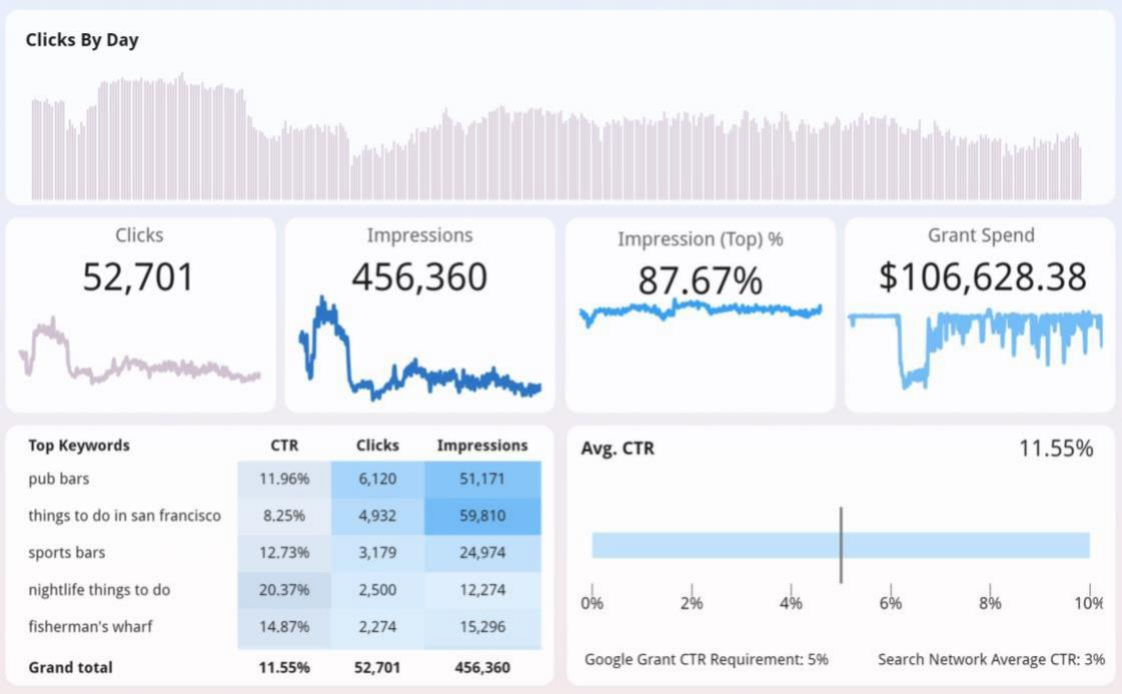
Accolades

- For the 6th year in a row, Fisherman's Wharf was honored with the Certificate of Excellence from Trip Advisor and was also inducted into the Trip Advisor Hall of Fame.
- Fisherman's Wharf maintained a 4/5-star rating on both Yelp and Trip Advisor.
- Fisherman's Wharf was honored with the Expert's Choice Award from Trip Experts.

Other

- Maintained the Springboard pedestrian and car-counting cameras in four locations along Jefferson Street to analyze and monitor footfall and vehicular traffic at the Wharf.

Google AdWords 2020



Street Operations, Beautification & Order

Ambassador Statistics July 2020 – June 2021

Cleaning

Trash Collected (in lbs.)	37,902
Graffiti & Stickers Removed	4,887
Pan & Broom Block Faces Swept	16,132
Street Furniture Cleaned	1,554
Tree Grates Cleaned	3,152
Painting Projects Completed	667



Visitor Hospitality

Hospitality	1 ,302
Assistance Given/Directions Given	927
Business Contacts Made	655

Safety & Security

Sit/Lie Advisements Given	1,110
Aggressive Panhandling Addressed	179
Drinking in Public Addressed	101
Instances of Camping/Sleeping	597
Instances of Illegal Dumping	439
Requests for Police/Fire/EMS	13







Street Operations, Beautification & Order

Safety

- Beginning Memorial Day 2021, the FWCBD hired private security for weekly deployments from Thursday through Sunday.
- From July to October 2021, the FWCBD hired private security guards and SFPD 10-B officers to assist the district with security and create a preventative presence.
- Through the efforts of our Ambassadors and continued community participation, the FWCBD worked successfully to obtain convictions and stay-away orders for key criminal offenders at Fisherman's Wharf.
- The FWCBD Ambassadors also led an awareness campaign about all persons of interest in our district.
- The FWCBD Ambassadors worked with City agencies and partners to provide access to care to members of the street population in our district.
- Wharf Patrol, the district's motorcycle crime deterrent team, returned in November of 2020 to assist with crime abatement.
- Executive Director Randall Scott continued to serve as co-chair of the Central Station Community Police Advisory Board under Central Station's new Captain, Julian Ng.

Renewal

- Renewed the Landside CBD for the next 15 years with 85% of property owners voting in favor.
- The renewal increased the Landside budget by 160%.
- The Portside CBD did not renew for another 15-year term, but the Affiliate Program was born to include those businesses who still wanted to receive select services from the FWCBD for a fee.

Other

- The FWCBD worked with DPW on the second phase of the Jefferson Street revitalization project and has been a partner during the construction process.
- Executive Director Randall Scott participated in Mayor Breed's COVID-19 Economic Recovery Task Force.
- Advocated for and assisted with Wharf business to open as early as possible during the pandemic.
- The FWCBD continues to execute on the Retail Strategy's 2-year goals, and to act as a resource for the brokerage community.
- The FWCBD offices were chosen as one of the City's distribution sites for PPE. Our Ambassadors were able to distribute and deliver PPE to many CBD stakeholders during the shelter-in-place emergency order.
- The FWCBD collaborated with the other CBD/BIDs to form a city-wide Alliance and hired consultants to legally form this new entity.
- A line of credit was secured in order to ensure continuous operations in the event that assessments were not received on time due to COVID-19.
- The FWCBD applied for and was awarded two PPP loans. Forgiveness has been obtained for the first PPP loan.
- Executive Director Randall Scott continued to remain an active member of the Aquatic Park and Pier Project (AP3) and worked with Wharf community members to elicit feedback on the proposed project design.
- Over 40 security camera sensors were installed at new locations at the Wharf to assist in public safety efforts.
- The FWCBD was awarded an OEWD grant to license new software that tracks ambassador metrics.

2020-2021 Port & Land Side Year End Financials

July 1, 2020 to June 30, 2021	GRAND TOTAL			
REVENUE	**ACTUAL**	**BUDGET**	**Variance**	**% of Variance**
Prior Year Carryover	$ 450,299	$ 450,299	$ -	*0%*
Assessments	$ 1,318,592	$ 1,416,302	$ (97,710)	-7%
Grants/Other	81,974	-	81,974	100%
Interest Savings	60	-	60	100%
Donations (Cash & In-Kind)	139,919	-	139,919	100%
TOTAL REVENUE	**$ 1,540,545**	**$ 1,416,302**	**$ 124,243**	**9%**
TOTAL REVENUE + PRIOR YEAR CARRYOVER	**$ 1,990,844**	**$ 1,866,601**	**$ 124,243**	**7%**
EXPENSE				
Sidewalk Operations & Beautification	$ 138,094	$ 143,997	$ (5,903)	-4%
District Identity & Streetscape Improvement	330,489	208,770	121,719	37%
Clean and Safe Program	308,720	315,984	(7,264)	-2%
Marketing and Event Marketing Program	219,669	188,899	30,770	14%
Administration & Contingency	283,160	312,614	(29,454)	-10%
TOTAL EXPENSES	**$ 1,280,132**	**$ 1,170,264**	**$ 109,868**	**9%**
Fiscal Year 2020-2021 Carryover	***$ 710,712***	***$ 696,337***	***$ 14,375***	***2%***

July 1, 2020 to June 30, 2021	LANDSIDE				PORTSIDE			
REVENUE	**ACTUAL**	**BUDGET**	**Variance**	**% of Variance**	**ACTUAL**	**BUDGET**	**Variance**	**% of Variance**
Prior Year Carryover	*$ 514,237*	*$ 514,237*	$ -	*0%*	*$ (63,938)*	*$ (63,938)*	$ -	*0%*
Assessments	$ 1,209,617	$ 1,209,617	$ -	0%	$ 108,975	$ 206,685	$ (97,710)	-90%
Grants/Other	81,974	-	81,974	100%	-	-	-	0%
Interest Savings	60	-	60	100%	-	-	-	0%
Donations (Cash & In-Kind)	117,494	-	117,494	100%	22,425	-	22,425	100%
TOTAL REVENUE	**$ 1,409,145**	**$ 1,209,617**	**$ 199,528**	**16%**	**$ 131,400**	**$ 206,685**	**$ (75,285)**	**-36%**
TOTAL REVENUE + PRIOR YEAR CARRYOVER	**$ 1,923,382**	**$ 1,723,854**	**$ 199,528**	**12%**	**$ 67,462**	**$ 142,747**	**$ (75,285)**	**-53%**
EXPENSE								
Sidewalk Operations & Beautification	$ 138,094	$ 143,997	$ (5,903)	-4%	$ -	$ -	$ -	0%
District Identity & Streetscape Improvement	212,803	140,280	72,523	34%	117,686	68,490	49,196	42%
Clean and Safe Program	308,720	315,984	(7,264)	-2%	-	-	-	0%
Marketing and Event Marketing Program	219,669	188,899	30,770	14%	-	-	-	0%
Administration & Contingency	235,007	270,555	(35,548)	-15%	48,153	42,059	6,094	13%
TOTAL EXPENSES	**$ 1,114,293**	**$ 1,059,715**	**$ 54,578**	**5%**	**$ 165,839**	**$ 110,549**	**$ 55,290**	**50%**
Fiscal Year 2020-2021 Carryover	***$ 809,089***	***$ 664,139***	***$ 144,950***	***22%***	***$ (98,377)***	***$ 32,198***	***$ (130,575)***	***-406%***

Board of Directors, Vendors, & Advisory Committees

(FY 2020-21)

President
Sina von Reitzenstein, PIER 39

Vice President
Gina Alioto Biagi, F&A Alioto Properties, Nunzio Corp.

Secretary
*Brandy Marts, The Franciscan Crab Restaurant
Rodney Fong, Fong Real Estate (January 2021-Present)

Treasurer
*Al Casciato, Lefty's Ballpark Buffet
Jeff Sears, Blazing Saddles (January 2021-Present)

Asst. Secretary
*Rodney Fong, Fong Real Estate

Asst.Treasurer
*Jeff Sears, Blazing Saddles

Immediate Past President
Aline Estournes, NorthPoint Shopping Center

Board Members
*Erik Anfinson, Bass Tub sportfishing
David Berbey, SFO Forecast Inc. - Portco, Inc.
*Joe Burgard, Red and White Fleet
Amy Cacho, Noble House Hotels
John Cannizzaro, Jefferson Building, Inc.
Hagen Choi, Tower Tours
*Tom Creedon, Scoma's Restaurant
Mike Cunningham, Holiday Inn Express & Suites
Brian Huber, MapWest
Isabelle Matter, Hotel Caza
*Paul Miller, Bistro Boudin
*Kathy Paver, PIER 39
*Frank Rescino, The Lovely Martha Sportfishing
Kathleen Sasso, Ghirardelli Square

**Indicates Port-Side Board Members termed out as of 12.31.21*

Community Representatives
Jay Edwards, Port of San Francisco
Darlene Plumtree, SF Maritime N.H.P.

Third Party Vendors
Block by Block Ambassador Program
2929 S. Floyd Street
Louisville, KY 40209
610-408-9500

FWCBD Advisory Committees
- Executive
- *Marketing
- *Safety Outreach

**Indicates Inactive for this Fiscal Year*

Other
- Community Police Advisory Board
- Fisherman's Wharf Merchants Association
- CBD/BID Consortium
- SFNexTstop - Central Subway Advocacy
- Fisherman's Wharf Waterfront Advisory Group
- Clean, Safe & Civil Sidewalk Coalition
- Clean and Safe 365
- Aquatic Park and Pier Project (AP3)

Assessment Methodology

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.