

File No. 101358

Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee Government Audit and Oversight

Date December 09, 2010

Board of Supervisors Meeting

Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget Analyst Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
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| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
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OTHER

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Cover letter dated, October 1, 2010, SF Office of Economic and Workforce Development, Fisherman's Wharf Community Benefit District |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Community Benefit District, Annual Report 2006-2007 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Assoc of SF Financial Statements, June 30, 2007 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Community Benefit District Mid Year Status Report July 1, 2007 – December 31, 2007 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Community Benefit District Annual Report 2007-2008 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Assoc of SF Financial Statements, June 30, 2008 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Community Benefit District Mid Year Report July 2008 – December 2008 Accomplishments |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Community Benefit District, Annual Report 2008-2009 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fisherman's Wharf Assoc of SF Financial Statements, June 30, 2009 |

Completed by: LaTonia Stokes

Date December 02, 2010

Completed by: _____

Date _____

An asterisked item represents the cover sheet to a document that exceeds 20 pages. The complete document is in the file.

1 [Annual Reports - Fisherman's Wharf Community Benefit District, and Fisherman's Wharf
2 Portside Community Benefit District]

3 **Resolution approving Annual Reports to the City for Fisherman's Wharf**
4 **Community Benefit District, and for Fisherman's Wharf Portside Community**
5 **Benefit District: receiving and approving the Districts' Annual Reports for Fiscal**
6 **Years 2006-2007, 2007-2008, and 2008-2009, as submitted pursuant to Section**
7 **36650 of the Business Property and Community Benefit Act of 1994 (California**
8 **Streets and Highways Code §§36600 *et seq.*) and Section 3.4 of the Districts'**
9 **management contracts with the City.**

10
11 WHEREAS, the Fisherman's Wharf Community Benefit District (CBD) was
12 established by the Board of Supervisors in 2005, and the Fisherman's Wharf Portside
13 Community Benefit District (CBD) was established by the Board of Supervisors in 2006,
14 as described below; and

15 WHEREAS, both the Fisherman's Wharf CBD and the Fisherman's Wharf
16 Portside CBD are administered by the same owners' non-profit association, known as
17 the Fisherman's Wharf Association, as described below; and

18
19 **Fisherman's Wharf Community Benefit District**

20 WHEREAS, on June 7, 2005, pursuant to the Property and Community Benefit
21 Law of 1994, California Streets and Highways Code Sections 36600 *et seq.* (the "Act"),
22 as augmented by Article 15 of the San Francisco Business and Tax Regulations Code
23 ("Article 15"), the Board of Supervisors adopted Resolution No. 386-05 "Resolution of
24 Intention to Form the Fisherman's Wharf Community Benefit District" ("Resolution of
25 Intention"); and

1 WHEREAS, on July 26, 2005 the Board of Supervisors adopted Resolution
2 No. 540-05 "Resolution to Establish the Fisherman's Wharf Community Benefit District"
3 ("Resolution to Establish") for a period of 15 years commencing with fiscal year 2005-
4 2006; and

5 WHEREAS, on January 10, 2006 the Board of Supervisors adopted Resolution
6 No. 16-06 "Contract with Owners' Association for Administration of Fisherman's Wharf
7 Community Benefit District" with the owners' non-profit association also known as the
8 Fisherman's Wharf Association; and

9 WHEREAS, the Fisherman's Wharf Community Benefit District Annual Report for
10 2005-2006 was previously approved by the Board of Supervisors in Resolution
11 No. 345-07; and
12

13 **Fisherman's Wharf Portside Community Benefit District**

14 WHEREAS, on October 24, 2006, pursuant to the Property and Community
15 Benefit Law of 1994, California Streets and Highways Code Sections 36600 *et seq.* (the
16 "Act"), as augmented by Article 15 of the San Francisco Business and Tax Regulations
17 Code ("Article 15"), the Board of Supervisors adopted Resolution No. 586-06
18 "Resolution of Intention to Form the Fisherman's Wharf Portside Community Benefit
19 District" ("Resolution of Intention"); and,

20 WHEREAS, on December 12, 2006 the Board of Supervisors adopted Resolution
21 No. 696-06 "Resolution to Establish the Fisherman's Wharf Portside Community Benefit
22 District" ("Resolution to Establish") for a period of 14 years commencing with fiscal year
23 2005-2006; and

24 WHEREAS, on June 19, 2007 the Board of Supervisors adopted Resolution
25 No. 312-07 "Contract with Owners' Association for Administration of Fisherman's Wharf

1 Portside Community Benefit District" with the owners' non-profit association also known
2 as the Fisherman's Wharf Association; now, therefore, be it

3
4 RESOLVED, that the Board of Supervisors declares as follows:

5 **Section 1. RECEIPT AND APPROVAL OF ANNUAL REPORTS TO THE**
6 **CITY, FOR THE FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT AND THE**
7 **FISHERMAN'S WHARF PORTSIDE COMMUNITY BENEFIT DISTRICT.**

8 The Board hereby receives and approves the Annual Reports for Fisherman's
9 Wharf Community Benefit District and Fisherman's Wharf Portside Community Benefit
10 District, for Fiscal Years 2006-2007, 2007-2008, and 2008-2009.

11 Supporting documents for these annual reports are on file with the Clerk of the
12 Board of Supervisors in File No. 101358, and include a transmittal letter and
13 memorandum report from the City's Office of Economic and Workforce Development
14 dated October 1, 2010, and documentation from the Fisherman's Wharf Association.

15 These annual reports are submitted pursuant to Section 36650 of the Business
16 Property and Community Benefit Act of 1994 (California Streets and Highways Code
17 §§36600 *et seq.*), and pursuant to Section 3.4 of the Districts' management contracts
18 with the City (*i.e.*, Section 3.4 of the City's agreements/contracts with the nonprofit
19 property owners' association Fisherman's Wharf Association for management and
20 administration of Fisherman's Wharf Community Benefit District and Fisherman's Wharf
21 Portside Community Benefit District), which are on file with the Clerk of the Board of
22 Supervisors in File No. 052026 (re Resolution No. 16-06) and File No. 070838 (re
23 Resolution No. 312-07).

MEMO

To: Supervisor David Chiu
From: Lisa Pagan and Trina Villanueva, OEWD
RE: Fisherman's Wharf Community Benefit District
Date: October 1, 2010

Fisherman's Wharf Community Benefit District includes two districts – the "Landside" property-based district and "Portside" business-based business improvement district. Their purpose is "to preserve and enhance the 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; and emergency preparedness.

Background

- On July 28, 2005, the Board of Supervisors approved the creation of a property-based business improvement district called the Fisherman's Wharf Community Benefit District (Resolution # 540-05).
- On December 19, 2006, the Board of Supervisors approved the establishment of the business-based "Fisherman's Wharf Portside Community Benefit District" (Resolution # 696-06).
- On June 27, 2007, the Board of Supervisors approved the 2005-2006 annual report, budget and financial report of the Fisherman's Wharf CBD. At that time, the Board also approved the CBD's 2006-2007 budget (Resolution #345-07).

Basic Info about Fisherman's Wharf CBD

Year Established – 2005 for Landside and 2006 for Portside
Assessments Collected – Landside – FY 2005-06 to FY 2019-20 (July 1, 2005 to June 30, 2020)
Assessments Collected – Portside – FY 2006-07 to FY 2019-20 (July 1, 2006 to June 30, 2020)
Initial Estimated Annual Budget -- \$662,615.00 – Landside
Services Start and End Date – January 1, 2006 – December 31, 2020 – Landside
Initial Estimated Annual Budget -- \$187,113 – Portside
Services Start and End Date – January 1, 2007 – December 31, 2020 – Portside
Fiscal Year – July 1st – June 30th
Executive Director – Kevin Carroll
Name of Nonprofit Entity – Fisherman's Wharf Association of San Francisco

Each year the CBD is required to submit a mid-year report, an annual report and a CPA Financial Review or Audit. Fisherman's Wharf CBD has complied with all of these requirements. This report summarizes their accomplishments for the past three years and a summary and analysis of their financial statements (based on their CPA Financial Reviews). OEWD staff, with assistance from the Controller's Office, reviewed these financial documents to monitor and report on whether they have complied with the rules per the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 Et Seq.; San Francisco's Business and Tax Regulations Code Article 15; the FWCBD management contract with the City; and the Landside and Portside Management Plans approved by the Board of Supervisors in 2005 and 2006, respectively.

OEWD's staff report reviewed the following budget related benchmarks for FWCBD:

- 1) Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget of the previous fiscal year – *FWCBD has met this requirement for all years covered in this report.*
- 2) Whether five percent of their income came from sources other than assessment revenue – *FWCBD has met this requirement for all years covered in this report.*
- 3) Whether the variance between budget amount and actual expenses within a fiscal year was within 10 percent – *This analysis is explained on pages 4 and 5 of this report.*
- 4) Whether the annual budget indicates the amount of funds carried over from the previous fiscal year – *FWCBD has met this requirement for all years covered in this report.*
- 5) Whether a spending plan for carryover funds was provided in each of the annual budgets – *FWCBD has met this requirement for all years covered in this report.*

Summary of Accomplishments and Challenges 2006-2009

Sidewalk Operations, Beautification and Order

The CBD is in compliance with their Management Plan as it relates to the Sidewalk Operations, Beautification and Order service area which includes street maintenance, beautification, safety and emergency preparedness. The Portside budget does not include funds allocated for this service category, per their Management Plan.

Street Maintenance:

Fisherman's Wharf CBD hired *Costless Maintenance Service Company* in 2006 to do street cleaning, supplementing the cleaning services already provided by the Port of San Francisco and DPW. For the past three years, the company does quarterly steam cleaning on particular streets and daily street cleaning on the landside of the CBD during high seasons (June to September). The company also responds to reports about graffiti and removes them within 72 hours.

Beautification:

In FY 2007-08, the CBD installed 27 hanging flower baskets on Jefferson Street and installed a custom topiary in the shape of an anchor at the Bay and Taylor Streets cable car turnaround. In 2009, they completed the project of installing 10 pedestrian and cyclist way-finding signs.

Safety and Emergency Preparedness:

In FY 2007-08, the CBD began hiring SFPD 10B Officers to augment the police presence at the Wharf during the high season periods. The 10B officers work from Friday to Sunday starting Memorial Day weekend and ending Labor Day weekend.

One of the unique aspects of the Fisherman's Wharf CBD is the emphasis they place on emergency preparedness. Given the number of people who work at Fisherman's Wharf (over 32,000) and the millions of tourists who visit the Wharf each year, the CBD wants to ensure the safety of the community, especially in the event of a natural disaster, by having more than a 100 Neighborhood Emergency Response Team (NERT) certified individuals in the area. A subcommittee on safety, *PIERsafe*, was created to focus on emergency preparedness and response for Fisherman's Wharf.

District Identity and Streetscape Improvements

The CBD is also in compliance with their District Identity and Streetscape Improvement service area which includes marketing and public relations for the district and any work the CBD does to improve the landscape of the district. The Landside CBD Management Plan calls for 41% of the

budget to be spent on District Identity and Streetscape Improvements while the Portside CBD Management Plan calls for 70% of their budget to be spent in this service area.

District Identity:

In FY 2006-07, the Fisherman's Wharf CBD unveiled its new logo. The Marketing Committee of the CBD then worked with their consultants to design new advertising and signage that matched the new logo. They also created new banners to be used along The Embarcadero and throughout the District.

It was also during this time that the CBD launched their website, www.visitfishermanswharf.com, to include information about the major attractions in the area (e.g. Alcatraz, Pier 39) and built out the webpages for the following major events: Fourth of July, Fleet Week, Crab Festival and Holiday Lights & Sights. The website also allows people to reserve hotel rooms and purchase ticket packages for Pier 39, Wax Museum and other attractions and the CBD gets a portion of these ticket sales.

During the FY 2007-08, the CBD continued to enhance their website and designed easier navigation for CBD members. They also added a virtual tour of Fisherman's Wharf and an online photo library.

In FY 2008-09, the website added a Facebook page and Twitter news feeds. More events were also added to the site such as the KKSF "Smooth Jazz" Sunday Brunch Series and Terrific Tuesdays. The CBD found that they had a 78% increase in unique visitors to their website.

Streetscape Improvements:

A Land Use and Planning Committee was formed in 2006 and they hired EDAW, a design firm, and hosted a series of "vision plan" workshops. As a result, the committee worked with the San Francisco Planning Department to undertake the *Fisherman's Wharf Public Realm Plan*. This plan contains a redesign Jefferson Street; streetscape improvements for all other streets; a parking management plan; design guidelines for new development; and an open space improvement plan.

On May 12, 2009, a community planning workshop was held to discuss all the elements of the Public Realm Plan. The participants agreed on the redesign of Jefferson Street from Aquatic Park to Pier 35. The CBD will continue to work with the Planning Department on the completion of an environmental impact report and will help confirm funding for construction.

Administrative and Corporate Operations

Both the Landside and Portside CBD came under the management of Fisherman's Wharf Association.

The current Executive Director, Kevin Carroll was hired in FY 2008-09. He replaced Karen Bell, the founding Executive Director who moved on to the San Francisco Convention and Visitors Bureau. Kevin Carroll's experience includes retail marketing, event planning and community relations.

The Fisherman's Wharf CBD has a very active Board of Directors. They recently expanded the board from 19 to 25 members to allow for a greater representation for the district as well as diversity of organizations involved. They also have three non-voting community representatives on the board that include the National Park Service, the fishing industry and the Port of San Francisco. They expect all board members to serve on at least one committee. They also have a very active Executive Committee that meets every other week.

In addition to their committees for Sidewalk Operations, Marketing, Transportation and Land Use and Planning, they also have Grants, PierSAFE (Emergency Preparedness), Sustainability, Organizational (governance) and Community Development committees.

CBD Annual Budget Analysis

FY 2006-2007

The Board of Supervisors approved their budget of \$1,036,742. Based on their CPA Financial Review (year ended June 30, 2007), the CBD had a total revenue of \$639,772, not including the carryover funds from the previous fiscal year which totaled \$537,240. They expended \$755,076 in programmatic and administrative costs and ended the fiscal year with net assets¹ of \$421,936. Of this amount, \$283,000 was allocated for projects in 2007-08 including pedestrian way-finding signage, flower basket materials and installation, website optimization and supplemental sidewalk cleaning. The CBD spent more than their budgeted amount for Administrative costs due to contracting administrative assistance to help manage the growth of the CBD prior to having full time staff.

The income sources were from assessment funds, grants, contributions and earned revenue. The CBD received 8% of their income from sources other than assessment funds in 2006-07.

FY 2007-2008

The FY 2007-08 budget of \$1,049,930 includes funds from the Landside and Portside CBDs and includes \$283,000 carried over from the previous fiscal year. The CBD increased their budgeted amount for Sidewalk Operations and Beautification from the previous fiscal year. This increase included the installation of flower baskets and the pedestrian way finding signs as well as stepped up street cleaning and graffiti removal efforts. Overall, the CBD's actual expenses during this fiscal year were proportional to their budgeted amounts in each service category.

According to their CPA Financial Review (year ended June 30, 2008), the CBD had total revenue of \$811,390. They expended \$917,980 in Landside and Portside program and administrative costs, leaving them with net assets of \$315,346. The CBD ended FY 07-08 with \$189,833 in cash available and \$185,135 was designated for Special Marketing projects, Special Street Projects and Urban Planning and Improvement Projects for the following 2008-2009 fiscal year.

The income sources were from assessment funds, grants, contributions and earned revenue. The CBD received 5% of their income from sources other than assessment funds. In addition, they had \$39,835 worth of donated services.

FY 2008-2009

In FY 2008-09, the CBD's proposed budget was \$819,015 for the Landside and Portside CBDs. They also carried over \$185,135 from FY 07-08 for special projects giving them a total income of \$1,004,150. According to their CPA Financial Review (year ended June 30, 2009), the CBD's total revenue was \$843,182. Overall, the CBD's actual expenses were proportional to their

¹ Net Assets are the difference between the organization's total assets and its total liabilities on the balance sheet indicating the net financial worth for the organization. FWCBd total assets include assessments that have yet to be received and non-cash assets such as office furniture and equipment and other intangible assets such as signage and logos.

budgeted amounts in each service category. They expended \$845,709 in Landside and Portside program and administrative costs and ended the year with net assets of \$312,819. The CBD ended FY 08-09 with \$225,809 in cash available. Of this, \$43,306 has been allocated for accounts payable and \$182,503 for Special Marketing projects, Special Street Projects and Urban Planning and Improvement Projects for the following fiscal year 2009-2010.

The income sources were from assessment funds, grants, contributions and earned revenue. The CBD received 8% of their income from sources other than assessment funds in 2008-09. In addition, they had \$41,328 worth of donated services.

FY 2009-2010

The Fisherman's Wharf CBD has proposed a budget of \$841,015 for Landside and Portside activities in FY 2009-2010. They also carried over \$182,503 for special projects giving them a total income of \$1,023,518. All budget line items (percentage of total budget) are consistent with the original Management Plan.

Findings/Recommendations

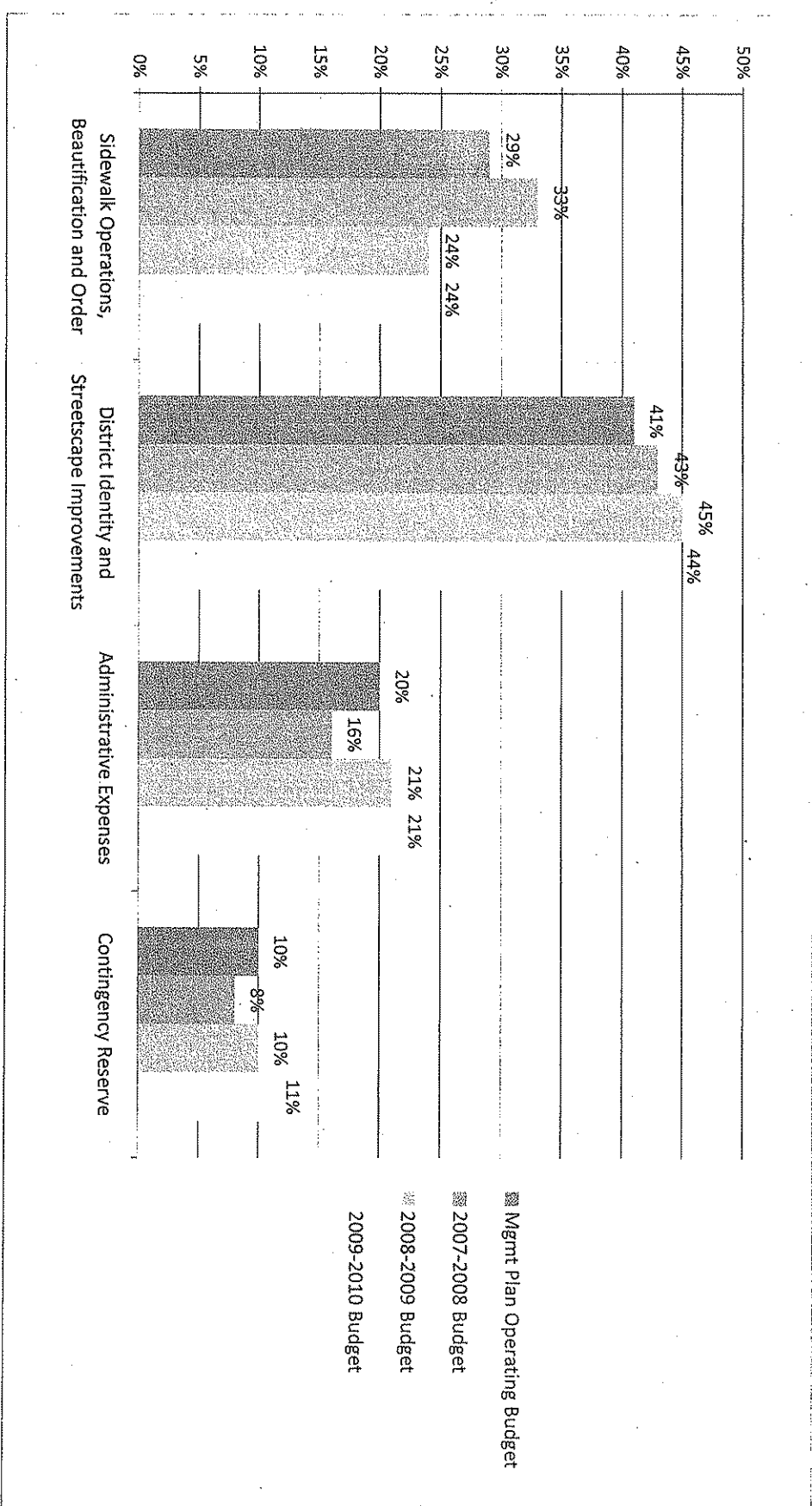
1) Fisherman's Wharf CBD has complied with State BID law by including carryover funds from the previous fiscal year in their annual budgets and allocating them to specific projects. FWCBD allocates carryover funds into the following year based on the amount of cash they have available at the end of the fiscal year. FWCBD does not allocate the full net assets amount from one year to the next because it includes non-cash assets and assessment funds that have yet to be received. FWCBD should continue to carefully track how the carryover funds are expended each year.

2) In their Annual Reports, the CBD doesn't always include the line item, Contingency Reserve in their financial report when comparing budget versus actual spending. The CBD sets aside 10% each year for reserve funds per their Management Plan. They should make sure to add this line item in their financial report so that it clearly shows how much they set aside and that they are complying with the Management Plan.

Fisherman's Wharf CBD has been doing an excellent job implementing the service plans of both the landside and portside portions of the district. The CBD has been able market all their events such 4th of July, Fleetweek and Holiday Lights and Sights. They have had good community participation in developing their Public Realm Plan. And even with the millions of tourists who come through the wharf each year, they have been able to maintain its cleanliness, beautify the area with flowers and banners and assist in keeping it safe through added security in high season. The CBD is a well run organization with very active board members and volunteers.

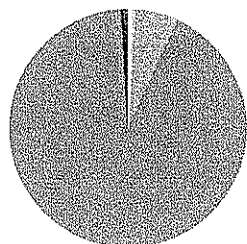
Table 1

Annual Budgets compared to original Management Plan Budget



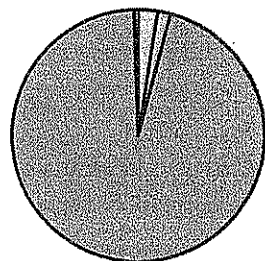
Other Income Sources (e.g. Grants, Donations, In-Kind, etc.) / 5% requirement

2007 Assessment Revenue & Other Income



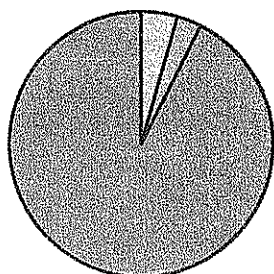
- Contributions and sponsorships 1%
- Grants 6%
- Special Benefit Assessments 92%
- Interest earned 1%

2008 Assessment Revenue & Other Income



- Contributions and sponsorships 2%
- Grants 2%
- Special Benefit Assessments 95%
- Interest earned 1%

2009 Assessment Revenue & Other Income



- Contributions and sponsorships 4%
- Grants 3%
- Special Benefit Assessments 92%
- Interest earned 1%

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Revenue and Expenditures - Budget vs. Actual
Fiscal Years Ending 2007 through 2009

	Year Ended June 30, 2007				Year Ended June 30, 2008				Year Ended June 30, 2009			
	Actuals	Budget	Difference	% Difference	Actuals	Budget	Difference	% Difference	Actuals	Budget	Difference	% Difference
REVENUES*												
Special Benefit Assessments	588,759	558,330			774,226	730,160			779,670	781,015		
Contributions and sponsorships	7,072				19,655	8,500			36,707			
Grants	38,207				13,050	28,270			26,200	38,000		
Interest earned	5,734				4,459				605			
Carryover from previous year**	537,240	537,240			421,936	421,936			315,346	315,346		
	1,177,012	1,095,570			1,233,326	1,188,866			1,158,528	1,134,361		
EXPENDITURES												
Program services												
Landside & Portside- District identity and street improvements	392,892	514,000	-121,108	-24%	414,302	447,266	-32,964	-7%	419,029	370,821	48,208	13%
Landside - Street operations & beautification	107,821	175,200	-67,379	-38%	309,534	344,480	-34,946	-10%	205,696	192,741	12,955	7%
General and administrative expenses	254,363	202,350	52,013	26%	194,144	171,000	23,144	14%	270,984	174,300	96,684	27%
Contingency/Reserve		145,192	-145,192			84,100	-84,100			81,153	-81,153	
	755,076	1,036,742	-281,666		917,980	1,046,846	-128,866		845,709	819,015	26,694	
Total Carryover to next year	421,936				315,346				312,819			

* Budget vs actual statement includes carryover funds not spent in previous year.

** Net Assets amount from previous year

Table 4

Fisherman's Wharf CBD Carryover Disbursement Plan

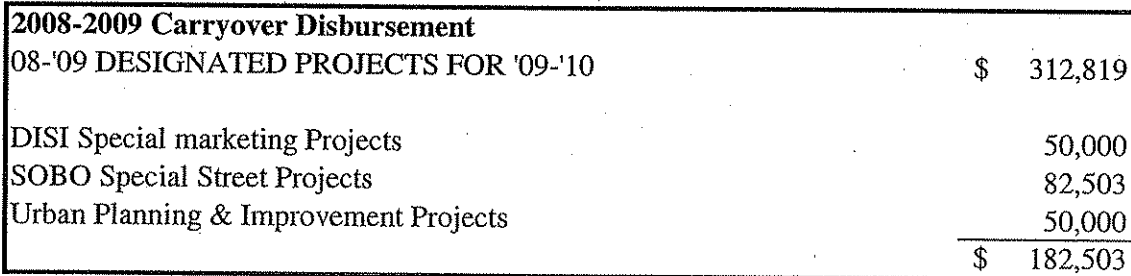
2006-2007 Carryover Disbursement	
06-'07 DESIGNATED PROJECTS FOR '07-'08	\$ 280,000
Allowed Carryover (included in 07-08 Budget)	93,084
Pedestrian Way-finding Signage	100,000
Flower Materials & Installation	25,000
Website Optimization & Advertising	46,916
Supplemental Sidewalk Cleaning	15,000
Total Carryover Disbursement	\$ 280,000

2007-2008 Carryover Disbursement	
07-'08 DESIGNATED PROJECTS FOR '08-'09	\$ 185,135
DISI Special marketing Projects	50,599
SOBO Special Street Projects	50,466
Urban Planning & Improvement Projects	84,070
Total Carryover Disbursement	\$ 185,135

2008-2009 Carryover Disbursement	
08-'09 DESIGNATED PROJECTS FOR '09-'10	\$ 182,503
DISI Special marketing Projects	50,000
SOBO Special Street Projects	82,503
Urban Planning & Improvement Projects	50,000
Total Carryover Disbursement	\$ 182,503

Contributions, sponsorships & grants	60,000
Special Benefit Assessments	781,015
Interest earned	
Carryover from previous year	312,819
Total support and revenue	\$ 1,153,834

Program services	
Landside & Portside- District identity and street improvements	374,173
Landside - Street operations, beautification and order	198,442
General and administrative expenses	174,300
Contingency/Reserve	94,100
Total expenses	\$ 841,015



Letter from the Interim Board President



Dear Fisherman's Wharf Community Benefit District (CBD) Members,

These past 12 months, the 2006–2007 fiscal year, have been met with incredible progress and success for the Fisherman's Wharf Area. In December 2006, we officially welcomed the Port-side Community Benefit District, adding both funding and leadership from Port-side businesses.

As a reminder, the Land-side CBD was formed in April 2005 and will collect over \$560,000 each year until 2019. Now with the addition of the Port-side CBD contributing \$170,000 per year, we expect the collective Annual Operating Budget to reach \$700,000 until year 2019.

Projects in the 2006-2007 year realized as a result of CBD funding:

- Completion of an Urban Planning Study with EDAW, an urban planning waterfront design company. As a result, a "Vision Plan Document" was delivered to City Hall along with the San Francisco Planning Department for recommendations on how to proceed with implementation.
- A new website was created and launched, www.visitfishermanswharf.com.
- Completion of a comprehensive intercept research study. The survey included 900 interviews, providing valuable information for executing our marketing plan, urban planning programs and overall customer satisfaction. Highlights of the survey are available on www.visitfishermanswharf.com.
- Street Cleaning and Sidewalk Beautification:
 - In 2006–2007 over 2,500 hours of manual street sweeping, steaming cleaning and trash pick-up occurred.
 - Over 15 gallons of paint have been used, removing graffiti within 48 hours of reporting.
 - 76 doors have been removed of graffiti.
 - 55 new parking garage directional signs have been installed in and around the Fisherman's Wharf Area.
 - 16 pedestrian and cyclist directional signs, in conjunction with the Port of San Francisco, have been planned for installation in fall 2007 within the Fisherman's Wharf Area.
 - Design, printing and distribution of 500,000 new 12-panel, color brochures for Fisherman's Wharf.

These achievements have only been made possible with the collective funding and dedication of you, the business and property owners of Fisherman's Wharf. The coming year is even more promising. A special thank you to the Board of Directors and the volunteer leadership of our Committee Chairs.

Regards,

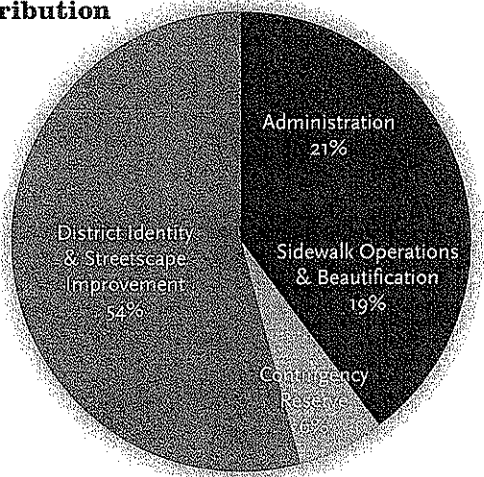
Rodney A. Fong
President

Profit & Loss Budget vs. Actuals

July 2006–June 2007 Budget

INCOME	ACTUALS	BUDGET	OVER/UNDER BUDGET	VARIANCE EXPLANATION
Carried Forward from '05-'06	\$ 478,412	478,412	-	CBD Operated for Two Months in '05-'06
Assessments	570,063	558,330	11,733	Uncollected Assessments
Donations	37,465	-	37,465	In Kind & Donations
TOTAL INCOME	1,085,940	1,036,742	49,198	UNCOLLECTED ASSESSMENTS
EXPENSE	ACTUALS	BUDGET	OVER/UNDER BUDGET	VARIANCE EXPLANATION
Administration	208,915	202,350	6,565	Within Budgetary Limits in City Management Contract
Sidewalk Operations & Beautification	107,564	175,200	(67,636)	Funds Designated for Uncompleted Pedestrian Sign Project
District Identity & Streetscape Improvement	488,224	514,000	(25,776)	Within Budgetary Limits in City Management Contract
TOTAL EXPENSES	804,703	891,550	(86,847)	
2006–2007 ENDING CARRYOVER BALANCE	280,000			Carryover Funds Designated For Projects Listed In 2006 - 2007 Disbursements

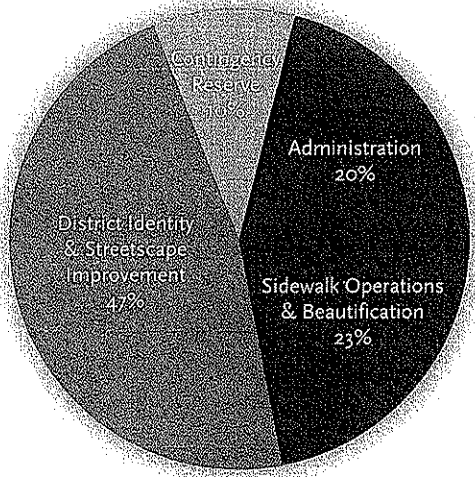
2006–2007
Budget Distribution



2006–2007 Carryover Disbursement

06 - '07 CARRYOVER DISBURSEMENT	CARRYOVER
Total Carryover from 2006 - 2007	\$ 280,000
Carryover Details	
Allowed Carryover (included in 07–08 Budget)	93,084
Pedestrian Way-finding Signage	100,000
Flower Materials & Installation	25,000
Website Optimization & Advertising	46,916
Supplemental Sidewalk Cleaning	15,000
TOTAL CARRYOVER DISBURSEMENT	280,000

2007–2008
Budget Distribution



July 2007–June 2008 Budget

INCOME	LAND-SIDE	PORT-SIDE	TOTAL
Carried Forward from '06 - '07	\$ 93,000	N/A	93,000
Assessments	560,160	170,000	730,160
Grants	23,270	5,000	28,270
Donations	5,000	3,500	8,500
TOTAL INCOME	681,430	178,500	859,930
EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Administration	136,000	35,000	171,000
Sidewalk Operations & Beautification	204,480	N/A	204,480
District Identity & Streetscape Improvement	273,950	126,400	400,350
Contingency Reserve	67,000	17,100	84,100
TOTAL EXPENSES	681,430	178,500	859,930

Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT

August 27, 2007

Dear Fisherman's Wharf Community Benefit District Member,

We are proud to present the 2006 – 2007 Fisherman's Wharf Community Benefit District's (CBD) annual report. This report contains detailed information on the activities and achievements of the CBD over the last year. We believe that you will be pleased with the results of our efforts.

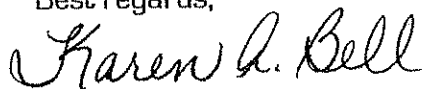
Included with this mailing, is the latest edition of the quarterly *CBD*etails newsletter which presents an overview of the CBD's upcoming projects for the 2007 – 2008 fiscal year. You will see that a lot of changes and improvements are planned to take place in the Wharf.

The *PIER*safe emergency preparedness and response newsletter is also included to keep you abreast of what the entire Fisherman's Wharf Community is doing to ensure the safety of our employees, residents and visitors in the case of an emergency or natural disaster. It is quite important that you read this information and prepare your business along with your employees on how to handle these types of situations. On Wednesday, October 17th from 8am to 10am the *PIER*safe committee will host our first annual community-wide emergency response drill. The drill will be held at Joseph Conrad Park between Leavenworth and Columbus Streets. To sign up for the drill log on to www.visitfishermanswharf.com, scroll down to the "About Us" section at the bottom of the page and click on the *PIER*safe icon. Following the drill the *PIER*safe committee will host a breakfast for all those who participated in the drill.

Lastly, the CBD has hired off-duty (10B) police officers from Central Station to provide extra police presence in our community each weekend through September 30, 2007. A uniformed officer will be scheduled to patrol on foot throughout our community from PIER 39 to Ghirardelli Square from 4pm to 1pm on Fridays and Saturdays, from 2pm to 10pm on Sundays and the Labor Day holiday. Even though we have this extra police coverage in our community it is imperative that all crimes be called in directly to the police. All emergency situations are to be called in to 911 and non-emergency incidents should be reported to 415/553-0123. We have provided a cell phone to our 10B police officers. Should you need to directly contact the officer, **only after you have reported your problem by calling the appropriate police phone number**, you can reach the officer at 415/297-9258.

We look forward to making great achievements in our community this year.

Best regards,



Karen A. Bell,
Executive Director

2006-2007 Interim Board of Directors

PRESIDENT:

Rodney A. Fong,
Wax Museum at
Fisherman's Wharf

VICE PRESIDENT:

Chris Martin,
Member at Large

SECRETARY:

David Barbey,
Portco, Inc.

TREASURER:

Tim Losch, CFM,
The Foundation of the American
Academy of Ophthalmology

BOARD MEMBERS:

Frank Alioto,
F & A Alioto Properties
Keith Butz,
Hyatt at Fisherman's Wharf
Tom Creedon,
Scoma's Restaurant
Aline Estournes,
Northpoint Shopping Centre
Rita Hernandez, CPM,
Ghirardelli Square
Jan Misch,
Best Western Tuscan Inn
Indra Murdoch,
Anchorage Square
Kathy Paver, CMD,
PIER 39
Steve Wiezbowski,
PIER Restaurants L.P.

2007-2008 Board of Directors

PRESIDENT:

Rodney A. Fong,
Wax Museum at
Fisherman's Wharf

VICE PRESIDENT:

Steve Wiezbowski,
PIER Restaurants L.P.

SECRETARY:

David Barbey,
Portco, Inc.

TREASURER:

Tim Losch, CFM,
The Foundation of the American
Academy of Ophthalmology

BOARD MEMBERS:

Frank Alioto,
F & A Properties
Nunzio Alioto,
Alioto's #8
Domenic Cannizzaro,
Jefferson Building, Inc.
Tom Creedon,
Scoma's Restaurant
Jacqueline Douglas,
Wacky Jacky Sport Fishing
Tom Escher,
Red & White Fleet
Aline Estournes,
Northpoint Shopping Centre
David Harrison,
THE CANNERY
Rita Hernandez, CPM,
Ghirardelli Square
Chris Martin,
Member at Large
Paul Miller,
Boudin Bakery
Jan Misch,
Best Western Tuscan Inn
Indra Murdoch,
Anchorage Square
Kathy Paver, CMD,
PIER 39
David von Winckler,
Argonaut Hotel

COMMUNITY REPRESENTATIVES:

Katharine Arrow,
Port of San Francisco
Lynn Cullivan,
SF Maritime National
Historical Park
Mike LaRocca,
A. LaRocca Seafood

Special Acknowledgements

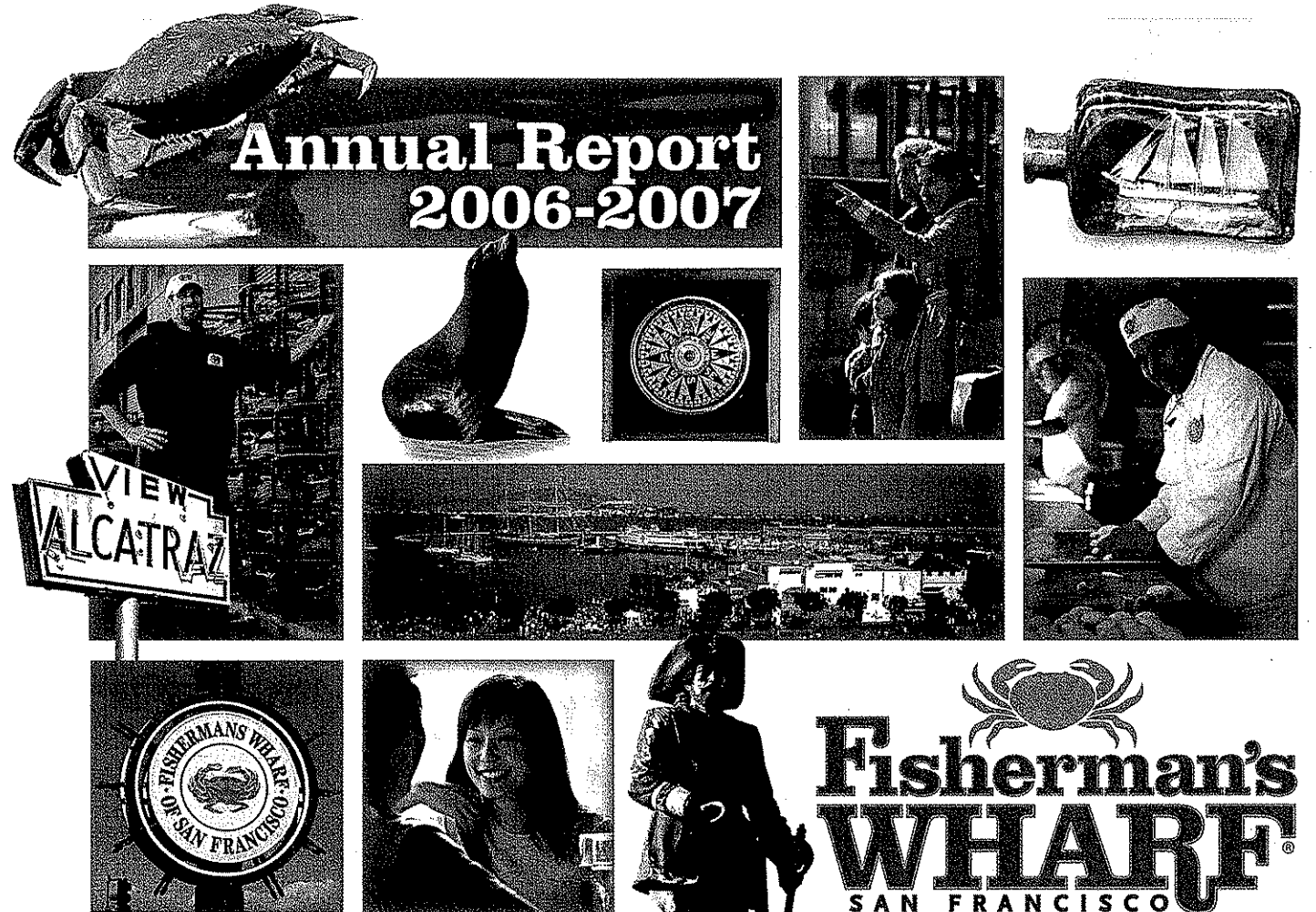
Gavin Newsom,
Mayor of San Francisco
Board of Supervisors' President,
Supervisor Aaron Peskin
Supervisor Michela Alioto-Pier
San Francisco Board of Supervisors
Mayor's Office of Economic and
Workforce Development
Jessie Blout, Director
Rich Hillis, Project Director
Lisa Pagan, Project Manager
Port of San Francisco
Monique Moyer,
Executive Director
Thomas Carter,
Director of Maintenance
Susan Reynolds,
Director of Real Estate
Renee Dunn,
Manager, Public Relations
Brad Benson,
Manager, Special Projects
Katharine Arrow,
Senior Property Manager
Dan Hodapp,
Senior Waterfront Planner
Port of San Francisco Commission
Ann Lazarus, President
Kimberly K. Brandon,
Vice President
Michael Hardeman,
Commissioner
Rodney A. Fong, Commissioner
Stephanie Shakofsky,
Commissioner
Captain James Dudley, SFPD
Central Station and the Central
Squad
San Francisco Police Department
San Francisco Department of
Public Works
Kate Richardson, National Park
Service Superintendent
David Noyola,
Legislative Assistant for
Supervisor Aaron Peskin
Marco Li Mandri, President,
New City America, Inc.
Nathaniel Ford, General Manager,
Metropolitan Transportation
Agency
Jerry Robbins, MTA Planning

Brigitte Lowe, Fisherman's Wharf
Community Benefit District
Rick Lenat & Caroline Van Remortel,
Lenat & Partners
Steven R. Desdier, EA, CFP,
Desco Accounting & Tax Service
David Bratton & Erin Francis,
Destination Analysts
Fisherman's Wharf Community
Benefit District Property Owners
Fisherman's Wharf Community
Benefit District Property Tenants
Fisherman's Wharf Community
Benefit District Interim Board of
Directors
Fisherman's Wharf Merchants
Association
Pansy Tom, Executive Assistant,
Fisherman's Wharf Merchants
Association
Costless Maintenance Service
Company
Golden Gate Disposal & Recycling
Company
Boudin Bakery
Randall Development and
Funding
EDAW, Inc.
Furlishous Wyatt, SF Safe
Tom Creedon, Scoma's Restaurant
Cindy Hu, San Francisco
Convention and Visitors Bureau
Dean Macris, Director of SF
Planning Department
David Alumbaugh, Senior Planner,
SF Planning Department
Jim Aldrich, Retired OES Planner

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT

#2 Al Scoma Way, Pier 47
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T 415.673.3530
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E kbell@visitfishermanswharf.com
www.visitfishermanswharf.com

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT



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 Time is Now!

On Friday, July 20th at 4:42 a.m., there was a 4.2 magnitude earthquake that rattled the Bay Area. While this earthquake abruptly awakened many Bay Area residents, it did not cause much significant damage. However, this earthquake could have been much stronger in magnitude and created havoc in our region. This is why we are urging our Fisherman's Wharf businesses and their staff to make sure that you get prepared in both your businesses and homes now in the case that the next quake does more than interrupt our good night's sleep. How many of you would have been prepared if this had been the BIG ONE? Get prepared now!

A Plan for Fisherman's Wharf is Underway

The PIERsafe committee has received a windfall. Our representative from the Office of Emergency Services, Jim Aldrich, recently retired from his position as an Emergency Planner in June, Jim has graciously committed to donate his time through the end of the year to work with the PIERsafe Committee in creating an emergency preparedness and response plan for the Fisherman's Wharf Community. We are grateful that Mr. Aldrich is lending his expertise and experience to bring a plan for this community to fruition. His donation is valued at tens of thousands of dollars on the open market but will actually be priceless to Fisherman's Wharf. The Fisherman's Wharf Community Benefit District offers its sincere appreciation and thank to Jim Aldrich.

Sign Up Now on AlertSF

AlertSF is a text-based notification system for San Francisco's residents and visitors.

AlertSF will send watches and warnings for tsunamis, flooding, and to radios and citywide post-disaster information to your registered wireless devices and email accounts. Registrants can also sign up to receive English language automated information feeds and/or alerts targeted to specific areas of the City.

Registration for **AlertSF** is free. Text message charges may apply depending on your wireless carrier and plan. These charges will not be reimbursed by the City and County of San Francisco. Visit <http://alertsf.org/index.php?Ccheck=1> to register now for the AlertSF emergency messaging service.



PIERsafe

PARTNERS IN EMERGENCY READINESS

Volume 2, Issue 1

August 2007

September is National Preparedness Month! Get a Kit, Make a Plan, Be Informed and Get Involved

National Preparedness Month is a nationwide effort held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses and schools. National Preparedness Month 2007 is sponsored by the U.S. Department of Homeland Security. The goal of the month is to increase public awareness about the importance of preparing for emergencies and to encourage individuals to take action.

Get Started planning for September with your employees first.

Get a Kit... It is vital that your company be prepared for emergency situations with the basics of survival: fresh water food, clean air and warmth. Encourage



your employees to have a portable kit customized to meet their personal needs, such as essential medications. Supplies for your company should include both a battery-powered and a NOAA weather radio with an alert function. Include extra batteries, a flashlight, water, food, First Aid kit, whistle to signal for help, dust or filter masks, moist towelettes for sanitation, wrench or pliers to turn off utilities, plastic sheeting and duct tape to "seal the room" and garbage bags and plastic ties for personal sanitation.

Get a Plan... Your employees and co-workers are your business's most important and valuable asset. Two-way communication is central before, during and after a disaster. Include emergency preparedness information on all internal company communications. Consider setting up a telephone calling tree to employees or a call-in voice recording to communicate with them in the case of an emergency.

Make sure that you have an evacuation plan in place that includes employees, customers and visitors. Make a decision on who has the authority to order an evacuation from your business. Ensure that your employees are aware to leave the premises immediately when ordered so by local authorities. Identify who will shut down critical operations and lock the doors, if possible. Create a chain of command, so that others are authorized to act in case your designated person is not available.

Get Involved... The Fisherman's Wharf Community Benefit District and Fisherman's Wharf Merchants Association have banded together to create the PIERsafe committee, which is developing an emergency preparedness and response plan for our community. The PIERsafe committee also works with the San Francisco Fire Department in providing Neighborhood Emergency Response Training sessions especially designed for the business owners, merchants and residents of Fisherman's Wharf.

If you are not involved in this committee, now is the time for you or a representative from your business to join. The PIERsafe committee meets on the first Wednesday of each month in Scorna's Restaurant at 9:00 a.m. For more information on the PIERsafe committee, contact Karen Bell at email kbell@visittfishermanswharf.com. You may register online to become a member on

www.visittfishermanswharf.com by clicking on the ABOUT US link and scrolling down to the PIERsafe section of the page.

Save the Date!

When: October 17, 2007

Where: Joseph Conrad Park

Time: 8:00 a.m. to 10:00 a.m.

Why: First Annual Fisherman's Wharf "PIERsafe" Community-wide Emergency Response Drill

More Info: Go to www.visittfishermanswharf.com, click on "About Us" button and scroll to the PIERsafe info

PIERsafe

PARTNERS IN EMERGENCY READINESS

Emergency Participants

Rita Hernandez, CPM,
Committee Chairperson

Zone Captains:
Blue & Gold Fleet

Other Participants:
Alto's Restaurant

Chief Command Center:

Hilton Hotel

Anchorage Square

PIER 39

Holiday Inn Express

Monte Square

Zone Command Centers:

Radisson Hotel

Red Cloud Wireless

Argonaut Hotel

Sheraton Hotel

Red & White Fleet

Hyatt Hotel

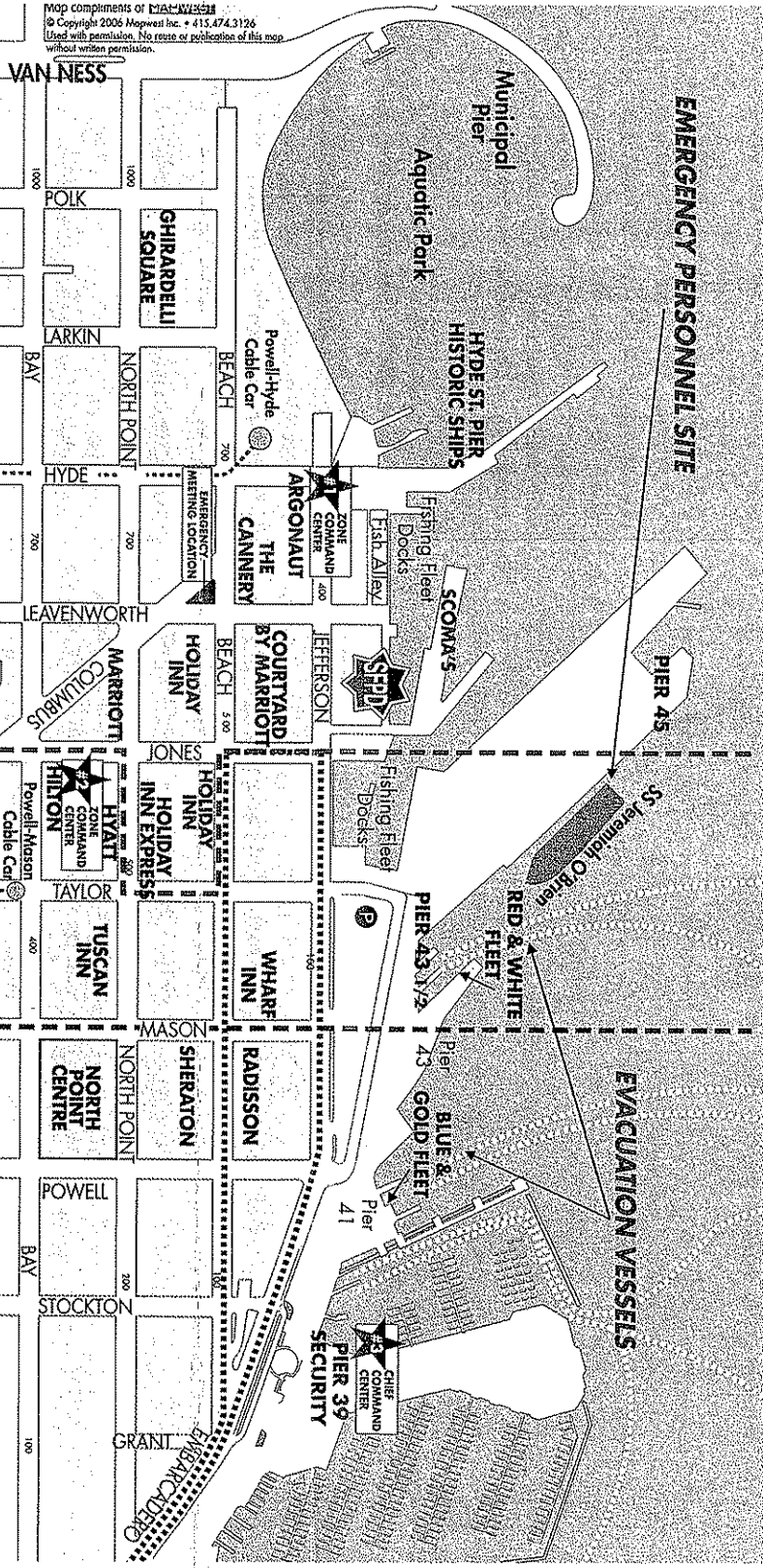
Tuscan Inn

Scoma's Restaurant

Decker McAllister,
NERF Coordinator

SF Maritime National
Park Service
SEPD Central Station
SS Jeremiah O'Brien

Fisherman's Wharf Emergency Map



3133
San Francisco, CA 94133
#2 Al Scoma Way, Pier 47
COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf

LEGEND

- Parking
- Cable Car Turnaround
- Ferry Routes
- Bay Cruises

AREA EMERGENCY RESOURCES

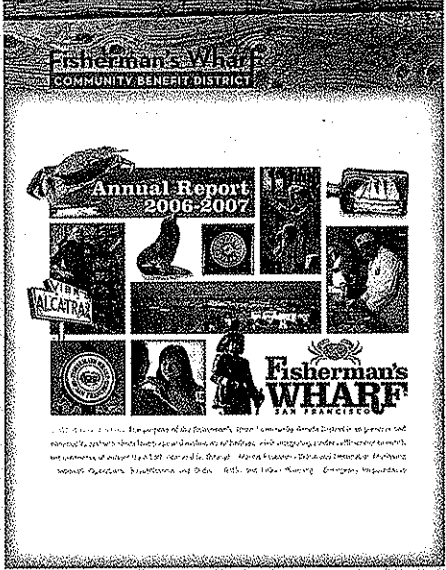
- FIRE:**
- Station 2 - Powell & Broadway, Battalion 1, Emergency Fire District
 - Station 13 - Sanson and Washington
 - Station 28 - St. and Filbert
 - Station 41 - Leavenworth and Clay

- HOSPITAL:**
- Chinese Hospital - Jackson and Stockton
 - St. Francis Hospital - Hyde and Bush

- EMERGENCY RADIO STATION:**
- AM 740
 - POLICE:**
 - Central Station - Vallejo and Powell

COMMITTEE REPORTS

2006 – 2007 Annual Report



report, enabling you to see what improvements are planned for the Wharf this year. You may obtain a copy of this report by sending an email to kbell@visitfishermanswharf.com or downloading a copy in the “About the CBD” section on www.visitfishermanswharf.com.

Central Station to Provide Evening Police Coverage at the Wharf

Mayor Gavin Newsom, Chief Heather Fong and Captain James Dudley held a press conference last month announcing the Wharf and other neighborhoods in the Central Division will receive supplemental foot beat patrols at night. This additional police coverage will begin immediately with officers working evening shifts from 4:00 pm to 2:00 am daily. The officers working the day beat patrol will be scheduled from 8:00 am to 6:00 pm. Officers working the night shift will work in pairs and a coordinated effort is being implemented to address illegal vending, fraud schemes and other crimes that affront businesses and patrons alike. This additional police coverage will assist in maintaining a safe environment for both our visitors and business owners.

It is of the utmost importance that all crimes be reported directly to the San Francisco Police Department. All emergency situations are to be reported to 911 and non-emergency crimes and incidents of any sort are to be reported to 415.553.0123.

The Fisherman's Wharf Community Benefit District is implementing a Business Neighbor Watch program to facilitate business owners with the tools necessary to protect their businesses. If you are interested in participating in the meetings for the Fisherman's Wharf Business Neighborhood Watch, email Brigette Lowe with your contact information at brigette@visitfishermanswharf.com to receive information on this program.

The Fisherman's Wharf Community Benefit District has published its second Annual Report for the 2006-2007 fiscal year. This report contains the progress and successes of this organization over the past 12 months. The Service Plan for the 2007-2008 fiscal year is also included in this

Street Operations and Beautification Report (SOBO)

The goal of the SOBO committee is to ensure that the Fisherman's Wharf community is “Clean and Safe”. The following projects mentioned in the President's report will be managed by the SOBO committee. The committee is chaired by David Berbey with his members Aline Estournes, Frank Alioto and Rita Hernandez

Street Operations and Beautification

- **PEDESTRIAN WAY FINDING SIGNAGE**
The pedestrian way finding signage program will come to fruition with the installation of 10 signs in the Land-side CBD to compliment the six signs being installed on the north-side of Jefferson Street by the Port of San Francisco
- **HANGING FLOWER BASKETS**
Our community will soon be decorated on Jefferson Street with beautiful hanging flower baskets adorning the light poles
- **QUARTERLY STEAM CLEANING OF STREETS (LAND-SIDE)**
To add to the cleanliness of our District the Land-side CBD will have its sidewalks steamed cleaned on a quarterly basis to improve the appearance of our highly trafficked corridors of Jefferson and Beach Streets and the arteries from Powell to Leavenworth Streets
- **STREET MAINTENANCE (LAND-SIDE CBD) HIGH SEASON**
The cleaning of the streets within our Land-side 24-block boundary will be augmented with street maintenance services
- **GRAFFITI ABATEMENT PROGRAM (LAND-SIDE CBD)**
Remaining committed to removing all graffiti offenses made in the boundaries of the Land-side CBD within 24 hours after receiving report

Security

- **10B EVENING POLICE COVERAGE**
During highly visited periods, the Wharf will be patrolled by 10B police officers from Central Station adding to the security in our District
- **BUSINESS NEIGHBORHOOD WATCH PROGRAM**
The CBD is committed to making this community safe for both our businesses and visitors, therefore a Business Neighborhood Watch program is being developed in concert with SF SAFE
- **FISHERMAN'S WHARF COMMUNICATION SYSTEM**
A communications reporting system will be made available for the CBD and merchants to send blast messages of important events occurring in the District

PIERsafe Report

During the 2007-2008 fiscal year, the PIERsafe Committee will continue to be focused on four main goals:

- Creating an emergency and preparedness plan for the community
- Recruiting new community members to become NERT (Neighborhood Emergency Response Team) certified
- Holding emergency response training exercises with the participation of businesses and residents in the Fisherman's Wharf community
- Increasing the involvement from the community in the PIERsafe program
- Publishing quarterly PIERsafe newsletter with preparedness information and safety tips for the Fisherman's Wharf Community

If you are interested in ensuring that your business, staff and home are prepared in the case of an emergency, logon to www.visitfishermanswharf.com, click on the “About the CBD” link at the bottom of the page and scroll down to the PIERsafe section on the page to register to become a PIERsafe member and receive our quarterly newsletter.

SAVE THE DATE: The PIERsafe committee is holding its first annual Fisherman's Wharf emergency response practice drill on Monday, October 17, 2007 at Joseph Conrad Park For more information and to register to participate in the drill, go to www.visitfishermanswharf.com and click on the “About the CBD” link and scroll down to the PIERsafe button.

Marketing Report

The Marketing Committee will continue working to promote visitation to Fisherman's Wharf. The Committee plans to focus its attention on fine-tuning and optimizing our new web site—www.visitfishermans.com. In the coming fiscal year, the Committee also plans to develop a public relations program to further publicize Fisherman's Wharf. A public relations calendar will be created and press materials will be written and distributed. The CBD's advertising program will continue in the next fiscal year. Now that the CBD has its logo and advertisements produced, marketing dollars can be directed to advertise San Francisco's most popular visitor destination. The Committee is optimistic that the CBD, through the assistance of its sponsorship agency, will attract sponsors to help fund seasonal special events. In the event we are unable to secure sponsor support, the CBD marketing program will support Crab Season, Fourth of July, Festival of Sail, Fleet Week and the Holiday Season. The Marketing Committee is co-chaired by Kathy Paver and Jan Misch and the members of this committee are Rodney Fong, Lindsay Maxon, Karen Bell and Rick Lenat.

Planning Report

Last year, the Planning Committee retained San Francisco-based EDaw, an internationally respected design firm specializing in revitalizing waterfronts, to initiate a community-based planning effort and to organize a series of community workshops and develop a “vision plan” for the Fisherman's Wharf area. The vision plan identified a number of priority actions to ensure that the Wharf area will attract its share of visitors and Bay Area residents in the future.

In February 2007, the CBD Board of Directors, asked EDaw to focus on several priority projects and to assess implementation costs related to these projects.

- These priority projects were:
- Improve the seven-core block area of Jefferson Street spanning west from PIER 39 to Hyde Street/Aquatic Park with wider sidewalks to relieve overcrowding, defined bicycle access, improved paving, accommodation of the Bay Trail and other public amenities
 - Develop a Parking Management Plan which provides better access to parking facilities, improves area circulation, resolves or better handles congested and traffic conflicts along The Embarcadero and Jefferson Street, as well as other streets
 - Complete zoning review and adopt new policies to guide future development and uses to preserve the commercial fishing industry and the family friendly environment of Fisherman's Wharf

We are pleased to announce that through the collective efforts of the Fisherman's Wharf CBD, EDaw (our planning consultant), Planning Director, Dean Macris, and Supervisor Aaron Peskin, City monies have been allocated to allow for further planning of the abovementioned projects and identification of funding sources. We believe that future implementation of these and other projects will preserve and enhance the character and economic vitality of the Fisherman's Wharf area and ensure that it is San Francisco's destination of choice for residents and visitors alike.

This year the main assignment of the Planning Committee is to further the community-based planning efforts, guide the program of work developed by EDaw and various City agencies and help facilitate further stakeholder meetings. The members of the Planning Committee include: Roseanne Alioto, Karen Bell, Tom Creedon, Dan Giraudo, Dave Harrison, Tim Losch, Christopher Martin, Aline Estournes, Leah Shahum and Steve Wiezbowski.

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT

#2 Al Scoma Way at Pier 47
San Francisco, CA 94133

Going Paperless

The Fisherman's Wharf Community Benefit District is starting a paperless campaign to reduce the usage of paper and postage costs to increase services to the District's patrons. However, we need your assistance to accomplish this goal. Please log on to www.visitfishermanswharf.com and click on the "About the CBD" link at the bottom of the homepage. It only takes a few minutes to complete the "Register with the CBD" box.

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT

2007-2008 EXECUTIVE BOARD & BOARD OF DIRECTORS

It is with great pride that we announce to you our illustrious 2007-2008 Board of Directors representing Wharf businesses from both the Land and Port-side Community Benefit Districts. New to our Board this year are three community representatives to complete the involvement of the entire District.

EXECUTIVE BOARD OF DIRECTORS

Rodney Fong
Wax Museum at
Fisherman's Wharf
President

Steve Wiezbowski
PIER 39
Vice-President

David Berbey
Portco, Inc.
Secretary

Tim Losch
American Academy of
Ophthalmology
Treasurer

BOARD OF DIRECTORS

Frank Alioto, F & A Properties
Nunzio Alioto,
Alioto's #8 Restaurant
Domenic Cannizzaro,
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Jacqueline Douglas,
Wacky Jacky Sport Fishing
Tom Escher, Red and White Fleet
Aline Estournes,
Northpoint Shopping Centre
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(THE CANNERY)
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Chris Martin, Bay Delta Center
(Member at Large)
Paul Miller, Boudin Bakery
Jan Misch,
Best Western Tuscan Inn
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Kathy Paver, PIER 39
David von Winckler,
Argonaut Hotel

COMMUNITY REPRESENTATIVES

Katharine Arrow,
Port of San Francisco
Lynn Cullivan, San Francisco
National Historical Park
Mike LaRocca,
A. LaRocca Sea Foods

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT CONTACT INFORMATION:

#2 Al Scoma Way at Pier 47
San Francisco, CA 94133
Tel: 415.673.3530
Fax: 415.673.2527

Executive Director: Karen Bell
kbell@visitfishermanswharf.com

Neighborhood Services
Coordinator: Brigitte Lowe
brigitte@visitfishermanswharf.com

Fisherman's Wharf CBD Details

THE COMMUNITY BENEFIT DISTRICT NEWSLETTER | AUGUST 2007 | ISSUE: #3

LETTER FROM THE PRESIDENT

Dear Community Benefit District Member,

As we begin our new fiscal year of July 1, 2007 to June 30th 2008, we start the year off building on the success of our first full year of operation. The Fisherman's Wharf Community Benefit District was recently the recipient of a \$23,207 grant from the Mayor's Office of Economic and Workforce Development. This grant funding will be used specifically for the distribution of the 500,000 four-color brochures distributed widely in Northern California and to San Francisco hotels.

In addition to this grant funding, the CBD will collect over \$700,000 from Fisherman's Wharf assessed property owners and businesses on the Port-side.

Within the coming 12 months, the CBD will continue to focus on projects such as:

- Quarterly steam cleaning of the sidewalks on Jefferson and Beach Streets to include arteries of Powell, Mason, Taylor, Jones and Leavenworth Streets
- Install decorative hanging flower baskets on light poles located on the south side of Jefferson Street
- Daily land-side street cleaning CBD during high season period from June through September
- Continue to work with staff from the Office of Emergency Services and District members to develop an emergency preparedness plan and increase the number of certified Neighborhood Emergency Response Team members in Fisherman's Wharf
- Create and involve the District's members in a Business Neighborhood Watch program for Fisherman's Wharf with the guidance of SF Safe
- Develop a communications system to facilitate the notification of all District members in the case of an emergency or security issue
- Hire a 10B San Francisco Police Officer to assist in providing a safe environment for both Wharf business owners and visitors during high season periods
- Install 10 pedestrian and cyclist way-finding directional signs guiding visitors to the major attractions, historical sites and transportation stations in the land-side CBD to complement an additional six signs being installed on the north side of Jefferson Street by the Port of San Francisco
- Optimize the new www.visitfishermanswharf.com website to stimulate usage and visits to Fisherman's Wharf through both paid and organic advertising efforts
- Place print, online advertising, send email blasts and press releases to continue promoting visitation to Fisherman's Wharf
- Create a press kit for Fisherman's Wharf featuring press releases and the new photography taken of the District
- Work with sponsorship agency to attract sponsors and partners to help fund seasonal special events
- Continue to work with staff from the City's Planning Department to further the community-based planning efforts, guide the program of work developed by EDAW and various City agencies and help facilitate further stakeholder meetings

Perhaps the largest vision projects will be the continued work with the Mayor's Office, San Francisco Board of Supervisors and the San Francisco Planning Department to implement major infrastructure projects as outlined in our Urban Planning Workshops last year with EDAW. In the recently passed City Budget, the Fisherman's Wharf area has been funded for a City Planner specifically tasked to work on the Fisherman's Wharf area. This is an unprecedented achievement for Fisherman's Wharf. The initial focus from the Planning Department will be the review of current zoning policy and guidelines. In addition, the planning and timeline forecasting of significant improvements to traffic flow, parking and sidewalk improvements to the area.

Stay tuned for more great news on improvements to your community made by your CBD made possible by your funding and support.

Regards,
Rodney A. Fong
President

Assessment Methodology

The Fisherman's Wharf Community Benefit District (FWCBD) was founded in November of 2005 by the business and property owners of the neighborhood. The district is funded through an annual assessment for 15 years from the property owners. There are four property variables that were used in determining individual assessments. These factors were:

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

There was 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. In addition, we created three Benefit Zones in the district.

- Benefit Zone 1 includes all parcels north of North Point/Bay, between Polk and Powell streets.
- Benefit Zone 2 includes parcels west of Polk and east of Powell streets.
- Benefit Zone 3 includes the ILWU block bordered by Beach, Mason, Taylor and North Point streets. The ILWU was designated as Benefit Zone 3 because of its unique position in the district, and was assessed upon its four sides of linear frontage only.

The method for assessment was endorsed by the CBD Steering Committee as the most fair and equitable for apportionment of assessments to participating parcels. Linear frontage has been assessed on all sides fronting the public rights of way; lot size has been assessed based upon the data from the City and County of San Francisco; and the usable building square footage and use has been determined by field survey and data from the City and County of San Francisco.

For more information and a complete report, please contact the Community Benefit District at 415.673.3530.

2006-2007 Balance Sheet

ASSETS	
CURRENT ASSETS	
Checking/Savings	
Cash in bank - WFB Operating	61,152.66
Savings	202,219.64
Total Checking/Savings	263,372.30
Other Current Assets	
Accounts Receivables Year-End	17,100.35
Total Current Assets	280,472.65
FIXED ASSETS	
Total Fixed Assets	79,326.12
TOTAL ASSETS	\$ 359,798.77
LIABILITIES & EQUITY	
LIABILITIES	
Current Liabilities	
Suspense-General	10,000.00
Total Liabilities	10,000.00
EQUITY	
Unrestricted-retained earnings	537,240.82
Net Income	-187,442.05
Total Equity	349,798.77
TOTAL LIABILITIES & EQUITY	\$ 359,798.77

Letter from the Executive Director



The Fisherman's Wharf Community banded together last December to form the Port-side CBD with a weighted vote of over 94%. Now the Land-side and Port-side Districts are working as one to revitalize and rejuvenate the Wharf, while preserving its rich history and fishing industry. We look to the future to improve the circulation and safety on our streets for pedestrians, cyclists and vehicles. Our businesses will soon be working together with their Business Neighborhood Watch to ensure that their community is safe for both visitors and merchants.

As we approach our second year of working to improve Fisherman's Wharf for its visitors and businesses, we have established the following goals:

- Increase marketing to attract visitors from both near and far
- Create events to draw visitors to the Wharf
- Beautify the District with decorative banners and hanging flower baskets
- Install signage to guide visitors
- Build visits to the Wharf's new website www.visitfishermanswharf.com
- Successfully secure grants to augment services for our constituents

With these lofty goals, the next year will be filled with challenges along the path that will be surmountable only with your support. Your dedication to the Districts provides a catalyst for change and with this change we'll be certain to maintain our status as the number one tourist destination in the City by the Bay.

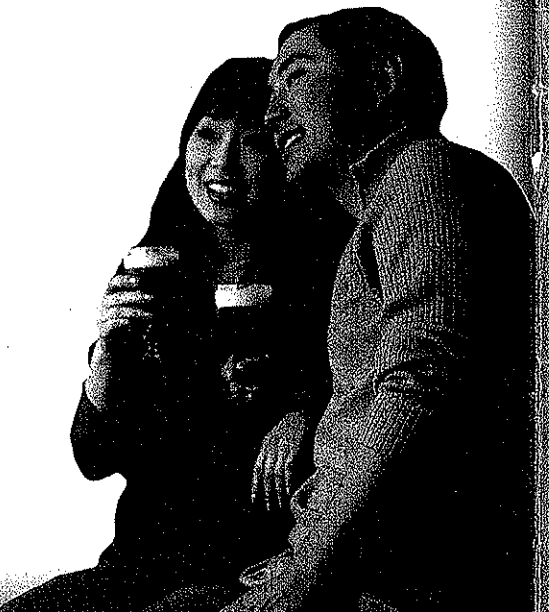
A special "Thank You" to Mayor Gavin Newsom and his staff from the Office of Economic Workforce Development for all the guidance and assistance provided to us in our first full year of operation. With assistance of this San Francisco agency, we have been able to fulfill all of our management contract requirements to successfully have the Board of Supervisors approve our first Annual Report. I would also like to thank Supervisor Aaron Peskin for his constant support of our community. We really rely upon his guidance and insight to assist us in achieving our goals. Finally, "Thank You" to each of the 13 members of the Board of Directors, who have supported our organization from inception with their dedication and the countless hours volunteered to make Fisherman's Wharf a better place to work and visit.


As I stated in my Annual Report letter last year, I assure you that "Great" strides will be made by the Fisherman's Wharf Community Benefit Districts to make our area the "Best" in the City.

Sincerely,

Karen A. Bell

Karen A. Bell
Executive Director





District Identity and Street Improvements (DISI) Committee

The purpose of the DISI committee is to support projects which market Fisherman's Wharf as the number one tourist destination in San Francisco along with promoting the positive aspects of the Wharf.

This committee is also responsible for the continued promotion of established Wharf events along with the development and programming of new events in the community. In doing so, the DISI committee created a new Holiday Lights & Sights program to bring visitors to the Wharf during their traditionally slow season. The committee also worked with the Mayor's Office of Special Events to enhance the City of San Francisco's Fourth of July Fireworks Celebration and contributed sponsorship and support to Fleet Week.

Accomplishments:

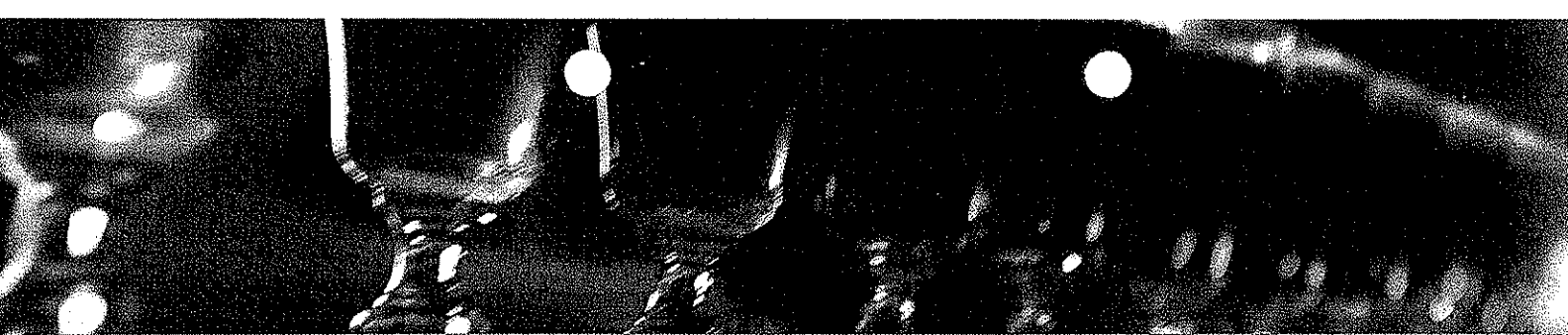
- Consumer Research Study (3 Waves)
- New Official Logo Design & Style Guide
- New Website: www.visitfishermanswharf.com
- Quarterly Online Newsletter
- Seasonal Banner Programs
- Marketing Programs
 - Visitor Market Print & Online Advertising Campaign
 - Holiday Lights & Sights
 - Fishing boats festively decorated with lights
 - Gingerbread house display and contest
 - Local advertising campaign
 - Consumer email blast
 - Street banners
 - Merchant posters
 - Crab Festival
 - Website build-out
 - Consumer email blast
 - Street banners
 - Magazine & online advertising
 - Fourth of July
 - Website build-out
 - Consumer email blast
 - Program of events for visitors
 - Fleet Week
 - Website build-out
 - Consumer email blast
 - Program of events for visitors

Street Operations, Beautification and Order (SOBO) Committee

The SOBO committee focuses on improving the appearance of Fisherman's Wharf by assisting with maintenance of the public rights of way. To achieve this goal, SOBO engaged the services of a maintenance company to supplement cleaning of the 24-block area for the land-side CBD during high visitor traffic periods. In addition, this committee is creating a security communication program to advise business owners of crimes and offenses as they occur in the District. SOBO has an emergency readiness and preparedness component to prepare the community on procedures to follow in the case of an emergency.

Accomplishments:

- **SIGNAGE**
 - Way-Finding Signage Installation
 - CBD partners with SFDPT to finance the installation of directional parking lot signs
 - 55 way-finding signs installed throughout Wharf
 - Pedestrian & Cyclist Way-Finding Signs
 - Joint project in partnership with the Port of San Francisco placing 16 directional signs throughout Fisherman's Wharf
 - Ten signs will be installed in the Land-side CBD to direct visitors to attractions, transit and major shopping complexes in the Wharf
 - New directional signs (10) on Land-side CBD
 - To assist visitors to attractions, transit and major complexes
- **PARKING**
 - Increase utilization of parking spaces throughout the District
- **SIDEWALK PRESSURE WASHING**
 - Annual pressure washing of Jefferson and Beach Streets between Powell and Leavenworth Streets plus arteries of Powell, Mason, Taylor, Jones and Leavenworth Streets
- **GRAFFITI ABATEMENT PROGRAM**
 - Committed to removing violations from area with 48 hours
 - Removed graffiti off more than 76 buildings
- **EMERGENCY PREPAREDNESS**
 - The committee was formed by the Fisherman's Wharf community to engage and educate constituents on how to respond in the case of emergency
 - More than 100 Fisherman's Wharf merchants and employees currently Neighborhood Emergency Response Team certified
 - Established FISHnet emergency communication system
 - Penned committee PIERsafe
 - Created quarterly community newsletter
 - Committee meets on a monthly basis to keep current on procedures



Land Use & Planning Committee

The Land Use & Planning Committee charge is to create a better environment for our visitors and businesses through planning, improvements to zoning and circulation and our upgrade of the overall Wharf streetscape for both visitors and residents. Through the consensus of the community as a whole, this group is now working with City government to achieve these goals.

Accomplishments:

The CBD Land Use & Planning Committee was formed with the objective to select a firm to assist with community-based planning efforts. After reviewing and interviewing various firms, the committee selected EDAW, an internationally respected design firm specializing in revitalizing waterfronts. Under the guidance of EDAW, a series of workshops was conducted with all stakeholders in the CBD area to develop a "vision plan" for priority planning. The workshops were held over a two day period in November 2006. The following priorities were agreed upon by the workshop participants:

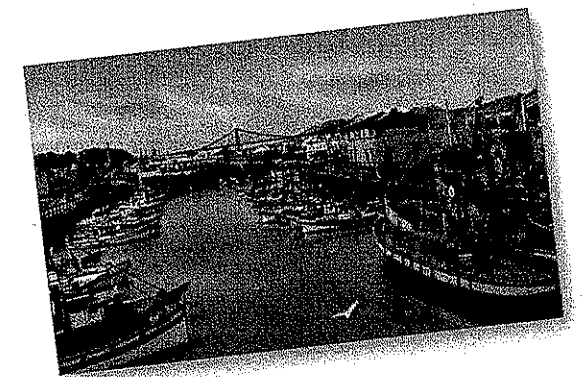
- Establish Parking Management and Traffic Circulation Plan
- Develop a comprehensive Open Space Plan
- Develop and initiate Urban Design Guidelines
- Strengthen zoning policies
- Create development guidelines for future projects

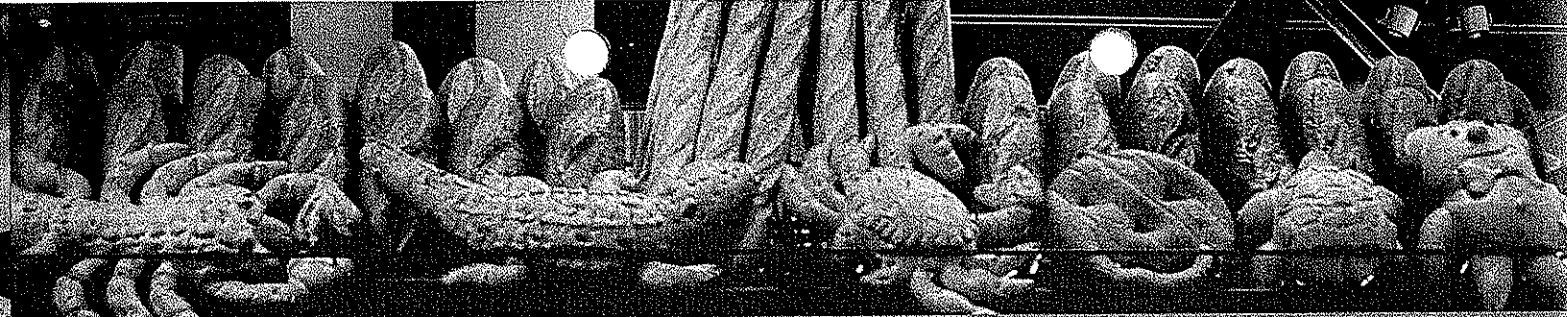
CBD and EDAW representatives led by Supervisor Aaron Peskin and Dean Macris (San Francisco Department of Planning) met with City department heads to present the CBD vision plan and the CBD's priority projects, including a Jefferson Street Improvement Plan. Directors from DPW, MTA, DPT, Public Works, and the Mayor's Office Economic & Workforce Development participated in these meetings. The directors encouraged EDAW and the Planning Department to proceed with scoping the project and determine funding sources as a priority for the 2007-08 fiscal year.

Grant Funding

Under the auspices of the Treasurer and the Executive Director of the CBD, the Board of Directors has directed our grant consultant firm to solicit and submit grant applications that would be appropriate for the CBD. The following grant fund requests were issued through March 30, 2007:

- SF Community Challenge Grant for decorative banners and hanging flower baskets. Amount requested: \$89,000. Status: Denied
- SF Department of Environment Recycling Program for Organics. Amount requested: \$50,000. Status: Denied
- Mayor's Office of Economic and Workforce Development. CBD Operations Grant Brochure Production & Distribution. Amount requested: \$23,207. Status: Approved





2007-2008 Service Plan

Sidewalk Operations and Beautification:

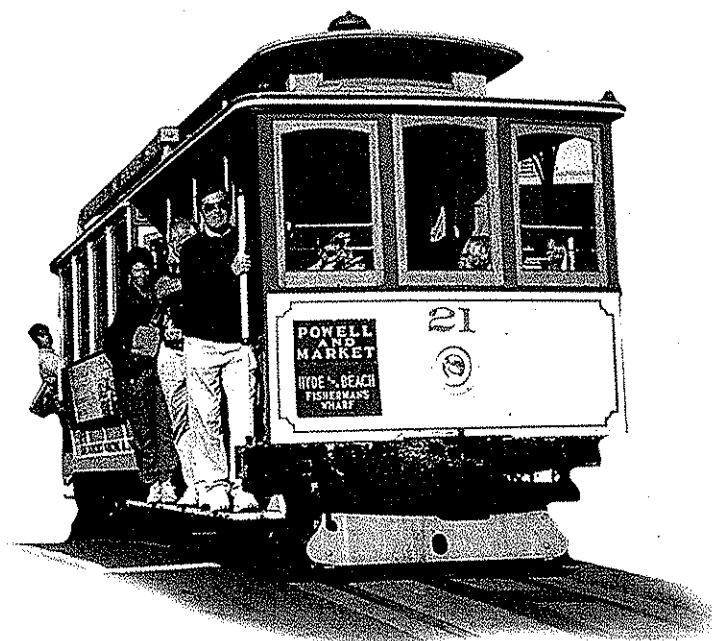
- Quarterly steam cleaning of the sidewalks on Jefferson and Beach Streets to include arteries of Powell, Mason, Taylor, Jones and Leavenworth Streets
- Install decorative hanging flower baskets on light poles located on the south side of Jefferson Street
- Daily land-side street cleaning CBD during high season period from June through September
- Continue to work with staff from the Office of Emergency Services and District members to develop an emergency preparedness plan and increase the number of certified Neighborhood Emergency Response Team members in Fisherman's Wharf
- Create and involve the District's members in a Business Neighborhood Watch Program for Fisherman's Wharf with the guidance of SF Safe
- Develop a communications system to facilitate the notification of all District members in the case of an emergency or security issue
- Install 10 pedestrian and cyclist way-finding directional signs guiding visitors to the major attractions, historical sites and transportation stations in the land-side CBD to complement an additional six signs being installed on the north side of Jefferson Street by the Port of San Francisco
- Hire a 10B San Francisco Police Officer to assist in providing a safe environment for both Wharf business owners and visitors during high season

District Identity and Streetscape Improvement:

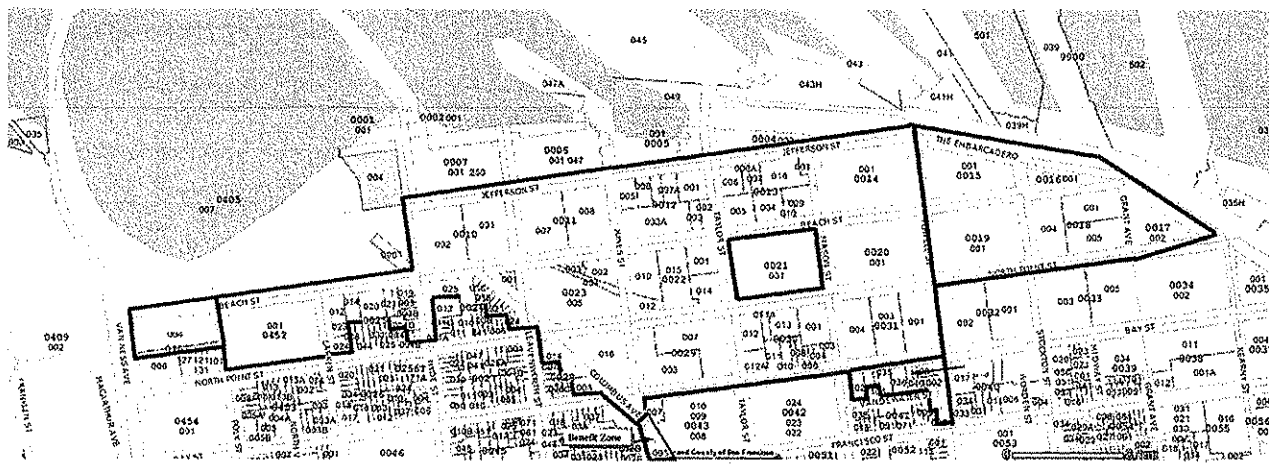
- Optimize the new www.visitfishermanswharf.com website to stimulate usage and visits to Fisherman's Wharf through both paid and organic advertising efforts
- Place print and online advertising, send email blasts and press releases to continue promoting visitations to Fisherman's Wharf
- Create a press kit for Fisherman's Wharf featuring press releases and a preview of the new photography taken of the District
- Work with sponsorship agency to attract sponsors and partners to help fund seasonal special events

Public Rights of Way:

- Continue to work with staff from the City's Planning Department to further the community-based planning efforts, guide the program of work developed by EDAW and various City agencies and help facilitate further stakeholder meetings



Area Map Of The Fisherman's Wharf Community Benefit District



Property Assessments & Amounts Paid

Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid
2801 LEAVENWORTH ST.	\$18,512.28	\$18,512.28	505 BEACH ST.	\$4,446.88	\$4,446.88	590 BAY ST.	\$17,621.38	\$17,621.38
455-495 JEFFERSON ST.	\$21,619.20	\$21,619.20	555 BEACH ST.	\$2,247.88	\$1,123.94	555 NORTH POINT ST.	\$24,342.60	\$24,342.60
2800 LEAVENWORTH ST.	\$17,929.00	\$17,929.00	575 BEACH ST.	\$1,606.56	\$1,606.56	425 NORTH POINT ST.	\$10,907.52	\$10,907.52
500 BEACH	\$23,391.30	\$23,391.30	1300 COLUMBUS AVE.	\$29,802.98	\$29,802.98	400 BAY ST.	\$1,190.16	\$1,190.16
2739 TAYLOR ST.	\$5,002.44	\$5,002.44	601 BEACH ST.	\$4,358.96	\$4,358.96	416 BAY ST.	\$988.40	\$988.40
2701 TAYLOR ST.	\$2,068.84	\$2,068.84	704 NORTH POINT ST.	\$1,020.96		420 BAY ST.	\$494.08	\$494.08
418 BEACH ST.	\$1,385.18	\$1,385.18	1363 COLUMBUS AVE.	\$699.14	\$699.14	430 BAY ST.	\$559.14	\$559.14
498 BEACH ST.	\$6,888.54	\$6,888.54	1335 COLUMBUS AVE.	\$554.36	\$554.36	2552 TAYLOR ST.	\$816.80	\$816.80
283 JEFFERSON ST.	\$2,317.16	\$2,317.16	1333 COLUMBUS AVE.	\$534.12	\$534.12	2552 TAYLOR ST.	\$670.78	\$670.78
275 JEFFERSON ST.	\$1,514.42	\$1,514.42	1331 COLUMBUS AVE.	\$928.14	\$928.14	2552 TAYLOR ST.	\$907.48	\$907.48
281 JEFFERSON ST.	\$1,081.72	\$1,081.72	1329 COLUMBUS AVE.	\$632.72	\$632.72	2552 TAYLOR ST.	\$3,565.76	\$3,565.76
243 JEFFERSON ST.	\$2,463.18	\$2,463.18	1327 COLUMBUS AVE.	\$370.70	\$370.70	2552 TAYLOR ST.	\$1,348.46	\$1,348.46
101 JEFFERSON ST.	\$1,210.62	\$1,210.62	1325 COLUMBUS AVE.	\$545.20	\$545.20	2552 TAYLOR ST.	\$9,302.80	\$9,302.80
350 BEACH ST.	\$5,200.38	\$5,200.38	1323 COLUMBUS AVE.	\$660.22	\$660.22	490 BAY ST.	\$2,118.22	\$2,118.22
2720 TAYLOR ST.	\$7,127.12	\$7,127.12	1321 COLUMBUS AVE.	\$1,106.42	\$1,106.42	2552 TAYLOR ST.	\$7,111.52	\$7,111.52
2770 TAYLOR ST.	\$5,434.42	\$5,434.42	2750 HYDE ST.	\$8,383.16	\$8,383.16	2301 POWELL ST.	\$6,450.30	\$6,450.30
165 JEFFERSON ST.	\$1,162.26	\$1,162.26	2749 HYDE ST.	\$693.86	\$693.86	300 BAY ST.	\$4,957.16	\$4,957.16
155 JEFFERSON ST.	\$1,547.50	\$1,547.50	2741 HYDE ST.	\$579.84	\$579.84	300 BAY ST.	\$13,852.94	\$13,852.94
2601 MASON ST.	\$3,747.38	\$3,747.38	2741 HYDE ST.	\$564.68	\$564.68	2293 POWELL ST.	\$1,323.82	\$1,323.82
145 JEFFERSON ST.	\$11,094.48	\$11,094.48	2719 HYDE ST.	\$566.68	\$566.68	2237 POWELL ST.	\$469.12	\$469.12
91 JEFFERSON ST.	\$33,789.54	\$33,789.54	2711 HYDE ST.	\$1,103.82	\$1,103.82	2231 POWELL ST.	\$234.56	\$234.56
1789 THE EMBARCADERO	\$13,246.82	\$6,623.41	804 NORTH POINT ST.	\$381.40	\$381.40	2215 POWELL ST.	\$606.10	\$606.10
50 BEACH ST.	\$3,686.48	\$1,843.24	2715 HYDE ST.	\$1,865.46	\$1,865.46	2201 POWELL ST.	\$570.92	\$570.92
2 NORTH POINT ST.	\$8,801.06	\$8,801.06	3040 LARKIN ST.	\$3,003.72	\$3,003.72	365 BAY ST.	\$250.84	\$250.84
1 BEACH ST.	\$5,701.12	\$5,701.12	781 BEACH ST.	\$4,000.86	\$4,000.86	309 BAY ST.	\$250.84	\$250.84
2340 STOCKTON ST.	\$6,444.96	\$6,444.96	721 BEACH ST.	\$515.26		333 BAY ST.	\$958.22	\$958.22
100 NORTH POINT ST.	\$5,701.02	\$5,701.02	717 BEACH ST.	\$1,827.60	\$1,827.60	329 BAY ST.	\$1,176.96	\$1,176.96
2301 STOCKTON ST.	\$17,845.32	\$17,845.32	757 BEACH ST.	\$3,371.06	\$3,371.06	377 BAY ST.	\$501.68	\$501.68
211 BEACH ST.	\$38,660.60	\$38,660.60	737 BEACH ST.	\$1,445.46	\$1,445.46	315 BAY ST.	\$749.02	\$749.02
400 NORTH POINT ST.	\$7,465.68	\$7,465.68	3030 LARKIN ST.	\$1,405.78	\$1,405.78	383 BAY ST.	\$1,776.56	\$1,776.56
421 BEACH ST.	\$3,486.18	\$3,486.18	882 NORTH POINT ST.	\$1,633.28	\$1,633.28	3250 VAN NESS AVE.	\$7,390.48	\$7,390.48
475 BEACH ST.	\$10,453.56	\$10,453.56	1201 COLUMBUS AVE.	\$2,436.86	\$2,436.86	851 BEACH ST.	\$34,651.46	\$34,651.46
580 NORTH POINT ST.	\$2,113.10	\$2,113.10	1280 COLUMBUS AVE.	\$2,175.34	\$2,175.34			
2629 TAYLOR ST.	\$4,438.42	\$4,438.42	1255-1275 COLUMBUS AVE.	\$5,156.90				
455 BEACH ST.	\$17,050.64	\$17,050.64	1250 COLUMBUS AVE.	\$20,434.58	\$20,434.58			
						TOTALS	588,758.84	571,658.49

Fisherman's Wharf Association
of San Francisco

Financial Statements

June 30, 2007
(Reviewed)

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2007

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Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS, 1182 MARKET STREET, SUITE 400
SAN FRANCISCO, CALIFORNIA 94102-4921
(415) 522-2490

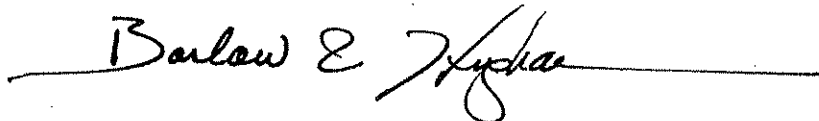
BOARD OF DIRECTORS
FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO
SAN FRANCISCO, CALIFORNIA

We have reviewed the accompanying statement of financial position of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO (a nonprofit corporation) as of June 30, 2007 and the related statements of activities and cash flows for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. All information included in these financial statements is the representation of the management of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO.

A review consists principally of inquiries of organization personnel and analytical procedures applied to financial data. It is substantially less in scope than an audit in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with generally accepted accounting principles.

The additional information on page nine is presented for supplementary analysis purposes only and has not been subject to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.

A handwritten signature in cursive script, reading "Barlow & Hughan", followed by a horizontal line.

San Francisco, California
September 14, 2007

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2007

(See accountants' review report)

ASSETS

CURRENT ASSETS

Cash (Note 2)	\$263,361
Assessments receivable	35,797
Grants receivable	23,207
Prepaid costs	<u>1,830</u>
	324,195

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	1,788
--	-------

INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>106,611</u>
	<u>\$432,594</u>

LIABILITIES

CURRENT LIABILITIES

Accounts payable	\$ 658
Note payable (Note 5)	<u>10,000</u>
	10,658

NET ASSETS

UNRESTRICTED	398,729
TEMPORARILY RESTRICTED (Note 1)	<u>23,207</u>
	<u>421,936</u>
	<u>\$432,594</u>

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2007

(See accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Special benefit assessments	\$588,759		\$588,759
Grants	15,000	\$23,207	38,207
Contributions	7,072		7,072
Interest earned	<u>5,734</u>		<u>5,734</u>
	<u>616,565</u>	<u>23,207</u>	<u>639,772</u>
EXPENDITURES			
Program services			
District identity and street improvements	392,892		392,892
Street operations, beautification and order	<u>107,821</u>		<u>107,821</u>
	500,713		500,713
General and administrative expenses	186,829		186,829
Fundraising	<u>67,534</u>		<u>67,534</u>
	<u>755,076</u>		<u>755,076</u>
CHANGE IN NET ASSETS	(138,511)	23,207	(115,304)
FUND BALANCES - Beginning of year	<u>537,240</u>	<u>-0-</u>	<u>537,240</u>
FUND BALANCES - End of year	<u>\$398,729</u>	<u>\$23,207</u>	<u>\$421,936</u>

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2007

(See accountants' review report)

INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS

CASH FLOWS FROM OPERATING ACTIVITIES

Assessments received	\$ 584,278
Cash paid to suppliers and employees	(764,405)
Grants and contributions received	22,072
Interest received	<u>5,734</u>
Net cash used for operating activities	<u>(152,321)</u>

CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of intangible assets	(34,098)
Certificate of deposit redeemed	<u>50,195</u>
Net cash provided by investing activities	<u>16,097</u>

CASH FLOWS FROM FINANCING ACTIVITIES

Payments made for intangible assets acquired in previous year	(27,885)
Borrowing under note payable	<u>10,000</u>
Net cash used for financing activities	<u>(17,885)</u>

NET DECREASE IN CASH (154,109)

CASH - Beginning of year 417,470

CASH - End of year \$ 263,361

RECONCILIATION OF CHANGE IN NET ASSETS

TO NET CASH USED FOR OPERATING ACTIVITIES

Change in net assets	\$(115,304)
Item not requiring cash:	
Depreciation and amortization	6,342
Changes in assets and liabilities:	
Increase in assessments receivable	(4,481)
Increase in grants receivable	(23,207)
Decrease in prepaid costs	1,496
Decrease in accounts payable	<u>(17,167)</u>

NET CASH USED FOR OPERATING ACTIVITIES \$(152,321)

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2007

(See accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

History and Operations

The Fisherman's Wharf Association of San Francisco (the Association) was incorporated in California on February 23, 2006 as a non-profit public benefit corporation. Its purpose is to provide services to the Fisherman's Wharf Community Benefit District (the District), whose members include the owners of all parcels of land subject to property tax assessments within the geographic area of Fisherman's Wharf as established on July 26, 2005 by the Board of Supervisors of the City and County of San Francisco.

Upon formation of the District in 2005, its members were subject to multi-year special assessments imposed by the City under the Property and Business Improvement District Law of 1994. Under a contract with the City, the Association receives these special assessments and, in exchange, provides certain services to the members of the District. These services include supplemental security services to maintain order, the cleaning and maintenance of sidewalks, the removal of graffiti, the coordination of services provided to the homeless, neighborhood beautification and tree-planting programs, and the organization and funding of special events. In addition to the special assessment funds, the contract with the City requires that the Association raise a specified level of private donations to supplement the special assessments.

The annual special assessments imposed by the City will expire on December 31, 2020, unless the District is disestablished earlier by a majority vote of its members. The Association's contract with the City will expire on December 31, 2021, but would also expire upon the disestablishment of the District.

On December 13, 2006 the Board of Supervisors of the City and County of San Francisco approved the formation of the Fisherman's Wharf Portside Community Benefit District (Portside District). On May 31, 2007 the City and County of San Francisco entered into an agreement with the Association for the management of the Portside District. Under the terms of the agreement, the Association agreed to provide services consistent with those provided to the Fisherman's Wharf District on an annual basis commencing July 1, 2007 for which it will receive revenues collected by the City and County of San Francisco from the members of the Portside District.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2007

(See accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Basis of Presentation

The Association has adopted Statement of Financial Accounting Standards (SFAS) No. 117, *Financial Statements of Not-for-Profit Organizations*. Under SFAS No. 117, the Association reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2007 the Association had a temporarily restricted grant of \$23,207.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Income Tax Status

The Internal Revenue Service has determined that the Association qualifies as a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Association is therefore generally exempt from income taxes. Income taxes are payable, however, on revenue from sources unrelated to its tax exempt purpose. There were no such revenues during the period.

Donated Services

A number of volunteers have donated significant amounts of time to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$15,393.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2007

(See accountants' review report)

2. CASH

Cash at June 30, 2007 consisted of the following:

Cash in checking account	\$ 61,142
Cash deposited in interest-bearing account	<u>202,219</u>
	<u>\$263,361</u>

3. OFFICE FURNITURE AND EQUIPMENT

Office furniture and equipment are stated at cost. Depreciation is provided using the straight-line method over five years. Depreciation charged to general and administrative expenses for the year ended June 30, 2007 was \$457.

Office furniture and equipment at June 30, 2007 consisted of the following:

Furniture and equipment	\$2,283
Less accumulated depreciation	<u>495</u>
	<u>\$1,788</u>

4. INTANGIBLE ASSETS

Intangible assets are stated at cost. Amortization is provided using the straight-line method over their estimated useful lives of between three to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2007 was \$5,885.

At June 30, 2007 net intangible assets were comprised of the following:

Intangible assets:

Organization costs	\$ 83,551
Website development costs	20,000
Signage and logos	<u>9,432</u>
	112,983
Less accumulated amortization	<u>6,372</u>

\$106,611

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS -(Continued)

JUNE 30, 2007

(See accountants' review report)

5. NOTE PAYABLE

During the year the organization borrowed \$10,000 under a note payable to the City and County of San Francisco. The note is due on March 30, 2008 and does not bear interest.

6. SIGNIFICANT CONCENTRATIONS OF CREDIT RISK

The Association maintains its cash balances in financial institutions. The balances are insured by the Federal Deposit Insurance Corporation up to \$100,000. At June 30, 2007 the Association had uninsured cash deposits totaling \$163,361.

7. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City of San Francisco and represent approximately 92% of the Association's total revenues. Under the terms of the contract the City can suspend distributions and ultimately terminate the contract if the Association fails to provide adequate services to the District. The contract expires on December 31, 2021 and could be terminated at an earlier date if the Fisherman's Wharf Community Benefit District is disestablished by a vote of more than 50% of the assessed owners.

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CERTIFIED PUBLIC ACCOUNTANTS

ADDITIONAL INFORMATION

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2007

(See accountants' review report)

	<u>Program Services</u>		<u>Supporting Services</u>		<u>Total</u>
	<u>District identity and street improvements</u>	<u>Street operations, beautification and order</u>	<u>General and Administrative</u>	<u>Fund- raising</u>	
Salaries			\$ 88,466		\$ 88,466
Payroll taxes			13,007		13,007
Employee benefits			<u>2,767</u>		<u>2,767</u>
			104,240		104,240
Media and production	\$ 95,793		325		96,118
Planning and zoning	78,906				78,906
Street maintenance and operations		\$ 74,889			74,889
Events marketing	59,960		878	\$ 73	60,911
Brochure distribution	49,204				49,204
Advertising	48,215				48,215
Consultants				35,000	35,000
Temporary help and administrative services			34,633		34,633
Seasonal banners	28,143				28,143
Research	10,097		215	17,000	27,312
Signage for sidewalks and garages		22,000			22,000
Website maintenance	15,833				15,833
Grant management				14,550	14,550
Office expenses			13,483		13,483
Accounting			12,725		12,725
Emergency preparedness		9,257			9,257
Depreciation and amortization			6,342		6,342
Legal fees			5,527		5,527
Occupancy			1,800		1,800
Travel and meetings			1,306		1,306
Miscellaneous	<u>6,741</u>	<u>1,675</u>	<u>5,355</u>	<u>911</u>	<u>14,682</u>
	<u>\$392,892</u>	<u>\$107,821</u>	<u>\$186,829</u>	<u>\$67,534</u>	<u>\$755,076</u>

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

Sponsorship Consultant

The FWCBD has ended their relationship with the Wilkinson Group and is temporarily using their expertise to secure major corporate sponsorships. To date, staff and their advertising agency, Lenat & Partners have secured over \$60,000 in corporate sponsorships with Chevy Volt, See's Candies, the Port of San Francisco and Amtrak. It is the goal of the organization to gain these partnerships to assist in funding festivals and community events. The charge of this association is to use our visitor attendance statistics of more than 14 million annual visitors to secure additional funding for the Wharf marketing efforts.

Grant Development and Funding Company

The FWCBD is enjoying a profitable relationship with Randall Development and Funding by utilizing their grant writing services. The group secured last fiscal year a grant for \$23,207 for the distribution of Fisherman's Wharf destination brochure from the Mayor's Office of Economic and Workforce Development. During the second half of 2007, the Randall Group has submitted a grant on the behalf of the FWCBD for additional hanging flower baskets in our District with the San Francisco Community Grant Program for \$13,050 and another to assist in supporting the San Francisco Youth Fishing Program with a \$25,000 grant, to serve at risk youth in our community and San Francisco as a whole.

Sidewalk Operations, Beautification and Order (SOBO)

Street Maintenance

Costless Maintenance Service Company has continued to maintain the cleanliness of the FWCBD's land-side District 36-block radius augmenting the services provided by the Port of San Francisco and DPW during high traffic season periods. The cleaning services were scheduled from summer through mid-October and then were resumed during the 2007 holiday period. The engagement of these services resulted in a much cleaner neighborhood for our visitors during these highly trafficked times due to adding two full-time workers, seven days a week.

Steam Cleaning Streets

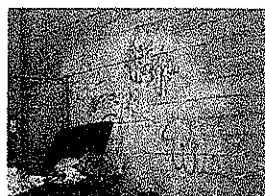
In October 2007, the streets on the south-side of Jefferson Street from PIER 39 to Hyde Street along with the arteries in between Jefferson and Beach Streets were given a thorough steam cleaning prior to the Fleet Week celebration. There was also special attention paid to the sidewalks experiencing heavy pedestrian traffic.

Flower Planter at the Cable Car Turn-Around on Taylor and Bay

The FWCBD has taken over the design and daily maintenance of the flower planter at the cable car turn-around station on Taylor and Bay Streets. Since taking over this planter, the FWCBD has planted a special floral design in honor of Fleet Week and a Holiday Lights and Sights holiday display to greet visitors arriving to the Wharf.

Graffiti Abatement

The graffiti blight has lessened in the Fisherman's Wharf community due to the FWCBD's rapid response to these offenses. The FWCBD monitors the District on a weekly basis to ensure that any graffiti problems are photographed, documented, sent to SFPD's Graffiti Unit and reported to Costless Maintenance Service Company for removal. Staff also encourages the neighborhood's businesses and residents to report any graffiti vandalism on their property for immediate removal within 48 hours.



SFPD 10B Coverage

The FWCBD employs SFPD 10B police officers augmenting police presence during evening hours in the summer months and holiday season at the Wharf. This added police coverage is solely dedicated to ensure the safety of our visitors, employees and businesses.

Sidewalk Operations, Beautification and Order (SOBO) (continued)

Hanging Flower Baskets

In early November, the FWCBD had 30 hanging flower baskets installed on the south-side of Jefferson Street. These baskets add color and enhances the visual appearance within the District to both visitors and San Francisco residents. The baskets will be changed twice a year to coincide with the fall and spring seasons.



SFPD Central Division Community Monthly Meetings

The FWCBD has been working with Captain James Dudley from Central Division to increase communications between our local police department and the community. On the first Tuesday of each month in THE CANNERY Captain Dudley and the FWCBD hold these communication meetings from 12 noon to 1:00pm. The community is alerted a week before the "Brown Bagging It with Captain D!" meetings and encourage to participate.

Emergency Preparedness

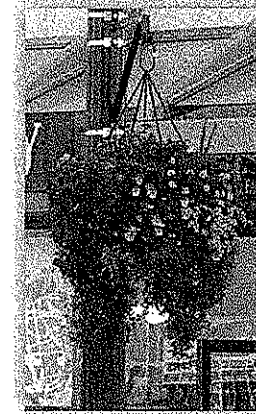
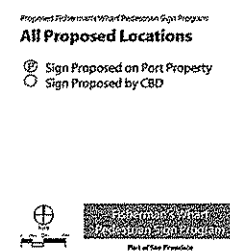
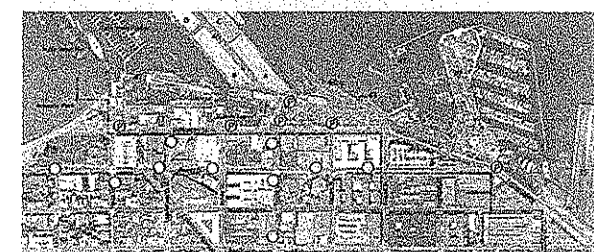
A sub-committee of SOBO, PIERsafe, was organized to solely focus on emergency preparedness and response for Fisherman's Wharf. The dedicated group of volunteers has worked to institute NERT educational sessions in the community, create an emergency preparedness guide along with a quarterly newsletter for business owners and residents in the District.

On October 17th of this year, the PIERsafe group conducted their first annual emergency preparedness drill in the Fisherman's Wharf at THE CANNERY. There were over 65 community and business representatives participating in the event. The drill was part of the committee's effort to ensure that the Fisherman's Wharf community is prepared in case of an emergency or natural disaster.

The event was attended by Supervisor Aaron Peskin, Board President; SFFD Chief Joanne Hayes-White; SFPD Captain Dudley, Central Division; Captain Peter J. Schembri, Port Fire Marshall; SFFD Lt. Erica Arteseros, NERT Coordinator; Dave Sullivan, EMT-P/Crisis Planner; Susan Reynolds, Deputy Director of Port of San Francisco Real Estate; Tom Carter, Deputy Director of Port Maintenance and many more city officials and staff members.

Pedestrian Way-finding Signs

The FWCBD has been work with the Port of San Francisco's Planning Division in a coordinated effort to install 16 pedestrian way-finding signs on both the land and port-sides of the District from PIER 39 to Ghirardelli Square. These signs will be installed through a partnership with the City's Department of Public works in the spring of 2008.



PIERsafe
PARTNERS IN EMERGENCY READINESS

Traffic and Urban Planning

Last year, the Planning Committee retained San Francisco-based EDAW, an internationally respected design firm specializing in revitalizing waterfronts, to initiate a community-based planning effort and to organize a series of community workshops in order to develop a "vision plan" for the Fisherman's Wharf area. The vision plan identified a number of priority actions to ensure that the Fisherman's Wharf area will attract its share of visitors and Bay Area residents in the future.

In February 2007, the CBD Board of Directors, asked EDAW to focus on several priority projects and to assess implementation costs related to these projects.

These priority projects were:

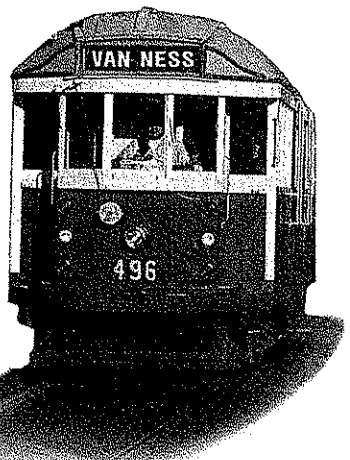
- Improve the seven-core block area of Jefferson Street spanning west from Pier 39 to Hyde Street/Aquatic Park with wider sidewalks to relieve overcrowding, defined bicycle access, improved paving, accommodation of the Bay Trail and other public amenities
- Develop a Parking Management Plan, which provide better access to parking facilities, improves area circulation, resolves or better handles congested and traffic conflicts along the Embarcadero and Jefferson Street, as well as other streets
- Completion of zoning review and adoption of new policies to guide future development and uses to preserve the commercial fishing industry and the family friendly environment of Fisherman's Wharf

Through the collective efforts of the FWCBD, EDAW (planning consultants), City Planning Director Dean Macris, and Supervisor Aaron Peskin, city monies have been allocated to allow for further planning of the abovementioned projects and identification of funding sources. Fisherman's Wharf has been assigned its own experienced city planner, Neil Hrowoshy, to assist in the redesign of Jefferson Street over the next year.

Neil's charge is to help create a more fluid flow of traffic for pedestrians, vehicles, cyclists and public transit in the Fisherman's Wharf area. Neil is also responsible for managing and providing oversight for the Planning Department's Pedestrian Program. Neil completed his PhD in urban design at the University of California, Berkeley in the Department of City and Regional Planning. Neil has taught a number of graduate courses in urban design, both at UC Berkeley and at Copenhagen's School of Architecture, and continues to lecture at UC Berkeley, and San Jose State and San Francisco State Universities.

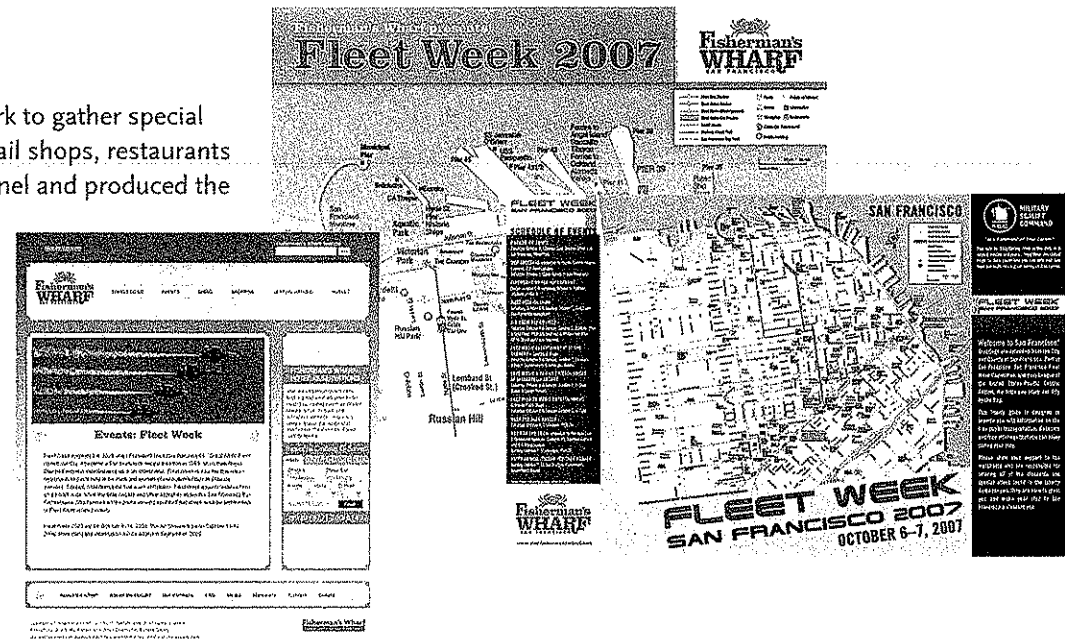
The CBD has been given priority with the City to work on a revised master plan that will take into consideration the comments and suggestions of the community meetings held under the auspices of EDAW. The city planner will work a minimum of one day a week in Fisherman's Wharf on these projects and he will have space in the CBD's new offices located in THE CANNERY.

This year the main assignment of the Planning Committee is to further the community based planning efforts; guide the program of work developed by EDAW and various City agencies, and to help facilitate further stakeholder meetings.



Fleet Week

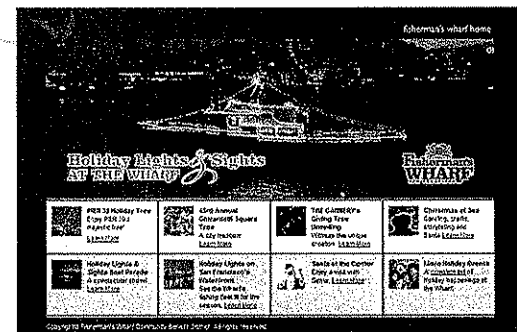
Staff worked with Air Show Network to gather special offers from Fisherman's Wharf retail shops, restaurants and attractions for military personnel and produced the Fleet Week Liberty Guide which was distributed to over 2,000 servicemen and women. The offers were also promoted on a special build-out section on www.visitfishermanswharf.com. In addition, the FWCBD made a \$15,000 financial contribution to Air Show Network as a sponsor to promote the Wharf's special events during Fleet Week through all advertising connected with this event.



Holiday Lights & Sights

The second annual Holiday Lights & Sights promotion again centered around the lighting of the inner harbor historic, sports and commercial fishing boats during the month of December. The FWCBD coordinated several events to entice visitors to come to the Wharf during a traditionally slow period. Holiday events that occurred in the Community Benefit District included:

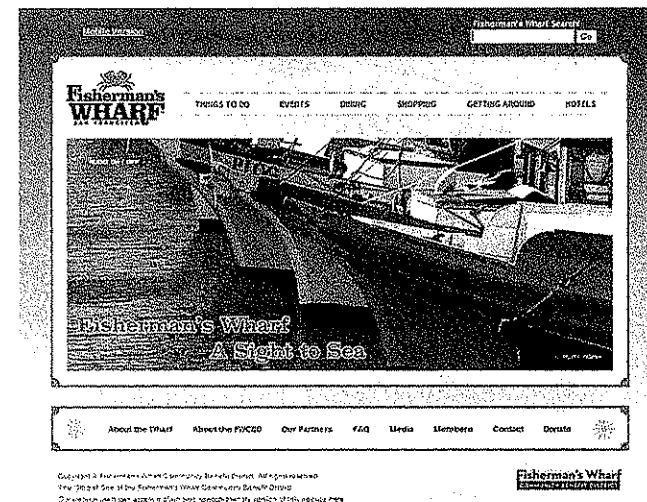
- Display of the new Chevy Volt near the world famous Fisherman's Wharf Crab Wheel
- Holiday Lights & Sights Boat Parade in conjunction with the St. Francis Yacht Club
- Holiday Lights & Sights banners hung along The Embarcadero
- Decorations on the hanging flower plants and trees on Jefferson Street
- The lighting of over 70 fishing boats in Jefferson Street lagoons



A complete website build-out was created to further promote the Holiday Lights & Sights events online and was complimented with several press releases to media outlets throughout the nine Bay Area counties.

Completion of New Website

The FWCBD launched its new first-class destination travel website for Fisherman's Wharf in July 2007, just in time to promote the Fourth of July Waterfront Festival. This beautiful new website which is both rich in content and user-friendly, www.visitfishermanswharf.com, highlights the District merchants' special events and offers, while also serving as a source of information on the FWCBD as an organization. The new website also features an online booking engine for visitors to make their Wharf hotel reservations.



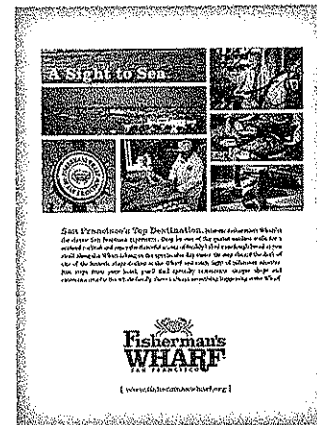
Brand & Destination Marketing

Advertising

Print

The FWCBD placed a large emphasis on marketing the Fisherman's Wharf area as a world-class visitor destination. Print advertisements (see attachments) reached a total audience of over 500,000 readers. Advertisements were placed in the following visitor publications:

PUBLICATION	CIRCULATION	PUBLISHED
SF Official Visitors Guide	100,000	bi-annually
SF Visitor Planning Guide	50,000	bi-annually
SF Travel Planners Guide	25,000	annually
Where Guestbook	22,000 (hotel rooms)	annually
In Room City Guide	33,000 (hotel rooms)	annually
Chaperon	350,000 (various languages)	annually



Online

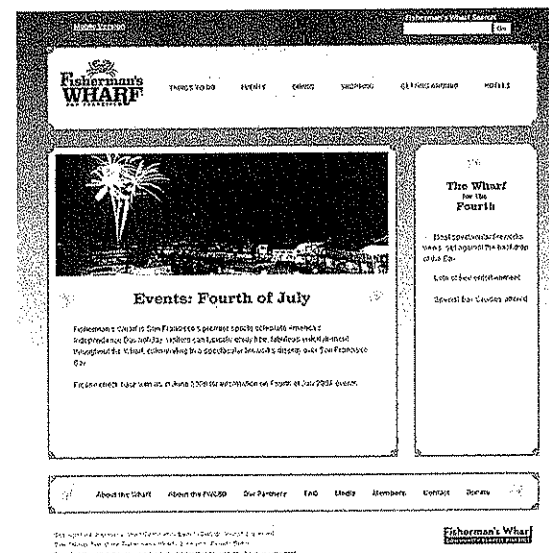
With the launch of the FWCBD's new website it was important that an aggressive marketing campaign be launched to promote optimal usage of the site. To achieve this goal, advertisements were posted on the following websites:

- San Francisco Convention & Visitors Bureau (SFCVB) under:
 - Attractions
 - Accommodations
 - Shopping
 - Meeting Planners/Travel Trade
- California State Visitors Website
- SFCVB's E-Newsletter
- Website Channel Advertising
 - Travel/Contextual/Family Channels



Fourth of July Fireworks Waterfront Festival

The FWCBD worked in conjunction with the Mayor's Office of Special Events to extend both financial and creative support of the annual Fourth of July Waterfront Festival which takes place at Fisherman's Wharf. A contribution of \$17,000 was made to the City, and the staff of the FWCBD created a flyer with a thorough listing of events which included important public transportation information in attempts to reduce vehicular congestion in the area. In addition, a special build-out featuring the Fourth of July Waterfront Festival was created on www.visitfishermanswharf.com to provide the visitors with the day's events, special offers and lodging information.



Quarterly Financials July, 2007–December, 2007

Ordinary Income/Expense

Income

Earned Revenues				
Contributed support	0	0	0	0%
City Contract				
Assessments-Landside	0.00	0	0	0%
Assessments-Portside	175,095	170,000	5,095	3%
Total City Contract	175,095	170,000	5,095	3%
Other Revenue				
Advanced Reservation Systems	0			
Interest-savings/short-term inv	1,569	0	1,569	100%
Total Other Revenue	1,569	0	1,569	100%
Total Earned Revenues	176,664	170,000	6,664	4%
Total Income	176,664	170,000	6,664	4%

Expense

Sidewalk Oper. & Beautification	78,473	108,900	-30,427	-28%
Dis. Identity & Streetscape Imp	93,154	160,982	-67,828	-42%
Administrative Expenses	34,310	42,850	-8,540	-20%
Total Expense	205,937	312,732	-106,794	-34%

Net Income

FIRST QUARTER JUL-SEP 07	BUDGET	\$ VARIANCE	% OF VARIANCE
0	0	0	0%
0.00	0	0	0%
175,095	170,000	5,095	3%
175,095	170,000	5,095	3%
0			
1,569	0	1,569	100%
1,569	0	1,569	100%
176,664	170,000	6,664	4%
176,664	170,000	6,664	4%
78,473	108,900	-30,427	-28%
93,154	160,982	-67,828	-42%
34,310	42,850	-8,540	-20%
205,937	312,732	-106,794	-34%
-29,274	-142,732	-113,458	-79%

SECOND QUARTER OCT-DEC 07	BUDGET	\$ VARIANCE	% OF VARIANCE
0	0	0	0%
0	0	0	0%
0	0	0	0%
0	0	0	0%
126			
1,096	0	1,096	100%
1,221	0	1,221	100%
1,221	0	1,221	100%
1,221	0	1,221	100%
40,207	134,400	-94,193	-70%
72,355	87,680	-15,324	-17%
40,170	42,850	-2,680	-6%
152,733	264,930	-112,197	-42%
-151,512	-264,930	-113,418	-43%

Revenue

Carry over from fiscal year 06/07	283,000	283,000	0	0%
Assessments-Landside	0	0	0	0%
Assessments-Portside	175,095	170,000	5,095	3%
Interest-savings/short-term inv	2,790	0	2,790	100%
Donated Services	0	0	0	0%
Total Revenue	460,885	453,000	7,885	2%

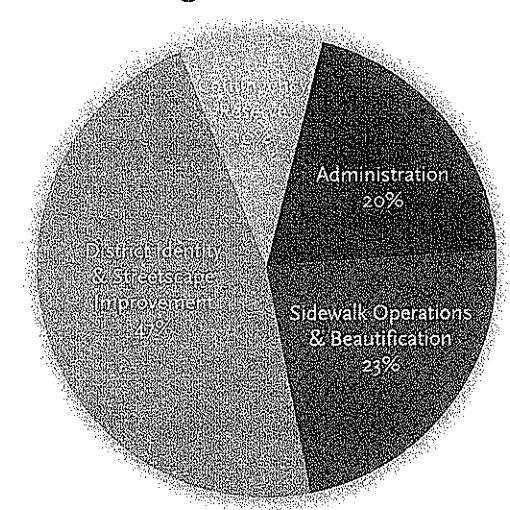
Expense

Total SOBO	118,681	243,300	-124,619	-51%
Total DISI	165,509	248,661	-83,152	-33%
Total Administrative Expenses	74,481	85,700	-11,219	-13%
Total Expense	358,670	577,661	-218,991	-38%

Net Income

Year To Date JUL-DEC 07	BUDGET	\$ VARIANCE	% OF VARIANCE
283,000	283,000	0	0%
0	0	0	0%
175,095	170,000	5,095	3%
2,790	0	2,790	100%
0	0	0	0%
460,885	453,000	7,885	2%
118,681	243,300	-124,619	-51%
165,509	248,661	-83,152	-33%
74,481	85,700	-11,219	-13%
358,670	577,661	-218,991	-38%
102,215	-124,661	226,876	-182%

2007-2008 Budget Distribution



Looking Ahead for the Wharf: 2008 and Beyond

The CBD's City Planner Neil Hrushowy Outlines Plans for the Wharf

The Planning Department is helping the Fisherman's Wharf community act on many of the major public space, transportation and land use concerns expressed during the 2-day community visioning workshop held in November 2006. In collaboration with local businesses, residents, and landowners, the plan will work to find ways to strengthen the Wharf's historic role as a commercial fishing port, but do so using today's best practices in sustainability and environmental stewardship. The plan will develop designs for district streets that work better for all those who use them, including businesses that front them, so that they become the lively public spaces they ought to be. We will look for ways that better connect people to the Bay, and that strengthen the public's access to the water. Finally, we will look for ways to get these improvements built.

Moving about the Wharf

The Plan will propose improvements to the Wharf's streets that will allow people to move more easily about the Wharf. This will include proposals to make parking easier to find and access, such as by moving motorists down Beach Street, deeper in the Wharf, and by directing motorists to those parking facilities that typically have many empty spaces. Benefits of these changes will be to encourage more visitors to enjoy the entire length of the Wharf, and to significantly reduce the pressure on Jefferson Street to act as the funnel for people searching for parking. This will allow for a new street design that better meets the needs of all users, but especially those trying to walk along Jefferson's overcrowded sidewalks.

Making streets for people

The Plan will include detailed design guidelines for how streets, sidewalks and intersections should look and function. Fisherman's Wharf's streets should be more attractive, more enjoyable and safer places to be, and they should be designed to strengthen the natural environment. To complement the new streetscape designs, the Plan will include architectural design guidelines for new development that will produce buildings that celebrate their relationship to the street, rather than turn their backs on it. The result will be in a much livelier, more engaging place to walk and spend time. Lastly, this element will include designs for a limited number of new and existing public plazas and parks for which the plan will try to find funding.

Jefferson Street

Jefferson Street is the premier public space in Fisherman's Wharf, but it suffers from a number of notable challenges. The plan will propose designs that will result in greatly improved spaces for public life, and that will continue to address the transportation needs of the community.

Community character

Finally, there are a number of minor zoning changes the community has identified that should be addressed.



Communications

CBDetails Community Newsletter

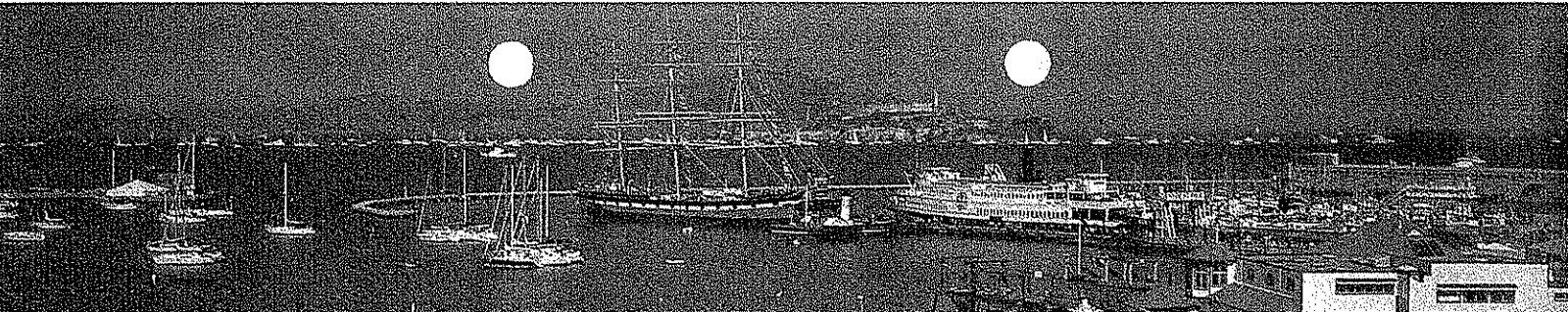
Two CBDetails community newsletters were published in the second half of 2007. The first of these newsletters was produced in August 2007 opening with a letter from the FWCBD's president, Rodney Fong. This letter focused on the goals of the FWCBD in the 2007-2008 fiscal year, which include:

- Quarterly steam cleaning of the sidewalks on Jefferson and Beach Streets to include the arteries of Powell, Mason, Taylor, Jones and Leavenworth Streets
- Install decorative hanging flower baskets on light poles located on both sides of Jefferson Street
- Daily land-side street cleaning during high season from June through September
- Continue to work with staff from the Office of Emergency Services and District members to develop an emergency preparedness plan and increase the number of certified Neighborhood Emergency Response Team members in Fisherman's Wharf
- Create and involve the District's members in a Business Neighborhood Watch program for Fisherman's Wharf with the guidance of SF Safe
- Develop a communications system to facilitate the notification of all District members in the case of an emergency or security issue.
- Install 10 pedestrian and cyclist way-finding directional signs guiding visitors to the major attractions, historical sites and transportation stations on the land-side of the CBD to complement the additional six signs being installed on the north side of Jefferson Street by the Port of San Francisco
- Hire a 10B San Francisco Police Officer to assist in providing a safe environment for both Wharf business owners and visitors
- Optimization of the new www.visitfishermanswharf.com website to stimulate usage and visits to Fisherman's Wharf through both paid and organic advertising efforts
- Through print and online advertising, press releases and email blasts, continue promoting visitation to Fisherman's Wharf
- Create a press kit for Fisherman's Wharf featuring press releases and the new photography taken of the District
- Work with a sponsorship agency to attract sponsors and partners to help fund seasonal special events
- Continue to work with staff from the City's Planning Department to further the community-based planning efforts, guide the program of work developed by EDAW and various City agencies and help facilitate further stakeholder meetings
- Focus on working with the Mayor's Office, San Francisco Board of Supervisors and the San Francisco Planning Department to implement major infrastructure changes to Jefferson Street as outlined in the Fisherman's Wharf "Vision Plan" created by EDAW with community input in November 2007. The Wharf has been granted an experienced City Planner to work with the community to bring our plans for change to fruition.



The August 2007 newsletter also introduced the new 2006 - 2007 Annual Report highlighting the progress and successes of the FWCBD over the past 12 months. Each of the FWCBD's committee chairs presented a detailed account of their accomplishments in the District.

In FWCBD's efforts to reduce the amount of paper used and postage costs, a concerted effort was made by staff to no longer produce the newsletter as a printed piece. This was announced in the August 2007 newsletter to FWCBD members. Therefore in December 2007, the FWCBD published the next CBDetails newsletter and placed it on their new website (www.visitfishermanswharf.com) in the "About the FWCBD" section on the site. The December online issue of CBDetails again opened with a letter from FWCBD president, Rodney Fong, praising the first community-wide Emergency Response Practice Drill held in Fisherman's Wharf. His letter also announced the debut of 30 hanging flower baskets on Jefferson Street and the upcoming Holiday Lights & Sights marketing campaign. President Fong also announced that the FWCBD will be working closely with our City Planner, Neil Hrushowy, who will be spending at least one day a week at the Wharf working on the new public realm plan for our District.



Executive Summary

The Board of Directors and staff of the Fisherman's Wharf Community Benefit District (FWCBD) are pleased to present the 2007-2008 Mid-Year Status Report as required in Section 3.5 of the Fisherman's Wharf Association of San Francisco Management District Plans for the Land and Port-side CBD's. This report covers the period of July 1, 2007 through December 31, 2007.

The purpose of the Fisherman's Wharf Community Benefit District is to preserve and enhance its vast waterfront landscaping and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far through:

- Market Research
- Brand & Destination Marketing
- Sidewalk Operations, Beautification & Order
- Traffic & Urban Planning
- Emergency Preparedness

The contents of this document will detail the progress in realizing our purpose along with reporting the financial stability of this organization.

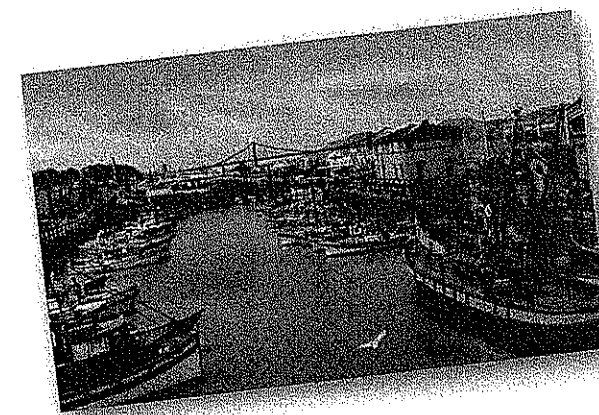


Third Party Vendors Under Contract

Costless Maintenance Services Co, Inc.
3254 19th Street
San Francisco, CA 94110-1917
Contact: Marlene Samson, CEO
415.550.8819
marlene@costlessmaintenance.com
Services: Maintenance Service Company
Agreement: 06/26/07
Term: One year

Lenat & Partners, Inc.
330 Townsend Street, Ste. 117
San Francisco, CA 94107
Contact: Rick Lenat, Principal
415.546.0800
rlenat@earthlink.net
Agreement: 06/01/07
Term: One year

Randall Development and Funding
6400 Hollis Street, Ste. 2
Emeryville, CA 94608
Contact: John Izzo, Vice President Client Services
510.985.8415
johni@randallddevelopment.com
Agreement: 10/31/07
Term: One year



2007-2008 Board of Directors

PRESIDENT:

Rodney A. Fong, Wax Museum at Fisherman's Wharf

VICE PRESIDENT:

Steve Wiezbowski, PIER Restaurants L.P.

SECRETARY:

David Berbey, Portco, Inc.

TREASURER:

Tim Losch, CFM, The Foundation of the American Academy of Ophthalmology

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Nunzio Alioto, Alioto's #8

Domenic Cannizzaro, Jefferson Building, Inc.

Tom Creedon, Scoma's Restaurant

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Tom Escher, Red & White Fleet

Aline Estournes, Northpoint Shopping Centre

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Jan Misch, Best Western Tuscan Inn

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Katharine Arrow, Port of San Francisco

Lynn Cullivan, SF Maritime National Historical Park

Mike LaRocca, A. LaRocca Seafood



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT

Fisherman's Wharf

2801 Leavenworth Street, Suite B-16 | San Francisco, California 94133

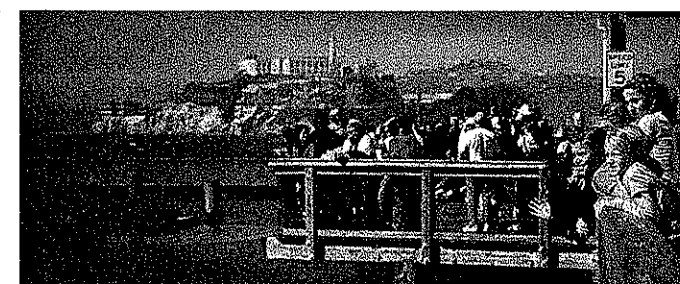
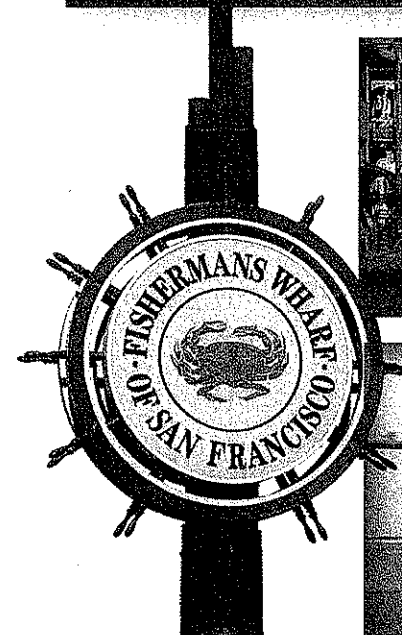
T 415.673.3530 F 415.673.2527 E kbell@visitfishermanswharf.com

www.visitfishermanswharf.com

♻️ PRINTED ON RECYCLED PAPER

Mid-Year Status Report

July 1, 2007 – December 31, 2007





Land Use & Planning Committee

Building upon the success of the Fisherman's Wharf CBD Vision Plan, the City of San Francisco's Planning Department, with the assistance of the Land Use & Planning Committee, has undertaken the Fisherman's Wharf Public Realm Plan. The plan will contain a redesign of Jefferson Street; streetscape improvements for all other streets; a parking management plan; design guidelines for new development; and an open space improvement plan.


The Fisherman's Wharf Public Realm Plan

The redesign of Jefferson Street will include wider sidewalks, defined bicycle access, improved paving, accommodation of the Bay Trail, expanded public transit and improved truck delivery and loading spaces.

Parking management in the Wharf area will be improved by a dynamic electronic signage program that will communicate real-time information of both on-street and off-street parking availability.

A site for a new public open space has been proposed at the end of Jefferson Street within Aquatic Park that will convert a portion of the roadway into a new pedestrian plaza to better connect visitors to the water.

The world-renowned design firm Gehl Architects of Denmark has been retained by the City, with the aid of a \$30,000 grant from the Bay Trail, to conduct an in-depth study of pedestrian and cyclist conditions from Pier 39 to Aquatic Park. Preliminary findings will be presented in early October.



2008-2009 Service Plan

Sidewalk Operations and Beautification:

- Quarterly steam cleaning of the sidewalks on Jefferson and Beach Streets to include arteries of Powell, Mason, Taylor, Jones and Leavenworth Streets
- Maintain decorative hanging flower baskets on light poles on south side of Jefferson Street
- Daily land-side street cleaning CBD during high season periods
- Remove graffiti offenses within 72 hours of discovery
- Continue to work with staff from the San Francisco Fire and Police departments, Office of Emergency Services and District members to conduct an annual Emergency Response Team drill
- Form the District's Business Neighborhood Watch program for Fisherman's Wharf community with the guidance of SF Safe
- Continue to maintain and fine tune the use of the communications system to facilitate the notification of all District members of important information affecting the community
- Hire 10B San Francisco Police Officers to assist in providing a safe environment for both Wharf business owners and visitors during high season periods

District Identity and Streetscape Improvement:

- Focus on the optimization of the www.visitfishermanswharf.com website to increase unique visits to www.visitfishermanswharf.com through both paid and organic advertising efforts
- Place print, online advertising, press releases and send email blasts to continue promoting visits to Fisherman's Wharf
- Continue to work on attracting sponsors and partners to help fund seasonal special events
- Support the efforts of the assigned City Planner to implement major infrastructure changes as outlined in the Fisherman's Wharf Public Realm Plan
- Seek out opportunities to secure grants to aid in the funding of the Public Realm Plan
- Work with the community to continue to garner their support for changes made in the infrastructure and appearance of the District



Property Assessments & Amounts Paid: Land-Side

Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid
2801 LEAVENWORTH ST.	\$18,512.28	\$18,512.28	2750 HYDE ST.	\$8,383.16	\$8,383.16	329 BAY ST.	\$51.16	\$51.16
455-495 JEFFERSON ST.	\$21,619.20	\$21,619.20	2749 HYDE ST.	\$693.86	\$693.86	329 BAY ST.	\$51.16	\$51.16
2800 LEAVENWORTH ST.	\$17,929.00	\$17,929.00	2741 HYDE ST.	\$579.84	\$579.84	329 BAY ST.	\$51.16	\$25.58
500 BEACH ST.	\$23,391.30	\$23,391.30	2735 HYDE ST.	\$564.68	\$565.68	329 BAY ST.	\$51.16	\$51.16
2739 TAYLOR ST.	\$5,002.44	\$5,002.44	2719 HYDE ST.	\$566.68	\$566.68	329 BAY ST.	\$51.16	\$51.16
2701 TAYLOR ST.	\$2,068.84	\$2,068.84	2711 HYDE ST.	\$1,103.82	\$1,103.82	329 BAY ST.	\$51.16	\$51.16
418 BEACH ST.	\$1,385.18	\$1,385.18	804 NORTH POINT ST.	\$381.40	\$381.40	329 BAY ST.	\$51.16	\$51.16
498 BEACH ST.	\$6,888.54	\$6,888.54	2715 HYDE ST.	\$1,865.46	\$1,865.46	329 BAY ST.	\$51.16	\$51.16
283 JEFFERSON ST.	\$2,317.16	\$2,317.16	3040 LARKIN ST.	\$3,003.72	\$3,003.72	329 BAY ST.	\$51.16	\$51.16
275 JEFFERSON ST.	\$1,514.42	\$1,514.42	781 BEACH ST.	\$4,000.86	\$4,000.86	329 BAY ST.	\$51.16	\$51.16
281 JEFFERSON ST.	\$1,081.72	\$1,081.72	721 BEACH ST.	\$515.26	\$0.00	329 BAY ST.	\$51.16	\$51.16
243 JEFFERSON ST.	\$2,463.18	\$2,463.18	717 BEACH ST.	\$1,827.60	\$1,827.60	329 BAY ST.	\$51.16	\$51.16
101 JEFFERSON ST.	\$1,210.62	\$1,210.62	757 BEACH ST.	\$3,371.06	\$3,371.06	329 BAY ST.	\$51.16	\$51.16
350 BEACH ST.	\$5,200.38	\$5,200.38	757 BEACH ST.	\$1,445.46	\$1,445.46	329 BAY ST.	\$51.16	\$51.16
3800 BEACH ST.	\$7,127.12	\$7,127.12	3030 LARKIN ST.	\$1,405.78	\$1,405.78	329 BAY ST.	\$51.16	\$51.16
2770 TAYLOR ST.	\$5,434.42	\$5,434.42	882 NORTH POINT ST.	\$1,633.28	\$0.00	329 BAY ST.	\$51.16	\$51.16
165 JEFFERSON ST.	\$1,162.26	\$1,162.26	1201 COLUMBUS AVE.	\$2,436.86	\$2,436.86	329 BAY ST.	\$51.16	\$51.16
155 JEFFERSON ST.	\$1,547.50	\$1,547.50	1280 COLUMBUS AVE.	\$2,175.34	\$2,175.34	329 BAY ST.	\$51.16	\$51.16
2601 MASON ST.	\$3,747.38	\$3,747.38	1255 COLUMBUS AVE.	\$5,156.90	\$5,156.90	329 BAY ST.	\$51.16	\$51.16
330 BEACH ST.	\$885.64	\$885.64	1250 COLUMBUS AVE.	\$20,434.58	\$20,434.58	329 BAY ST.	\$51.16	\$51.16
107 SITE TO BE ASSIGNED	\$11,094.48	\$11,094.48	590 BAY ST.	\$17,621.38	\$17,621.38	329 BAY ST.	\$51.16	\$51.16
91 JEFFERSON ST.	\$33,789.54	\$33,789.54	555 NORTH POINT ST.	\$24,342.60	\$24,342.60	3250 VAN NESS AVE.	\$7,390.48	\$7,390.48
1789 THE EMBARCADERO	\$13,246.82	\$13,246.82	425 NORTH POINT ST.	\$10,907.52	\$10,907.52	851 BEACH ST.	\$34,651.46	\$34,651.46
50 BEACH ST.	\$3,686.48	\$3,686.48	400 BAY ST.	\$1,190.16	\$1,190.16	TOTALS	\$589,644.20	\$565,301.29
2 NORTH POINT ST.	\$8,801.06	\$8,801.06	416 BAY ST.	\$988.40	\$988.40			
1 BEACH ST.	\$5,701.12	\$5,701.12	420 BAY ST.	\$494.08	\$494.08			
2340 STOCKTON ST.	\$6,444.96	\$6,444.96	430 BAY ST.	\$559.14	\$279.57			
100 NORTH POINT ST.	\$5,701.02	\$5,701.02	2552 TAYLOR ST.	\$816.80	\$816.80			
2301 STOCKTON ST.	\$17,845.32	\$0.00	2552 TAYLOR ST.	\$670.78	\$670.78			
211 BEACH ST.	\$38,660.60	\$38,660.60	2552 TAYLOR ST.	\$907.48	\$907.48			
400 NORTH POINT ST.	\$7,465.68	\$7,465.68	2552 TAYLOR ST.	\$3,565.76	\$3,565.76			
421 BEACH ST.	\$3,486.18	\$3,486.18	2552 TAYLOR ST.	\$1,348.46	\$1,348.46			
475 BEACH ST.	\$10,453.56	\$10,453.56	2552 TAYLOR ST.	\$9,302.80	\$9,302.80			
580 NORTH POINT ST.	\$2,113.10	\$2,113.10	490 BAY ST.	\$2,118.22	\$2,118.22			
2629 TAYLOR ST.	\$4,438.42	\$2,219.21	2552 TAYLOR ST.	\$7,111.52	\$7,111.52			
550 NORTH POINT ST.	\$17,050.64	\$17,050.64	2301 POWELL ST.	\$6,450.30	\$6,450.30			
505 BEACH ST.	\$4,446.88	\$4,446.88	300 BAY ST.	\$4,957.16	\$4,957.16			
555 BEACH ST.	\$2,247.88	\$2,247.88	300 BAY ST.	\$13,852.94	\$13,852.94			
575 BEACH ST.	\$1,606.56	\$1,606.56	2293 POWELL ST.	\$1,323.82	\$1,323.82			
1300 COLUMBUS AVE.	\$29,802.98	\$29,802.98	2237 POWELL ST.	\$469.12	\$469.12			
601 BEACH ST.	\$4,358.96	\$4,358.96	2231 POWELL ST.	\$234.56	\$234.56			
704 NORTH POINT ST.	\$1,020.96	\$0.00	2215 POWELL ST.	\$606.10	\$303.05			
1363 COLUMBUS AVE.	\$699.14	\$699.14	2201 POWELL ST.	\$570.92	\$570.92			
1335 COLUMBUS AVE.	\$554.36	\$554.36	365 BAY ST.	\$250.84	\$250.84			
1333 COLUMBUS AVE.	\$534.12	\$534.12	309 BAY ST.	\$250.84	\$250.84			
1331 COLUMBUS AVE.	\$928.14	\$928.14	333 BAY ST.	\$958.22	\$958.22			
1329 COLUMBUS AVE.	\$632.72	\$632.72	377 BAY ST.	\$501.68	\$0.00			
1327 COLUMBUS AVE.	\$370.70	\$370.70	315 BAY ST.	\$749.02	\$749.02			
1325 COLUMBUS AVE.	\$545.20	\$545.20	SITE TO BE ASSIGNED	\$1,776.56	\$1,776.56			
1323 COLUMBUS AVE.	\$660.22	\$660.22	329 BAY ST.	\$51.16	\$51.16			
1321 COLUMBUS AVE.	\$1,106.42	\$1,106.42	329 BAY ST.	\$51.16	\$51.16			

Street Operations, Beautification and Order (SOBO) Committee

The SOBO committee focuses on:

- Improving the appearance of Fisherman's Wharf by assisting with maintenance of the public right of way
- District Beautification
- Enhancing directional signage for visitors
- Maintaining and operating a communications program to advise business owners and merchants of District news, activities, crimes and offenses
- Emergency preparedness and response
- Security in the District
- Graffiti Abatement

Accomplishments:

- **Street Maintenance**
 - Contract with Costless Maintenance Service Company to maintain cleanliness of land-side District area including sidewalk pressure washing
- **Graffiti Abatement**
 - Weekly monitoring of graffiti problems and follow-through with SFPD's Graffiti Unit and District maintenance service for removal of graffiti
- **SFPD 10B Coverage**
 - Employment of SFPD 10B police officers to augment police presence at the Wharf to ensure added safety of visitors, employees and businesses
- **Street Beautification**
 - Installed and currently maintain 27 hanging flower baskets on south-side of Jefferson Street
- **SFPD Central Division Community Monthly Meetings**
 - Scheduling of monthly meetings with SFPD to increase communications between SFPD and District businesses and residents
- **Pedestrian Way-finding Signage**
 - Installation of 17 signs in conjunction with the Port of San Francisco's Planning Division on both land and port-sides of the District from PIER 39 to Ghirardelli Square (project to be completed Summer 2008)
- **Cable Car Turnaround Planter Beautification**
 - Installation of nautical anchor topiary and signage in planter at Bay & Taylor Streets in front of cable car turnaround to better define District area for visitors



- **Emergency Preparedness**
 - A sub-committee of SOBO, PIERsafe, was organized to solely focus on emergency preparedness and response for Fisherman's Wharf. The sub-committee has worked to institute NERT educational sessions in the community, create an emergency preparedness guide and a quarterly newsletter for business owners and residents in the District.
 - Conducted first annual emergency response drill in the Fisherman's Wharf District
 - Held NERT certification course attended by over 40 community members
 - Members also participated in the San Francisco NERT city-wide drill
 - Held a American Red Cross emergency preparedness training course for Wharf merchants and employees



PIERsafe
PARTNERS IN EMERGENCY READINESS



Proposed Fisherman's Wharf Pedestrian Signage Program
All Proposed Locations
● Sign Proposed on Port Property
○ Sign Proposed by CBO

District Identity and Street Improvements (DISI) Committee

The purpose of the DISI committee is to support projects which market Fisherman's Wharf as the number one tourist destination in San Francisco along with promoting the positive attributes of the Wharf. The committee is also responsible for the continued promotion of established Wharf events along with the development and programming of new events in the community. On-going promotional events for the Wharf include the second annual Holiday Lights & Sights Campaign to promote increased visits to the Wharf during a traditionally slow winter season and the Crab Festival marketing campaign during February and March. The committee also worked with the Mayor's Office of Special Events to enhance the City of San Francisco's Fourth of July Fireworks Celebration, as well as contributing to the support and sponsorship of Fleet Week in October.

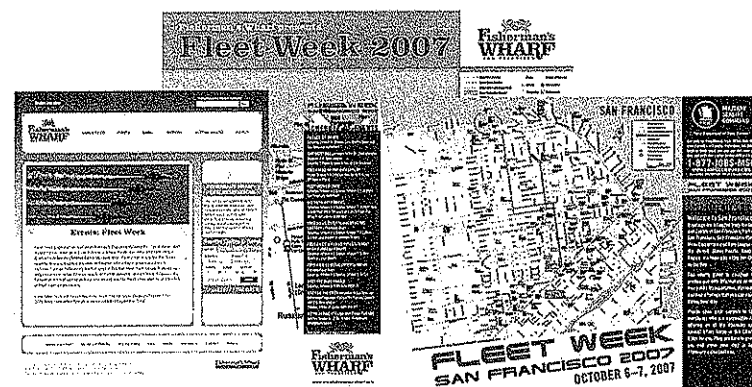
This year a new campaign was introduced—KKSF "Smooth Jazz" Sunday Brunch Series at the Wharf—to promote local and regional visits to Wharf restaurants and merchants during the year.

Accomplishments:

- **Introduction and Continuous Enhancements to New Website:** www.visitfishermanswharf.com
 - Launched July, 2007
 - Designed easier navigation of the Community Benefit District pages for member use
 - Inaugurated sweepstakes to increase unique visits
 - Added virtual tour of the Fisherman's Wharf Area including options for all merchants to promote their businesses
 - Continued updates for all merchants in the Wharf area
 - Added exposure for the Hotel & Reservations System on the website to increase revenues to the CBD
 - Initiated on-line photo library for use by media professionals and members
 - Designed an aggressive marketing campaign via the internet to build usage, including advanced Search Engine Optimization (SEO) programs
- **Online Newsletters for Members**
- **Seasonal Banner Programs**
- **Marketing Programs**
 - **Visitor Market: Print & Online Advertising Campaign**
 - **The City of San Francisco Fourth of July Waterfront Celebration (2007)**
 - Created website build-out with all events & lodging information
 - Sent press releases to media of activities
 - Event sponsor

• Fleet Week (2007)

- Created website build-out with all events & lodging information
- Sent press releases to media of activities
- Produced Fleet Week Fisherman's Wharf Map and Liberty Guide for Navy personnel which included promotional offers
- Event sponsor



• 2nd Annual Holiday Lights & Sights Campaign (2007)

- Reintroduced Bay Boat Parade in conjunction with the St. Francis Yacht Club
- Displayed new GM electric Chevy Volt® at the famous Fisherman's Wharf Crab Wheel
- Decorated hanging flower baskets & trees
- Created website build-out of campaign
- Promoted event to broadcast, print and online media

• KKSF "Smooth Jazz" Sunday Brunch Series at the Wharf (2008)

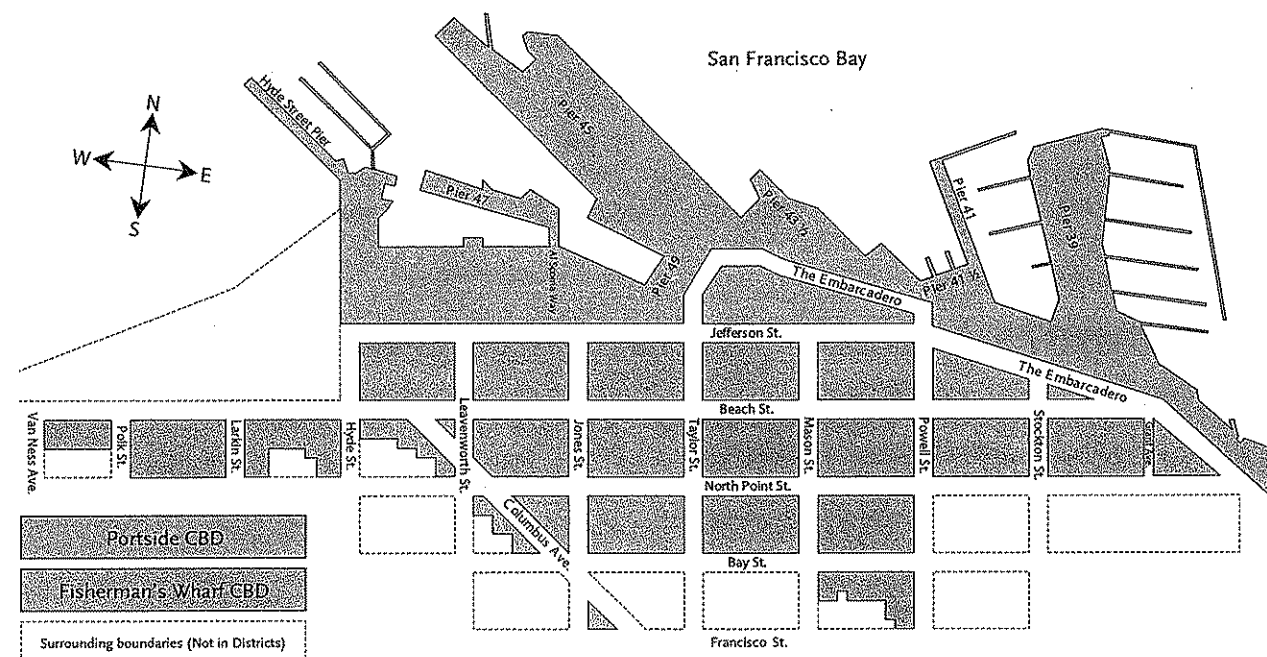
- Inaugurated 8-month campaign in June, 2008 with local restaurants to promote additional visits to the Wharf
- Created website build-out with reservation information
- Additional exposure on 9 Clear Channel radio station websites to promote weekly event



• Public Relations

- Participated in California Travel and Tourism Commission Media Marketplace in San Francisco (April, 2008) to promote interest in Wharf activities and businesses
- Submitted story ideas and event press releases to media on an on-going basis

Area Map Of The Fisherman's Wharf Community Benefit District



Property Assessments & Amounts Paid: Port-Side

Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid
ALIOTO FISH COMPANY, LTD.	\$13,645.47	\$13,645.47	FRANK'S FISHERMAN'S SUPPLY	\$985.91	\$985.91
BASS TUB	\$250.00	\$250.00	GIFT SHOP (BLUE & GOLD FLEET)	\$4,414.24	\$4,414.24
BAY COMPANY / THE FLAGSHIP	\$3,608.92	\$3,608.92	FRANCISCAN LINES/GRAYLINE	\$226.80	\$226.80
BEN & JERRY'S (BLUE & GOLD FLEET)	\$835.26	\$835.26	CARDINO'S SOUVENIR & GIFT SHOP, INC.	\$250.31	\$250.31
BLAZING SADDLES BIKE (BLUE & GOLD)	\$1,933.78	\$1,933.78	HAPPY DAYS	\$250.00	\$250.00
BLAZING SADDLES (RED & WHITE FLEET)	\$348.31	\$348.31	LOVELY MARTHA	\$250.00	\$250.00
BLUE & GOLD FLEET, LP	\$6,000.00	\$6,000.00	MISS FARALLONES	\$250.00	\$250.00
BOUDIN'S	\$19,247.29	\$19,247.29	POLLACK GROUP, LTD.	\$5,767.37	\$5,767.37
BOUDIN'S SOURDOUGH BAKERY	\$2,220.76	\$2,220.76	TAIT'S AT THE WHARF	\$968.18	\$968.18
BUTCHIE B SPORTFISHING	\$250.00	\$250.00	PIER 39 LIMITED PARTNERSHIP	\$36,998.00	\$36,998.00
THE CRAB STATION AT FW /FRANCES CHU	\$1,540.29	\$1,540.29	PIER 41 SNACK BAR (BLUE & GOLD FLEET)	\$916.45	\$0.00
CAPT. JOEY	\$250.00	\$250.00	POMPEI'S GROTTO	\$2,900.01	\$2,900.01
CAPURRO'S	\$2,492.86	\$2,492.86	GOLDEN GATE SCENIC STEAMSHIP CORP.	\$6,000.00	\$6,000.00
CASTAGNOLA'S RESTAURANT	\$4,207.18	\$4,207.18	SABELLA & LA TORRE SEAFOODS	\$6,723.93	\$6,723.93
CHUCKY'S PRIDE	\$250.00	\$250.00	MUSEE MECHAQINQUE	\$656.29	\$656.29
COAST MARINE & INDUSTRIAL SUPPLY, INC.	\$250.31	\$250.31	SCOMA'S RESTAURANT, INC.	\$20,034.67	\$20,034.67
CODZILLA	\$250.00	\$250.00	SERENDIPITY	\$250.00	\$250.00
FRANCISCAN LINES/GRAYLINE	\$1,730.05	\$1,730.05	FRANCISCAN RESTAURANT	\$8,092.24	\$5,730.00
FRANCISCAN LINES/GRAYLINE	\$574.48	\$574.48	SILVER FOX	\$250.00	\$250.00
D & G CO.	\$3,217.94	\$3,217.94	SOLE MAN	\$250.00	\$0.00
DIXIE	\$250.00	\$0.00	TARANTINO'S, INC.	\$4,295.65	\$4,295.65
DAUNTLESS	\$250.00	\$250.00	WACKY JACKY	\$250.00	\$250.00
ESS EFF, RETAIL (FRANCISCAN)	\$2,046.16	\$2,046.16	WATERFRONT HORSE CARRIAGE SERVICE	\$500.00	\$500.00
FANG PHOTOS (RED & WHITE)	\$171.65	\$171.65	CENTRAL PARKING CORPORATION	\$759.98	\$759.98
FISHERMEN'S GROTTO #9	\$8,533.95	\$8,533.95	CIOPPINO'S	\$6,311.76	\$6,311.76
FLASHY (FLASH)	\$250.00	\$250.00	TOTALS	\$183,916.43	\$179,377.76
FRANCISCAN RESTAURANT - PARKING	\$759.98	\$0.00			

Assessment Methodology

LAND-SIDE CBD

The Fisherman's Wharf Community Benefit District (FWCBD) was founded in November of 2005 by the business and property owners of the neighborhood. The district is funded through an annual assessment for 15 years from the property owners. There are four property variables that were used in determining individual assessments. These factors were:

1. linear frontage, (sidewalk frontage)
2. land area
3. entire usable building square footage
4. building use

There was 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. In addition, we created three Benefit Zones in the District:

Benefit Zone 1 includes all parcels north of North Point/Bay, between Polk and Powell

Benefit Zone 2 includes parcels west of Polk and east of Powell

Benefit Zone 3 includes the ILWU* block bordered by Beach, Mason, Taylor and North Point

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

The method for assessment was endorsed by the CBD Steering Committee as the most fair and equitable way for apportionment of assessments to participating parcels. Linear frontage has been assessed on all sides fronting the public rights of way, lot size was assessed based upon the data from the City and County of San Francisco; and the usable building square footage and use has been determined by field survey and data from the City and County of San Francisco.

2007-2008 Balance Sheet

ASSETS

CURRENT ASSETS

Checking/Savings	
Cash in Bank - WFB Operating	102,476.25
Savings	86,678.59
Total Checking/Savings	189,154.84
Other Current Assets	
Accounts Receivables Year-End	13,500.00
Total Current Assets	221,946.95

FIXED ASSETS

Total Fixed Assets	108,705.36
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TOTAL ASSETS \$ 330,652.31

PORT-SIDE CBD

The port-side CBD, formed in December 2006, 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 to be applied to that gross sales figure is .0014%.

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 a \$2,000 maximum assessment.

LIABILITIES & EQUITY

LIABILITIES

Current Liabilities	
Suspense-General	23,260.68
Total Liabilities	23,260.68

EQUITY

Unrestricted-Retained Earnings	433,936.82
Net Income	-126,545.19
Total Equity	307,391.63

TOTAL LIABILITIES & EQUITY \$ 330,652.31

Letter from the Executive Director



Greetings to the Fisherman's Wharf Community:

At the start of our second year of operation, we set goals to guide community improvements during the 2007 - 2008 fiscal year. I am proud to say that we have successfully achieved all of our goals.

Listed below are the goals for the Community Benefit District's second year of operation and the achieved results:

- Increased marketing efforts to attract US and international visitors:
 - Media used to increase the public's awareness of the Wharf's attractions, hotels, shops and restaurants included:
 - Print ads in tourist-related publications
 - Online advertising with banners and text ads on travel-related websites
 - Bay Area radio advertisements to attract local visitors
- Created events to draw visitors to the Wharf:
 - Revived the holiday boat parade with over 100 local boat owners
 - Worked with General Motors to promote an electric concept vehicle
 - Forged a partnership with Fisherman's Wharf restaurants/hotels and KKSF radio to host the "Smooth Jazz" Sunday Brunch Series at the Wharf
- Beautified the District with decorative banners and hanging flower baskets
- Continued to enhance and build visits to the CBD's website (www.visitfishermanswharf.com)
- Successfully secured grants to augment services for our constituents

As you can see, we have been quite busy providing the services as promised over the last year. We were only able to reach our goals with the assistance received from the Mayor's Office of Economic Workforce Development (MOEWD) who provided guidance over the last year. All of our successes were made possible by the staff of MOEWD and Mayor Gavin Newsom. Another top supporter of the Fisherman's Wharf CBD who deserves recognition is Board of Supervisors President Aaron Peskin who has brought our public realm plan to fruition. Finally, we would especially like to thank each of our 19 Directors who have supported our organization since its inception. Their dedication and the countless volunteer hours served has made Fisherman's Wharf a better place to work and visit.

We look forward to another successful year working with the Fisherman's Wharf community.

Sincerely,

Karen A. Bell

Karen A. Bell
Executive Director

Letter from the Board President



Dear Fisherman's Wharf Community Benefit District (CBD) Members:

It's hard to imagine that the Fisherman's Wharf Community Benefit District is entering its third successful summer season!

We continue to abate graffiti within 72 hours of reporting, steam clean our sidewalks on a quarterly basis and provide manual street sweeping during our peak hours and high season.

In addition, we are very proud to have worked with the Port of San Francisco to install 10 pedestrian and cyclist way-finding signs throughout the land-side CBD, matching the seven signs recently installed by the Port along the waterfront.

Artistically speaking, should you stroll by or drive past the Bay and Taylor Streets Cable Car turnaround, you'll notice a newly installed custom topiary in the shape of a nautical anchor with a handcrafted wooden sign welcoming visitors to the world famous Fisherman's Wharf. Of course, I can't forget to mention the beautiful hanging flower baskets adorning the south-side of Jefferson Street.

On a more serious note, our PIERsafe committee—with the goal of ensuring that Fisherman's Wharf is prepared in the event of an emergency—has been working diligently to train and inform Fisherman's Wharf businesses and their employees on emergency preparedness. To date, PIERsafe has trained over 150 employees in the Fisherman's Wharf area in N.E.R.T. (Neighborhood Emergency Response Team).

The most exciting news is that finally, Fisherman's Wharf has a dedicated City Planner assigned to review and direct improvements to our District. City Planner Neil Hrushowy has been dutifully tasked to work with the Fisherman's Wharf community. Neil has had several initial meetings with property owners and stakeholders in an effort to improve the pedestrian, vehicular and bicycle flow in the Wharf.

As you know, Fisherman's Wharf is a culturally and physically diverse area. While we have had a number of successes during our short history, we need to challenge ourselves to achieve yet a higher standard of excellence to maintain our community as the #1 Destination in the #1 City moving into the future.

I thank you for your contributions to the CBD and hope that you become involved with the Fisherman's Wharf Community Benefit District in the coming year.

Regards,

Rodney A. Fong
President

Profit & Loss Budget vs. Actuals

July 2007–June 2008 Budget

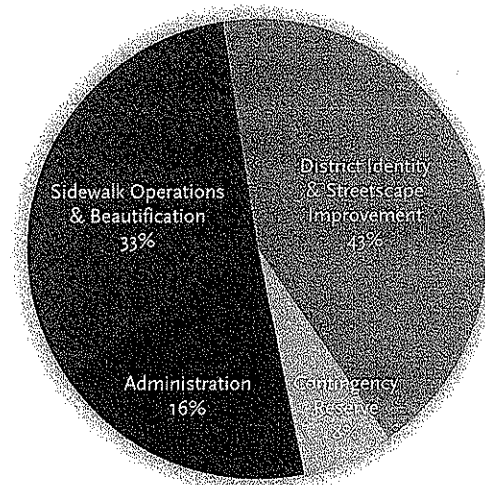
INCOME	ACTUALS	BUDGET	OVER/UNDER BUDGET
Carried Forward from '06-'07	\$ 283,000	283,000	-
Assessments	774,227	730,160	44,067
Program Sponsorship	32,625	28,270	4,355
Other	4,989	0	4,989
Donations	39,835	8,500	31,335
TOTAL INCOME	1,134,676	1,049,930	84,746

EXPENSE	ACTUALS	BUDGET	OVER/UNDER BUDGET	VARIANCE EXPLANATION
Sidewalk Operations & Beautification	309,534	344,480	(34,946)	Funds Earmarked for Special Street Project
District Identity & Streetscape Improvement	428,901	447,266	(18,365)	Funds Earmarked for Special Marketing Project
Administration	171,271	171,000	271	
Donations	39,835	0	39,835	
TOTAL EXPENSES	949,541	962,746	(53,040)	

2007–2008 ENDING CARRYOVER BALANCE

185,135

2007–2008 Budget



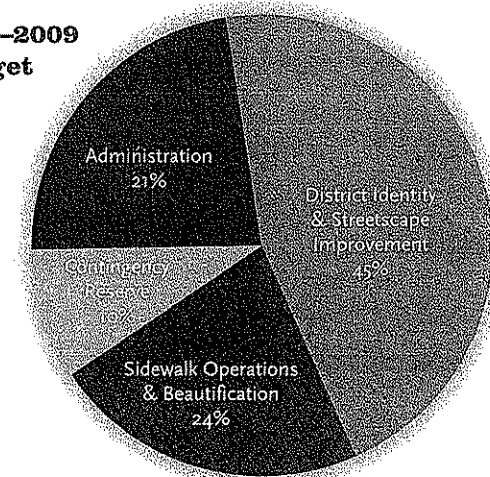
2007–2008 Ending Carryover Balance	185,135
'07 - '08 SPECIAL DESIGNATED PROJECTS:	CARRYOVER
DISI Special Marketing Projects	50,599
SOBO Special Street Projects	50,466
Urban Planning & Improvement Projects	84,070
TOTAL CARRYOVER DISBURSEMENT	185,135

July 2008–June 2009 Budget

INCOME	LAND-SIDE	PORT-SIDE	TOTAL
Assessments	589,644	191,371	781,015
Grants	28,500	9,500	38,000
Donations	0	0	0
TOTAL INCOME	618,144	200,871	819,015

EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	192,741	0	192,741
District Identity & Streetscape Improvement	233,841	136,980	370,821
Administration	133,300	41,000	174,300
Contingency Reserve	58,262	22,891	81,153
TOTAL EXPENSES	618,144	200,871	819,015

2008–2009 Budget



2007-2008 Board of Directors

PRESIDENT:

Rodney A. Fong,
Wax Museum at Fisherman's Wharf

VICE PRESIDENT:

Steve Wiezbowski,
PIER Restaurants L.P.

SECRETARY:

David Berbey,
Portco, Inc.

TREASURER:

Tim Losch, CFM,
The Foundation of the American Academy
of Ophthalmology

BOARD MEMBERS:

Frank Alioto,
F & A Properties
Nunzio Alioto,
Alioto's #8
Domenic Cannizzaro,
Jefferson Building, Inc.
Tom Creedon,
Scoma's Restaurant
Jacqueline Douglas,
Wacky Jacky Sport Fishing
Tom Escher,
Red & White Fleet
Aline Estournes,
Northpoint Shopping Centre
David Harrison,
THE CANNERY
*Rita Hernandez, CPM,
Ghirardelli Square
Chris Martin,
Bay Delta Center
Paul Miller,
Boudin Bakery
Jan Misch,
Best Western Tuscan Inn
Indra Murdoch,
Anchorage Square
Joe Nootbar,
JMA Ventures
Kathy Paver,
PIER 39
David von Winckler,
Argonaut Hotel
*Seat assumed by Joe Nootbar

COMMUNITY REPRESENTATIVES:

Katharine Arrow,
Port of San Francisco
Lynn Cullivan,
National Park Service
Mike LaRocca,
A. LaRocca Seafood

Special Acknowledgements

Gavin Newsom, Mayor of San Francisco
Board of Supervisors' President,
Supervisor Aaron Peskin
San Francisco Board of Supervisors
Mayor's Office of Economic and Workforce
Development:

Michael Cohen, Director

Lisa Pagan, Project Manager

Martha Cohen, Mayor's Office of Special
Events

David Noyola, Supervisor Aaron Peskin's
Office

Dean Macris, Mayor's Office

David Alumbaugh, San Francisco Planning
Department

Neil Hrushowy, PhD, MS, San Francisco
Planning Department

Port of San Francisco Staff:

Monique Moyer, Executive Director

Tina Olson, Deputy Director, Finance and
Administration

Thomas Carter, Deputy Director of
Maintenance

Susan Reynolds, Deputy Director of Real
Estate

Renee Dunn, Manager, Public Relations

Brad Benson, Manager, Special Projects

Katharine Arrow, Senior Property Manager

Claudia Davison, Fisherman's Wharf
Property Manager

Dan Hodapp, Senior Waterfront Planner

Kayna Dorland, Waterfront Planner

Port of San Francisco Commission:

Ann Lazarus, President

Kimberly K. Brandon, Vice President

Michael Hardeman, Commissioner

Rodney A. Fong, Commissioner

Stephanie Shakofsky, Commissioner

Captain James Dudley, SFPD Central Station
and the Central Squad

San Francisco Police Department

San Francisco Department of Public Works

Kate Richardson, National Park Service
Superintendent

Fisherman's Wharf Community Benefit District

Board of Directors

Fisherman's Wharf Community Benefit District
Property Owners & Merchants

Fisherman's Wharf Merchants Association

David C. Harrison, Patson Companies

Warren Mead, Patson Companies

Alicia Jermaine, THE CANNERY

Kevin Dinstell, Fisherman's Wharf Community
Benefit District

Pansy Tom, Fisherman's Wharf Merchants
Association

Marco Li Mandri, President, New City
America, Inc.

Rick Lenat & Caroline Van Remortel, Lenat &
Partners, Inc.

Steven R. Desdier, EA, CFP, Desco Accounting
& Tax Service

David Bratton & Erin Francis, Destination
Analysts

Boudin Bakery

CATMEX Maintenance

Costless Maintenance Service Company

Golden Gate Disposal & Recycling Company

Randall Development and Funding

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT

2801 Leavenworth Street, Suite B16

San Francisco, California 94133

T 415.673.3530

F 415.673.2527

E kbell@visitfishermanswharf.com

www.visitfishermanswharf.com

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT



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

Fisherman's Wharf Association
of San Francisco

Financial Statements

June 30, 2008
(Reviewed)

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2008

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STATEMENT OF CASH FLOWS Year ended June 30, 2008	4
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STATEMENT OF FUNCTIONAL EXPENSES Year ended June 30, 2008	9

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS, 1182 MARKET STREET, SUITE 400
SAN FRANCISCO, CALIFORNIA 94102-4921
(415) 522-2490

BOARD OF DIRECTORS
FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO
SAN FRANCISCO, CALIFORNIA

We have reviewed the accompanying statement of financial position of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO (a nonprofit corporation) as of June 30, 2008 and the related statements of activities and cash flows for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. All information included in these financial statements is the representation of the management of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO.

A review consists principally of inquiries of organization personnel and analytical procedures applied to financial data. It is substantially less in scope than an audit in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with generally accepted accounting principles.

The additional information on page nine is presented for supplementary analysis purposes only and has not been subjected to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.



San Francisco, California
October 20, 2008

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2008

(See accountants' review report)

ASSETS

CURRENT ASSETS

Cash (Note 2)	\$189,833
Assessments receivable	27,214
Grants receivable	13,050
Prepaid costs	<u>3,434</u>
	233,531

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	1,332
--	-------

INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>103,744</u>
---	----------------

\$338,607

LIABILITIES

CURRENT LIABILITIES

Accounts payable	\$ 13,261
Note payable (Note 5)	<u>10,000</u>
	<u>23,261</u>

NET ASSETS

UNRESTRICTED	302,296
--------------	---------

TEMPORARILY RESTRICTED (Note 1)	<u>13,050</u>
	<u>315,346</u>

\$338,607

See notes to financial statements.

Barlow & Hugan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2008

(See accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Contributions and sponsorships	\$ 19,655		\$ 19,655
Grants		\$13,050	13,050
Special benefit assessments	774,226		774,226
Interest earned	4,459		4,459
Net assets released from restrictions	<u>23,207</u>	<u>(23,207)</u>	
	<u>821,547</u>	<u>(10,157)</u>	<u>811,390</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	284,811		284,811
Landside - Street operations, beautification and order	309,534		309,534
Portside - District identity and street improvement	129,491		129,491
General and administrative expenses	191,546		191,546
Fund-raising expenses	<u>2,598</u>		<u>2,598</u>
	<u>917,980</u>		<u>917,980</u>
CHANGE IN NET ASSETS	(96,433)	(10,157)	(106,590)
FUND BALANCES - Beginning of year	<u>398,729</u>	<u>23,207</u>	<u>421,936</u>
FUND BALANCES - End of year	<u>\$302,296</u>	<u>\$13,050</u>	<u>\$315,346</u>

See notes to financial statements.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2008

(See accountants' review report)

INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS

CASH FLOWS FROM OPERATING ACTIVITIES

Assessments received	\$ 782,810
Cash paid to suppliers and employees	(888,659)
Grants and contributions received	42,862
Interest received	<u>4,459</u>
Net cash used for operating activities	(58,528)

CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of intangible assets	<u>(15,000)</u>
-------------------------------	-----------------

NET DECREASE IN CASH (73,528)

CASH - Beginning of year 263,361

CASH - End of year \$ 189,833

RECONCILIATION OF CHANGE IN NET ASSETS

TO NET CASH USED FOR OPERATING ACTIVITIES

Change in net assets	\$(106,590)
Item not requiring cash:	
Depreciation and amortization	18,322
Changes in assets and liabilities:	
Decrease in assessments receivable	8,583
Decrease in grants receivable	10,157
Increase in prepaid costs	(1,603)
Increase in accounts payable	<u>12,603</u>

NET CASH USED FOR OPERATING ACTIVITIES \$ (58,528)

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2008

(See accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

History and Operations

The Fisherman's Wharf Association of San Francisco (the Association) was incorporated in California on February 23, 2006 as a non-profit public benefit corporation. Its purpose is to provide services to the Fisherman's Wharf Landside and Portside Community Benefit Districts (the Districts). The members of the Landside District include the owners of all parcels of land subject to property tax assessments within the geographic area of Fisherman's Wharf as established on July 26, 2005 by the Board of Supervisors of the City and County of San Francisco. Members of the Portside District include the tenants who have leased property from the Port of San Francisco within the Portside District as established by the Board of Supervisors on December 3, 2006.

Upon formation of each District, its members were subject to multi-year special assessments imposed by the City under the Property and Business Improvement District Law of 1994. Under contracts with the City, the Association receives these special assessments and, in exchange, provides certain services to the members of the Districts. These services include supplemental security services to maintain order, the cleaning and maintenance of sidewalks, the removal of graffiti, the coordination of services provided to the homeless, neighborhood beautification and tree-planting programs, and the organization and funding of special events. In addition to the special assessment funds, the contracts with the City require that the Association raise a specified level of private donations to supplement the special assessments.

The annual special assessments imposed by the City will expire on December 31, 2020, unless the Districts are disestablished earlier by a majority vote of its members. The Association's contracts with the City will expire on December 31, 2021, but both would also expire upon the disestablishment of either of the Districts.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2008

(See accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Basis of Presentation

The Association has adopted Statement of Financial Accounting Standards (SFAS) No. 117, *Financial Statements of Not-for-Profit Organizations*. Under SFAS No. 117, the Association reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2008 the Association had a temporarily restricted grant of \$13,050.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Income Tax Status

The Internal Revenue Service has determined that the Association qualifies as a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Association is therefore generally exempt from income taxes. Income taxes are payable, however, on revenue from sources unrelated to its tax exempt purpose. There were no such revenues during the period.

Donated Services

A number of volunteers have donated significant amounts of time to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$39,835.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2008

(See accountants' review report)

2. CASH

Cash at June 30, 2008 consisted of the following:

Cash in checking account	\$103,154
Cash deposited in interest-bearing account	<u>86,679</u>
	<u>\$189,833</u>

3. OFFICE FURNITURE AND EQUIPMENT

Office furniture and equipment are stated at cost. Depreciation is provided using the straight-line method over five years. Depreciation charged to general and administrative expenses for the year ended June 30, 2008 was \$456.

Office furniture and equipment at June 30, 2008 consisted of the following:

Furniture and equipment	\$2,283
Less accumulated depreciation	<u>951</u>
	<u>\$1,332</u>

4. INTANGIBLE ASSETS

Intangible assets are stated at cost. Amortization is provided using the straight-line method over their estimated useful lives of between three to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2008 was \$17,866.

At June 30, 2008 net intangible assets were comprised of the following:

Organization costs	\$ 83,551
Website development costs	35,000
Signage and logos	<u>9,432</u>
	127,983
Less accumulated amortization	<u>24,239</u>
	<u>\$103,744</u>

Barlow & Hugan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS -(Continued)

JUNE 30, 2008

(See accountants' review report)

5. NOTE PAYABLE

During 2007 the Association borrowed \$10,000 under a note payable to the City and County of San Francisco. The note is due on July 31, 2008 and does not bear interest.

6. SIGNIFICANT CONCENTRATIONS OF CREDIT RISK

The Association maintains its cash balances in financial institutions. The balances are insured by the Federal Deposit Insurance Corporation up to \$100,000. At June 30, 2008 the Association had uninsured cash deposits totaling \$147,310, which included deposits against which there were outstanding checks.

7. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City of San Francisco and represent approximately 95% of the Association's total revenues. Under the terms of the contracts the City can suspend distributions and ultimately terminate the contracts if the Association fails to provide adequate services to the Districts. The contracts expire on December 31, 2021 and could be terminated at an earlier date if either the Fisherman's Wharf Community Landside or Portside Benefit Districts are disestablished by a vote of more than 50% of the assessed members.

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CERTIFIED PUBLIC ACCOUNTANTS

ADDITIONAL INFORMATION

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED JUNE 30, 2008

(See accountants' review report)

	Program Services <u>Landside</u>		Program Services <u>Portside</u>	General and <u>Administrative</u>		<u>Fund-raising</u>	<u>Total</u>
	District identity and street improvement	Street operations, beautification and order	District identity and street improvement	<u>Landside</u>	<u>Portside</u>		
Salaries				\$ 83,730	\$19,216		\$102,946
Payroll taxes				8,960	1,611		10,571
Employee benefits				<u>6,461</u>	<u>1,724</u>		<u>8,185</u>
				99,151	22,551		121,702
Media and production	\$ 83,292		\$ 49,715				133,007
Website maintenance	73,091		34,439				107,530
Pedestrian signage		\$ 84,468					84,468
Street maintenance and operations		80,258					80,258
Security and parking operations		74,966					74,966
Events marketing	50,006		22,271				72,277
Advertising	40,819		18,792				59,611
Hanging flower baskets		48,427					48,427
Brochure distribution	24,362						24,362
Accounting				18,465	3,375		21,840
Depreciation and amort- ization				15,574	2,748		18,322
Office expenses				9,812	2,269		12,081
Sidewalk steam cleaning		11,633					11,633
Emergency preparedness		9,582					9,582
Seasonal banners	5,747		2,247				7,994
Grant management	3,963					\$2,598	6,561
Occupancy				5,235	936		6,171
Planning and zoning	3,188		1,607				4,795
Legal fees				2,389	125		2,514
Travel and meetings				1,146	346		1,492
Miscellaneous	<u>343</u>	<u>200</u>	<u>420</u>	<u>6,756</u>	<u>668</u>		<u>8,387</u>
	<u>\$284,811</u>	<u>\$309,534</u>	<u>\$129,491</u>	<u>\$158,528</u>	<u>\$33,018</u>	<u>\$2,598</u>	<u>\$917,980</u>

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

January 2009

Dear Community Member,

It is absolutely amazing that we're already six months into the 2008 – 2009 fiscal year. I hope you agree that after three years of the CBD in operation, the Fisherman's Wharf Community and our streets have never looked better. Yet again, this first half of the fiscal year has proven to be extremely successful for our community.

We were able to continue the KKSF Smooth Jazz Sunday Brunch with a sponsorship from the Port of San Francisco. The marketing partnership with KKSF has been a hit in our community, bringing incremental visitors from all over the Bay Area to Fisherman's Wharf. The Holiday Lights & Sights Boat Parade was bigger than ever last December with over 100 commercial, sport fishing, historic and private boats from Fisherman's Wharf, the St. Francis Yacht Club and the PIER 39 marina.

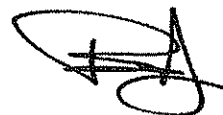
In addition, we have continued cleaning our area during the high season periods, hiring 10B SFPD police officers, finalizing the installation of way finding signs for pedestrians and cyclists, maintaining and decorating the topiary at the Bay and Taylor Streets cable car turnaround to complement our various marketing programs. The wood carved "Welcome to Fisherman's Wharf" sign was festively adorned with bows for the holiday season. Our beautiful hanging flower baskets continue to blossom on the south-side of Jefferson Street due to daily watering, while the "Day in the Life" banners decorate the north-side of Jefferson Street along the trolley route.

The PIERsafe committee has continued its goal of insuring the Fisherman's Wharf community is prepared in the event of an emergency, working diligently to educate and inform our businesses, their employees, and residents about emergency preparedness. On October 17, 2008, the PIERsafe group held their 2nd Annual Emergency Preparedness Drill at Aquatic Park with the assistance of the San Francisco Fire and Police Departments, Department of Emergency Management and the American Red Cross with participation from over 100 merchants, residents and employees from the District.

The Fisherman's Wharf Community has a dedicated City Planner, Neil Hrushowy, assigned to review and direct improvements to our District. Neil has been working with world-renowned architect, Jan Gehl, from Copenhagen, Denmark in creating designs to improve our pedestrian, vehicular and bicycle flow in the Wharf. Public Realm meetings will be held during March to review and discuss proposed changes to Jefferson Street. If you do not currently receive voice or email communications from the Fisherman's Wharf Community Benefit District (FWCBD), please notify Kevin Dinstell at 415.673.3530 or email him at kevin@visitfishermanswharf.com.

I thank you for your contributions to the FWCBD and request your participation in our upcoming meetings, promotions and events to increase visitations to your business.

Regards,



Rodney A. Fong,
President

District Identity and Street Improvements (DISI)

MARKETING

- KKSF Cool Jazz Sunday Brunch (September 2008 – February 2009)
- Destination Brochure (500,000 copies printed)
- Holiday Lights & Sights Marketing Program
 - Lighting of fishing boats in the lagoons from PIER 39 to Jefferson and Hyde Streets
 - Street banner program on The Embarcadero to Jefferson and Hyde Streets
 - Holiday decorations on trees on Jefferson Street
 - Light decorations on the world famous "Crab Wheel"
 - Holiday decorations of the flower planter and topiary on Taylor and Bay Streets
- Holiday Lights & Sights Boat Parade
 - 10 media segments aired by local television stations
 - Headline feature on the San Francisco Chronicle
- CBD Details newsletter issued in September 2008
- Website – Site Review
- 2008 Fourth of July Celebration participation with special offers for visitors, web site build-out and event sponsorship
- Fleet Week 2008 participation with special offers for military personnel and visitors, along with event sponsorship and web site build-out

GRANTS

- \$24,700 Grant from the Mayor's Office of Economic Workforce Development in July 2008 for distribution of Fisherman's Wharf visitor destination brochure

PUBLIC REALM

- Public Realm Committee Meetings held on:
 - September 11, 2008
 - October 2, 2008
 - November 12, 2008
- Public Realm Community Meetings
 - Special Board meeting with Jan Gehl held on October 7, 2008
 - Community meeting at Theatre 39 with Jan Gehl held on October 8, 2008

PUBLIC REALM PLAN

As a direct result of the success of the Fisherman's Wharf Community Benefit District's (FWCBD) Vision Plan, the Planning Department is undertaking the Fisherman's Wharf Public Realm Plan in an effort to bring the vision and goals to fruition. The plan will contain a redesign of Jefferson Street; streetscape improvements for all other streets; a parking management plan; design guidelines for new development; and an open space improvement plan.

The Fisherman's Wharf Public Realm Plan

The goals articulated in the FWCBD Vision Plan will guide the redesign of Jefferson Street, and will include wider sidewalks, defined bicycle access, improved paving, accommodation of the Bay Trail, expanded public transit and improved truck delivery and loading spaces.

Steps are being taken to improve parking management in the Wharf area. The Planning Department, in close coordination with the CBD, is working with the Metropolitan Transportation Agency (MTA) and private consultants to design and implement a dynamic signage program that will communicate real-time information of both on-street and off-street parking availability within Fisherman's Wharf.

This will result in reduced congestion along The Embarcadero and Jefferson Street, which will allow visitors to spend less time waiting in traffic, and more time enjoying Fisherman's Wharf.

A site for a new public open space has been proposed at the end of Jefferson Street within Aquatic Park. The City is working with the CBD, the National Park Service and other community stakeholders to refine the proposed design that will convert a portion of the roadway into a new pedestrian plaza that better connects visitors to the water.

- The City retained world-renowned design firm Gehl Architects of Denmark, with the aid of a grant from the Bay Trail, to conduct an in-depth study of pedestrian and cyclist conditions from Pier 39 to Aquatic Park. The first phase of the study occurred at the end of July, the second took place at the end of August. Jan Gehl presented his preliminary findings at a community meeting held on October 8th at the PIER 39 Theatre.

Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

- Hanging Flower Baskets (Replanted in November 2008) on the south side of Jefferson Street
- Flower Planter with Signage on Taylor & Bay Streets Maintained
 - Welcome Signage Installed
 - Holiday Decorations Adorned the District
- Street "A Day in the Life" Banners hung on the North Side of Jefferson Street

STREET MAINTENANCE

- Street Steam Cleaning
- Graffiti Abatement
- Street Maintenance during high-season periods
- Pedestrian Way-finding Signage

SECURITY

- SFPD 10B High-Season Coverage
- Telephone Communication System
- Email Communication System
- Monthly SFPD Community Meetings

PIERSAFE

- Monthly PIERsafe Meetings held on the first Wednesday of the month
- FishNet Weekly Testings with over 20 participating members
- SFFD NERT training and certifications sessions held on:
 - April 9th and April 13th (39 attendees)
 - October 3rd and October 10th (45 attendees)
- ICS Training held on August 22nd
- 2nd Annual Emergency Preparedness Drill (October 17, 2008)
 - Over 100 attendees
 - City personnel from SFFD, SFPD, Department of Emergency Services and NERT, along with the American Red Cross participated
 - Covered by media on four local television & 2 radio stations
- Produced three PIERsafe (Partners in Emergency Readiness) newsletters updating the community on the team's efforts

TRANSPORTATION TASKFORCE

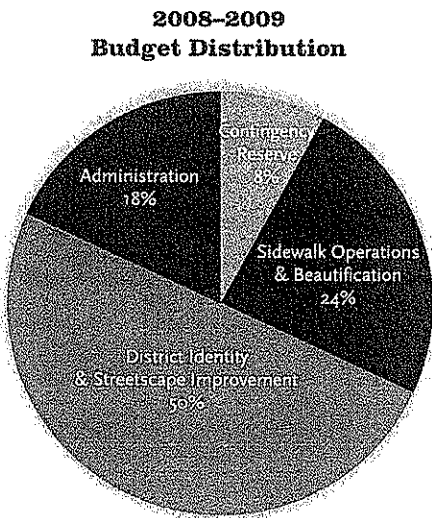
- Committees formed in October of 2008 to address the following transportation issues:

Short-Term Problems:
 1. Tour buses double-parking
 2. Tour buses unloading into oncoming traffic
 3. Operators selling tickets on the street
 4. Tour buses idling
 5. Bus operators creating congestion on Jefferson Street
 6. Other operators contributing to congestion (e.g. segways, bicycles, horse-drawn carriages)
 7. Lack of parking for tour buses
Long-Term Problems:
 1. Lack of governance over tour operations.
Possible formation of Transportation Authority to manage the number of operators, where they operate, and how they operate.
 2. Enforcement of laws. Possibly CBD hiring extra DPT officers to augment services already provided by the city.
 3. Developing a system of communication so that visiting tours know where to go to load, unload, and park.
Results:
 1. Agreement made by the committee members to standardize all loading zones waiting periods to 20 minutes throughout the Fisherman's Wharf community.
 2. Request that the MTA's Department of Parking and Traffic increase enforcement to cite violators of the City's vehicle codes.
 3. Sent letter to MTA's General Manager requesting the speedy enactment of the Transportation Management Authority to manage the guidelines set for tour operators in the City.

Quarterly Financials | July 1-December 31, 2008

	JUL-SEPT 08				OCT-DEC 08			
	ACTUAL	BUDGET	\$ VARIANCE	% OF VARIANCE	ACTUAL	BUDGET	\$ VARIANCE	% OF VARIANCE
Revenue								
Carry over from fiscal year 07/08	185,135	185,135	0	0%	0	0	0	0%
Assessments-Landside	0.00	0	0	0%	313,019	310,000	3,019	1%
Assessments-Portside	186,589	186,589	0	0%	0	0	0	0%
Program-Sponsorship	3,000	0	3,000	100%	27,610	26,200	1,410	5%
Advanced Reservation Systems	519	0	519	100%	245	0	245	100%
Interest-savings/short-term inv	292	0	292	100%	129	0	129	100%
Donated Services	0	0	0	0%	0	0	0	0%
Total Revenue	375,535	371,724	3,811	1%	341,003	336,200	4,803	1%
Expense								
Sidewalk Oper. & Beautification	76,396	79,725	-3,329	-4%	40,815	42,200	-1,385	-3%
Dis. Identity & Streetscape Imp	101,791	106,150	-4,359	-4%	31,321	42,040	-10,719	-25%
Administrative	42,821	43,709	-888	-2%	40,273	40,382	-109	0%
Total Expense	221,008	229,584	-8,576	-4%	112,409	124,622	-12,213	-10%
Designated Projects	39,000	39,000	0	0%	0	0	0	0%
Contingency Reserve	20,288	20,288	0	0%	20,288	20,288	0	0%
Net Income	95,239	82,852	12,387	15%	208,306	191,290	17,017	9%

Year To Date				
	JUL-DEC 08			
	ACTUAL	BUDGET	\$ VARIANCE	% OF VARIANCE
Revenue				
Carry over from fiscal year 07/08	185,135	185,135	0	0%
Assessments-Landside	313,019	310,000	3,019	1%
Assessments-Portside	186,589	186,589	0	0%
Program-Sponsorship	30,610	26,200	4,410	17%
Advanced Reservation Systems	764	0	764	100%
Interest-savings/short-term inv	421	0	421	100%
Donated Services	0	0	0	0%
Total Revenue	716,538	707,924	8,614	1%
Expense				
Sidewalk Oper. & Beautification	117,211	121,925	-4,714	-4%
Dis. Identity & Streetscape Imp	113,112	148,190	-15,078	-10%
Administrative	83,094	84,091	-997	-1%
Total Expense	333,417	354,206	-20,789	-6%
Designated Projects	39,000	39,000	0	0%
Contingency Reserve	40,578	40,578	0	0%
Net Income	303,543	274,140	29,404	11%



**2008-2009
Board of Directors**

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Rodney A. Fong, Wax Museum at
Fisherman's Wharf

VICE PRESIDENT:

Steve Wiezbowski, PIER Restaurants L.P.

SECRETARY:

David Berbey, Portco, Inc.

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Tim Losch, CFM, The Foundation of the
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Nunzio Alioto, Alioto's #8

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Fishing

Tom Escher, Red & White Fleet

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Katharine Arrow, Port of San Francisco

Lynn Cullivan, National Park Service

Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR

Karen A. Bell

**Third Party Vendors
Under Contract**

Costless Maintenance Services Co, Inc.
3254 19th Street San Francisco, CA
94110-1917

Contact: Marlene Samson, CEO

415.550.8819

marlene@costlessmaintenance.com

Services: Maintenance Service

Company

Agreement: 06/26/08

Term: One year

Lenat & Partners, Inc.

330 Townsend Street, Ste. 117

San Francisco, CA 94107

Contact: Rick Lenat, Principal

415.546.0800

rlenat@earthlink.net

Services: Advertising Company

Agreement: 06/01/08

Term: One year

Randall Development and Funding

6400 Hollis Street, Ste. 2

Emeryville, CA 94608

Contact: John Izzo, Vice President

Client Services

510.985.8415

johni@randalldevelopment.com

Services: Grant Writing & Funding

Specialists

Agreement: 10/31/08

Term: One year

**Special
Acknowledgements**

Gavin Newsom, Mayor of San Francisco

Board of Supervisors' President,

Supervisor Aaron Peskin

San Francisco Board of Supervisors

Mayor's Office of Economic and

Workforce Development:

Michael Cohen, Director

Lisa Pagan, Project Manager

Martha Cohen, Mayor's Office of Special

Events

Neil Hrushowy, PhD, MS, San Francisco

Planning Department

Port of San Francisco Staff:

Monique Moyer, Executive Director

Thomas Carter, Director of

Maintenance

Susan Reynolds, Director of Real
Estate

Renee Dunn, Manager, Public

Relations

Brad Benson, Manager, Special

Projects

Katharine Arrow, Senior Property

Manager

Dan Hodapp, Senior Waterfront

Planner

Kayna Dorland, Waterfront Planner

Port of San Francisco Commission:

Ann Lazarus, President

Kimberly K. Brandon, Vice President

Michael Hardeman, Commissioner

Rodney A. Fong, Commissioner

Stephanie Shakofsky, Commissioner

Captain James Dudley, SFPD Central

Station and the Central Division Squad

San Francisco Police Department

Chief Joanne Hayes-White,

San Francisco Fire Department (SFFD)

Lieutenant Erica Arteseros,

NERT Division of SFFD

San Francisco Department of Public

Works

Superintendent Kate Richardson,

San Francisco National Historic

Maritime Park

Fisherman's Wharf Community Benefit

District Board of Directors

Fisherman's Wharf Community Benefit

District Property Owners & Merchants

Fisherman's Wharf Merchants

Association

David C. Harrison, Patson Companies

Alicia Jermaine, THE CANNERY

Kevin Dinstell, Fisherman's Wharf

Community Benefit District

Pansy Tom, Fisherman's Wharf

Merchants Association

Rick Lenat & Caroline Van Remortel,

Lenat & Partners

Steven R. Desdier, EA, CFP, Desco

Accounting & Tax Service

David Bratton & Erin Francis,

Destination Analysts

Boudin Bakery

CATMEX Maintenance

Costless Maintenance Service Company

Golden Gate Disposal & Recycling

Company

Randall Development and Funding

Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

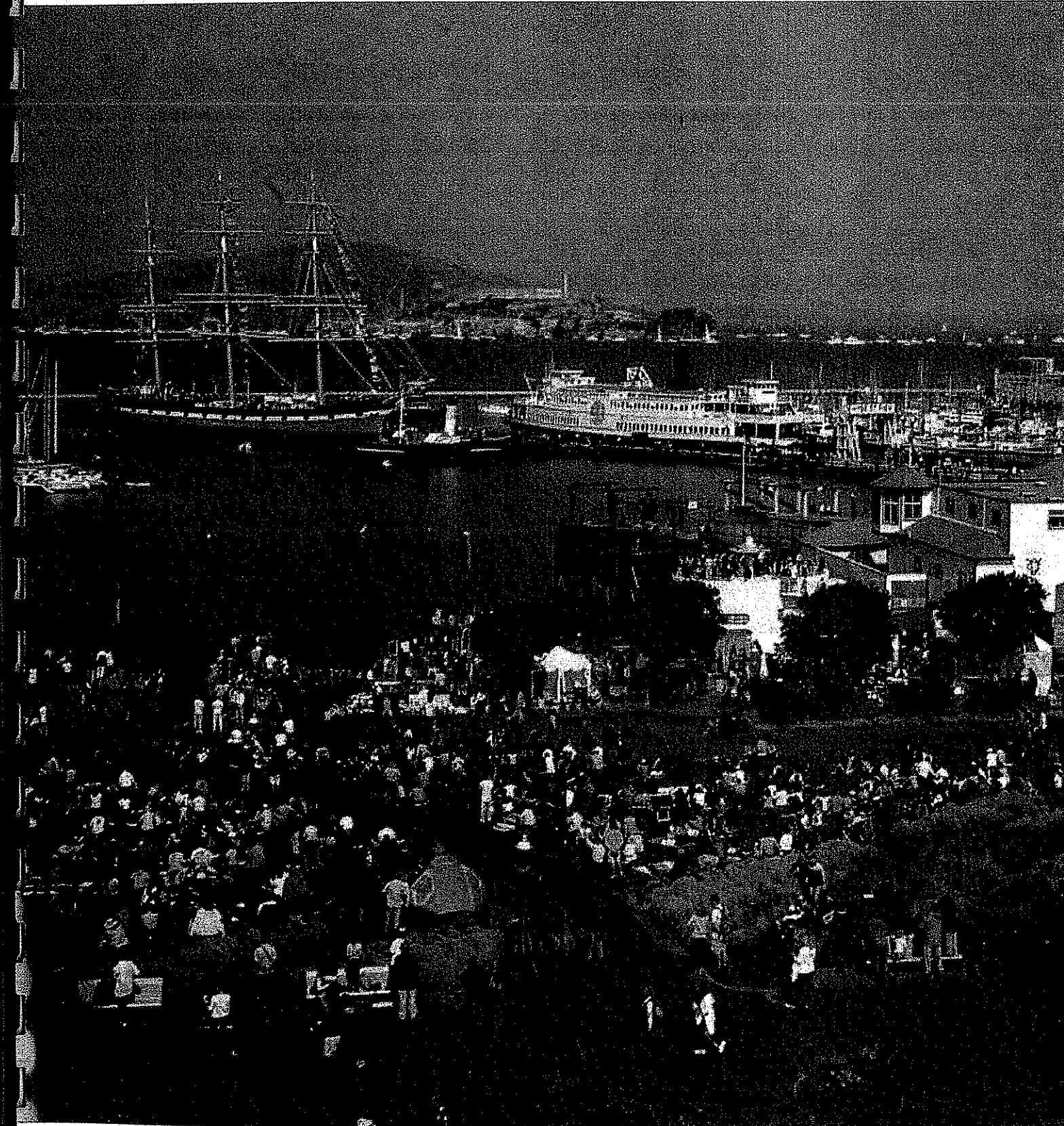
2801 Leavenworth Street, Suite B-16 San Francisco, CA 94133

T 415.673.3530 | F 415.673.2527 | E info@visitfishermanswharf.com

www.visitfishermanswharf.com

Mid-Year Report

**July 2008–December 2008
Accomplishments**



Land Use & Planning Committee

Over the past two and one half years 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.

On May 12, 2009 over 60 people from the community attended one of the Community Planning workshops for the purpose of identifying a single plan for improving Fisherman's Wharf. 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 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 experience of pedestrians and bicyclists while also working toward alleviating 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 next step in the planning process is to develop plans for community review and feedback in the Fall of 2009. After the plans are reviewed an environmental impact report will be completed. Our next steps will be to confirm funding and plan for construction to begin shortly thereafter.



Save the Date!

Public Realm Community Planning Workshop

Tuesday, May 12, 2009 | 8:30 a.m. to 2 p.m.
Castagnola's Restaurant
(Jefferson Street & Jones Street)

The Fisherman's Wharf Community Benefit District has organized a community workshop to be held on Tuesday, May 12th. The purpose of the workshop is to thoroughly discuss as a community our public realm plan as well as to identify a single plan, which has our consensus. The meeting will begin at 8:30 a.m. and continue until 2:00 p.m. Participants will be asked to remain in the session until the conclusion of the meeting. Everyone in the Fisherman's Wharf community is encouraged to attend. Continental breakfast and lunch will be served at this event.

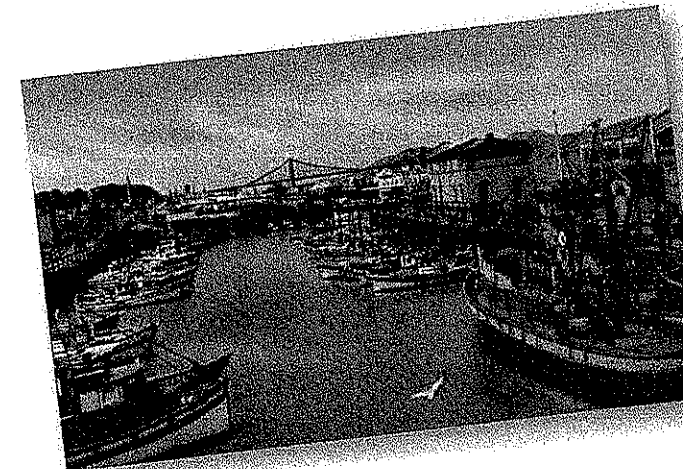
2009-2010 Service Plan

Sidewalk Operations and Beautification:

- Pressure washing of the sidewalks on Jefferson and Beach Streets to include arteries of Powell, Mason, Taylor, Jones, Leavenworth, and Hyde Streets
- Maintain decorative hanging flower baskets on light poles on south side of Jefferson Street
- Daily land-side street cleaning during high season periods
- Remove graffiti offenses within 72 hours of discovery
- Continue to work with staff from the San Francisco Fire and Police departments, Office of Emergency Services and District members to conduct the annual Emergency Response Drill
- Work on the formation of the District's Business Neighborhood Watch program for Fisherman's Wharf community with the guidance of SF Safe
- Continue to maintain and fine tune the use of the communications system to facilitate the notification (email and phone) of all District members of important information affecting the community
- Hire 10B San Francisco Police Officers to assist in providing a safe environment for Wharf business owners, employees and visitors during high season periods

District Identity and Streetscape Improvement:

- Continue the optimization of the www.visitfishermanswharf.com website to increase unique visits to Fisherman's Wharf through both paid and organic advertising efforts
- Place print, online advertising, press releases and send email blasts to continue promoting visitations to Fisherman's Wharf
- Continue to work on attracting sponsors and partners to help fund seasonal special events
- Support the efforts of the assigned City Planner to implement major infrastructure changes as outlined in the Fisherman's Wharf Public Realm Plan
- Seek out opportunities to secure grants to aid in the funding of the Fisherman's Wharf Public Realm Plan
- Continue to garner community support for changes made in the infrastructure and appearance of the District
- Continue to develop marketing programs to increase traffic to the Wharf by both visitors and locals



Property Assessments & Amounts Paid: Land-Side

Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid
2801 LEAVENWORTH ST	\$18,512.28	\$18,512.28	1333 COLUMBUS AV	\$534.12	\$534.12	300 BAY ST	\$13,852.94	\$13,852.94
455-495 JEFFERSON ST	\$21,619.20	\$21,619.20	1331 COLUMBUS AV	\$928.14	\$928.14	2293 POWELL ST	\$1,323.82	\$1,323.82
2800 LEAVENWORTH ST	\$17,929.00	\$17,929.00	1329 COLUMBUS AV	\$632.72	\$632.72	2237 POWELL ST	\$469.12	\$469.12
500 BEACH ST	\$23,391.30	\$23,391.30	1327 COLUMBUS AV	\$370.70	\$370.70	2231 POWELL ST	\$234.56	\$234.56
2739 TAYLOR ST	\$5,002.44	\$5,002.44	1325 COLUMBUS AV	\$545.20	\$545.20	2215 POWELL ST	\$606.10	\$606.10
2701 TAYLOR ST	\$2,068.84	\$2,068.84	1323 COLUMBUS AV	\$660.22	\$660.22	2201 POWELL ST	\$570.92	\$570.92
418 BEACH ST	\$1,385.18	\$1,385.18	1321 COLUMBUS AV	\$1,106.42	\$1,106.42	365 BAY ST	\$250.84	\$250.84
498 BEACH ST	\$6,888.54	\$6,888.54	2750 HYDE ST	\$8,383.16	\$8,383.16	309 BAY ST	\$250.84	\$250.84
283 JEFFERSON ST	\$2,317.16	\$2,317.16	2749 HYDE ST	\$693.86	\$693.86	333 BAY ST	\$958.22	\$958.22
275 JEFFERSON ST	\$1,514.42	\$1,514.42	2741 HYDE ST	\$579.84	\$579.84	377 BAY ST	\$501.68	\$501.68
281 JEFFERSON ST	\$1,081.72	\$1,081.72	2735 HYDE ST	\$564.68	\$564.68	315 BAY ST	\$749.02	\$749.02
243 JEFFERSON ST	\$2,463.18	\$2,463.18	2719 HYDE ST	\$566.68	\$566.68	SITE TO BE ASSIGNED	\$1,776.56	\$1,776.56
101 JEFFERSON ST	\$1,210.62	\$1,210.62	2711 HYDE ST	\$1,103.82	\$1,103.82	329 BAY ST	\$152.10	\$152.10
350 BEACH ST	\$5,200.38	\$5,200.38	804 NORTH POINT ST	\$381.40	\$381.40	329 BAY ST	\$155.60	\$155.60
3800 BEACH ST	\$7,127.12	\$7,127.12	2715 HYDE ST	\$1,865.46	\$1,865.46	329 BAY ST	\$62.38	\$62.38
2770 TAYLOR ST	\$5,434.42	\$5,434.42	3040 LARKIN ST	\$3,003.72	\$3,003.72	329 BAY ST	\$53.30	\$53.30
165 JEFFERSON ST	\$1,162.26	\$1,162.26	781 BEACH ST	\$4,000.86	\$4,000.86	329 BAY ST	\$27.46	\$27.46
155 JEFFERSON ST	\$1,547.50	\$1,547.50	721 BEACH ST	\$515.26	\$0.00	329 BAY ST	\$37.24	\$37.24
2601 MASON ST	\$3,747.38	\$3,747.38	717 BEACH ST	\$1,827.60	\$1,827.60	329 BAY ST	\$37.24	\$37.24
330 BEACH ST	\$885.64	\$885.64	757 BEACH ST	\$3,371.06	\$3,371.06	329 BAY ST	\$27.46	\$27.46
107 SITE TO BE ASSIGNED	\$11,094.48	\$11,094.48	737 BEACH ST	\$1,445.46	\$1,445.46	329 BAY ST	\$38.64	\$38.64
91 JEFFERSON ST	\$33,789.54	\$33,789.54	3030 LARKIN ST	\$1,405.78	\$1,405.78	329 BAY ST	\$34.44	\$34.44
1789 THE EMBARCADERO	\$13,246.82	\$6,623.41	882 NORTH POINT ST	\$1,633.28	\$1,633.28	329 BAY ST	\$38.64	\$38.64
50 BEACH ST	\$3,686.48	\$1,843.24	1201 COLUMBUS AV	\$2,436.86	\$2,436.86	329 BAY ST	\$27.46	\$27.46
2 NORTH POINT ST	\$8,801.06	\$8,801.06	1280 COLUMBUS AV	\$2,175.34	\$2,175.34	329 BAY ST	\$37.24	\$37.24
1 BEACH ST	\$5,701.12	\$5,701.12	1255 COLUMBUS AVE	\$5,156.90	\$0.00	329 BAY ST	\$37.24	\$37.24
2340 STOCKTON ST	\$6,444.96	\$6,444.96	1250 COLUMBUS AV	\$20,434.58	\$20,434.58	329 BAY ST	\$27.46	\$27.46
100 NORTH POINT ST	\$5,701.02	\$5,701.02	590 BAY ST	\$17,621.38	\$17,621.38	329 BAY ST	\$38.64	\$38.64
2301 STOCKTON ST	\$17,845.32	\$17,845.32	555 NORTH POINT ST	\$24,342.60	\$24,342.60	329 BAY ST	\$45.62	\$45.62
211 BEACH ST	\$38,660.60	\$38,660.60	425 NORTH POINT ST	\$10,907.52	\$10,907.52	329 BAY ST	\$38.64	\$38.64
400 NORTH POINT ST	\$7,465.68	\$7,465.68	400 BAY ST	\$1,190.16	\$1,190.16	329 BAY ST	\$27.46	\$27.46
421 BEACH ST	\$3,486.18	\$3,486.18	416 BAY ST	\$988.40	\$988.40	329 BAY ST	\$37.24	\$37.24
475 BEACH ST	\$10,453.56	\$10,453.56	420 BAY ST	\$494.08	\$494.08	329 BAY ST	\$37.24	\$37.24
580 NORTH POINT ST	\$2,113.10	\$2,113.10	430 BAY ST	\$559.14	\$559.14	329 BAY ST	\$27.46	\$27.46
2629 TAYLOR ST	\$4,438.42	\$4,438.42	2552 TAYLOR ST	\$816.80	\$816.80	329 BAY ST	\$38.64	\$38.64
550 NORTH POINT ST	\$17,050.64	\$17,050.64	2552 TAYLOR ST	\$670.78	\$670.78	3250 VAN NESS AV	\$7,390.48	\$7,390.48
505 BEACH ST	\$4,446.88	\$4,446.88	2552 TAYLOR ST	\$907.48	\$907.48	851 BEACH ST	\$34,651.46	\$34,651.46
555 BEACH ST	\$2,247.88	\$0.00	2552 TAYLOR ST	\$3,565.76	\$3,565.76	TOTAL AMOUNT	\$589,552.36	\$572,144.71
575 BEACH ST	\$1,606.56	\$1,606.56	2552 TAYLOR ST	\$1,348.46	\$1,348.46			
1300 COLUMBUS AV	\$29,802.98	\$29,802.98	2552 TAYLOR ST	\$9,302.80	\$9,302.80			
601 BEACH ST	\$4,358.96	\$4,358.96	490 BAY ST	\$2,118.22	\$2,118.22			
704 NORTH POINT ST	\$1,020.96	\$0.00	2552 TAYLOR ST	\$7,111.52	\$7,111.52			
1363 COLUMBUS AV	\$699.14	\$699.14	2301 POWELL ST	\$6,450.30	\$6,450.30			
1335 COLUMBUS AV	\$554.36	\$554.36	300 BAY ST	\$4,957.16	\$4,957.16			

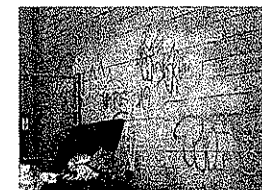
Street Operations, Beautification and Order (SOBO) Committee

The SOBO committee focuses on:

- Improving the appearance of Fisherman's Wharf by assisting with maintenance of the public right of way
- District beautification
- Enhancing directional signage for visitors
- Maintaining and operating a communications program to advise business owners and merchants of District news, activities, crimes and offenses
- Designing community procedures in times of emergency in the District
- Emergency preparedness and response
- Security in the District
- Graffiti Abatement
- Organizing standards for tour bus operators in the community

Accomplishments:

- **Street Maintenance**
 - Continued contracting with Costless Maintenance Service Company to maintain cleanliness of land-side District area including sidewalk pressure washing
- **Graffiti Abatement**
 - Monitoring on a weekly basis graffiti problems and follow-through with SFPD's Graffiti Unit and District maintenance service for removal of graffiti
- **SFPD 10B Coverage**
 - Employment of SFPD 10B police officers to augment police presence at the Wharf to ensure added safety of visitors, employees and businesses during high season periods
- **Street Beautification**
 - Maintenance of 30 hanging flower baskets on south-side of Jefferson Street
- **SFPD Central Division Community Bi-Monthly Meetings**
 - Scheduling of bi-monthly meetings with SFPD to increase communications between SFPD and District businesses
- **Pedestrian Way-finding Signage**
 - Maintenance of visitor directional signage on land-side of the District from PIER 39 to Ghirardelli Square
- **Cable Car Turnaround Planter Beautification**
 - Maintain nautical anchor topiary and signage in planter at Bay & Taylor Streets in front of cable car turnaround to better define District area for visitors



- **Emergency Preparedness**

A sub-committee of SOBO, **PIERsafe** was organized to focus on emergency preparedness and response for Fisherman's Wharf. The sub-committee has worked to institute NERT educational sessions in the community, create an emergency preparedness guide and a quarterly newsletter for business owners and residents in the District.

 - Conducted second annual emergency response drill in the Fisherman's Wharf
 - Continued to hold NERT certification courses for community members.
 - Participated in the San Francisco NERT city-wide drill
 - Held American Red Cross emergency preparedness and first aid training courses for Wharf merchants and employees
 - Produced the "Health, Fitness and Safety Fair"



District Identity and Street Improvements (DISI) Committee

The purpose of the DISI committee is to support projects which market Fisherman's Wharf as the number one tourist destination in San Francisco along with promoting the Wharf's positive attributes. The committee is also responsible for the continued promotion of established Wharf events along with the development and programming of new events in the community. On-going promotional events for the Wharf include the third annual Holiday Lights & Sights Campaign to promote increased visits to the Wharf during a traditionally slow winter season and the Crab Season marketing campaign during February and March. The committee also worked with the Mayor's Office of Special Events to enhance the City of San Francisco's Fourth of July Fireworks Celebration, as well as contributing to the support and sponsorship of Fleet Week in October.

This year we introduced our new KKSF "Smooth Jazz" Sunday Brunch Series at the Wharf from June, 2008 through February, 2009. We also inaugurated Terrific Tuesdays in March, 2009—a 13-week series promoting "happy hour" at individual Fisherman's Wharf restaurants. These activities, as well as our major events, are designed to promote local and regional visits to Wharf restaurants, attractions, hotels, and merchants during the year.

Accomplishments:

• Continued Enhancements to www.visitfishermanswharf.com

- Added Facebook page as well as Twitter news feed
- Designed aggressive marketing campaign via the internet to build visitor base
- Conducted advanced Search Engine Optimization (SEO) programs including website audit (January, 2009) to enhance visibility and visitor usage
- Created new FWCBD pages to provide CBD members with meeting information, board members and minutes
- Conducted two online sweepstakes to increase usage
- Distributed first email promotional newsletter to website respondents (December, 2008)
- Website results: A 78% increase in unique visitors from 2007-08 to 2008-09.

• Seasonal Banner Programs

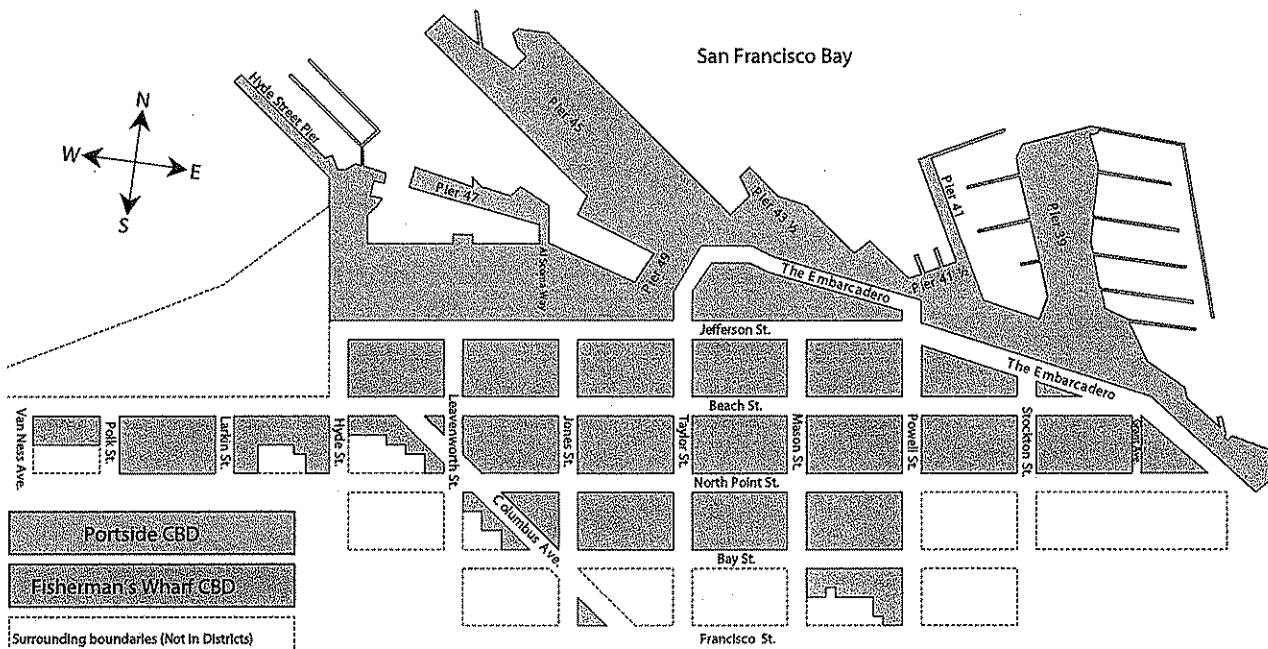
- Continued and updated lifestyle banners interspersed with seasonal Holiday and Crab Season banners

• Marketing Programs

- **Visitor Market: Print, Online, Broadcast Advertising Campaigns**
- **The City of San Francisco Fourth of July Waterfront Celebration (2008)**
 - Created website build-out with all events, lodging, traffic and parking information

- Sent press releases to media of activities
- Event Sponsor
- **Fleet Week (2008)**
 - Created website build-out with all events, lodging, traffic and parking information
 - Sent press releases to media of activities
 - Event sponsor
- **3rd Annual Holiday Lights & Sights Campaign (2008)**
 - For the second year, coordinated Lighted Boat Parade with St. Francis Yacht Club with over 75 boats participating.
 - Created website build-out of campaign
 - Decorated trees and topiary and planters at Taylor & Bay Streets with holiday-themed ribbon; added holiday lights to the world-famous "Crab Wheel" and on fishing boats
 - Promoted event to broadcast, print and online media
- **KKSF "Smooth Jazz" Sunday Brunch Series at the Wharf (2008-2009)**
 - Inaugurated 9-month campaign (June, 2008) with local restaurants to promote additional visits to the Wharf
 - Created website build-out with reservation information
 - Additional exposure on nine Clear Channel radio station websites with links to www.fishermanswharf.com brunch page
- **Crab Season (2009)**
 - Produced 30-second television spot to promote crab season (February-March, 2009); spots aired on a variety of cable networks
 - Created website build-out promoting local restaurants, attractions and hotel specials
 - Designed website pages to promote CBD restaurants' crab recipes
 - Sent press release to media
- **Terrific Tuesdays (2009)**
 - Inaugurated 13-week restaurant campaign in February, 2009 to promote "happy hour" Tuesdays at specific restaurants
 - Created website build-out promoting participating restaurants
 - Promoted events through San Francisco Examiner and online listings
- **Public Relations**
 - Participated in California Travel and Tourism Commission Media Marketplace in New York (February, 2009) to promote interest in Wharf activities and businesses
 - Submitted story ideas and event press releases to media on an ongoing basis
 - Issued CBD Details Newsletter to CBD members (September, December, 2008)

Area Map Of The Fisherman's Wharf Community Benefit District



Property Assessments & Amounts Paid: Port-Side

Property Location	Assessment	Amount Paid	Property Location	Assessment	Amount Paid
ALIOTO FISH COMPANY, LTD.	\$15,380.04	\$15,380.04	FLASHY (FLASH)	\$250.00	\$250.00
BASS TUB	\$250.00	\$250.00	FRANCISCAN RESTAURANT - PARKING	\$276.06	\$0.00
BAY COMPANY / THE FLAGSHIP	\$3581.39	\$3,581.39	FRANK'S FISHERMAN'S SUPPLY	\$901.00	\$901.00
BEN & JERRY'S (BLUE & GOLD FLEET)	\$743.98	\$743.98	GIFT SHOP (BLUE & GOLD FLEET)	\$2,209.35	\$2,209.35
BLAZING SADDLES BIKE (BLUE & GOLD)	\$2,285.08	\$2,285.08	GUARDINO'S SOUVENIR & GIFT SHOP, INC.	\$2,184.95	\$2,184.95
BLAZING SADDLES (RED & WHITE FLEET)	\$352.56	\$352.56	HAPPY DAYS	\$250.00	\$250.00
BLUE & GOLD FLEET, LP	\$6,000.00	\$6,000.00	LOVELY MARTHA	\$250.00	\$250.00
BOUDIN'S	\$19,955.30	\$19,955.30	MISS FARALLONES	\$250.00	\$250.00
BOUDIN'S BAKERY & CAFÉ (OCTAGON)	\$1,944.53	\$1,944.53	POLLACK GROUP, LTD.	\$6,454.68	\$6,454.68
BUTCHIE B SPORTFISHING	\$250.00	\$250.00	PIER 39 LIMITED PARTNERSHIP	\$36,998.00	\$36,998.00
THE CRAB STATION AT FW /FRANCES CHU	\$1,432.77	\$1,432.77	PIER 41 SNACK BAR(BLUE & GOLD FLEET)	\$396.71	\$396.71
CAPT. JOEY	\$250.00	\$250.00	POMPEI'S GROTTO	\$3,049.97	\$3,049.97
CAPURRO'S	\$2,751.66	\$0.00	GOLDEN GATE SCENIC STEAMSHIP CORP.	\$6,000.00	\$6,000.00
CASTAGNOLA'S RESTAURANT	\$5,028.60	\$5,028.60	SABELLA & LA TORRE SEAFOODS	\$7,154.77	\$7,154.77
CHUCKY'S PRIDE	\$250.00	\$250.00	MUSEE MECHAQUINQUE	\$683.85	\$683.85
COAST MARINE & INDUSTRIAL SUPPLY, INC.	\$305.13	\$305.13	SCOMA'S RESTAURANT, INC.	\$21,071.20	\$21,071.20
CODZILLA	\$250.00	\$250.00	SERENDIPTY	\$250.00	\$250.00
FRANCISCAN LINES/GRAYLINE	\$1,703.29	\$1,703.29	FRANCISCAN RESTAURANT	\$11,412.44	\$11,412.44
FRANCISCAN LINES/GRAYLINE	\$497.70	\$497.70	SILVER FOX	\$250.00	\$250.00
D & G CO. (LOU'S PIER 47 RESTAURANT)	\$3,412.57	\$3,412.57	SOLE MAN	\$250.00	\$0.00
DIXIE	\$250.00	\$250.00	TARANTINO'S, INC.	\$4,562.02	\$4,562.02
DAUNTLESS	\$250.00	\$0.00	WACKY JACKY	\$250.00	\$250.00
ESS EFF, RETAIL (FRANCISCAN)	\$1,859.08	\$1,859.08	WATERFRONT HORSE CARRIAGE SERVICE	\$500.00	\$500.00
FANG PHOTOS (RED & WHITE)	\$161.02	\$161.02	CIOPPINO'S	\$7,126.31	\$7,126.31
FISHERMEN'S GROTTO #9	\$7,743.47	\$7,743.47	CORY GALLERY	\$497.70	\$497.70
			TOTALS	\$190,367.18	\$186,839.46

Assessment Methodology

LAND-SIDE CBD

The Fisherman's Wharf Community Benefit District (FWCBD) was founded in November of 2005 by the business and property owners of the neighborhood. The district is funded through an annual assessment for 15 years from the property owners. There are four property variables that were used in determining individual assessments. These factors were:

1. linear frontage, (sidewalk frontage)
2. land area
3. entire usable building square footage
4. building use

There was 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. In addition, we created three Benefit Zones in the District:

Benefit Zone 1 includes roughly all parcels north of Bay/North Point, between Polk and Powell to Jefferson

Benefit Zone 2 includes parcels west of Polk and east of Powell

Benefit Zone 3 includes the ILWU* block bordered by Beach, Mason, Taylor and North Point

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

The method for assessment was endorsed by the CBD Steering Committee as the most fair and equitable way for apportionment of assessments to participating parcels.

Linear frontage has been assessed on all sides fronting the public rights of way, lot size was assessed based upon the data from the City and County of San Francisco; and the usable building square footage and use has been determined by field survey and data from the City and County of San Francisco.

2008-2009 Balance Sheet

ASSETS

CURRENT ASSETS

Cash	41,141
Short Term Investments	184,668
Total Cash/Short Term Investments	225,809
Other Current Assets	
Accounts Receivables Year-End	25,803
Pre-paid Expenses	15,051
Total Current Assets	266,663

FIXED ASSETS

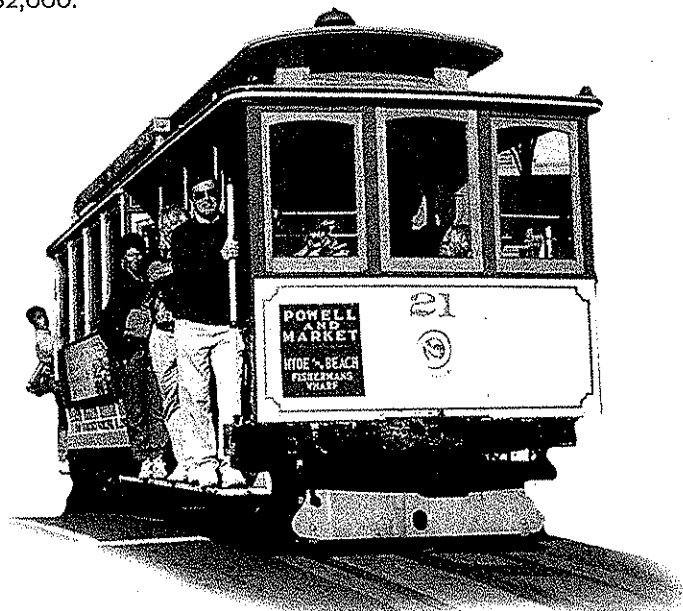
Total Fixed Assets, net of accumulated depreciation	89,462
---	--------

TOTAL ASSETS	\$ 356,125
--------------	------------

PORT-SIDE CBD

The port-side CBD, formed in December 2006, 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 to be applied to that gross sales figure is .0014%.

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.



LIABILITIES & EQUITY

LIABILITIES

Current Liabilities	
Accounts Payable	606
Accrued Expenses Year End	42,700
Total Liabilities	43,306

EQUITY

Designated Projects	182,503
Undesignated	130,316
Total Equity	312,819

TOTAL LIABILITIES & EQUITY	\$ 356,125
----------------------------	------------

Letter from the Executive Director



Hello Fisherman's Wharf Community,

I am very excited to have joined the Fisherman's Wharf Community Benefit District and feel so fortunate to have received such a warm welcome from the community. As a child living in San Francisco and playing on Fisherman's Wharf, I never imagined that someday I would have the opportunity to lead an organization dedicated to serving this world famous destination.

I am impressed with all of the accomplishments the district has achieved in just three years of existence. The commitment from the Board of Directors and the members of the community is inspirational. The passion and hard work that Karen Bell demonstrated as the founding Executive Director is apparent in all that the Community Benefit District has been able to achieve. I am grateful to Karen, not only for developing such a strong organization, but also for the time she has taken to partner with me to ensure a smooth transition of leadership.

The following are highlights of the achievements of the past year:

- Increased promotional and marketing efforts to drive traffic to the www.visitfishermanswharf.com website, achieving a 78% increase in the number of unique visitors over the prior year
- Developed online and promotional campaigns aimed at bringing new visitors to the Wharf, including 4th of July, Crab Season, Fleet Week and Holiday Lights and Sights
- Created the KKSF "Smooth Jazz" 9-month Brunch Series and the Terrific Tuesdays 13-week happy hour events to highlight local restaurants
- Organized and conducted the second annual PIERSafe Emergency Response Drill for Fisherman's Wharf
- Continued to beautify the district with hanging flower baskets and decorative banners
- Reached community consensus on the key components necessary for improving our district through public realm programs

While we realize the strong results from the past year were achieved during a very tough economy, the Community Benefit District has continued to focus on ensuring that the district is doing all it can to deliver successful programs today, while also strategically planning for the future.

We look forward to another successful year working with the Fisherman's Wharf Community.

Sincerely,

Kevin Carroll
Executive Director

Letter from the Board President



Dear Community Member,

The Fisherman's Wharf Community Benefit District (FWCBD) is entering its fourth summer season. Thanks to your continued support, we are proud to report the following ongoing improvements to our community.

The graffiti abatement program instituted in 2006 remains successful in keeping our district pristine from vandalism. We have been vigilant in removing this unsightly blight from our area within 72 hours of notification.

The project of installing the 10 pedestrian and cyclist way-finding signs in concert with the Port of San Francisco on the landside FWCBD, matching the seven signs installed by the Port, has been completed. When you stroll or drive past the Bay and Taylor Streets Cable Car turnaround, you'll notice the custom topiary in the shape of a nautical anchor with a wood carved sign, welcoming visitor's to the world famous Fisherman's Wharf. We continue to maintain the beautiful hanging flower baskets adorning the south side of Jefferson Street with complementing "In the Life" banners on the opposite side of the street.

Our PIERSafe committee has also been vigilant in furthering its goal of insuring that Fisherman's Wharf is prepared in the event of an emergency. We have been working diligently to train and inform Fisherman's Wharf businesses and their employees on emergency preparedness. The PIERSafe program has trained over 150 employees in the Fisherman's Wharf area in N.E.R.T. (Neighborhood Emergency Response Training) and held its first American Red Cross First Aid Training Course; which was sold out by members from our community. In April, we held our "Fitness, Health and Safety Fair" in conjunction with the Mayor's "Sunday Streets" program, which was a resounding success.

We are excited to announce that the Fisherman's Wharf has reached a consensus to revive the streets of our District. With the assistance of our City Planner, Mr. Neil Hrushowy, community meetings have been held to successfully gain the community's support to improve our pedestrian, vehicular and bicycle flow in the Wharf. The Fisherman's Wharf community is a culturally and physically diverse area and this feat is quite an accomplishment for our district. The FWCBD feels that while we are successful, we need to continue to maintain our District as the #1 Destination in the #1 City, moving into the future by bringing both visitors and locals to experience our community.

This year has also been one of transition. Our founding Executive Director, Karen Bell, moved on to the San Francisco Convention and Visitors Bureau in April. Through a very extensive search process with over 80 applicants, we selected Kevin Carroll as our second FWCBD Executive Director. Kevin is a retail marketing and community affairs leader with extensive experience in marketing, event planning, public relations, merchandising, and community relations. We wish Karen all the best in her new endeavors and welcome Kevin warmly to our Fisherman's Wharf community.

I sincerely thank you for your contributions to our FWCBD and recommend that you become involved with the Fisherman's Wharf Community Benefit District in this upcoming year.

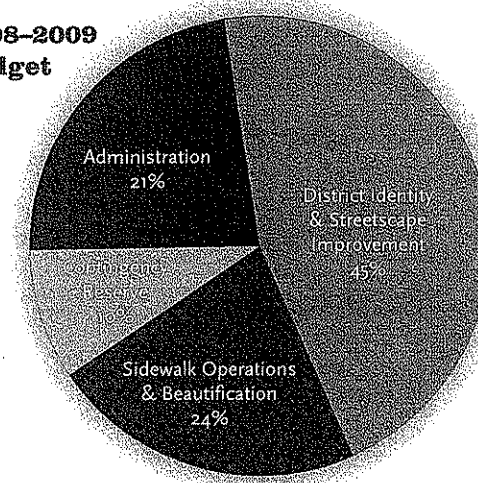
Best Regards,

Rodney A. Fong
President

Profit & Loss Actuals vs. Budget

INCOME	ACTUALS	BUDGET	OVER/UNDER BUDGET
Assessments	779,669	781,015	(1,346)
Program Sponsorships/Grants	61,610	38,000	23,610
Other	1,901	0	1,901
Donated Services	41,328	0	41,328
TOTAL INCOME	884,508	819,015	65,493
EXPENSE	ACTUALS	BUDGET	OVER/UNDER BUDGET
Sidewalk Operations & Beautification	192,322	192,741	(419)
District Identity & Streetscape Improvement	361,618	370,821	(9,203)
Administration	195,927	174,300	21,627
Donated Services	41,328	0	41,328
TOTAL EXPENSES	791,195	737,862	53,333
2008-2009 INCOME OVER EXPENSES	93,313	81,153	12,160

2008-2009 Budget



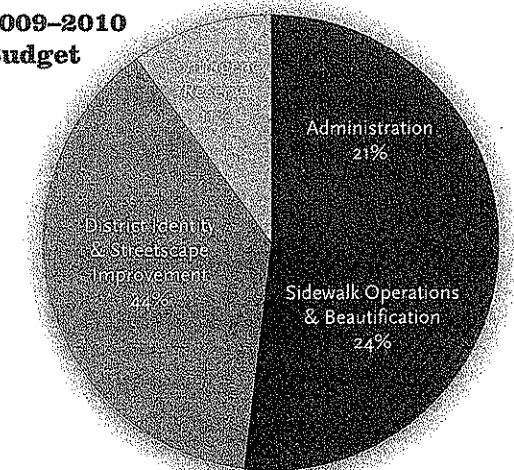
July 2009-June 2010 Budget

INCOME	LAND-SIDE	PORT-SIDE	TOTAL
Assessments	589,644	191,371	781,015
Sponsorships/Grants	47,000	13,000	60,000
TOTAL INCOME	636,644	204,371	841,015
EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	198,442	0	198,442
District Identity & Streetscape Improvement	232,417	141,756	374,173
Administration	134,165	40,135	174,300
Contingency Reserve	71,620	22,480	94,100
TOTAL EXPENSES	636,644	204,371	841,015

2008-2009 Carryover Disbursement

'08-'09 DESIGNATED PROJECTS FOR '09-'10	CARRYOVER
DISI Special Marketing Projects	\$ 50,000
SOBO Special Street Projects	82,503
Urban Planning & Improvement Projects	50,000
TOTAL CARRYOVER DISBURSEMENT	182,503

2009-2010 Budget



2008-2009 Board of Directors

PRESIDENT:

Rodney A. Fong,
Wax Museum at Fisherman's Wharf

VICE PRESIDENT:

Steve Wiezbowski,
PIER Restaurants L.P.

SECRETARY:

David Berbey,
Portco, Inc.

TREASURER:

Tim Losch, CFM,
The Foundation of the American Academy
of Ophthalmology

BOARD MEMBERS:

Frank Alioto,
F & A Properties
Nunzio Alioto,
Alioto's #8
John Cannizzaro,
Jefferson Building, Inc.
Tom Creedon,
Scoma's Restaurant
Jacqueline Douglas,
Wacky Jacky Sport Fishing
Tom Escher,
Red & White Fleet
Aline Estournes,
North Point Shopping Centre
David Harrison,
THE CANNERY at Del Monte Square
Chris Martin,
Bay Delta Center
Paul Miller,
Boudin Bakery
Jan Misch,
Best Western Tuscan Inn
Indra Murdoch,
Anchorage Square
Joe Nootbaar,
JMA Ventures
Kathy Paver,
PIER 39
David von Winckler,
Argonaut Hotel

COMMUNITY REPRESENTATIVES:

Katharine Arrow,
Port of San Francisco
Lynn Cullivan,
National Park Service
Mike LaRocca,
A. LaRocca Seafood

Special Acknowledgements

Gavin Newsom, Mayor of San Francisco
Supervisor David Chiu, President of the Board
of Supervisors
Aaron Peskin, Former President of the Board
of Supervisors
San Francisco Board of Supervisors
Mayor's Office of Economic and Workforce
Development:
Michael Cohen, Director
Lisa Pagan, Project Manager
Martha Cohen, Mayor's Office of Special
Events
Dean Macris, Mayor's Office
David Alumbaugh, Senior Planner,
San Francisco Planning Department
Neil Hrushowy, PhD, MS, San Francisco
Planning Department
Port of San Francisco Staff:

Monique Moyer, Executive Director
Thomas Carter, Director of Maintenance
Susan Reynolds, Director of Real Estate
Brad Benson, Manager, Special Projects
Katharine Arrow, Senior Property Manager
Dan Hodapp, Senior Waterfront Planner
Kanya Dorland, Waterfront Planner
Claudia Davison, Fisherman's Wharf
Property Manager
Renee Dunn-Martin, Communications
Manager
Tina Olson, Deputy Director of Finance &
Administration

Port of San Francisco Commission:

Rodney A. Fong, President
Ann Lazarus, Commissioner
Kimberly K. Brandon, Commissioner
Michael Hardeman, Commissioner
Stephanie Shakofsky, Vice President
Captain James Dudley, SFPD Central Station
San Francisco Police Department
San Francisco Convention and Visitors Bureau
San Francisco Department of Public Works
Kate Richardson, National Park Service
Superintendent

Fisherman's Wharf Community Benefit District
Board of Directors
Fisherman's Wharf Community Benefit District
Property Owners & Merchants
Fisherman's Wharf Merchants Association
Karen Bell, San Francisco Convention and
Visitors Bureau

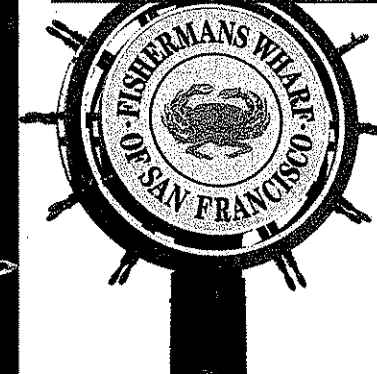
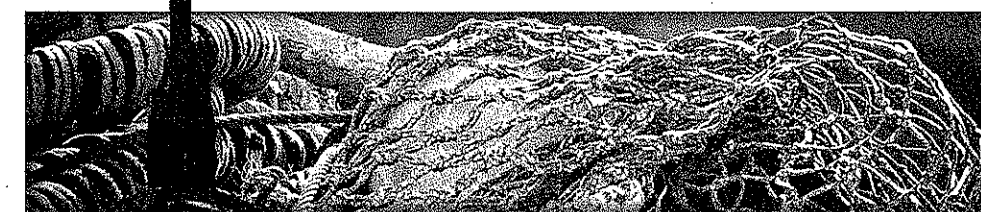
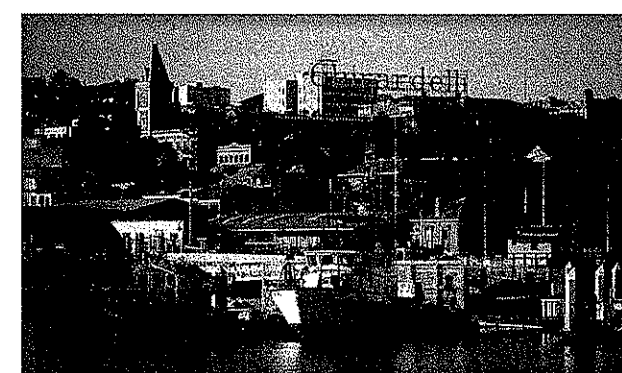
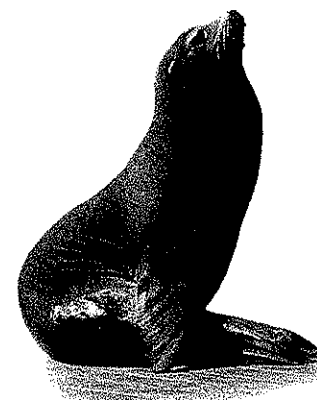
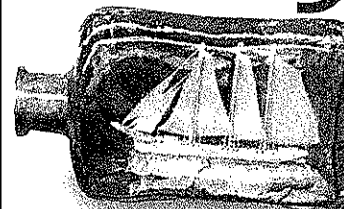
Alicia Jermaine, THE CANNERY
Kevin Dinstell, Fisherman's Wharf Community
Benefit District
Pansy Tom, Fisherman's Wharf Merchants
Association
Rick Lenat & Caroline Van Remortel,
Lenat & Partners
David Bratton & Erin Francis, Destination
Analysts
Dominic Massoni, Marlow & Massoni CPA's
Boudin Bakery
THE CANNERY at Del Monte Square
CATMEX Maintenance
Costless Maintenance Service Company
Golden Gate Disposal & Recycling Company
Randall Development and Funding
Wells Fargo Bank
Country Gardens LLC

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT

2801 Leavenworth Street, Suite B16
San Francisco, California 94133
T 415.673-3530
F 415.673-2527
E info@visitfishermanswharf.com
www.visitfishermanswharf.com

Fisherman's Wharf COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT 0809



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

Fisherman's Wharf Association
of San Francisco

Financial Statements

June 30, 2009

(Reviewed)

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

JUNE 30, 2009

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STATEMENT OF CASH FLOWS Year ended June 30, 2009	4
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ADDITIONAL INFORMATION	
STATEMENT OF FUNCTIONAL EXPENSES Year ended June 30, 2009	9

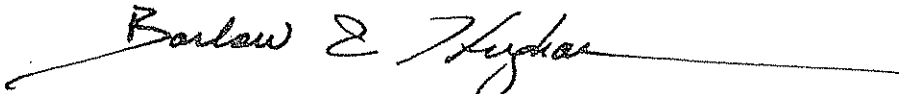
BOARD OF DIRECTORS
FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO
SAN FRANCISCO, CALIFORNIA

We have reviewed the accompanying statement of financial position of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO (a nonprofit corporation) as of June 30, 2009 and the related statements of activities and cash flows for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. All information included in these financial statements is the representation of the management of the FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO.

A review consists principally of inquiries of organization personnel and analytical procedures applied to financial data. It is substantially less in scope than an audit in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with generally accepted accounting principles.

The additional information on page nine is presented for supplementary analysis purposes only and has not been subjected to the inquiry and analytical procedures applied in the review of the financial statements. This supplementary schedule was compiled from information that is the representation of the management, without audit or review, and we, therefore, do not express an opinion or any other form of assurance on such data.



San Francisco, California
October 20, 2009

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2009

(See accountants' review report)

ASSETS

CURRENT ASSETS

Cash (Note 2)	\$225,809
Assessments receivable	25,803
Prepaid costs	<u>15,051</u>
	266,663

OFFICE FURNITURE AND EQUIPMENT - Net of accumulated depreciation (Note 3)	3,583
--	-------

INTANGIBLE ASSETS - Net of amortization (Note 4)	<u>85,879</u>
---	---------------

\$356,125

LIABILITIES

ACCOUNTS PAYABLE	\$ 43,306
------------------	-----------

NET ASSETS

UNRESTRICTED	<u>312,819</u>
--------------	----------------

\$356,125

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2009

(See accountants' review report)

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
PUBLIC SUPPORT AND REVENUES			
Contributions and sponsorships	\$ 36,707		\$ 36,707
Grants	26,200		26,200
Special benefit assessments	779,670		779,670
Interest earned	605		605
Net assets released from restrictions	<u>13,050</u>	<u>\$ (13,050)</u>	<u>605</u>
	<u>856,232</u>	<u>(13,050)</u>	<u>843,182</u>
EXPENDITURES			
Program services			
Landside - District identity and street improvements	265,558		265,558
Landside - Street operations, beautification and order	205,696		205,696
Portside - District identity and street improvements	153,471		153,471
General and administrative expenses	215,171		215,171
Fund-raising expenses	<u>5,813</u>		<u>5,813</u>
	<u>845,709</u>		<u>845,709</u>
CHANGE IN NET ASSETS	10,523	(13,050)	(2,527)
FUND BALANCES - Beginning of year	<u>302,296</u>	<u>13,050</u>	<u>315,346</u>
FUND BALANCES - End of year	<u>\$312,819</u>	<u>\$ 0</u>	<u>\$312,819</u>

See notes to financial statements.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

STATEMENT OF CASH FLOWS

YEAR ENDED JUNE 30, 2009

(See accountants' review report)

INCREASE (DECREASE) IN CASH

CASH FLOWS FROM OPERATING ACTIVITIES

Assessments received	\$781,081
Cash paid to suppliers and employees	(808,767)
Grants and contributions received	75,957
Interest received	<u>605</u>
Net cash provided by operating activities	48,876

CASH FLOWS FROM INVESTING ACTIVITIES

Purchase of office furniture and equipment	(2,900)
--	---------

CASH FLOWS FROM FINANCING ACTIVITIES

Repayment of debt	<u>(10,000)</u>
-------------------	-----------------

NET INCREASE IN CASH 35,976

CASH - Beginning of year 189,833

CASH - End of year \$225,809

RECONCILIATION OF CHANGE IN NET ASSETS

TO NET CASH USED FOR OPERATING ACTIVITIES

Change in net assets	\$ (2,527)
Item not requiring cash:	
Depreciation and amortization	18,515
Changes in assets and liabilities:	
Decrease in assessments receivable	1,411
Decrease in grants receivable	13,050
Increase in prepaid costs	(11,618)
Increase in accounts payable	<u>30,045</u>

NET CASH PROVIDED BY OPERATING ACTIVITIES \$ 48,876

See notes to financial statements.

Barlow & Hughan

CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2009

(See accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

History and Operations

The Fisherman's Wharf Association of San Francisco (the Association) was incorporated in California on February 23, 2006 as a non-profit public benefit corporation. Its purpose is to provide services to the Fisherman's Wharf Laneside and Portside Community Benefit Districts (the Districts). The members of the Laneside District include the owners of all parcels of land subject to property tax assessments within the geographic area of Fisherman's Wharf as established on July 26, 2005 by the Board of Supervisors of the City and County of San Francisco. Members of the Portside District include the tenants who have leased property from the Port of San Francisco within the Portside District as established by the Board of Supervisors on December 3, 2006.

Upon formation of each District, its members were subject to multi-year special assessments imposed by the City under the Property and Business Improvement District Law of 1994. Under contracts with the City, the Association receives these special assessments and, in exchange, provides certain services to the members of the Districts. These services include supplemental security services to maintain order, the cleaning and maintenance of sidewalks, the removal of graffiti, the coordination of services provided to the homeless, neighborhood beautification and tree-planting programs, and the organization and funding of special events. In addition to the special assessment funds, the contracts with the City require that the Association raise a specified level of private donations to supplement the special assessments.

The annual special assessments imposed by the City will expire on December 31, 2020, unless the Districts are disestablished earlier by a majority vote of its members. The Association's contracts with the City will expire on December 31, 2021, but both would also expire upon the disestablishment of either of the Districts.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2009

(See accountants' review report)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Basis of Presentation

The Association reports information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions.

Income is recognized as temporarily restricted if restrictions imposed by the donor will not be satisfied by the end of the current year. At June 30, 2009 the Association had no restricted net assets.

Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Income Tax Status

The Internal Revenue Service has determined that the Association qualifies as a tax exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Association is therefore generally exempt from income taxes. Income taxes are payable, however, on revenue from sources unrelated to its tax exempt purpose. There were no such revenues during the period.

Donated Services

A number of volunteers have donated significant amounts of time to the Association's activities. These donated services, however, are not reflected in the financial statements since they do not meet the criteria for recognition as contributed services under generally accepted accounting principles. Management estimates the value of these services to be \$41,328.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS (Continued)

JUNE 30, 2009

(See accountants' review report)

2. CASH

Cash at June 30, 2009 consisted of the following:

Cash in checking account	\$ 41,141
Cash deposited in interest-bearing account	<u>184,668</u>
	<u>\$225,809</u>

3. OFFICE FURNITURE AND EQUIPMENT

Office furniture and equipment are stated at cost. Depreciation is provided using the straight-line method over five years. Depreciation charged to general and administrative expenses for the year ended June 30, 2009 was \$648.

Office furniture and equipment at June 30, 2009 consisted of the following:

Furniture and equipment	\$5,182
Less accumulated depreciation	<u>1,599</u>
	<u>\$3,583</u>

4. INTANGIBLE ASSETS

Intangible assets are stated at cost. Amortization is provided using the straight-line method over their estimated useful lives of between three to fifteen years. Amortization charged to general and administrative expenses for the year ended June 30, 2009 was \$17,866.

At June 30, 2009 net intangible assets were comprised of the following:

Organization costs	\$ 83,551
Website development costs	35,000
Signage and logos	<u>9,432</u>
	127,983
Less accumulated amortization	<u>42,104</u>
	<u>\$ 85,879</u>

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO

NOTES TO FINANCIAL STATEMENTS -(Continued)

JUNE 30, 2009

(See accountants' review report)

5. RISK AND UNCERTAINTIES

Special benefit assessments are received under a contract with the City of San Francisco and represent approximately 92% of the Association's total revenues. Under the terms of the contracts the City can suspend distributions and ultimately terminate the contracts if the Association fails to provide adequate services to the Districts. The contracts expire on December 31, 2021 and could be terminated at an earlier date if either the Fisherman's Wharf Community Landside or Portside Benefit Districts are disestablished by a vote of more than 50% of the assessed members.

In preparing these financial statements, the Association has evaluated events and transactions for potential recognition or disclosure through October 20th, the date the financial statements were available to be issued.

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CERTIFIED PUBLIC ACCOUNTANTS

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO
STATEMENT OF FUNCTIONAL EXPENSES
YEAR ENDED JUNE 30, 2009

(See accountants' review report)

	Program Services Landside		Program Services Portside		General and Administrative		Fund-raising	Total
	District identity and street improvements	Street operations, beautification and order	District identity and street improvements		Landside	Portside		
Salaries								
Payroll taxes					\$114,095	\$19,984		\$134,079
Employee benefits					11,640	2,040		13,680
					<u>6,925</u>	<u>1,094</u>		<u>8,019</u>
Media and production	\$ 82,702				132,660	23,118		155,778
Website maintenance	21,902		\$ 42,517					125,219
Street maintenance			9,267					31,169
and operations		\$ 75,124						75,124
Security and parking								
operations		63,559						63,559
Events marketing	80,226		45,046		211			125,483
Advertising	35,371		23,165					58,536
Hanging flower baskets		36,458						36,458
Brochure distribution	13,615		11,736					25,351
Accounting					9,986	1,716		11,702
Depreciation and amort- ization								
Office expenses					18,515			18,515
Sidewalk steam cleaning		7,190			13,033	2,686		15,719
Emergency preparedness		16,956						7,190
Seasonal banners	5,993		5,934					16,956
Grant management								11,927
Occupancy							\$5,813	5,813
Planning and zoning	21,700		12,941		6,660	1,173		7,833
Travel and meetings					825			35,466
Miscellaneous	<u>4,049</u>	<u>6,409</u>	<u>2,865</u>		<u>1,920</u>	<u>293</u>		<u>2,213</u>
	<u>\$265,558</u>	<u>\$205,696</u>	<u>\$153,471</u>		<u>\$185,950</u>	<u>\$29,221</u>	<u>\$5,813</u>	<u>\$845,709</u>

See notes to financial statements.