

File No. 230605

Committee Item No. 5
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight
Board of Supervisors Meeting:

Date: February 1, 2024
Date: _____

Cmte Board

<input type="checkbox"/>	<input type="checkbox"/>	Motion
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Resolution
<input type="checkbox"/>	<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	<input type="checkbox"/>	Legislative Digest
<input type="checkbox"/>	<input type="checkbox"/>	Budget and Legislative Analyst Report
<input type="checkbox"/>	<input type="checkbox"/>	Youth Commission Report
<input type="checkbox"/>	<input type="checkbox"/>	Introduction Form
<input type="checkbox"/>	<input type="checkbox"/>	Department/Agency Cover Letter and/or Report
<input type="checkbox"/>	<input type="checkbox"/>	MOU - FY2022-2024 - Clean
<input type="checkbox"/>	<input type="checkbox"/>	MOU - FY2022-2024 - Redline
<input type="checkbox"/>	<input type="checkbox"/>	Grant Information Form
<input type="checkbox"/>	<input type="checkbox"/>	Grant Budget
<input type="checkbox"/>	<input type="checkbox"/>	Subcontract Budget
<input type="checkbox"/>	<input type="checkbox"/>	Contract / DRAFT Mills Act Agreement
<input type="checkbox"/>	<input type="checkbox"/>	Form 126 – Ethics Commission
<input type="checkbox"/>	<input type="checkbox"/>	Award Letter
<input type="checkbox"/>	<input type="checkbox"/>	Application
<input type="checkbox"/>	<input type="checkbox"/>	Public Correspondence

OTHER

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FWCBD Annual Report – FY 2021-2022</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Financial Report 063022</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Surveillance Technology Report</u>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>OEWD Memo 051523</u>
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Prepared by: Monique Crayton
Prepared by: _____
Prepared by: _____

Date: January 26, 2024
Date: _____
Date: _____

1 [Fisherman's Wharf Community Benefit District - Annual Report - FY2021-2022]

2
3 **Resolution receiving and approving an Annual Report for the Fisherman's Wharf**
4 **Community Benefit District for Fiscal Year (FY) 2021-2022, submitted as required by the**
5 **Property and Business Improvement District Law of 1994 (California Streets and**
6 **Highways Code, Sections 36600 *et seq.*), Section 36650, and the District's management**
7 **agreements with the City, Section 3.4.**
8

9 WHEREAS, On May 19, 2020, pursuant to the Property and Business Improvement
10 District Law of 1994 (the "Act"), California Streets and Highways Code, Sections 36600 *et*
11 *seq.*, as augmented by Article 15 of the San Francisco Business and Tax Regulations Code,
12 the Board of Supervisors adopted Resolution No. 216-20, expressing the intention to re-renew
13 and expand the then existing Fisherman's Wharf Landside Community Benefit District, also
14 known as the Fisherman's Wharf Community Benefit District ("Fisherman's Wharf CBD"); and

15 WHEREAS, On July 14, 2020, the Board of Supervisors adopted Resolution
16 No. 323-20 establishing the Fisherman's Wharf Landside CBD ("Resolution to Establish") for
17 a period of 15 years, commencing FY 2020-2021; and

18 WHEREAS, On December 1, 2020, the Board of Supervisors adopted Resolution
19 No. 551-20, authorizing an agreement with the owner's association for the
20 administration/management of the Union Square BID, and a management agreement (the
21 "Management Contract") with the owners' association, Fisherman's Wharf Association of San
22 Francisco, was executed accordingly; and

23 WHEREAS, A copy of the Management Contract is on file with the Clerk of the Board
24 of Supervisors in File No. 201229; and
25

1 WHEREAS, On December 13, 2022, the Board of Supervisors approved the
2 Fisherman's Wharf CBD's annual reports for FY2020-2021 in Resolution No. 536-22; and

3 WHEREAS, The Fisherman's Wharf CBD has submitted for the Board's receipt and
4 approval the Fisherman's Wharf CBD's annual report for FY2021-2022 as required by Section
5 36650 of the Act and Section 3.4 of the Management Contract; and

6 WHEREAS, The annual report for FY2021-2022 is on file with the Clerk of the Board of
7 Supervisors in File No. 230605 and are incorporated herein by reference as though fully set
8 forth; and

9 WHEREAS, Supporting documents, including, but not limited to, a transmittal letter and
10 memorandum report from the Office of Economic and Workforce Development, dated May 15,
11 2023, and documentation from the Fisherman's Wharf CBD for the annual report for FY2021-
12 2022 is on file with the Clerk of the Board of Supervisors in File No.230605; now, therefore, be
13 it

14 RESOLVED, That the Board of Supervisors hereby receives and approves the annual
15 report for the Fisherman's Wharf Community Benefit District for FY2021-2022.

Fiscal Year 21/22 Annual Report

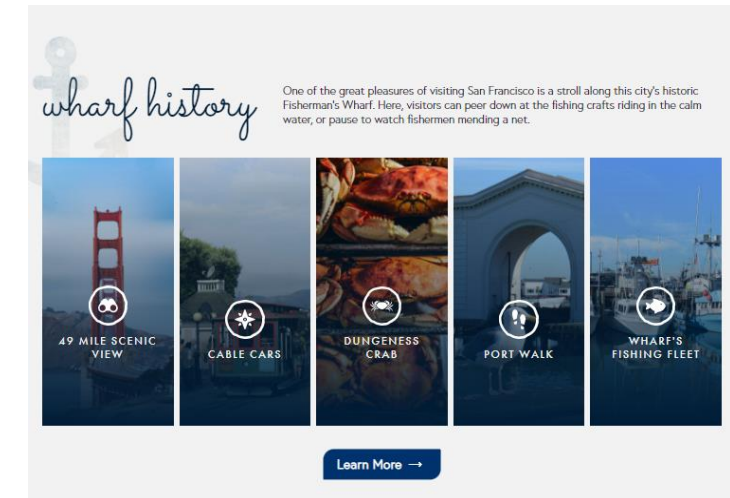
Jul. 1, 2021 – Jun. 30, 2022



Website Launch Results

Jul. 1, 2021 – Jun. 30, 2022

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



Website & Social Media Metrics

Jul. 1, 2021 – Jun. 30, 2022

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

PR Metrics & Communications Initiatives

Jul. 1, 2021 – Jun. 30, 2022

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

PR Metrics & Communications Initiatives

Jul. 1, 2021 – Jun. 30, 2022

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

Advocacy

Jul. 1, 2021 – Jun. 30, 2022

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

Events & Holidays

Jul. 1, 2021 – Jun. 30, 2022

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

Evergreen San Francisco

Jul. 1, 2021 – Jun. 30, 2022

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

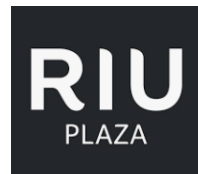
Affiliate Marketing

Jul. 1, 2021 – Jun. 30, 2022

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



AMERICAN ACADEMY
OF OPHTHALMOLOGY®



Pier 41 Location



Committed to Participate in May;
Signed Up in August



Renewal

Advertising

Jul. 1, 2021 – Jun. 30, 2022

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

Ambassador Program

Jul. 1, 2021 – Jun. 30, 2022

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



Landside & Portside Financials

Jul. 1, 2021 – Jun. 30, 2022

2021-2022 Year-End Financials

July 1, 2021 to June 30, 2022

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

2022-2023 Budget

July 1, 2022 to June 30, 2023

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



FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT

Surveillance Technology Report Fiscal Year 2021-2022

This report contains information detailing the Fisherman's Wharf Community Benefit District (FWCBD) video surveillance technology program. Details include:

- I. A list of video surveillance technology that the FWCBD either owns or licenses for ongoing use,
- II. A brief description of video surveillance technology,
- III. The purpose for the use of any video surveillance technology, and
- IV. Any policies, internal or otherwise, that these entities adhere to.



FWCBD Video Surveillance Technology Program

I. Technologies in Place:

Avigilon H3, H4 and H5 Cameras and ACC 7 Software

II. Brief Description of Technologies:

Cameras are currently installed around the public spaces (sidewalks, parking lots, etc.) within the FWCBD boundaries. These cameras overlook the public spaces. In the future, additional cameras may be added to other public spaces in the district.

Cameras are not used to specifically protect private properties within the district and are not located around areas where the public might have an expectation of privacy (e.g., public restrooms). The FWCBD will not use covert cameras or “dummy” or fake cameras. The FWCBD also does not record any sounds or voices.

The system is not continuously monitored. However, a desktop has been set up at the FWCBD office which is accessible by staff and by at 2801 Leavenworth St., Suite B-16, San Francisco, CA 94133.

The general public (visitors) and the FWCBD members should be aware that a security officer is not watching the cameras. They should not expect that they are under continuous surveillance when they are within the range of a camera. For example, if a visitor or an FWCBD member has a crime committed against them, they should not expect someone to automatically come to their rescue because they are in front of a camera - they should call 911 for emergencies and/or the SFPD immediately for assistance.

The general public and the FWCBD members should also be aware that the video surveillance system has cameras that only cover a fraction of the public space within the FWCBD and even when camera coverage exists, it may not provide the level of detail necessary to identify suspicious activity or identify criminals.

The system is managed by the FWCBD and its contractor, Applied Video Solutions, Inc. (AVS).

III. Purpose of the Video Surveillance Technology Program:

The primary purpose of the FWCBD Video Surveillance Technology Program is to help make the district safer for visitors, residents, and employees by providing surveillance of key public space areas. The system provides a platform for after-the-fact investigation of crimes committed within the public space or when the perpetrator has fled into the public space.

IV. Usage Policies and Procedures:

The FWCBD Board of Directors reserves the right to modify or change these policies at any time.

The usage policies and procedures of the FWCBD Video Surveillance Technology Program are to help deter crime, assist in protecting the safety and property of persons and businesses within the district, and apprehend persons who have committed criminal activities. The use of video surveillance and monitoring for other purposes inconsistent with those identified in this policy is prohibited.

Video surveillance and monitoring for the purposes identified in this policy will be conducted in a professional, ethical, and legal manner.

Video surveillance and monitoring for the purposes identified in this policy will be conducted in a manner that does not violate reasonable expectations of privacy as defined by law.

To maintain an informed public community and to further this policy's goals of reducing criminal activity in the district, video footage may be released from time to time, including to appropriate public safety agencies, at the discretion of the FWCBD to ensure that this policy's goals are continuously being met.

System users will operate the system in a manner that relies on suspicious behavior or reports of specific incidents or threats, and not individual characteristics, including race, gender, ethnicity, sexual orientation, or disability.

Staff and contractors will not seek out or continuously view private offices, living areas, private spaces, or places of public accommodation not otherwise visible without technological assistance.

System users will not seek out or continuously view people being intimate in public areas.

Process for Requests for Video Surveillance, Video Footage Review, and Copies of Records

All recorded and archived video images, clips, or footage are subject to all the same policies set forth under Section IV.

All video surveillance cameras are being recorded continuously by a digital video recording system (Avigilon Network Video Recorder). Recorded video is used exclusively for the investigation of security, safety-related, and code violation incidents and not for other purposes. The FWCBD and AVS are responsible for the management of the video surveillance system and have exclusive control of the release of the video recordings produced by this system.

Recorded videos will be made directly available to the general public only to the extent required by law. The FWCBD will also comply with all provisions in its contract with the City and County of San Francisco related to FWCBD records. In the event of a crime or security incident in the area where video surveillance coverage may be available, individuals should report the crime to the SFPD. The SFPD can then request the appropriate video from the FWCBD office. If relevant video is available, a video clip of the incident may be produced and made available to the SFPD (or other law enforcement agencies) and the affected party in accordance with the policies set forth herein.

All requests for video recordings shall be coordinated by the FWCBD office and/or AVS, and the correct form submitted to the FWCBD located at 2801 Leavenworth St. Suite B-16, San Francisco, CA, 94133 (as outlined below).

The FWCBD and AVS will cooperate fully with all court orders or subpoenas for video recordings provided the video evidence is still retrievable at the time of request.

Video recordings will be provided in response to requests reasonably describing the desired recordings in accordance with the process provided under Section IV. AVS will assist and support FWCBD with requests for large amounts of video recordings (more than 2 hours) or other complex requests by the terms and procedures of this usage policy. All other requests will be processed by FWCBD staff accordingly.

All requests for real-time video surveillance, review of recorded video footage, and/or copies of recorded video footage will generally be evaluated in accordance with the following policies:

Action Item	Public Records Act Request	Request by Law Enforcement Agencies
Request to Observe Real-Time Video Surveillance	Restricted and not subject to requirements set forth by the California Public Records Act.	Will be evaluated on a case-by-case basis.
Request to View Stored Recorded Video Footage and/or for Copies of Recorded Video Footage	Will be evaluated subject to requirements set forth by the California Public Records Act.	Will be evaluated on a case-by-case basis.

Like other requests by the public, media requests for video records will be evaluated on a case-by-case basis and subject to the requirements of the Public Records Act. The requester will generally receive a response within 10 calendar days. The FWCBD may withhold the requested video records if the public's interest in disclosure is outweighed by the public's interest in non-disclosure, including certain instances when releasing the video records would compromise a police investigation.

Recorded video is generally stored for a period of 30 days. On the 31st day, recorded video footage is generally deleted, erased, or destroyed unless a copy has been made in accordance with a request related to a security or safety incident. Any video associated with a specific security incident or event is generally converted into a permanent video clip and stored for one year. Video clips that could become evidence in a civil or criminal proceeding may be retained until the conclusion of legal proceedings.

This FWCBD policy does not guarantee the provision of records upon request.

All internal and external requests for footage review and copies of records are to be documented using the FWCBD Request for Video Retrieval Form, attached as Exhibit B. The form is also to be used to document the progress of the video retrieval process and is designed to help measure and improve system performance and operating procedures.

The form should be submitted to the FWCBD located at 2801 Leavenworth St., Suite B-16, San Francisco, CA, 94133 during normal business hours, from 9:00 a.m. – 5:00 p.m. Monday-Friday or may be sent in by email to info@fwcbd.com. The FWCBD or its designees will typically provide the video or respond to the request within 10 calendar days.

FWCBD staff or its designees will provide assistance to persons making Public Records Act requests as required by law and may fill in and submit the form if the person does not wish to do so. Although preferable, the form does not need to be fully completed in order to initiate the request. FWCBD shall respond to all requests for footage review and copies of records in the timeframes required by applicable laws and regulations.

All video footage review is to be carried out by and/or under the direct supervision of authorized system user(s).

All copies of video records are to be made by the authorized system user(s) only.

Copies of all video records and images provided are to be retained by FWCBD (or its designees) on-premises for a period of 180 days. FWCBD (or its designees) may retain a copy of any video record or image provided to a third party beyond 180 days or until all legal proceedings are concluded.

Copies of all request forms may be retained by FWCBD or their designees.

The FWCBD reserves the right to assess fees for requests for recorded video footage, including personnel costs for conducting a search for recorded video footage and/or images, and the actual costs of CDs, DVDs, or other media devices.

Procedures and Processes

System Users

System Users are defined as those individuals and groups of individuals who have been authorized to have direct or remote access to live and/or archived video footage captured by FWCBD cameras. Attached as Exhibit A is a User Rights Groups chart, identifying the four main user groups and each group's access rights within the system.

All System Users are to have their own unique log in name and password. All credentials are to be kept securely on file by FWCBD or its designees.

System Administrators

System Administrators possess full administrative rights in the system permitting the performance of any system function including all authorized System User functions. System Administrators have access to system settings and can add, modify, and delete System Users. System Administrator passwords are to be kept separately from the System Users credentials.

Individuals Authorized to Request Technical Support

All individuals who are authorized to request technical support assistance (all System Users) must attend user training and follow standard service request protocol per terms of support.

Real-Time Video Viewing and Monitoring

All System Users are to use their own personal username/password when accessing video surveillance systems and it is their responsibility to protect their username/password and not to share it with other individuals.

EXHIBIT A

User Rights Groups

Group	Group Rights	User Description
Group A	Live Video Access	Applied Video Solutions designees as system administrators FWCBD Staff
	Archive Video Access	
	Video and Still Export	
	PTZ Control	
	Camera setup, naming, and image control	
Group B	Live Video On-Site Access	FWCBD Staff
	Remote Access to Live Video	
	Archive Video Access On-Site Only	
	Video Export On-Site Only	
	PTZ Control Only	
Group C	Live Video Access	FWCBD Executive Staff
	Remote Access to Live Video	Law enforcement agencies on a case-by-case basis for a specified amount of time.
Group D	Remote Mobile Access	Determined on case-by-case basis and limited to the individuals listed in other groups with approval of Executive Director of the FWCBD.
Group E	Live Video On-Site Access	Designee of property owner where cameras are located. Camera access is restricted to their property(s) only.
	Live Video Remote Access	
	Recorded Video Access	Designee of tenant (where applicable) where cameras are located.

EXHIBIT B

FWCBD Request for Video Retrieval Form	
REQUESTOR PROVIDED INFORMATION	
Requestor Name	
Company/Organization	
Daytime Phone Number	
Date and Time of Video Requested	
Location and/or Cameras Requested	
CASE/FILE # (if applicable)	
Footage Retrieval Method (Flash drive issued, other, etc.)	
Print Name	
Requestor signature verifying information provided above is correct	
FWCBD STAFF USE ONLY	
Camera(s) Exported (#'s)	
Export Start Date/Time ACTUAL	
Export End Date/Time ACTUAL	
Name of Authorized System User	
Video export procedure successful (Y/N)	
Time expended on THIS search/export:	
Copy of video footage archived	
Date Submitted	
Date Retrieved	
Printed name of person retrieving video	
Signature of person retrieving video	
Quick Notes:	

**FISHERMAN'S WHARF ASSOCIATION OF
SAN FRANCISCO, INC.**
FINANCIAL STATEMENTS

June 30, 2022

**FISHERMAN’S WHARF ASSOCIATION OF
SAN FRANCISCO, INC.**
FINANCIAL STATEMENTS

June 30, 2022

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INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To the Board of Directors of Fisherman's Wharf Association of San Francisco, Inc.
San Francisco, California

We have reviewed the accompany financial statements of Fisherman's Wharf Association of San Francisco, Inc., which comprise the statement of financial position as of June 30, 2022, and the related statement of activities and net assets, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of company management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Accountant's Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of Fisherman's Wharf Association of San Francisco, Inc. and to meet our other ethical responsibilities, in accordance with relevant ethical requirements related to our review.

Accountant's Conclusion

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 accordance with accounting principles generally accepted in the United States of America.

A handwritten signature in black ink that reads "WhitHoover + Co. LLP". The signature is written in a cursive, flowing style.

San Francisco, California
September 27, 2022

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
STATEMENT OF FINANCIAL POSITION
JUNE 30, 2022

ASSETS

CURRENT ASSETS

Cash	\$	706,365
Accounts receivable, net of allowance for doubtful accounts of \$86,275		103,103
Prepaid expenses		<u>44,700</u>
Total Current Assets		<u>854,168</u>

PROPERTY AND EQUIPMENT

Furniture, fixtures and equipment		12,776
Less accumulated depreciation		<u>11,353</u>
		<u>1,423</u>
	\$	<u><u>855,591</u></u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable	\$	51,722
Accrued liabilities		<u>4,148</u>
Total Current Liabilities		55,870

COMMITMENTS AND CONTINGENCIES

-

NET ASSETS

Net assets without donor restrictions		<u>799,721</u>
	\$	<u><u>855,591</u></u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
STATEMENT OF ACTIVITIES AND NET ASSETS
FOR THE YEAR ENDED JUNE 30, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES AND SUPPORT			
Special benefit assessments	\$ 1,223,784	\$ -	\$ 1,223,784
Contribution	132,017	-	132,017
Grant	8,000	-	8,000
Other program income	67,224	-	67,224
	<u>1,431,025</u>	<u>-</u>	<u>1,431,025</u>
OTHER INCOME			
Paycheck Protection Program loan forgiveness	61,545	-	61,545
Interest income	1,578	-	1,578
Other income	44,966	-	44,966
	<u>108,089</u>	<u>-</u>	<u>108,089</u>
	<u>1,539,114</u>	<u>-</u>	<u>1,539,114</u>
EXPENDITURES			
Program services	1,221,149	-	1,221,149
General and administrative expenses	228,957	-	228,957
	<u>1,450,106</u>	<u>-</u>	<u>1,450,106</u>
CHANGE IN NET ASSETS	89,008	-	89,008
NET ASSETS - Beginning of year	<u>710,713</u>	<u>-</u>	<u>710,713</u>
NET ASSETS - End of year	<u>\$ 799,721</u>	<u>\$ -</u>	<u>\$ 799,721</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED JUNE 30, 2022

	Program Services				
	Clean and Safe	Marketing and Events	Total Program Services	General and Administrative	Total
Wages and benefits	\$ 65,238	\$ 192,168	\$ 257,406	\$ 137,009	\$ 394,415
Safety and security	365,406	3,219	368,625	-	368,625
Ambassador programs	279,119	49,756	328,875	-	328,875
Marketing and media	-	215,630	215,630	-	215,630
Office expenses	-	-	-	37,525	37,525
Payroll taxes	5,132	13,872	19,004	9,555	28,559
Community engagement events	9,080	16,196	25,276	-	25,276
Professional fees	-	-	-	24,307	24,307
Rent	-	-	-	19,821	19,821
Website maintenance and licenses	-	6,333	6,333	-	6,333
Provision for doubtful accounts	-	-	-	740	740
	<u>\$ 723,975</u>	<u>\$ 497,174</u>	<u>\$ 1,221,149</u>	<u>\$ 228,957</u>	<u>\$ 1,450,106</u>

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED JUNE 30, 2022

CASH FLOWS FROM OPERATING ACTIVITIES

Changes in net assets	\$ 89,008
Adjustments to reconcile net assets to net cash provided by operating activities:	
Depreciation	1,424
Provision for doubtful accounts	740
Paycheck Protection Program loan forgiven	(61,545)
Changes in current assets and liabilities -	
Accounts receivable	54,465
Prepaid expenses	(20,779)
Accounts payable	(4,902)
Accrued liabilities	(6,224)
Total Adjustments	(36,821)
Net cash provided by operating activities	52,187

CASH FLOWS FROM INVESTING ACTIVITY

Purchase of furniture, fixture and equipment	(2,847)
Net cash used in investing activity	(2,847)

NET INCREASE IN CASH 49,340

CASH - BEGINNING OF YEAR 657,025

CASH - END OF YEAR \$ 706,365

SUPPLEMENTAL DISCLOSURES OF CASH FLOW INFORMATION:

Cash paid during the year for:	
Income Taxes	\$ -
Interest	\$ -
Non-cash financing activity	
Paycheck Protection Program loan forgiven	\$ 61,545

1. ORGANIZATION AND NATURE OF BUSINESS

The Fisherman’s Wharf Association of San Francisco, Inc. (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 Community District (the Landside District). The members of the Landside District include 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 (the City). The Association also provided services to the former Portside Community Benefit District until its disestablishment on December 31, 2020.

Upon formation of the Landside 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 Landside District. The services to the Landside District 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 program, and the organization and funding of special events. The contract with the City also requires the Association to raise a specified level of general benefit contributions and other non-assessment income. Management believes that during the year ended June 30, 2022, the Association has complied with this requirement.

In addition to the special assessment funds, the Association relies on public support, grants, and service revenues to supplement the special assessments and provides services to the Landside District and the neighboring area.

The annual special assessments imposed by the City on the Landside District were renewed by a majority vote of its members on July 24, 2020 for 15 more years. The Association’s contract related to the Landside District with the City will expire on December 31, 2035 but would expire earlier upon the disestablishment of the remaining Landside District.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Accounting – The Association prepares its financial statements using the accrual basis of accounting and in accordance with accounting principles generally accepted in the United States of America (GAAP). Financial statement presentation follows the recommendations of the Financial Accounting Standards Board (FASB) in its Accounting Standards Codification (ASC) Topic 958 Not-For-Profit Entities dated August 2016. Under ASC Topic 958, the Association reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions, and net assets with donor-imposed restrictions. If restrictions imposed by the donor are not satisfied by the end of the current year or if the funds have not been received by year end, then the

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2022

income will be recognized to be with donor restrictions. Net assets without restrictions include funds separated designated by the Board of Directors.

Use of Estimates – The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Cash – Cash consist of funds in checking and saving accounts.

Assessments Receivable – Assessments billed but not transmitted by the City at year end are recorded as receivables, net of an allowance for doubtful accounts based on the Association's historical experience. Allowance for doubtful accounts is determined based on the collectability of receivables. The Association performs credit evaluation and establishes an allowance for doubtful accounts based on the aging of receivables, payment performance, and other information. Accounts receivables are written off against the allowance when it is probable that the receivables will not be collected.

On June 30, 2022, the Association has receivables related to the Portside district assessments amounting to \$61,877, net of allowance for doubtful account of \$86,275. The Association also has receivables from the Landside district assessments amounting to \$23,335, a grant amounting to \$8,000 and other programs amounting to \$9,891.

Property and Equipment – Office furniture and equipment are stated at cost less accumulated depreciation. Depreciation is provided using the straight-line method over two to five years. When assets are retired or otherwise disposed of, the cost and related accumulated depreciation and amortization are removed from the accounts, and any resulting gain or loss is recognized in income for the period. The cost of maintenance and repairs is charged to expense as incurred; significant renewals or improvements are capitalized. The depreciation expense was \$1,424 and it was charged to general and administrative expenses for the year ended June 30, 2022.

Paycheck Protection Program (PPP) Loan – The Association accounted for the Small Business Association loan under the Paycheck Protection Program (PPP) as debt instrument in accordance with ASC Topic 470, Debt. The loan was initially recorded as a liability in the statement of financial position. The loan is considered to be extinguished if either of the following conditions is met: (1) the Association pays the creditor and is relieved of its obligation or (2) the Association is legally released from the primary obligation under the liability. The forgiveness of the loan is accounted for as debt extinguishment.

Net Assets – Net assets, revenues, gains, and losses are classified based on the existence or absence of donor or grantor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2022

Net Assets Without Donor Restrictions – Net assets without donor restrictions are resources available for use to support operations. The only limits on the use of these net assets are the broad limits resulting to the nature of the Association, the environment in which it operates, the purposes specified in its corporate documents and its application for tax-exempt status, and any limits resulting from contractual agreements with other parties that are entered into in the course of its operations.

Net Assets With Donor Restrictions – Net assets with donor restrictions are resources that are restricted by a donor for use for a particular purpose or in a particular period. Some donor-imposed restrictions are temporary, and the restriction will expire when the resources are used in accordance with the donor's instruction or when the stipulated time has lapsed. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates those resources be maintained in perpetuity. The Association must continue to use the resources in accordance with the donor's instruction.

The Association's unspent contributions are included in this class if the donor limited their use.

When a donor's restriction is satisfied, either by using the resources in the manner specified by the donor or by the passage of time, the expiration of the restriction is reported in the financial statements by reclassifying the net assets from net assets with donor restriction to net assets without donor restrictions. Net assets restricted for the acquisition of buildings or equipment are reported as net assets with donor restriction until the specified asset is placed in service by the Foundation unless the donor provides more specific directions about the period of its use. As of June 30, 2022, the Association had no net assets with donor restrictions.

Classification of Transactions – All revenues and net gains are reported as increases in net assets without donor restrictions in the statements of activities unless the donor specified the use of the related resources for a particular purpose or in a future period. All expenses and net losses are reported as a decrease in the net assets without donor restrictions.

Revenue – The Association follows the ASC Topic 606 – Revenue from Contracts with Customers (ASC Topic 606). Revenue from the contract with the City is recognized when the special assessments imposed by the City become due and enforceable for collection by the City Assessor for the period during which the Association provides services to the members of the Landside District.

Contributions – Contributions, including unconditional promises to give, are recognized as support when received. All contributions are reported as increases in net assets without donor restrictions unless the use of the contributed assets is specifically restricted by the donor. Amounts received that are restricted by the donor to use in future periods or for specific purposes are reported as increases in net assets with donor restrictions. Unconditional promises with payments due in future years have an implied restriction to be used in the year the payment is due, and therefore are reported as restricted until the payment is due, unless the contribution

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2022

is clearly intended to support activities of the current fiscal year. Conditional promises, such as matching grants, are not recognized until they become unconditional, that is, until all conditions on which they depend are substantially met.

Grant Revenue – Grant revenue is recognized when the qualifying costs are incurred for cost reimbursement grants or contracts or when the unit of service is provided for performance grants.

Donated Material and Services – A number of organizations have donated services and materials to the Association. The Association also received discounted rental and meeting spaces to carry on its activities. Donated material and services are recorded as support and expenses or assets in the accompany financial statements at their fair value upon receipt. Donated material and services during the year amounted to \$132,017.

Income Tax Status – The Association qualifies as a tax-exempt organization and is therefore generally exempt from income taxes. Income taxes are payable, however, on revenue from sources unrelated to its tax-exempt purpose. There was no penalty or interest assessments by any government agency recorded in the financial statements during the year. In addition, the Association has not taken an unsubstantiated tax position that would require provision of liability under ASC Topic 740, Income Taxes.

Concentration of Credit Risk - Financial instruments that potentially subject the Association to concentration of credit risk, consist principally of deposits in financial institutions and trade receivables. The Association maintains cash balances at several financial institutions, and each is insured by the Federal Deposit Insurance Corporation up to \$250,000. The Association's deposit accounts may exceed \$250,000. The Association periodically reviews its cash policies.

Compensated Absences – Accumulated paid time off is accrued when earned. As of June 30, 2022, the liability for employees for compensated absences was \$4,148.

Expenses Allocation by Function – The financial statements report certain natural categories of operating expenses that are attributable to more than one program or supporting function.

The expenses were allocated on the following basis:

Employment Costs	Time and effort
Program and other expenses	Based on square footage

Operating Leases - The Company records minimum rental expense on a straight-line basis over the base, noncancelable lease term.

FISHERMAN'S WHARF ASSOCIATION OF SAN FRANCISCO, INC.
NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2022

New and Amended standards and interpretations - Pronouncements issued but not yet effective are listed below. Unless otherwise indicated, the Company does not expect that the future adoption of the said pronouncements will have a significant impact on its financial statements. The Company intends to adopt the following pronouncements when they become effective.

- **ASU 2018-11, Leases (Topic 842)** - In February 2016, FASB issued an ASU 2016-02 and created ASC Topic 842, Leases. ASC Topic 842 affects any entity that enters into a lease arrangement with another person. The guidance in this update supersedes ASC Topic 840. The main difference between previous GAAP and ASC Topic 842 is the recognition of accounting policies for leases classified as operating leases under previous GAAP. The amendments in this update for private entities are effective for fiscal years beginning after December 15, 2020. In June 2020, the FASB issued ASU 2020-05, Revenue from Contract with Customers (Topic 606) and Leases (Topic 842): Effective Dates for Certain Entities, which officially delays the effective dates of the revenue recognition and lease accounting rules for certain entities. The ASU defers the effective date of ASC Topic 842 for one year to fiscal years beginning after December 15, 2021. Early application is permitted. The Company does not expect the adoption of this guidance to have a material impact on the financial statements.
- **ASU 2020-07, Presentation and Disclosures of Not-for-Profit Entities for Contributed Nonfinancial Assets** requires nonprofits to change their financial statement presentation and disclosures of contributions nonfinancial assets or gifts-in-kind. The update was issued to improve transparency in reporting nonprofit gifts-in-kind. The ASU is effective for annual reporting periods beginning after June 15, 2021. Early adoption is permitted.

3. LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure that is, without donor or other restrictions limiting their use, within one year of the balance sheet date, comprise the following:

Cash and cash equivalents	\$ 706,365
Receivables	<u>103,103</u>
Amount available for general expenditures within one year	<u><u>\$ 809,468</u></u>

4. NOTE PAYABLE AND LINE OF CREDIT ARRANGEMENT

On February 18, 2021, the Association obtained a Paycheck Protection Program loan under a note payable to the Small Business Administration in the amount of \$61,545. The note is eligible for forgiveness upon meeting certain requirements. The note is unsecured and bears interest at a rate of 1% per annum. The note is repayable in monthly payments of \$4,424 including interest commencing in December 2021. In December 2021, the Association received forgiveness of the loan that was obtained under a note payable to the Small Business Administration on February 18, 2021. The Association recognized \$61,545 in other income.

The Association obtained a line of credit arrangement with a bank which expires in December 2022. The arrangement allows borrowing of up to \$235,000. Interest is payable monthly at the prime rate plus 0.75%. There was no borrowing under this arrangement during the year. The arrangement is secured by all assets of the Association.

5. RISK AND UNCERTAINTIES

Special benefits assessments received under a contract with the City and County of San Francisco represent approximately 80% of the Association's revenue. 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 Landside District. The contract expires on December 31, 2035, but could be terminated at an earlier date if the Fisherman's Wharf Community Landside Benefit District was disestablished by a vote of more than 50% of the assessed members.

In the early months of 2020, an outbreak of the novel strain of coronavirus (COVID-19) emerged globally. As a result, there have been mandates from federal, state and local authorities resulting in an overall decline in economic activity. Management is currently evaluating the impact on its activities and operations and has concluded that the effect of the general economic decline on the Association is unknown. While it is reasonably possible that the effect of the general decline could have a negative effect on the operations of the Association, the specific impact is not readily determinable. The financial statements do not include any adjustments that might result from the outcome of this uncertainty.

6. EMPLOYEE RETENTION CREDIT (ERC)

Under the provisions of the CARES Act signed into law on March 27, 2020, and the subsequent extension of the CARES Act, the Association was eligible for a refundable employee retention credit subject to certain criteria. The Association recognized \$43,758 employee retention credit for the year ended June 30, 2022.

7. SUBSEQUENT EVENTS

The Association has evaluated subsequent events and transactions for potential recognition or disclosure through September 27, 2022, the date the financial statements were available to be issued.

MEMORANDUM

TO: Supervisor Aaron Peskin, President of the Board of Supervisors & District 3 Supervisor

CC: San Francisco Board of Supervisors

FROM: Chris Corgas; Deputy Director, Community Economic Development OEWD
Mimi Hiraki; Project Specialist, OEWD

DATE: 5/15/2023

SUBJECT: Fisherman's Wharf Community Benefit; FY 2021-2022 Annual Report

This is a memo summarizing the performance of the Fisherman's Wharf Community Benefit District (FWCBD) and an analysis of their financial statements (based on their audit) for the period between July 1, 2021 and June 30, 2022.

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 the submission of all these requirements. OEWD staff 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 Fisherman's Wharf Association management contract with the City; and their Management Plan as approved by the Board of Supervisors in 2020.

Also attached to this memo are the following documents:

1. Annual Report
 - a. FY 2021-2022
2. CPA Financial Review Report
 - a. FY 2021-2022
3. Draft resolution from the Office of Economic and Workforce Development



Background

The Fisherman's Wharf Community Benefit District includes two districts - the "Landside" property-based district includes 127 parcels.

Landside:

- July 26, 2005: the Board of Supervisors approved the resolution that established the property-based district called the Fisherman's Wharf Landside Community Benefit District for 15 years (Resolution # 540-05).
- January 10, 2006: the Board of Supervisors approved the contract for the administration and management of the Fisherman's Wharf Community Landside CBD (Resolution # 16-06).
- March 14, 2017: the Board of Supervisors approved the Annual Report FY 2015-2016 for the Fisherman's Wharf Landside CBD (Resolution # 077-17).
- July 24, 2018: the Board of Supervisors approved the Annual Report FY 2016-2017 for the Fisherman's Wharf Landside CBD (Resolution # 240-18)
- September 17, 2019: the Board of Supervisors approved the Annual Report FY 2017-2018 for the Fisherman's Wharf Landside CBD (Resolution # 398-19)
- July 14, 2020: the Board of Supervisors approved the resolution to establish (renew and expand) Fisherman's Wharf Landside Community Benefit District for 15 years (Resolution # 323-20)
- September 15, 2020: the Board of Supervisors approved the Annual Report FY 2018-2019 for the Fisherman's Wharf Landside CBD (Resolution # 391-20)
- November 2, 2021: the Board of Supervisors approved the Annual Report FY2019-2020 for the Fisherman's Wharf Landside CBD (Resolution # 515-21)
- December 11, 2020: the Board of Supervisors approved the contract for the administration and management of the Fisherman's Wharf Community Landside CBD (Resolution # 551-20).
- December 13, 2022: the Board of Supervisors approved the Annual Report FY 2020-2021 for the Fisherman's Wharf Landside CBD (Resolution # 536-22)

Basic Information about Fisherman's Wharf CBD

Year Established	2005
Year Renewed	2020
Assessment Collection Period	Landside: FY 2020-21 to FY 2034-35 (July 1, 2020 to June 30, 2035)
Services Start and End Date	January 1, 2021 – December 31, 2021
Initial Estimated Annual Budget	\$1,340,637.53
FY 21-22 Submission	\$1,204,734.18
Fiscal Year	July 1 – June 30
Executive Director	Randall Scott
Name of Nonprofit Owners' Association	Fisherman's Wharf Association of San Francisco

The current CBD website <http://www.fwcbd.com>, includes all the pertinent information about the organization and its programs, a calendar of events, its Management Plan, Mid-Year Report, Annual Report and meeting schedules. It should also be noted that the organization also manages the site <http://www.visitfishermanswharf.com> that is designed specifically for visitors to the district.



Summary of Service Area Goals

Service Area Categories

Clean and Safe Program

Clean and Safe Program includes sidewalk sweeping and pressure washing, graffiti removal and abatement, security patrols and emergency preparedness. The goals are to improve safety and cleanliness of sidewalks, curbs, and street fixtures within the District boundaries. Programs under Clean and Safe include the Staffing Program to assist visitors with directions and questions, clean and remove graffiti, provide outreach to the street population and aid law enforcement; 10B SFPD Officers or private security to be visual crime deterrent, report crimes to 911 or non-emergency, and advise the public on laws and rules regarding the public realm; committees are developed for short term issues such as the Safety Outreach Working Group (formerly PIERSafe), the Transportation Improvement Working Group and the Jefferson Street Working Group; and security cameras.

Marketing and Events Program

Marketing and Events Program aims to attract more tourists and locals to the area and promote businesses and events in the District. This program includes community and special events, communications, outreach, public relations efforts, other marketing efforts, advocacy, and street improvements. Under the communication, public relations and community relations area, regular activities include, but are not limited to, attendance at community and City meetings, participation of neighborhood organization committees, coordinating services among merchants and public sector, maintaining district website, event promotion and coordination, publishing newsletter regularly, and issuing press releases. Under marketing, activities included but not limited to are maintaining wayfinding and district signage, social media marketing, district marketing, public space activation and events, and networking and educational opportunities for business owners. Streetscape Improvement services include, but are not limited to, landscaping, activation, events, beautification, “Little Embarcadero” events, and signage. Special community events include, but not limited to the Fourth of July Waterfront Celebration, Fleet Week, Holiday Lights & Sights Campaign, Wharf Fest, and Lighted Boat Parade.

Operating and Administration Costs

Staff will provide oversight and coordination of both District and contractor-provided services, annual assessment roll preparation, addressing property owners’ questions and concerns, ensuring adherence to the Management District Plan and ensuring compliance with the law.

Contingency/Reserve Allocation

A contingency reserve will be used to cover possible unforeseen future expenses or ensure smooth cash flows.

Summary of Accomplishments, Challenges, and Delivery of Service Areas

FY 2021-2022



Clean and Safe Program

- Cleaning/Maintenance Service Highlights
 - Trash collected – 28,890 lbs.
 - Graffiti/Stickers removed – 5,547
 - Pan and broom block faces swept – 14,815
 - Street furniture cleaned – 4,009, more than twice the amount from last year
 - Sidewalk Loitering – 2,854
 - Painting projects completed – 494

Marketing and Events Programs

- Saw a 143% increase in users and 247% increase in pageviews from the previous year after combining the FWCBD site and the Fisherman’s Wharf Merchants Association site
 - 352,400 users opened the destination website fishermanswharf.org leading to 1,072,525-page views, 443,502 sessions
 - 168,900 users viewed the business listings on the website
- 12,761 users used the trip itinerary tool, VisitWidget
 - Usage of the Wharf SF app has doubled since the previous fiscal year translating to 80,661 pageviews, 3,259 iOS downloads and 432 Android downloads
- Online presence with Facebook increased by 117.7% with 6,466,063 accounts reached on Facebook and 39,617 on Instagram. This translates to 42,404 page and profile visits on Facebook and 15,620 on Instagram. Twitter followers increased to 3,812.
- FWCBD switched to using Critical Mention for monitoring media. The following summary statistics are provided by Critical mention:
 - Potentially reached 3.1 Billion viewers during this reporting period
 - 4,800 instances of news media exposure across print and online, radio and TV
 - 2,800 mentions with positive/neutral sentiments compared to 967 mentions with negative
 - Publicity/media exposure had an equivalent value of \$103M
- Published e-newsletter, “News You Need” once a week and 8 blog posts for ‘What’s Up Wharf’ blog gram for various activities
- Hosted a band at the Fisherman’s Wharf plaza and worked closely with SFPD and the Academy of Arts to safely communicate in case of an emergency for Fleet Week 2021
- Installed Christmas lights on the Fisherman’s Wharf sign with a vendor
- Merry Time at the Wharf, the annual holiday event, was canceled due to COVID-19 safety concerns
- Partnered with San Francisco Tourism, Chamber of Commerce and 8 other civic entities to launch a cannabis festival called Evergreen San Francisco in March 2022. Subsequently, 20 articles were written about the event and mentioned Fisherman’s Wharf
- Partnered with KPFA, SF Public Library, Green Apple Books and Seaweed to host a book signing event at the Fisherman’s Wharf plaza
- Pitched to 52 businesses to join the affiliate program and 15 new businesses joined from February to June 2022.
- Through a Google Grant for Adwords, FWCBD was able to generate 18 ads resulting in 60,636 clicks, 599,854 impressions and an average CTR of 10.11%



- Ran two campaigns for Fleet Week and the What's Up Wharf blog reaching 96,507 people, 6,010 clicks and 209,944 impressions

Operating and Administration Costs

- Hired a new communications manager
- Served as the unified voice of the Wharf communicating with news media outlets to increase visibility within the City
- Successfully championed the early return of the cable cars
- Worked with Shine on SF partnership to develop and implement a communications strategy on behalf of the SF Benefit District Alliance
- Participated in a panel discussion with District 3 community leaders on the challenges of small businesses and how new technology can overcome the challenges

FWCBD Annual Budget Analysis

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

- **BENCHMARK 1.** This benchmark remained the same: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan. (*Agreement for the Administration of the "Fisherman's Wharf Community Benefit District", Section 3.9 – Budget; Agreement for the Administration of the "Fisherman's Wharf Portside Community Benefit District", Section 3.9 - Budget*).
- **BENCHMARK 2.** This benchmark changed: Under the previous management plan, it was whether five percent (5%) of Landside's actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the "Fisherman's Wharf Community Benefit District", Section 3.4 - Annual Reports*). Under the current management plan, it is whether nine and eight tenths percent (9.08%) of Landside's actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the "Fisherman's Wharf Community Benefit District", Section 3.4 - Annual Reports*).
- **BENCHMARK 3.** This benchmark remained the same: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percent (*Agreement for the Administration of the "Fisherman's Wharf Community Benefit District", Section 3.9 – Budget; Agreement for the Administration of the "Fisherman's Wharf Portside Community Benefit District", Section 3.9 - Budget*).
- **BENCHMARK 4.** This benchmark remained the same: Whether FWCBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year (*CA Streets & Highways Code, Section 36650(B)(5)*)

FY 2021-2022 Budget Analysis

BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

ANALYSIS: FWCBD met this requirement. See tables below.



	Management Plan Budget		FY 2021-2022 Budget		Variance	
Service Category	Assessment (Percentage)	Total (Percentage)	Assessment (Percentage)	Total (Percentage)	Assessment	Total
Clean and Safe Program	\$545,826.88 (44.78%)	\$600,337.53 (44.78%)	\$635,700.00 (51.95%)	\$655,700.00 (50.22%)	+7.17%	+5.44%
Marketing and Events Program	\$318,183.63 (26.10%)	\$349,960.00 (26.10%)	\$343,326.00 (28.05%)	\$377,480.00 (28.91%)	+1.95%	+2.80%
Administration Costs	\$244,756.64 (20.08%)	\$269,200.00 (20.08%)	\$244,757.00 (20.00%)	\$272,603.00 (20.88%)	-0.08%	+0.80%
Contingency/ Reserve Allocation	\$110,140.49 (9.04%)	\$121,140.00 (9.04%)	\$0.00 (0.00%)	\$0.00 (0.00%)	-9.04%	-9.04%
TOTAL	\$1,218,907.64	\$1,340,637.53	\$1,223,783.00	\$1,305,783.00		

BENCHMARK 2: Whether nine and eight tenths percent (9.08%) of Landside’s actuals came from other sources other than assessment revenue during the second half of the fiscal year.

ANALYSIS: *FWCBD met this requirement.* Assessment revenue was \$1,223,783.21 or 79.51% of actuals and non-assessment revenue was \$315,330.63 or 20.49% of actuals. See table below.

Revenue Sources	FY21-22 Actuals	% of Actuals
Assessment Revenue	\$1,223,783.21	
Total Assessment (Special Benefit) Revenue	\$1,223,783.21	79.51%
Contributions & Sponsorships	\$22,974.50	
Grants	\$113,302.77	
Interest Earned	\$1,578.33	
Donations - Cash & In Kind	\$132,017.12	8.58%
Other	\$45,457.91	2.95%
Total Non-Assessment (General Benefit) Revenue	\$315,330.63	20.49%
Total (Assessment and Non-Assessment) Revenue	\$1,539,113.84	100.00%

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

ANALYSIS: *FWCBD met this requirement.* See table below.



	FY 2021-2022 Budget		FY 2021-2022 Actuals		Variance	
Service Category	Assessment (Percentage)	Total (Percentage)	Assessment (Percentage)	Total (Percentage)	Assessment	Total
Clean and Safe Program	\$635,700.00 (51.95%)	\$655,700.00 (50.22%)	\$630,014.65 (54.57%)	\$675,197.11 (46.56%)	2.62%	-3.65%
Marketing and Events Program	\$343,326.00 (28.05%)	\$377,480.00 (28.91%)	\$332,852.71 (28.83%)	\$479,866.61 (33.09%)	0.77%	4.18%
Administration Costs	\$244,757.00 (20.00%)	\$272,603.00 (20.88%)	\$191,742.20 (16.61%)	\$295,042.10 (20.35%)	-3.39%	-0.53%
Contingency/ Reserve Allocation	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	\$0.00 (0.00%)	0.00%	0.00%
TOTAL	\$1,223,783.00	\$1,305,783.00	\$1,154,609.56	\$1,450,105.82		

BENCHMARK 4: Whether FWCBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

ANALYSIS: FWCBD met this requirement. *There is a period between when the City collects assessment payment and when the City disburses the funds to the CBD. As a result, a CBD typically has a fund balance at the end of the fiscal year that is equal to about 6 months of their annual budget. See table below.*

FY 2021-2022 Carryover Disbursement	Amount	Spended Timeline
Clean and Safe Program	\$235,607.14	July 2022 - June 2023
Marketing and Events Program	\$150,612.60	July 2022 - June 2023
Administration Costs	\$121,244.43	July 2022 - June 2023
Contingency/Reserve Allocation	\$267,065.96	July 2022 - June 2024
Total Assessment (Special Benefit) Carry Forward	\$774,530.13	
Total Non-Assessment (General Benefit) Carry Forward	\$25,190.71	July 2022 - June 2023

Findings and Recommendations

Fisherman's Wharf CBD met all four benchmarks as defined on page 5 of this memo for the reporting period. FY 2021-2022 marks the first year that the Fisherman's Wharf CBD operated solely as the Landside portion of the district, due to the failure of the Portside's renewal in the previous fiscal year. Portside assessment obligations are still owed to the CBD organization and will be used to service existing debt taken on to by the Portside portion of the CBD. Any Portside assessment over and beyond this amount shall be refunded to rate payers in accordance with the percentage they paid into the district, per state law.



In late FY 20-21, FWCBD launched a joint website partnership with the Fisherman's Wharf Merchants Association. The first full fiscal year saw a 143% increase in the number of users and a 247% increase in the number of page views compared to the previous fiscal. The combined website ensures the maximum search engine optimization for the Fisherman's Wharf brand.

FWCBD does participate in the Connected Worker program, commonly known as integrated 311. FWCBD began participation late in FY 21-22 so it does not have enough data to draw any meaningful conclusions. In general, the predominantly tourist makeup of the CBD equates to fewer 311 calls than other areas of the city as the CBD reports that tourists are more likely to call their direct hotline or tell a street porter directly of a problem. OEWD will monitor this in FY 22-23 to determine if any meaningful conclusions can be discerned during a full fiscal year.

FWCBD continues to perform strongly in its core programming and OEWD has received no complaints from the public regarding the organization's service delivery. One major new initiative of FWCBD during this fiscal year was its participation in Evergreen San Francisco. Evergreen San Francisco is a grassroots collective that promotes adult events around cannabis throughout San Francisco. Specifically, FWCBD contributed through web design, concept ideation, event permitting, and organization.

FWCBD does employ surveillance technology and did comply with OEWD's memo regarding surveillance technology. OEWD received no reports that the CBD violated the Brown Act or the California Public Records Act during this reporting period.

Conclusion

Fisherman's Wharf CBD has performed well in implementing the service plan. The CBD continues to a valued partner providing resources to its constituents and working well with OEWD and other city agencies. Fisherman's Wharf CBD has an active board of directors and committee members. OEWD believes the Fisherman's Wharf CBD will continue to successfully carry out its mission and service plans.

