



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report 2009 2010

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



Dear Community Member,

July 2010

The 2009-2010 fiscal saw the continued growth and success of our organization but sadly included the passing of our Board President Steve Wiezbowski. Steve was a true friend of Fisherman's Wharf and worked tirelessly to support the FWCBD. Steve led the successful effort to create the Port-side CBD and served on both the Board of Directors and Executive Committee prior to becoming the President in 2009. Steve's commitment to the FWCBD, even during his courageous battle, was an inspiration to the Board and the Staff of the organization. At the request of Steve's wife and daughter, the FWCBD has created a fund to build a memorial rose garden on Fisherman's Wharf to honor Steve. Plans are under way and The Steve Wiezbowski Memorial Rose Garden will be dedicated this Fall. The accomplishments highlighted in this annual report are the ultimate testament to Steve's leadership and we would like to dedicate this annual report to him.

As the CBD enters its fifth year of existence it was important for the board to gain consensus on a vision for organization's next five years. In July, we increased our number of Board of Directors from 19 to 25 to allow for a greater diversity of organizations and points of view. In September, the board participated in a strategic planning retreat to discuss the future direction of the CBD. While there was consensus that the core programs of the organization were definitely appropriate it was also agreed that there were three areas of focus that should be added. As a result, three new committees, Sustainability, Organization, and Community Development have been established each with a specific strategic focus to strengthen the FWCBD. Rodney Fong, our Immediate Past President was instrumental in the development and leadership of the strategic planning retreat, and we thank him for all his efforts on behalf of the FWCBD.

Our accomplishments are included in this annual report but here are a few highlights:

- Secured a partnership between the FWCBD, the SF Planning Department, the Mayor's office and the Port of San Francisco to fund the Environmental Impact Report (EIR) in support of the Public Realm plan for Fisherman's Wharf.
- Partnered with the City of San Francisco to support the 4th of July Celebration on Fisherman's Wharf.
- Partnered with the City of San Francisco on the Sunday Streets event and had the event end with a Family Fitness Fair in the heart of Fisherman's Wharf.
- Received media coverage for the Third Annual PIERsafe Emergency Preparedness Drill on the 20th Anniversary of the Loma Prieta earthquake.
- Supported Fleet Week San Francisco through a Major Sponsorship for Fisherman's Wharf that delivered hundreds of thousands of visitors to the Wharf.
- Secured \$105,000 in grants. Awarded \$25,000 from the Mayor's Office to expand the flower basket program to 60% more of the Wharf. Awarded \$80,000 from the Department of the Environment to support Fisherman's Wharf becoming a Zero Waste Zone.

As we look ahead to the 2010-2011 year, our focus is on implementing the Public Realm Plan as detailed by the Planning department on our June 9, 2010 community workshop. The community has embraced the plan and it's looking forward to the completion of the Environmental Impact Report, currently underway, so we may move forward with the project. Our organization is researching various funding mechanism to fully implement the plan and is looking ahead to the final completion of this long awaited project.

We thank you for your contributions to the FWCBD and encourage you to read about the accomplishments of the CBD included in this mid-year report. If you are not already involved with the organization we would ask that you consider joining one of our committees where you can make a difference.

Regards,

David Berbey
President

Kevin Carroll
Executive Director

District Identity and Street Improvements (DISI): Marketing

- **2009 Fourth of July Celebration:** participation with special offers for visitors, web site build-out and event sponsorship
- **Fleet Week 2009:** Major sponsorship negotiated to include print and broadcast. District participated in Fleet Week guide with special offers for military personnel and visitors
- **Holiday Lights & Sights Marketing Campaign:** November/December, 2009, including:
 - Lighting of fishing boats in the lagoons from PIER 39 to Jefferson and Hyde Streets
 - Advertising in SF Examiner and on F-Line Historic Trolley Cars
 - Street banner program on The Embarcadero
 - Lighted decorations on the world famous "Crab Wheel"
 - Holiday Lights & Sights Boat Parade
 - Over 40 boats participated including Fishing Fleet, St. Francis Yacht Club, SF Fire and Police Departments, PIER 39 harbor, National Park Service and Sea Scouts.
 - Television news coverage on KTVU (Channel 2) & KGO (Channel 7)
 - Headline feature in the SF Chronicle
- **Crab Festival:** February, 2010
 - First Annual Celebrity Crab Cracking Contest: January 28, 2010
 - Television Campaign partnered with Alioto's and Fog Harbor Restaurants
 - Advertising in SF Examiner, Bay Area Parent, SF Guide, sfgate.com, yahoo.com, comcast.com
 - Street banner program on The Embarcadero
 - The campaign delivered over 6,000,000 media impressions
- Sponsorship Participation with 2010 San Francisco Ocean Film Festival at the Aquarium of the Bay



- **San Francisco Ocean Film Festival:** February, 2010
 - Sponsored the film festival at the Aquarium of the Bay
- **Sunday Streets:** March, 2010
 - Sponsored Family Fitness Fair which generated strong media coverage on television stations, print and online. Also featured at City Hall press conference.
- **Online:** The official Fisherman's Wharf website, www.visitfishermanswharf.com, continued to show strong increases during the year with a 15.6% increase in unique visitors over 2009. Since the start of the website in July, 2007 unique visitors have grown from 47,000 to over 200,000 annually. Added navigational sites for Meeting & Event Planning, Wineries, and Nightlife.
- **Visitors' Research:** Spring/Summer 2010. Conducted two waves of interviews to update Fisherman's Wharf visitor research data.



David Chiu, president of the San Francisco Board of Supervisors, and Misrael Reyes, Executive Sous Chef from Bistro Boudin, use teamwork to become the first winners the Celebrity Crab Cracking Contest. Their winning efforts resulted in a \$1,000 donation to the North Beach Citizen's Organization selected by Supervisor Chiu.



Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

- Hanging Flower Baskets (Replanted in November 2009)
- Flower Planter with Signage on Taylor and Bay Maintained
- Street "A Day in the Life" Banners



STREET MAINTENANCE

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

SECURITY

- SFPD 10B High-Season Coverage
- Telephone & Email Communication System
- Participation on Central Station Community Advisory Board
- Conducted SFPD Community Meetings

GRANTS

- Received \$25,250 grant from Mayor's Office to support expansion of hanging flower basket program
- Awarded \$80,000 two-year grant for Zero Waste from Department of Environment

PIERsafe

- Monthly **PIERsafe** Meetings held on the first Thursday of the month
- FishNet Weekly Testings with over 20 participating members
- SFFD NERT training and certifications sessions held on:
 - September 21, October 28, January 22, January 29 (66 attendees)
 - 3rd Annual Emergency Preparedness Drill (October 16, 2009)
 - Over 80 participants
 - Scheduled as part of 20th Anniversary of Loma Prieta Earthquake
 - Covered by local television & radio stations
 - Participation from SFFD, SFPD, Dept. of Emergency Services, NERT
 - Produced three **PIERsafe** (Partners in Emergency Readiness) newsletters updating the community on the team's efforts

TRANSPORTATION

- Researched, presented and received approval from SFMTA for new short-term parking locations on the Wharf.
- Requested and received approval for new red zone on Taylor Street at Jefferson to ease congestion at intersection.
- Facilitated meetings with SFMTA about new proposed parking meters



Public Realm Plan

Over the past two and one half years the Fisherman's Wharf CBD has been working closely with the San Francisco Planning Department to develop improvements to the area. The public realm draft plan was published in June 2010 and presented to the Fisherman's Wharf Community. Additional Community Planning Workshops will take place over the summer to gain additional feedback on the draft plan.

The plan calls for the redesigning of Jefferson Street and the Embarcadero from Aquatic Park to Pier 35 and includes designs for upgrades to appearance and pedestrian usability, as well as modifications to traffic flow. The improvements to the streets and sidewalks will result in the increased safety and overall positive experience of pedestrians and bicyclists, while also helping to alleviate 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 FWCBD continues to partner with the SF Planning Department, The Mayor's Office, and the Port of San Francisco on moving the plan forward. The FWCBD is providing financial support for the Environment Impact Report (EIR) which is being conducted in the Fall of 2010. The draft plan is available to review online at www.sf-planning.org/ftp/CDG/CDG_fishermans_wharf.htm





Assessment Methodology

The District is funded through an annual assessment for 15 years from the property owners for both the land-side and port-side boundaries of the district.

LAND-SIDE CBD PROPERTY ASSESSMENTS

For the land-side, there are four property variables that are used in determining individual assessments. The factors are:

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

There is a total of 2,151,139 square feet in gross lot size, 28,276 feet in linear frontage and 4,486,146 in building square footage. Three benefit zones have been created in the District for calculating assessments.

Benefit Zone 1 includes roughly all parcels north of Bay/North Point, between Polk and Powell to Jefferson. The formula for calculating the assessment is:

\$0.091612 per square foot of lot size
 + \$ 5.4296 per linear foot of lot frontage
 + \$ 0.072168 per square foot (Building Use "A or B") or
 \$ 0.033368 per square foot (Building Use "C-E") or
 \$0.05 per square foot for residential "F")

Note: See chart below for building categories.

Example: A 5,000 square foot lot, with 50 feet of frontage and 4,000 square feet of usable retail or commercial building use:
 5,000 x .091612 = \$ 458.06 in lot size
 50 x \$ 5.4296 = \$ 271.48 in linear frontage, and
 4,000 x \$.072168 = \$ 288.67 in bldg sq footage (A or B)
 Total assessment: = \$1,018.21 per year

Benefit Zone 2 includes parcels west of Polk and east of Powell. Benefit Zone 2 parcels are assessed at the same rate as above but without a building factor assessment. The formula for calculating the assessment is:

\$0.091612 per square foot of lot size
 + \$ 5.4296 per linear foot of lot frontage
 = Total Assessment

Benefit Zone 3 includes the ILWU* block bordered by Beach, Mason, Taylor and North Point. Parcels are assessed on the basis of linear frontage only. All residential parcels are assessed \$0.05 per square foot per year. The formula for calculating the assessment is:

\$ 5.4296 per linear foot of lot frontage (ILWU Block) = Total Assessment

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

Building Uses In Land-Side Cbd For Zone 1	
BUILDING USE CODE	CATEGORY
A	Retail space, hotels, motels, visitor related
B	Office and Commercial uses, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt, affordable housing, rent-controlled housing
F	Multi-unit housing, condos, apartments
G	Non-functional building structures,

PORT-SIDE CBD PROPERTY ASSESSMENTS

The port-side is comprised of retail/walk-in, hotel, food and beverage businesses, general motorized land-based tour operators and for-profit parking lots. These businesses are assessed on their annual gross sales as reported to the Port of San Francisco from the previous calendar year. This data is provided to the Port of San Francisco on a monthly basis and is public information. The assessment factor applied to that gross sales figure is .0014%.

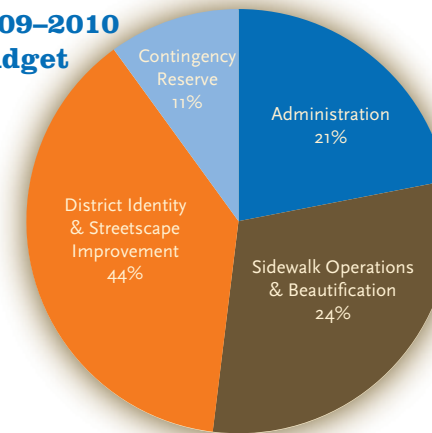
Example:
 Gross Sales \$1,000,000 x .0014 = \$1,400 Assessment

Tour operators/tour boat vessels and related businesses (including large and small tour boats and sport fishing boats), are assessed based on the number of passengers per vessel operator or per horse drawn carriage company or per pedi cab company. The assessments range from \$250 to \$2,000.

2009-2010 Balance Sheet

ASSETS		LIABILITIES & EQUITY	
CURRENT ASSETS		LIABILITIES	
Cash	53,040	Current Liabilities	
Short Term Investments	234,641	Accounts Payable	11,665
Total Cash/Short Term Investments	287,681	Accrued Expenses Year-End	5,000
Other Current Assets		Total Liabilities	16,665
Accounts Receivables Year-End	31,109		
Pre-paid Expenses & Insurance	6,935	EQUITY	
Total Current Assets	38,044	Designated Projects	204,360
		Undesignated	175,260
FIXED ASSETS		Total Equity	379,620
Total Fixed Assets,			
net of accumulated depreciation	70,560		
TOTAL ASSETS	396,285	TOTAL LIABILITIES & EQUITY	396,285

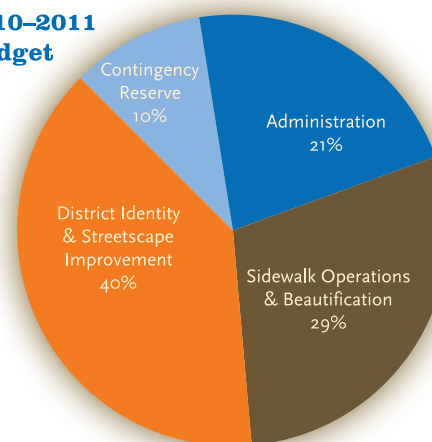
2009-2010 Budget



2009-2010 Carryover Disbursement

'09-'10 DESIGNATED PROJECTS FOR '10-'11	CARRYOVER
Public Realm Projects	50,000
DISI Special Marketing Projects	50,000
SOBO Special Street Projects	104,360
TOTAL CARRYOVER DISBURSEMENT	204,360

2010-2011 Budget



July 1, 2009-June 30, 2010 (Budget vs Actual)

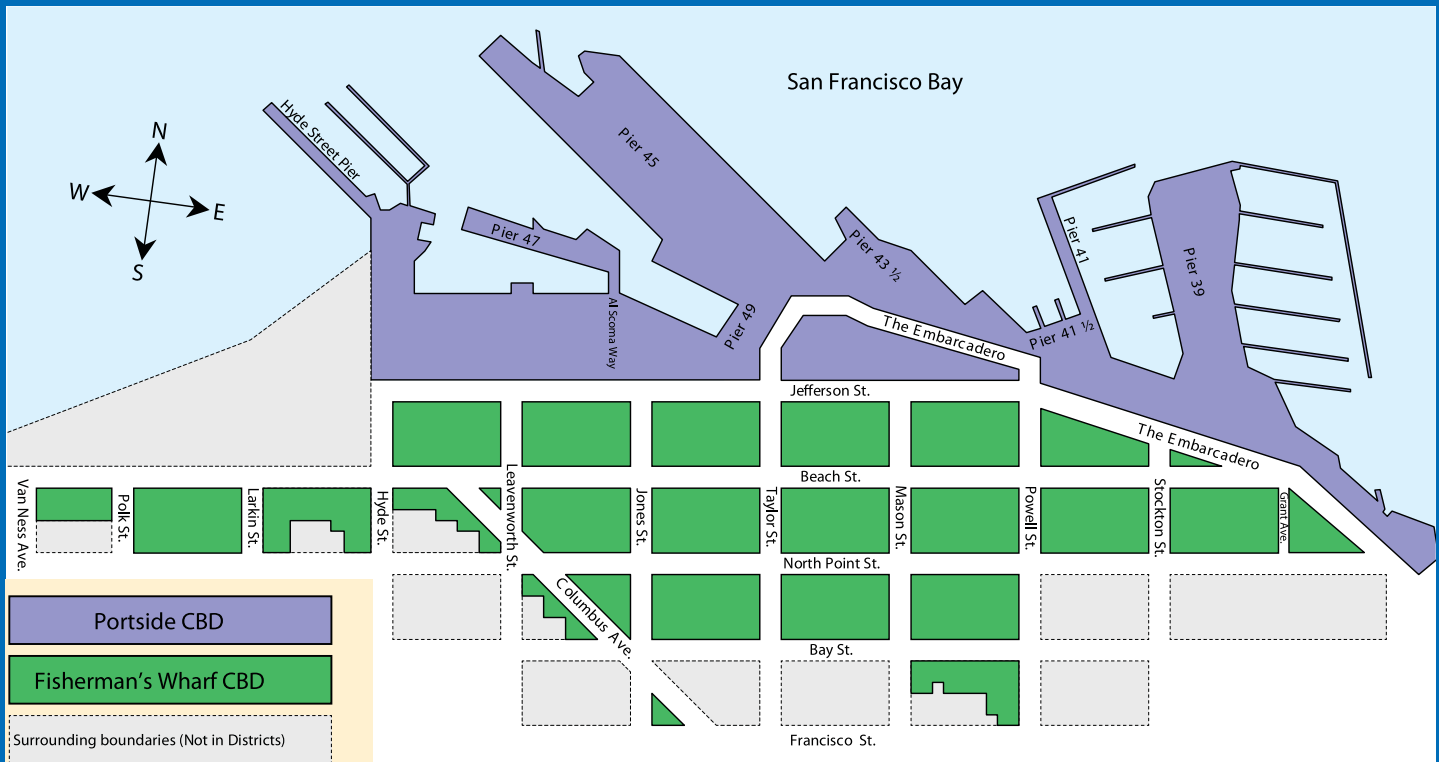
REVENUE	ACTUALS	BUDGET	VARIANCE	% VARIANCE
Assessments-Landside	554,407	589,644	(35,237)	-6%
Assessments-Portside	190,924	191,371	(447)	0%
Program Sponsorship/Grants	50,175	60,000	(9,825)	-16%
Advanced Reservation Systems	826	0	826	100%
Interest Savings/Short-Term Investment	648	0	648	100%
Other	5,825	0	5,825	100%
Donated Services	50,125	40,000	10,125	25%
TOTAL REVENUE	852,930	881,015	(28,085)	-3%
EXPENSE				
	ACTUALS	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	189,308	198,442	(9,134)	-5%
District Identity & Streetscape Improvement	342,100	374,173	(32,073)	-9%
Administration	165,649	174,300	(8,651)	-5%
Donated Services	50,125	40,000	10,125	25%
TOTAL EXPENSES	747,182	786,915	(39,733)	-5%
2009-2010 INCOME OVER EXPENSES	105,748	94,100	11,648	12%

July 2010-June 2011 Budget

INCOME	LAND-SIDE	PORT-SIDE	TOTAL
Assessments	589,552	186,303	775,855
Sponsorships/Grants	54,000	28,000	82,000
TOTAL INCOME	857,855	214,303	857,855
EXPENSE			
	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	252,300	0	252,300
District Identity & Streetscape Improvement	190,298	145,157	335,455
Administration	156,740	27,660	184,400
Contingency Reserve	65,132	20,568	85,700
TOTAL EXPENSES	664,470	193,385	857,855



Area Map Of The Fisherman's Wharf Community Benefit District



2009-2010 Board of Directors

PRESIDENT:

Steve Wiezbowski, PIER 39

VICE PRESIDENT:

David Berbey, Portco, Inc.

SECRETARY:

Nunzio Alioto, Alioto's #8

TREASURER:

Aline Estournes, Northpoint Shopping Centre

IMMEDIATE PAST PRESIDENT:

Rodney Fong, Wax Museum at Fisherman's Wharf

BOARD MEMBERS:

Frank Alioto, F & A Alioto Properties

Bob Brooks, Castagnola's Restaurant

Gary Burns, Tarantino's Restaurant

John Cannizzaro, Jefferson Building Properties

Nancy Conyers, Pompeii's Grotto Restaurant

Tom Creedon, Scoma's Restaurant

Jackie Douglas, Wacky Jacky Sport Fishing

Tom Escher, Red and White Fleet

Betty Foote, Resident

David Harrison, Patson Companies (THE CANNERY)

Rita Hernandez, Ghirardelli Square

Chris Johnson, Radisson Hotel

Chris Martin, Bay Delta Center

(Member at Large)

Paul Miller, Boudin Bakery

Jan Misch, Best Western Tuscan Inn

Kathy Paver, PIER 39

Craig Schwan, Sheraton Fisherman's Wharf

Jeff Sears, Blazing Saddles

Dante Serafini, The Franciscan Restaurant

David von Winckler, Argonaut Hotel

COMMUNITY REPRESENTATIVES:

Katharine Arrow, Port of San Francisco

Lynn Cullivan, San Francisco Maritime

National Historical Park

Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR

Kevin Carroll

SERVICES COORDINATOR

Kevin Dinstell