



Randall Scott
Executive Director

Landside CBD
Renewal

District Clean and Safe Evolution

2019/20 Landside Assessments: \$758,600

2007 to 2013 - 1 cleaner 7 days/week

2013 to 2018 - Clean and Safe program begins with 3 Ambassadors

**2018 to 2020 - Clean and Safe Program increases to 4 Ambassadors
and partial private security**

District Clean and Safe Numbers

(2015 to Present)

Interactions with Businesses: 45,073

Hospitality Interactions: 117,936

Graffiti Incident Mitigation: 23,032

Quality of Life Issues Addressed: 37,080

Pounds of Trash Collected: 126,455

ITINERARIES

Fisherman's Wharf is known around the world as a must-see destination. While the neighborhood offers a number of classic stops for the first time tourists to check off their bucket list, this area also offers more than meets the eye. Find unique and off-the-beaten Wharf spots in these itineraries curated by local experts. Fisherman's Wharf has something for everyone. Pick your flavor at visitfishermanswharf.com/itineraries

CLASSIC ROMANTIC

Cultivate a romantic San Francisco experience with your sweetie that goes beyond the boring evening of dinner and a movie. Savor a sunset cruise on the San Francisco Bay, snag a couple wine smoothing next to the sharks in the Aquarium of the Bay's under-water crystal tubes, and snuggle up in a booth at a top-notch seafood restaurant. View this itinerary at visitfishermanswharf.com/classic-romantic

NAUTICAL NUT

Stroll down Jefferson Street to encounter numerous sea-centric experiences. You can meet fourth-generation fishermen and see the historic fishing fleet. For a deeper dive into the Wharf's maritime heritage you can restore a rowboat, sail a catamaran out to sea and catch a glimpse of the migrating gray whales, or reel in a salmon aboard a sport fishing boat. View this itinerary at visitfishermanswharf.com/nautical-nut

ART AFICIONADO

Any art lover's trip to San Francisco is not complete without a walking tour/gallery hop of the Fisherman's Wharf district. Enjoy museum-like art galleries filled with paintings, sculptures, and mixed-media works from the greats like Picasso and Dalí. As you walk between galleries, you can admire the public art installations and catch an impromptu show from numerous street performers. View this itinerary at visitfishermanswharf.com/art-aficionado

LOCALS ONLY

Past... Fisherman's Wharf isn't just for tourists. Even the most jaded of locals love a staycation in San Francisco's most scenic neighborhood. You too can experience the Wharf like a San Franciscan. Uncover the hidden gems that the locals recommend to their friends. View this itinerary at visitfishermanswharf.com/locals-only

LEGEND

- Public Parking
- Restroom
- Bike Trail
- Port Walk Interpretive Signs
- Cable Car Line
- F & E-Line Streetcar Stops
- Street Directions

POINTS OF INTEREST & ATTRACTIONS

- San Francisco Maritime Museum
- Ghirardelli Square
- Aquatic Park
- Carlson Art Museum (Opening in 2017)
- The Buena Vista Cafe
- Hyde Street Pier
- Anchorage Square
- Fishermen's & Seaman's Memorial Chapel
- Historic Fishing Pier
- Seafood Stalls
- Shuckle Misanthrope
- USS Pompano & SS Jeremiah O'Brien
- Boudin Bakery
- Pipley's Believe It or Not! Museum
- Madame Tussauds
- San Francisco Dungeon
- Pier 43 Promenade
- Northpoint Shopping Center
- Sea Lions & Sea Lion Center
- PIER 39
- Aquarium of the Bay
- Historic & Educational
- Shopping & Entertainment Center
- Attraction

TRANSPORTATION

- Powell-Hyde Cable Car Turnaround
- F & E-Line Streetcar Last Stop
- Powell-Mason Cable Car Turnaround
- Red & White Fleet
- Ferry Terminal
- Blue & Gold Fleet
- 38 Bus to Coit Tower

HOTELS

- Fairmont Heritage Place
- The Argonaut Hotel
- Courtyard by Marriott
- Holiday Inn
- Marriott
- Travelodge
- Holiday Inn Express
- Pier 2630
- Hyatt Centric
- The Wharf Inn
- BEST WESTERN PLUS The Tulcan
- Hotel Zephyr
- Sheraton

VISITOR CENTERS

- San Francisco Maritime National Historical Park Visitor Center
- California Welcome Center

APPS FOR EXPLORING

Download these apps on your smart phone or tablet to explore Fisherman's Wharf:

- UTo (Itinerary planner)
- Debut (audio walking tours)
- Tip Advisor (travel recommendations)
- Yelp or Open Table (food, reservations & more)
- Living Social, Groupon, or CityGuidesDeals (discounts & coupons)
- Google Maps or Waze (directions)
- Curio or Flywheel (bars)
- Lyft or Uber (taxi alternatives)
- S11 Transit or Pocket Muni (public transportation)



VISITOR TIPS

- When the fog rolls in the temperature can change dramatically. Always dress in layers.
- Avoid walking while holding your phone or placing it on restaurant table tops where it can be easily grabbed.
- Buy a rechargeable Clipper Card or a multi-day MUNI Pass at any Walgreens or partner retailer to easily ride the cable cars, streetcars, buses, and BART. It will save you time and money because operators do not have the ability to give change.
- Park smart! Do not leave any belongings in your vehicle, especially valuables.
- Take a reusable bag with you when you go shopping or souvenir hunting to avoid a 10¢ charge per bag.

Fisherman's Wharf has many public transportation options. Cable cars, streetcars, buses, boats, and bikes are all options. Find information and maps at visitfishermanswharf.com/getting-around

APPS FOR EXPLORING



DINING

Whether you're looking for a first dining experience with breathtaking bay views or a quick bite on your way to your next tour, Fisherman's Wharf has something for everyone.

The core of the area's culinary scene is seafood. Upscale establishments, and seafood stands alike, specialize in fresh crab, clam chowder in sourdough bread bowls, and oysters. Other iconic treats that visitors adore include hot fudge sundaes from Ghirardelli Chocolate and Irish coffee from its originator, The Buena Vista Cafe.

Don't be afraid to venture down the foodie road less traveled. The neighborhood is home to a Michelin-starred restaurant, new concept eateries from celebrity chefs, and a diverse food truck corridor.

Find a complete list of dining options at VisitFishermansWharf.com/Restaurants

HISTORY OF THE FISHING INDUSTRY

The historic waterfront district gets its name from the mid to late 1800s when Italian immigrant fishermen came to the city. The population began fishing for local delicacies and the area's now-famous Dungeness crab. Seafood restaurants were first created to feed the hungry fisherman after a long day out on the water.

To this day, the area is home to San Francisco's fishing fleet. Historic Monterey fishing boats line the inner lagoon along Jefferson Street.

FISHERMAN'S WHARF'S FISHING INDUSTRY TODAY

- 185 ACTIVE FISHING VESSELS
- 22 SEAFOOD DISTRIBUTION COMPANIES (largest concentration on the west coast)
- 19 MILLION LBS. OF SEAFOOD AT THE WHARF ANNUALLY

SHOPPING

Fisherman's Wharf is the perfect place to find a gift for a loved one back home or a shirt in cool prints and quirky jokes.

In addition to traditional souvenir shops, you will find distinguished shopping experiences of the best in the wharf. Keep your eye out for French boutiques, hot sauce tasting, shipyard inspired antiques, locally-owned designer shops, and more.

Find all your shopping options at VisitFishermansWharf.com/Shopping



FESTIVALS & EVENTS

- JANUARY** Fisherman's Wharf Crab Month Sea Lion Anniversary at PIER 39
 - FEBRUARY** PIER 39's Tulipmania
 - APRIL** Opening Day on the Bay
 - MAY** Unlocked at Ghirardelli Square 4th of July Festival
 - SEPTEMBER** The Great Pirate Scavenger Hunt Ghirardelli Square Chocolate Festival
 - OCTOBER** Wharf Fest Fleet Week Asian Heritage Day Parade 150th SFD Anniversary & Living History Days
 - NOVEMBER** Veterans Day Parade Pier 39 Tree Lighting Celebration Ghirardelli Square Tree Lighting
 - DECEMBER** Lighted Boat Parade Ghirardelli Square Light the Menorah Celebration
- For dates and event details go to VisitFishermansWharf.com/Events



THINGS TO DO

- Don't be afraid to venture down the foodie road less traveled. The neighborhood is home to a Michelin-starred restaurant, new concept eateries from celebrity chefs, and a diverse food truck corridor.
- Find a complete list of dining options at VisitFishermansWharf.com/Restaurants
- Explore tour and activity options at VisitFishermansWharf.com/Things-To-Do
- Alcatraz Viewing Tours
 - Art Galleries
 - Attractions
 - Bay Cruises
 - Bike, Segway & QVCar Tours
 - Hop-on/Hop-off Bus Tours
 - Museums
 - Sport Fishing
 - Walking Tours
 - Wine & Beer Tasting



GET SOCIAL WITH US!

- Like us on Facebook at Facebook.com/VisitFishermansWharf for:**
- Adorable Sea Lion Pics
 - Historic Photography
 - Weekly Events & Festivals
 - All the Latest & Greatest at the Wharf
 - Sweepstakes Worth over \$1,000
- Follow us on Instagram @FishermansWharf**
- Share your selfies, seafood snaps, and scenic shots with the hashtag #FishermansWharf. You could be featured as our Instagram of the week!
- Follow us on Twitter @TheWharfSF for:**
- Foodie Photos
 - News & Events
 - Need a Fisherman's Wharf recommendation? Send a tweet our way!
- Printed on recycled paper

POCKET GUIDE

Fisherman's WHARF

SAN FRANCISCO

SOMETHING FOR EVERYONE

Fisherman's Wharf is the #1 must-see destination in San Francisco. This historic waterfront district is home to breathtaking bay views, family-friendly attractions, seafood restaurants, over 500 parking sea lions, and more. Whether you're looking for the traditional visitor tour or an off the beaten wharf adventure, this Pocket Guide will help you navigate your unique Fisherman's Wharf experience.

VisitFishermansWharf.com



BARS & ATTRACTIONS

TREASURE HUNT

AT THE WHARF

START YOUR ADVENTURE!

Marketing Metrics at a glance...

Instagram 4,975 April 2020 (up from 1,572 March 2018)

Facebook 51.7K Page Likes, 38.5K Page Reach

Newsletters

Average Open Rate vs. Industry

FWCBBDetails: 29% vs. 15%

Community Announcements 25% vs. 15%

93% vs. 67%

Fisherman's WHARF

SAN FRANCISCO'S HISTORIC WATERFRONT DISTRICT

San Francisco Electric Tour Company ElectricTourCompany.com

Hotel Zephyr HotelZephyrSF.com

Wharf Fest - Oct 22, 2016 WharfFest.com

MerryTime at the Wharf VisitFishermansWharf.com/events

Anchorage Square AnchorageSquare.com

Blazing Saddles Bike Rentals & Tours BlazingSaddles.com

SOMETHING FOR EVERYONE

22 ATTRACTIONS, 13 HOTELS, 100+ RESTAURANTS, 500+ BARKING SEA LIONS

Discover all that Fisherman's Wharf has to offer at VisitFishermansWharf.com

Shopping • Historic Ships • Bay Cruises • Bike/Segway Rentals • Sightseeing Tours • Sport Fishing • Cable Cars



Landside Budgets Before and After Renewal

2019 Assessments: \$758,600

	ASSESSMENT BUDGET	% of Budget
DISI Program	\$356,542.00	47.00%
SOBO Program	\$189,650.00	25.00%
Administration	\$159,306.00	21.00%
Contingency/Reserve Allocation	\$53,102.00	7.00%
Total	\$758,600.00	100.00%

2020-2021 Assessments: \$1,223,783

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$550,702.00	45.00%
Marketing and Events Program	\$318,183.00	26.00%
Administration	\$244,756.00	20.00%
Contingency/Reserve Allocation	\$110,140.00	9.00%
Total Expenditures	\$1,223,783.00	100.00%

FWCBD Staff



Randall Scott
Executive Director
randall@fwcbd.com



Laura Schaefer
Deputy Director
Director of Marketing & Communications
laura@fwcbd.com



Mike Castro
Services Manager
mike@fwcbd.com