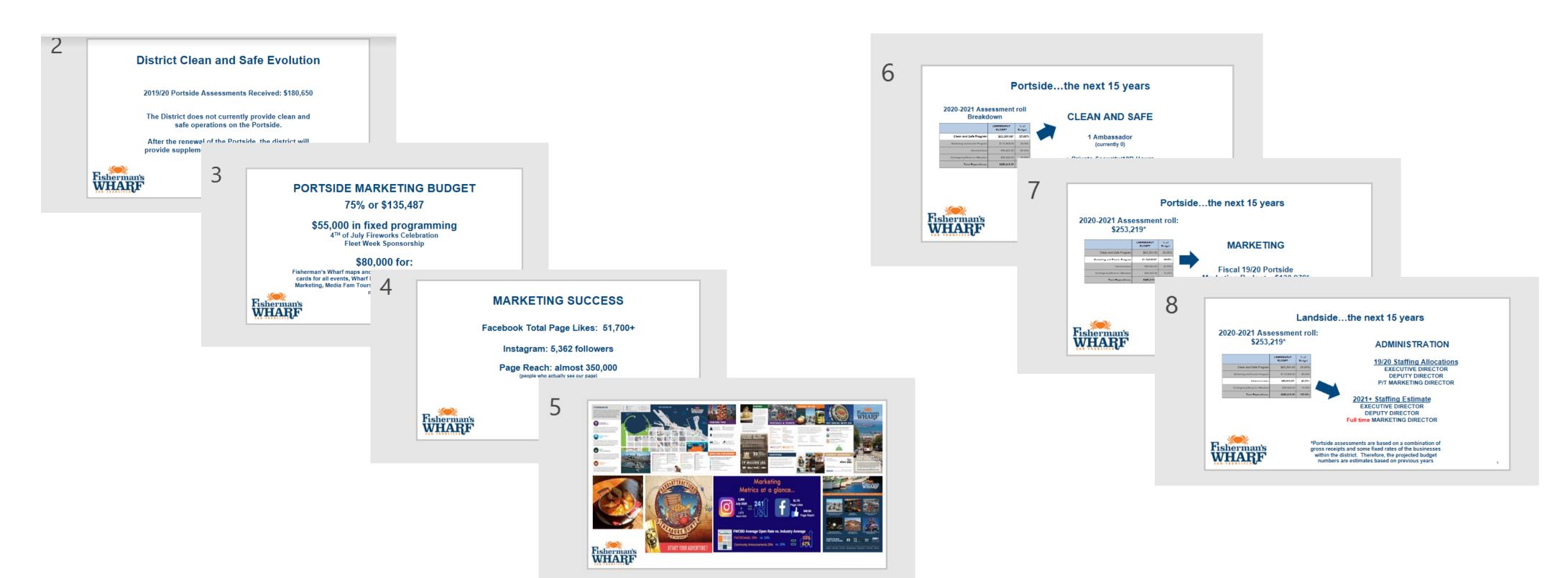


Randall Scott

Executive Director

Portside CBD Renewal

#### Recap From our Last Presentation





## Assessment Methology

Business Type or Gross Sales Tier	Assessme nt Rate	Rate Basis
\$0 - \$15,000,000 in Annual Gross Sales	\$0.00185	Per Dollar of Gross Sales (1) (2)
Annual Gross Sales in Excess of \$15,000,000	0.00085	Per Dollar of Gross Sales (1) (2)
Non-Profit	0.00120	Per Dollar of Gross Sales <sup>(2)</sup>
Pier 39 Master Tenant	41,437.76	Flat Annual Rate
Tours/Charters - Small Vessel (1-49 Occupants)	287.50	Per Vessel
Tours/Charters - Medium Vessel (50- 99 Occupants)	1,150.00	Per Vessel
Tours/Charters - Large Vessel (100+ Occupants) (3) (4)	2,300.00	Per Vessel
Tours – Other (Land-Based)	575.00	Per Operator (5)



#### Budget for the Portside

- COVID 19 will significantly reduce the Portside 2020 gross receipts assessments (due in June 2021)
- Flat rate Portside Businesses (Boats and Pier 39) equate to only \$58,000
- There are outstanding assessments due from previous years
- These assessments will allow the FWCBD to maintain the marketing levels of years past which the businesses will need to help them recover.



 This will also allow for sponsorship of the 4<sup>th</sup> of July and Fleet Week should they occur

### Portside Economic Recovery-Marketing

- Collective advertising purchasing power
- Social Media Ad buys (Facebook & Instagram)
- \$10,000/month Google Ads grant
- Obtain stimulus grants for non-profits



# New! Clean and Safe Services for Portside

- Portside cleaner 5 days/week
- Security services 5 days/week
- Clean and Safe initiatives help visitors return to the Wharf



#### Advocacy

- Representing the district with various organizations to generate City & Port service level increases
- Ongoing efforts regarding unpermitted vending
- Representing the district with organizations like
   Cal & US Travel to increase the areas international profile



#### FWCBD Staff



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