Dear Community Member,

As a member of the Fisherman’s Wharf Community Benefit District (FWCBD), it has been a wonderful opportunity to watch and experience the evolution and growth of our organization. It has been an honor to be a part of the Board of Directors for the past seven years and to serve as president over the last year. Our organization has become the community’s most powerful advocate and a generator of growth that we did not have before the FWCBD’s inception 11 years ago.

The 2015 – 2016 fiscal year has been another exciting and successful year. We were able to accomplish many of our previously established goals, continue to make progress on Phase II of the Jefferson Street Public Realm Project, and set future goals during our strategic planning meeting.

I want to thank our committed staff, volunteer Board of Directors, committee members and City agencies that contributed to the betterment of the Fisherman’s Wharf community throughout the year. I have been very fortunate to serve as president and work with so many wonderful people.

Please read through this annual report and discover all that we have accomplished and how we are working to make Fisherman’s Wharf an even greater place for our businesses, residents and visitors. I encourage all interested members of our community to get involved and help the growth and evolution of our organization.

Sincerely,

John Cannizzaro, FWCBD President

**Fisherman’s Wharf District Information**

<table>
<thead>
<tr>
<th><strong>Year Established</strong></th>
<th>2006, for 15 years</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Assessed Properties</strong></td>
<td>105 Landside</td>
</tr>
<tr>
<td><strong>Total Assessed Businesses</strong></td>
<td>56 Portside</td>
</tr>
<tr>
<td><strong>Total Square Blocks</strong></td>
<td>30</td>
</tr>
<tr>
<td><strong>Geographic Size</strong></td>
<td>143 Acres</td>
</tr>
<tr>
<td><strong>Population</strong></td>
<td>5,885</td>
</tr>
<tr>
<td><strong>Jobs</strong></td>
<td>8,334</td>
</tr>
<tr>
<td><strong>Job Density</strong></td>
<td>59 Jobs / Acre</td>
</tr>
</tbody>
</table>

» Fisherman’s Wharf is the number one destination in San Francisco and PIER 39 is the most visited attraction.

» Fisherman’s Wharf receives 10-12 million visitors annually.

» On average, 24,383 people visit Fisherman’s Wharf on a daily basis. The number can swell as high as 100,000 people, depending on the season and/or the weather.

» 35% of visitors to Fisherman’s Wharf are local Bay Area residents.

» In 2010 businesses at Fisherman’s Wharf generated $65.6 million in revenue annually to the City of San Francisco through rents to the Port of San Francisco, payroll, sales, property, hotel and parking taxes.

» There are 11 parking garages and lots at Fisherman’s Wharf that generated $14.2 million in parking revenue tax that funds the Port and the MTA.

» Fisherman’s Wharf supports over 8,384 jobs, 1,475 of which are at the 13 hotels located at Fisherman’s Wharf. These 13 hotels have over 3,200 guest rooms and have some of the highest occupancy rates in the city.
» In the spring of 2016 we assisted DPW with writing an Active Transportation Grant for the Jefferson Steet Public Realm Project.

» Partnered with the landscape design firm, Carducci & Associates and SF Rec and Parks to create new design for Joseph Conrad Square.

» Created new information packets for the district addressing rules, regulations, marketing opportunities and how to become more involved in the district.

» Worked with the MTA to allow the FWCBD to attach branded district identity decals to light poles in the neighborhood.

» Partnered with the MTA on a licensing agreement to add a new welcome sign at the Hyde Street Cable Car turnaround.

» Maintained lights in all of the trees at Joseph Conrad Square

» Held monthly district walkthroughs with DPW and the Port of San Francisco staff to identify and fix issues within the district.

» The Executive Director served as Co-Chair for the district on Central Station’s Community Police Advisory Board.

» Held bi-monthly SFPD Community Meetings attended by the SFPD Central Station Police Captain, the Deputy District Attorney and the Fisherman’s Wharf beat officers.

» Held our 2nd Annual Security and Safety Summit in the spring. The event achieved the goal of providing the community with resources and education as well as fostering partnerships between SFPD, the District Attorney’s Office, local merchants and private security companies located at the Wharf.

» Held monthly PieRSafe Committee Meetings.

» Conducted weekly tests of the FISHnet radio network that includes over 15 participating members.

» Reprinted the Essential Contact Numbers wallet cards that were distributed in the district.

» Through an application process we awarded two businesses with FISHnet radios so that they could participate in this vital emergency program.

The FWCBD’s Ambassador Program is a critical program for the district, offering needed support to property owners and merchants. The ambassadors not only assist visitors with directions and questions, but they also clean and remove graffiti in the district, collect litter, outreach to the district’s street population, and aid law enforcement and the Port of San Francisco.

15/16 SERVICE TOTALS

Hospitality Statistics

1. Hospitality Assistance 12,488
2. Business Contacts Made 9,747
3. Directions Given 9,328
4. Street Performer Conflict Resolution 1,185
5. Escorts Provided 548
6. Motorists Directions Given 292

Cleaning & District Service Statistics

1. Trash Removed (lbs) 14,104
2. Calls for Service From Merchants 2,964
3. Pan & Broom Block Faces 2,008
4. Graffiti Removed 1,532
5. Graffiti Stickers Removed 1,201
6. Street Furniture Cleaned 1,395
7. Tree Grates Cleaned 1,563
8. Painting Enhancements 603

Safety / Compliance Request Statistics

1. Sit/Lie 2,014
2. Public Disturbance/Panhandling 2,164
3. Drinking in Public 1,378
4. Camping/Sleeping 1005
5. Drug Activity 702
6. Illegal Dumping 1,010
The FWCBD received a $120,000 Google Award Grant for the creation of ad campaigns aimed at boosting our search ranking in Google, our top referral search engine.

Highlights from the 3rd Annual Wharf Fest Event & Chowder Competition Include:
» Over 500 tickets sold for the Chowder Competition tasting between 10 local restaurants who competed to win the title of either Judge’s Choice or People’s Choice Award
» Partnered with the Hard Rock Café to provide bands for the main stage at Jefferson and Taylor Streets
» The FWCBD raised $20,000 in sponsorship for the event

The FWCBD built and relaunched the website, visitfishermanswharf.com, in December on the Squarespace platform. The new website has helped site performance dramatically. From January 1 - June 30, the time spent on the site per user increased 192%, the bounce rate decreased by 40%, the amount of pages viewed site increased by 24%, and the non-bounce sessions (valuable visitors) increased by 72%.

Promoted the “12 Days of Wharfmas,” a contest through the FWCBD’s Facebook page. The contest generated 1,925 likes, 199 comments and 1,938 entries.

Held a travel media familiarization tour that focused on what’s new and unexpected at the Wharf. 100 media personnel were pitched and 20 attended (including Eater SF, Hoodline, Red Tricycle and 7x7). The event covered many of the new businesses and remodels happening at the Wharf. Within weeks of the event, there stories published by Foster Travel, Eater SF and 7x7.

Completed the district branding pole wraps that were affixed to light poles in the district.

During the month of December we decorated the iconic crab wheel sign with holiday lights.

Fisherman’s Wharf was awarded Trip Advisor’s Certification of Excellence and the Experts’ Choice Award from TripExpert.

We were nominated for Poppy Award from Visit California for our joint social media marketing campaign with the Union Square BID.

We completed a refresh of our branding and updated all print and digital marketing collateral and materials.

Here are some highlights from the 2015/2016 fiscal year of the FWCBD’s four pedestrian counting cameras on Jefferson Street.

21,011,914 footfalls* were counted on Jefferson Street from July 1, 2015 to June 30, 2016

The top ten days for visitation were:
110,796 - 02/14/16 - Valentine’s Day
110,533 - 10/10/15 - Saturday of Fleet Week
109,664 - 07/04/15 - July 4th at the Wharf
105,078 - 08/15/15 - Saturday in August
103,909 - 08/08/15 - Saturday in August

103,697 - 07/25/15 - Saturday in July
101,251 - 07/18/15 - Saturday in July
100,814 - 09/05/15 - Saturday of Labor Day Weekend
100,687 - 09/06/15 - Sunday of Labor Day Weekend
100,467 - 08/01/15 - Saturday in August

*Footfalls equates to the total number of times people walk by one of the cameras.
Fisherman’s Wharf Ongoing Marketing Programs

Social Media & Internet Management

Visitor Website: VisitFishermansWharf.com  195,000 Annual Users
Facebook: Facebook.com/visitfishermanswharf  37,000 Likes
Twitter: @TheWharfSF  2,566 Followers
Instagram: @FishermansWharf  2,002 Followers

The FWCBD is also the account administrators for the Fisherman’s Wharf Yelp & TripAdvisor pages.

Newsletters

FWCBDetails  Monthly community newsletter
What’s Up Wharf?  Quarterly consumer newsletter
Events & Meetings News  Quarterly travel industry newsletter

Print Media

Visitor Brochure  Distributed to over 850 locations in California
Alaska Airlines Magazine  Full Page ad with six other Wharf businesses for their in-flight magazine

Event Production & Sponsorships

4th of July  Major sponsor and assistance with marketing the event
Fleet Week  Major sponsor and assistance with marketing the event
3rd Annual Wharf Fest  Production, operations and marketing
Lighted Boat Parade  Partnership with the St. Francis Yacht Club

Advocacy & Other Accomplishments

» Advocated for getting the Central Subway to the Wharf and assisted the group SF NextStop in promoting the extension to Fisherman’s Wharf.
» Built, maintained and promoted an “Online Job Fair” for district merchants during the months of April & June to assist with hiring seasonal employment at the Wharf.
» Sponsorships by the FWCBD were provided to: Fleet Week, 4th of July Celebration, the Taste of Tel-Hi Fundraiser, FWMA Crab Feed Fundraiser, National Night Out, FWMA Golf Tournament and the Aquarium of the Bay.
» Partnered with the FWMA on a joint district holiday party
» The FWCBD was awarded a Neighborhood Justice Fund Grant from the District Attorney’s office to help promote the PARK SMART! campaign, a citywide initiative that educate visitors to not leave valuables in their cars.
» Advocated for increased fines with the District Supervisors office for two of the most violated laws at Fisherman’s Wharf; solicitation and illegal vending.
» Received a grant from OEWD to run a seasonal ambassador program for nearby Lombard Street. This program not only helps this tourist hot spot adjacent to Fisherman’s Wharf but also provides additional funds for the FWCBD Ambassador program.
» Created a sponsorship program, leveraging FWCBD assets, in order to create new fundraising opportunities for the district. For the 15/16 year the following companies participated in the program; Anchorage Chopping Center, The Electric Tour Company and Where Magazine.
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. The FWCBD Board of Directors increased the Landside Assessments by the CPI of 2.9% for the 2012-2013 fiscal year.

**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:

\[
\text{Assessment} = \text{Linear frontage} \times 0.091612 + \text{Land area} \times 5.4296 + \text{Building use} \times \begin{cases} 0.072168 & \text{Building Use “A or B”} \\ 0.033368 & \text{Building Use “C–E”} \\ 0.05 & \text{Building Use “F”} \end{cases}
\]

Example: A 5,000 square foot lot, with 50 feet of frontage and 4,000 square feet of usable retail or commercial building use:

\[
\begin{align*}
5,000 \times 0.091612 &= $458.06 \\
50 \times 5.4296 &= $271.48 \\
4,000 \times 0.072168 &= $288.67 \\
\text{Total assessment} &= $1,018.21
\end{align*}
\]

**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:

\[
\text{Assessment} = \text{Linear frontage} \times 0.091612 + \text{Land area} \times 5.4296
\]

**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:

\[
\text{Assessment} = \text{Linear frontage} \times 0.05
\]

* 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**

<table>
<thead>
<tr>
<th>BUILDING CATEGORY</th>
<th>USE CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail space, hotels, motels, visitor related</td>
<td>A</td>
</tr>
<tr>
<td>Office and Commercial uses, free standing parking structures</td>
<td>B</td>
</tr>
<tr>
<td>Industrial/Manufacturing/Distribution</td>
<td>C</td>
</tr>
<tr>
<td>Institutional (City, County, public utility, parks, etc.)</td>
<td>D</td>
</tr>
<tr>
<td>Church, non-profit, tax-exempt, affordable housing, rent-controlled housing</td>
<td>E</td>
</tr>
<tr>
<td>Multi-unit housing, condos, apartments</td>
<td>F</td>
</tr>
<tr>
<td>Non-functional building structures</td>
<td>G</td>
</tr>
</tbody>
</table>
**2015 – 2016 Balance Sheet**

**ASSETS**

**CURRENT ASSETS**
- Checking: $93,834
- Savings: $570,090
- TOTAL: $663,924

**ACCOUNTS RECEIVABLE**
- Other: $1,823
- Grant: $3,000
- TOTAL: $4,823

**OTHER CURRENT ASSETS**
- Prepaid Expenses & Insurance: $7,204
- TOTAL: $7,204

**TOTAL CURRENT ASSETS**: $679,950

**FIXED ASSETS**
- Total fixed assets & ORG. COSTS: $134,047
- Accumulated Depreciation: $-101,689
- TOTAL FIXED ASSETS: $32,357

**TOTAL ASSETS**: $708,307

**LIABILITIES & EQUITY**

**LIABILITIES**
- Accounts Payable: $0
- Accrued Expenses Year-End: $16,243
- TOTAL CURRENT LIABILITIES: $16,243

**FUND BALANCE**
- Restricted: $0
- Unrestricted: $689,064
- TOTAL FUND BALANCE: $692,064

**TOTAL LIABILITIES & FUND BALANCE**: $708,307

---

**Portside**

<table>
<thead>
<tr>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
<th>% of Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>219,059</td>
<td>229,600</td>
<td>-10,541</td>
<td>-5%</td>
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<tr>
<td>32,050</td>
<td>0</td>
<td>32,050</td>
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</tr>
<tr>
<td>5,203</td>
<td>7,072</td>
<td>-1,869</td>
<td>-26%</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>36,145</td>
<td>15,300</td>
<td>20,845</td>
<td>136%</td>
</tr>
<tr>
<td>292,456</td>
<td>251,972</td>
<td>40,484</td>
<td>16%</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>149,247</td>
<td>153,670</td>
<td>-4,423</td>
<td>-3%</td>
</tr>
<tr>
<td>44,372</td>
<td>46,430</td>
<td>-2,058</td>
<td>-4%</td>
</tr>
<tr>
<td>31,030</td>
<td>0</td>
<td>31,030</td>
<td>100%</td>
</tr>
<tr>
<td>36,145</td>
<td>15,300</td>
<td>20,845</td>
<td>136%</td>
</tr>
<tr>
<td>260,793</td>
<td>215,400</td>
<td>45,393</td>
<td>21%</td>
</tr>
<tr>
<td>31,663</td>
<td>36,572</td>
<td>-4,909</td>
<td>-13%</td>
</tr>
<tr>
<td>124,375</td>
<td>0</td>
<td>124,375</td>
<td>100%</td>
</tr>
</tbody>
</table>

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**2015 – 2016 Carryover Disbursement**

**SOBO** 21%
**DISI** 49%
**ADMIN** 20%
**Contingency Reserve** 10%

**Total Carryover**: $668,746

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**2016/17 Budget**

**Revenue**

<table>
<thead>
<tr>
<th>Description</th>
<th>Land</th>
<th>Port</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments</td>
<td>686,400</td>
<td>236,500</td>
<td>922,900</td>
</tr>
<tr>
<td>Events/Sponsorships</td>
<td>8,000</td>
<td>4,100</td>
<td>12,100</td>
</tr>
<tr>
<td>Donated Services</td>
<td>38,500</td>
<td>10,600</td>
<td>49,100</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>732,900</strong></td>
<td><strong>251,200</strong></td>
<td><strong>984,100</strong></td>
</tr>
</tbody>
</table>

**Expense**

<table>
<thead>
<tr>
<th>Description</th>
<th>Land</th>
<th>Port</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOBO</td>
<td>199,000</td>
<td>0</td>
<td>199,000</td>
</tr>
<tr>
<td>DISI</td>
<td>282,600</td>
<td>169,600</td>
<td>452,200</td>
</tr>
<tr>
<td>Administration</td>
<td>137,300</td>
<td>47,300</td>
<td>184,600</td>
</tr>
<tr>
<td>Donated Services</td>
<td>38,500</td>
<td>10,600</td>
<td>49,100</td>
</tr>
<tr>
<td>Contingency Reserve</td>
<td>75,500</td>
<td>23,700</td>
<td>99,200</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>732,900</strong></td>
<td><strong>251,200</strong></td>
<td><strong>984,100</strong></td>
</tr>
</tbody>
</table>

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**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 psdi cab company. The assessments range from $250 to $2,000.
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 and Emergency Preparedness.

2015-2016 Board of Directors

PRESIDENT:
John Cannizzaro, Jefferson Building, Inc.

VICE PRESIDENT:
Jeff Sears, Blazing Saddles

SECRETARY:
Aline Estournes, NorthPoint Shopping Center

TREASURER:
Sina von Reltzenstein, PIER 39

ASST. SECRETARY:
Rodney Fong, The Wax Museum Building

ASST TREASURER:
Brandy Marts, The Franciscan Restaurant

IMMEDIATE PAST PRESIDENT:
Tony Smith, Anchorage Square, CBRE

BOARD MEMBERS:
David Berbey, Portco, Inc.
Gary Burns, Tarantino’s
Al Casciato, Bovis Foods
Molly Castles, Ghirardelli Square
Hagen Choi, Tower Tours
Chris Connors, Merlin Entertainment
Tom Creedon, Scoma’s Restaurant
Mike Cunningham, Holiday Inn Express
Rebecca Delgado-Rottman, Academy of Art University
Jacqueline Douglas, Wacky Jacky Sport Fishing
Tom Escher, Red and White Fleet
Michael Hirsch, Sheraton Hotel Fisherman’s Wharf
Carolyn Horgan, Blue & Gold Fleet
Brian Huber, MapWest
Paul Miller, Boudin
Kathy Paver, PIER 39
Frank Rescino, The Lovely Martha Sport Fishing
Jason Williams, Hotel Zephyr

COMMUNITY REPRESENTATIVES
Jay Edwards, Port of San Francisco
Lynn Cullivan, San Francisco Maritime N.H.P.

COMMITTEES & MEETINGS
• Executive
• Street Operations, Beautification and Order
• Marketing
• Sustainability
• PIERsafe
• Transportation
• Police Community Meetings

Fisherman’s Wharf
COMMUNITY BENEFIT DISTRICT

Fisherman’s Wharf Community Benefit District
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www.visitfishermanswharf.com - Visitor Site
www.fwcbd.com - Association Site