

*Fiscal Year  
22/23  
Annual Report*

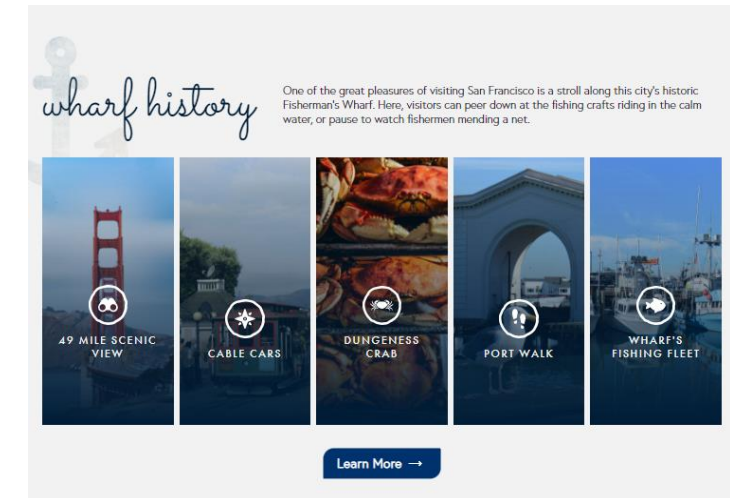
Jul. 1, 2022 – Jun. 30, 2023



# Website Launch Results

Jul. 1, 2022 – Jun. 30, 2023

- 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](https://www.visitfishermanswharf.com) and the FWMA site, [fishermanswharf.org](https://www.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, 2022 – Jun. 30, 2023

- **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, 2022 – Jun. 30, 2023

- Per Critical Mention, Fisherman's Wharf earned a potential audience reach of **2.77 BILLION** viewers from July 1, 2022 to June 30, 2023.
  - There were **3,815 instances** of Fisherman's Wharf news media exposure across **Print + Online, Radio, and TV**.
  - **2.6K** mentions had **positive/neutral sentiments**, and **999** mentions had **negative sentiments**.
  - Publicity/media exposure had an equivalent value of **\$58M**.
- The "**PIER PRESSURE**" B2B e-newsletter was published on a quarterly basis to **350 community contacts**.
- **FWCBD OpEd** on "**California Street Vendor Bill Needs Some Adjustments**" was published via **CalMatters** and gained significant traction across print and television. The article was repurposed in the *Palm Springs Desert Sun*, *California Patch*, *The Sacramento Bee*, *The Modesto Bee*, *North Bay Business Journal*, *The STATE HORNET* and *THE TRIBUNE*. Sacramento Fox, KRON 4, and KTLA also picked up quotes from the OpEd.
- The *San Francisco Business Times* published its first **List of Bay Area CBDs**. They used a third party to report on these numbers; Fisherman's Wharf was at the top of the leaderboard for most blocks cleaned with 4,033 blocks.
- On November 3 and 4, we were the talk of the town. A 3D hologram projection of Lil Nas X accompanied by a drone show lit up the night sky in the Wharf. Locals on Next Door expressed their curiosity. Social Media drew in locals. Passerbys couldn't resist...many waiting hours for a chance to catch a glimpse of the lightshow, a spectacular event accomplished by National Experiential in close collaboration with the FWCBD.

FOX 40

Easier permits for street food vendors being considered by State Legislature

Patch  
Politics & Government

## CA's Street Vendor Bill Needs Some Adjustments

Permitted street vending is an integral part of CA culture, but it must be managed

By CalMatters, News Partner  
Aug 23, 2022 9:35 am PDT



Is SF's street vending permit enforcement working? Here's what we found out

## Desert Sun.

### California street vendor bill needs some adjustments

Randall Scott Special to CalMatters  
Published 6:30 a.m. PT Aug. 24, 2022

## THE SACRAMENTO BEE

### CALIFORNIA BUSINESSES WANTED LOCAL CONTROL

Randall Scott, executive director of the Fisherman's Wharf Community Benefit District in San Francisco, said any new legislation needed to retain the local level of control.

## The Modesto Bee

Más vendedores ambulantes de California pueden iniciar operaciones gracias a la nueva ley

## THE TRIBUNE

More California street vendors can open shop under new law signed by Gavin Newsom

NORTH BAY **Business Journal**

More California street vendors can open shop under new law signed by Gov. Gavin Newsom

LOCAL NEWS



## California lawmakers pass bill offering more protection for street vendors

by: Iman Palm  
Posted: Aug 31, 2022 / 12:04 PM PDT  
Updated: Aug 31, 2022 / 12:04 PM PDT



A woman holds up a sign in support of street vendors in Woodland Hills on Aug. 21, 2022. A rally was held in the same spot where a vendor was attacked by an...  
[Read More](#)

CALIFORNIA



## California legislature to decide fate of street food vendors

by: John Ferrannini  
Posted: Aug 25, 2022 / 07:52 AM PDT  
Updated: Aug 25, 2022 / 07:53 AM PDT



A street vendor prepares hot dogs on a sidewalk off N Main street, in front of Placita Olvera, Downtown Los Angeles on March 10, 2019. - On January 1,...  
[Read More](#)

# 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.

Monday, September 19, 2022

The **San Francisco** Standard

CRIMINAL JUSTICE

## How SF Is About to Take Police Surveillance to the 'Next Level'

Written by Michael Barba

Updated at Sep. 19, 2022 • 3:38pm

Published Sep. 19, 2022 • 1:31pm



### 'A Force Multiplier'

Reached by The Standard, two of the community benefit districts that operate cameras expressed interest in letting police live-monitor their video feeds, pending approval from their governing boards.

Both districts, in Fisherman's Wharf and Mid-Market, argued that live access to the cameras could help SFPD supplement its dwindling staffing numbers.

"It's a force multiplier and right now we need all the help we can get," said Randall Scott, who runs the Fisherman's Wharf CBD and controls cameras pointed in more than 30 different directions around the tourist area.

Scott said police could use the cameras to passively track an auto burglary crew across the city and wait for the right time to make an arrest.

"With so many fewer officers, the easier we can make their job the better," said Tracy Everwine, head of the Mid Market CBD. Her association has cameras in 11 locations pointed 100-plus directions.

A third CBD, the Union Square Alliance, already gave police live access to its cameras in 2020 after a day of protests over the police killing of George Floyd gave way to a night of looting, sparking a lawsuit that police ultimately won. The group runs the largest of the networks, with more than 400 cameras keeping an eye on the tourist shopping destination.



# Central Station Newsletter



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## Captain's Message September 8, 2022

Dear Central District Community Members,

I would like to thank everyone who came out to Central Station's Chinatown Night Out on Wednesday, September 7, 2022. There were over 500 people who attended the festivities located at Portsmouth Square. I would like to personally thank all of our important partners in the community who made this event possible. This event was even bigger and better than previous years and so many memories were made! Photographs from the event can be viewed on pages 15 and 16 of this newsletter.

This week's newsletter highlights the efforts of Central Station's finest officers who participated in the SFPAL Annual Golf Tournament. The event was held on September 7th at the Crystal Springs Golf Course. This event is the largest fundraiser for our many athletic programs and community events, serving San Francisco Youth. (See page 17 for details.)

Thank you, again, Central District for your support and engagement with me. It is my mission to ensure that we serve with respect and are responsive to the needs of our residents and visitors.

Stay safe and healthy, Acting Captain Farmer



Acting Captain Douglas Farmer  
Commanding Officer

### Next Community Meeting:

Thursday, September 15,  
2022 5:30 pm  
Virtual: Zoom  
See Pg. 4 for registration

Chief William Scott's message  
[http://sanfranciscopolice.org/  
chief-police](http://sanfranciscopolice.org/chief-police)

## Featured Community Members of the Month

### RANDALL SCOTT



The Central District would not be the same without Randall Scott. Randall is currently the Executive Director of Fisherman's Wharf Community Benefit District. Randall previously worked as the Director of Services for the Union Square Business Improvement District. During Randall's four years of working in Union Square, he forged strong relationships with San Francisco officials and directed Union Square's safety, security, and cleanliness operations, a program that has become instrumental in assisting the San Francisco Police Department to deal with crime in the Union Square District.

Randall loves being an advocate for the people in the community. Randall steps up and plays a major role in shaping public safety and improving the quality of life for the Fisherman's Wharf community. Under Randall's leadership, the Fisherman's Wharf area has dramatically increased the annual assessment budget, expanded valuable services, and increased its economic impact on the district. Randall was also a huge part of the Jefferson Streetscape Improvements Project which keeps Fisherman's Wharf a popular destination for locals and visitors.

Randall admires the stunning views Fisherman's Wharf area has to offer. Especially, while he is outdoor dining at one of the countless restaurants the Fisherman's Wharf/ North Beach area has to offer. Randall also enjoys the fun family attractions, museums, and outdoor activities!

# 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

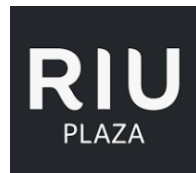
Jul. 1, 2021 – Jun. 30, 2022

- 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**:



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 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
<b>Total Revenue</b>	<b>\$ 1,539,114</b>	<b>\$ 1,305,784</b>	<b>\$ 233,330</b>
<b>EXPENSES</b>			
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)
<b>Total Expenses</b>	<b>\$ 1,450,106</b>	<b>\$ 1,305,784</b>	<b>\$ 144,322</b>
<b>Revenue over Expenses</b>	<b>\$ 89,008</b>	<b>\$ -</b>	<b>\$ 89,008</b>
<b>Prior Year Carryover</b>	<b>\$ 710,713</b>	<b>\$ 710,713</b>	<b>\$ -</b>
<b>2021-2022 Year-End Carryover</b>	<b>\$ 799,721</b>	<b>\$ 710,713</b>	<b>\$ 89,008</b>

## 2022-2023 Budget

July 1, 2022 to June 30, 2023

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

*Thank You!*