



Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT



Annual Report 2012 2013

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 2013

The 2012-2013 fiscal year saw the continued growth and success of our organization. Now in its eighth year of operation, the Fisherman's Wharf Community Benefit District (FWCBD) has built productive relationships with city agencies and other neighborhood groups. With a 25 member Board of Directors and 10 committees and subcommittees, we have over 150 active district and community members. We would like to thank our volunteer Board of Directors as well as all of the individuals that support our district throughout the year.

We are happy to report that the first phase of the Public Realm Plan for Jefferson Street at Fisherman's Wharf was completed in June of 2013 and that support for Phase 2 has continued to gain both momentum and support. At the June 20th Ribbon Cutting event, Mayor Ed Lee and Supervisor David Chiu both committed to helping find the additional funds needed to complete the last three blocks of that span from Powell Street to Jones Street. The FWCBD has also committed to assist with funding when we can and to continue the community outreach needed to keep the district informed. I would like to take this time thank all of those who have supported this effort as well as the city agencies, employees and elected officials that helped make this a reality.

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

- Made improvements to our Ambassador program which has been successful in welcoming and assisting visitors to the area as well as making the wharf safer and cleaner.
- Worked with Supervisor Scott Weiner's office on improving the Mobile Food Facility legislation for the city of San Francisco.
- Assisted Supervisor Chiu on a resolution, which was passed by the Board of Supervisors, to keep Alcatraz Landing at the Wharf.
- Worked with SF Travel and other partner organizations to oppose Assembly Bill 5.
- Created a safe and more welcoming corridor on Taylor Street from the Cable Car Turnaround to Jefferson Street by permanently lighting all the trees.
- Partnered with the City of San Francisco to support another successful 4th of July Celebration on Fisherman's Wharf.
- Supported the City of San Francisco's Sunday Streets program by holding a Family Fun Fair in the heart of Fisherman's Wharf.
- Produced the Sixth Annual PIERsafe Emergency Preparedness Drill at Aquatic Park.
- Continued our support for Fleet Week San Francisco through a major sponsorship on behalf of Fisherman's Wharf which, to date, has delivered hundreds of thousands of visitors to the Wharf.
- Completed the implementation of an \$80,000, two-year Zero Waste grant secured through the Department of the Environment to declare Fisherman's Wharf a Zero Waste Zone.
- Improved the Joseph Conrad Square park for visitors and residents through an organized effort with the SFPD, local businesses and the Recreation and Parks Department.
- Produced the "Crab Fest" event in December which raised over \$5,000 for local charities.
- Replaced the iconic Fisherman's Wharf Crab Wheel sign at the corner of Jefferson and Taylor Streets.

We encourage you to read about the accomplishments of the FWCBD included in this annual 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,

A handwritten signature in black ink, appearing to read "David Berbey".

David Berbey

President

A handwritten signature in black ink, appearing to read "Troy Campbell".

Troy Campbell

Executive Director



District Identity and Street Improvements (DISI): Marketing

- Provided event sponsorship for the 2012 Fourth of July Celebration as well as a web site build-out and production of an event flyer distributed to local businesses, hotels and visitor centers.
- For Fleet Week 2012, the FWCBD provided major sponsorship to include print and broadcast media. The FWCBD also produced a jumbo postcard flyer with all Fleet Week and America's Cup events on one side and MTA transit information and map on the reverse side. These were distributed to businesses, visitor centers, hotels and docents who were positioned at all F/E Line stops between AT&T Park and Fisherman's Wharf.
- Supported the community by sponsoring these events: SF Ocean Film Festival, Opening Day on the Bay, Ghirardelli Chocolate Festival, SF Senior Center's 65th Anniversary Gala, The Bay Institute's Annual Gala, the Telegraph Hill Neighborhood Center Gala and the Fisherman's Wharf Merchant Association's Golf Tournament.
- Partnered with the St. Francis Yacht Club to help produce the annual "Lighted Boat Parade".
- Provided lights to the Sport Fishing Fleet so they could decorate their boats located in the inner lagoon.
- Lighted the world famous "Fisherman's Wharf Crab Wheel" for the holidays.
- Produced a "Lagoon Concert and Lighting" event and worked with a local bus company to bring children from the Bayview YMCA and Telegraph Hill Neighborhood Center.
- Partnered with Andrew Freeman & Co. to produce "Crab Fest 2012" which included 10 restaurants, Honest Tea and Treasure Island Winery. The sold out event raised over \$5,000 for two local charities and received a high degree of media coverage and mentions from SF Travel, The Guardian, KTVU, KGO, KCBS and the Food Channel.
- An updated mobile version was created for the official website, www.visitfishermanswharf.com.
- Fisherman's Wharf was the inaugural site for the 2012 Sunday Streets events throughout the city. The FWCBD also organized and sponsored a Family Fun Fair in the parking lot at Jefferson and Mason that included games and activities for participating families.
- The FWCBD continued its partnership with SF Travel and Chaperon Visitor guide by running ads in their publications and on the SF Travel website.
- Reprinted 80,000 Fisherman's Wharf brochures due to the increased demand from visitors. These brochures are distributed to 9 California Welcome Centers and at over 1,400 tourist sites and hotels across the state.
- We partnered with the Port of San Francisco on a full page editorial ad in US Air's inflight magazine in January.
- In April, the FWCBD partnered with SF Travel to host over 50 travel writers and editors at the wharf for an evening of tours and hosted food. This resulted in an editorial story on San Francisco and the Wharf in USA Today.
- The FWCBD completed filming 4 interviews of longtime residents and business owners at the wharf about their memories and recollections of the wharf. These interviews will be donated to the National Park Service in order to help preserve the wharf's heritage and will be used by the FWCBD to create video shorts that will be shared through social media outlets.





Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION & MAINTENANCE

- Replacement of the FW Crab Wheel sign at Jefferson and Taylor, a project the FWCBD spearheaded and provided the majority of the funding for.
- Maintained and replaced the 67 flower baskets in the district. (Replanted in October 2012 and June 2013).
- Lighted the Crab Wheel at Jefferson & Taylor for the holiday season.
- Maintained the lighted trees along Taylor Street from Jefferson Street to Bay Street.
- Annual sidewalk steam cleaning.
- Ongoing graffiti abatement cleaned within 48 hours of being reported.
- Instituted a new program that will provide the district with year-round litter collection rather than a seasonal service.

SECURITY

- Provided SFPD 10B coverage (off duty SFPD Officers). The officers for the fiscal year gave out 234 citations and made over 21 arrests.
- Representation 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.
- Actively worked with SFPD to curtail aggressive panhandling and chronic behavioral issues in the district.
- Provided cell phones to the both Fisherman's Wharf SFPD beat officers and the 10B officers so that the FWCBD and the community can easily contact them when on duty.
- In June of 2013 the FWCBD expanded our Ambassador program with Block by Block to offer two full time and one part time ambassadors whose duties are tailor made for the needs of the district. These year round ambassadors not only assist visitors with directions and questions, but they clean graffiti in the district, power wash sidewalks, collect litter and aid law enforcement and the Port of San Francisco.

PIERsafe

- Held monthly PIERsafe Meetings held on the first Wednesday of the month.
- Weekly tests of the FishNet radio network that includes over 15 participating members.
- SFFD NERT training and certification sessions held in September 2012 and April 2013 (over 160 attendees).
- The 6th Annual Emergency Preparedness Drill held in the Fall of 2012 had over 50 participants.
- Reprinted "Essential Contact Numbers" wallet cards that were distributed in the district.

SUSTAINABILITY

- Over 100 businesses have received zero waste training, signage, and/or change in service due to the Zero Waste Grant.
- We have launched the Zero Waste Business recognition program and creation of a new Zero Waste Business Logo to recognize those businesses that have achieved a 90% diversion rate toward being a completely zero waste business.
- Through our partner L2 Environmental, organized a peer-to-peer tour of Scoma's ZW program for other FW businesses.
- On March 18th, the FWCBD hosted a tour for the International Zero Waste Conference which highlighted the efforts of Scoma's and TwoxSea Fish processors. The event also included a viewing of the highly acclaimed documentary "Trashed" at the Bay Theater.
- We held an E-Waste Collection event, free for district members, which resulted in the collection of over 3500 lbs. of E-Waste.
- The FWCBD Hosted a National Recycle Day in partnership with Keep CA Beautiful, the NPS, PIER 39 and the Port of SF where hundreds of volunteers worked to educate visitors on public space recycling and composting, held a cleanup project at the Hyde Street Pier, a beach and park cleanup at Aquatic Park and an underwater cleanup at Pier 39.



Public Realm and Urban Planning

On January 2 of 2013 construction began on Phase 1 of the Jefferson Street project, something the FWCBD has been working towards since 2006.

In August of 2012, the CBD hosted a public meeting that filled in all the final details about the project for the community; we then followed up that meeting with a series of 18 community meetings where local businesses could meet directly with DPW during construction.

In preparation for the impending construction, the FWCBD built the website NewJeffersonStreet.com. The website contains the vision documents for the project, a Q & A section, construction alerts, media stories and a meeting calendar. The site was designed to educate people about the project as well as a way for the FWCBD and the Department of Public Works to relay information to business and property owners about the project. In addition, the FWCBD also maintained a Facebook page that tracked the project and provided pictures and updates as it progressed.

On June 20, 2013 the project was completed and the FWCBD partnered with DPW to hold a ribbon cutting event which was attended by Mayor Ed Lee, Board of Supervisors President David Chiu and the Director of DPW, Mohammed Nuru. The event was well attended and received heavy media coverage as well as a commitment from the Mayor to assist with locating the additional funding needed to complete Phase 2.

Articles were subsequently written by SF Streetsblog, The San Francisco Chronicle and Curbed SF. Additional media coverage was done by KNTV, KSTS, KPIX, KTVU and KQED. The coverage had an estimated worth of over \$25,000 and reached approximately 316,000 people.

The FWCBD continues its commitment to perform outreach and will continue to work with The Department of Public Works, the San Francisco Planning Department and the Port of San Francisco to make sure the community is kept abreast and informed on all aspects regarding Phase 2 of the project as we work to locate funding.





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. 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:

$\$0.091612$ 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:

$5,000 \times .091612 = \$ 458.06$ in lot size
 $50 \times \$ 5.4296 = \$ 271.48$ in linear frontage, and
 $4,000 \times \$.072168 = \$ 288.67$ 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 $\$1,000,000 \times .0014 = \$1,400$ 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 $\$2,000$.



2012 – 2013 Balance Sheet

ASSETS

CURRENT ASSETS

Cash	47,464
Savings & Short Term Investments	312,461
Total Cash/Short Term Investments	359,925

ACCOUNTS RECEIVABLE

Grants Receivable	8,460
Total Accounts Receivable	8,460

OTHER CURRENT ASSETS

Accounts Receivables Year-End	16,848
Prepaid Expenses & Insurance	11,770
Total Other Current Assets	28,618

FIXED ASSETS

Total fixed assets net of accumulated depreciation	52,292
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TOTAL ASSETS 449,295

LIABILITIES & EQUITY

LIABILITIES

Accounts Payable	31,160
Accrued Expenses Year-End	12,056
Total Liabilities	43,216

EQUITY

Total Equity	406,070
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TOTAL LIABILITIES & EQUITY 449,295

July 1, 2012– June 30, 2013 (Budget vs Actual)

REVENUE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Carry over from previous year	267,010	304,000	(36,990)	-12%
Assessments–Landside	609,603	617,600	(7,997)	-1%
Assessments–Portside	189,163	198,000	(8,837)	-4%
Program Sponsorship/Grants	30,000	30,000	(0)	0%
Special Events	5,117	0	5,117	100%
Interest Savings/Short-Term Investment	767	0	767	100%
Donated Services	47,086	40,000	7,086	18%
TOTAL REVENUE	1,148,748	1,189,600	(40,852)	-3%

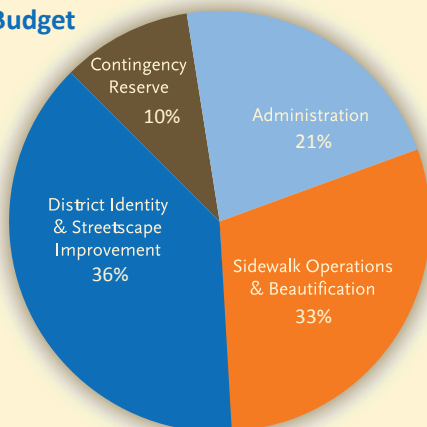
EXPENSE	ACTUAL	BUDGET	VARIANCE	% VARIANCE
Sidewalk Operations & Beautification	265,305	279,800	(14,495)	-5%
District Identity & Streetscape Improvement	297,687	307,300	(9,613)	-3%
Administration	177,412	173,500	3,912	2%
Donated Services	47,086	40,000	7,086	18%
TOTAL EXPENSES	787,490	800,600	(13,110)	-2%

DESIGNATED PROJECTS	98,678	304,000	(205,322)	-68%
CONTINGENCY RESERVE	85,000	85,000	0	0
2011-2012 REVENUE OVER EXPENSES	177,578	0	177,578	0

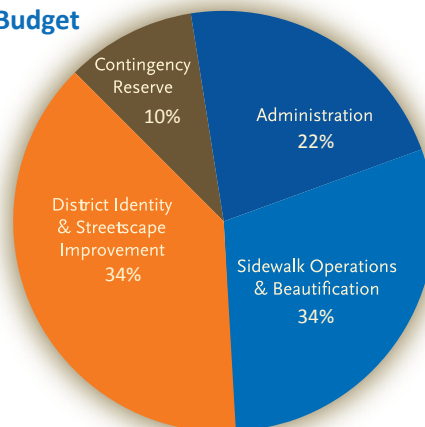
July 2013 - June 2014 Budget

REVENUE	LAND-SIDE	PORT-SIDE	TOTAL
Carry over from previous year	152,500	75,100	227,600
Assessments	631,200	217,200	848,400
Donated Services	34,000	6,000	40,000
TOTAL REVENUE	817,700	298,300	1,116,000
EXPENSE	LAND-SIDE	PORT-SIDE	TOTAL
Sidewalk Operations & Beautification	291,900	0	291,900
District Identity & Streetscape Improvement	138,100	152,810	290,910
Administration	140,000	40,590	180,590
Donated Services	34,000	6,000	40,000
TOTAL EXPENSES	604,000	199,400	803,400
Designated Projects	152,500	75,100	227,600
Contingency Reserve	61,200	23,800	85,000
NET INCOME	0	0	0

2012–2013 Budget

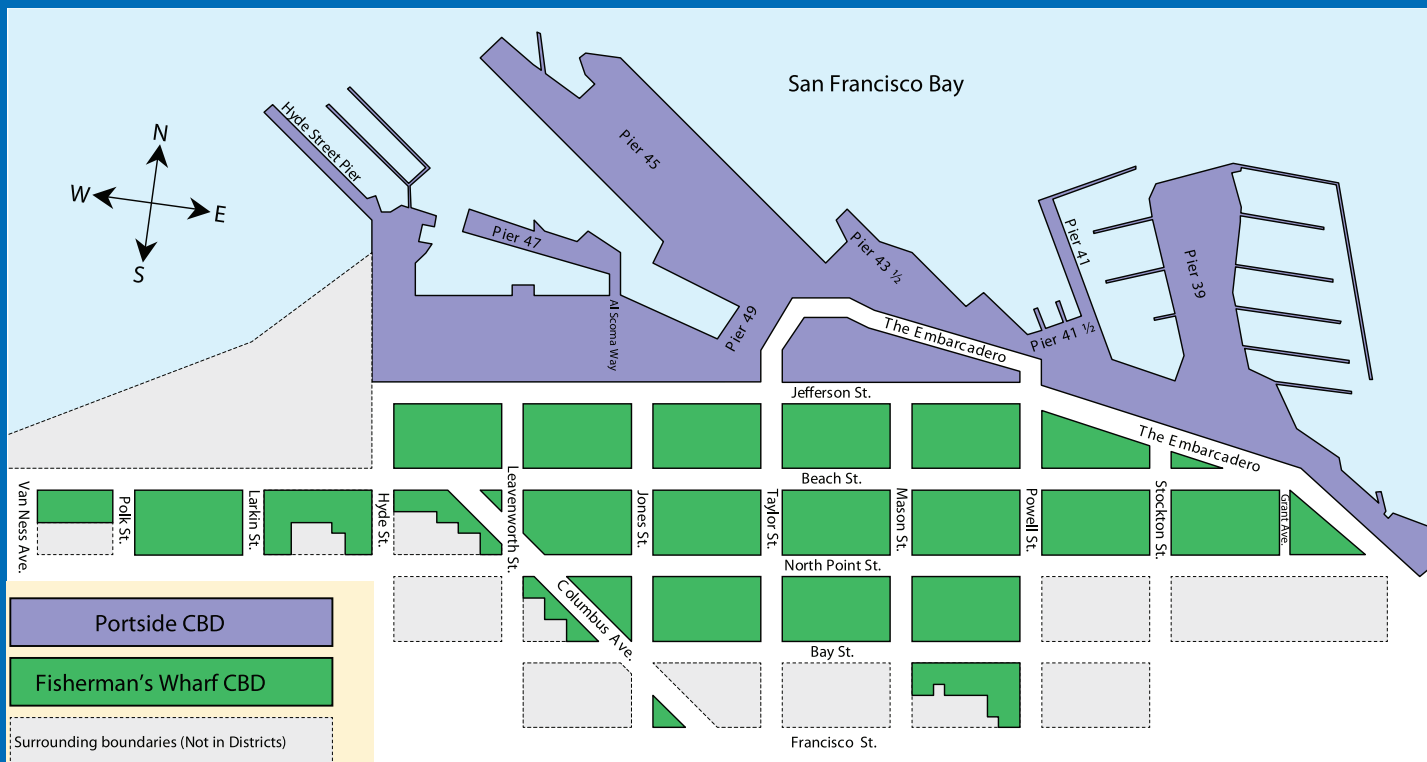


2013–2014 Budget





Area Map Of The Fisherman's Wharf Community Benefit District



2012-2013 Board of Directors

PRESIDENT:

David Berbey, Portco, Inc.

VICE PRESIDENT:

Nunzio Alioto, Alioto's #8

SECRETARY:

John Cannizzaro, Jefferson Building, Inc.

TREASURER:

Aline Estournes, NorthPoint Shopping Center

IMMEDIATE PAST PRESIDENT:

Rodney Fong, The Wax Museum at Fisherman's Wharf

ASST. SECRETARY:

Jeff Sears, Blazing Saddles

ASST TREASURER:

Lou Cuneo, American Academy of Ophthalmology

BOARD MEMBERS:

Frank Alioto, F&A Alioto Properties

Gary Burns, Tarantino's

Chris Connors, Aquarium of the Bay

Tom Creedon, Scoma's

Jacqueline Douglas, Wacky Jacky Sport Fishing

Jane Echlin, Ghirardelli Square

Dania Duke, The Hyatt at Fisherman's Wharf

Tom Escher, Red and White Fleet

Brian Huber, MapWest

Paul Miller, Boudin

Jan Misch, The Tuscan Inn

Kathy Paver, PIER 39

Rebecca Delgado-Rottman, Academy of Art University

Dante Serafini, The Franciscan Restaurant

Craig Schwan, The Sheraton Hotel

Tony Smith, Anchorage Square, CBRE

Frank Rescino, The Lovely Martha Sport Fishing

David von Winckler, The Argonaut Hotel

COMMUNITY REPRESENTATIVES

Jay Edwards, Port of San Francisco

Lynn Cullivan, San Francisco Maritime N.H.P.

Craig Vandermause, Ride the Ducks / Classic Cable Cars

EXECUTIVE DIRECTOR

Troy Campbell

PROGRAM MANAGER

Reuel Daniels

MARKETING & COMMUNICATIONS

MANAGER

Rachel Brown