

FISHERMAN'S WHARF ANNUAL REPORT

JULY 2019 - JUNE 2020



SOBO/DISI/EVENTS



District Identity, Streetscape Improvements & Marketing

Website & Social Media

- Over 245K visitors to the consumer website, VisitFishermansWharf.com
- Over 2K visits to our constituent website, FWCBD.com
- Facebook page likes have increased to a high of 51.7K
- Instagram followers have steadily increased to a total of 5,110

Public Relations & Communications

- Potential media reach of 8,265,045,905 potential viewers from July 2019 to June 2020
- Received 4K instances of news media exposure
- Received the publicity equivalent of 76.5M, an 80% increase compared to the same time period the previous year
- Engaged with national media including The New York Times and Newsweek to provide pertinent messaging about the fire at Pier 45 shed C
- Provided weekly construction updates on the Jefferson Street Phase II project
- Created and executed a robust COVID-19 communications strategy to provide FWCBD constituents with local, state, and national content as it became available.

Events & Holidays

- Provided event sponsorship for the 2019 4th of July Celebration and the 2019 Fleet Week Event. Promotional activities included the production of an event flyer, website build out, and social media marketing.
- Produced the 7th annual Wharf Fest. Some highlights from the event include:
 - Created new creative and new promotional materials that will be used at other events promoting the Wharf.
 - Recruited high profile judges including Stan Frazier from supergroup the Side Deal, Dion Lim from ABC7, Erica Sandberg from Making it in San Francisco, Supervisor Aaron Peskin, and Port of SF's Executive Director Elaine Forbes.
 - The event featured wine and beer tasting, two live bands, and the famous Chowder Competition.
 - The Chowder Competition included 9 local restaurants who competed to win the title of either Judges' Choice or People's Choice Award.
 - Pepsi/Warriors Activation - A popular activation was created by Pepsi, featuring custom Warriors soda cans, and the ability to win special prizes. The activation resulted in a 10k sponsorship for The FWCBD.
 - iHeartRadio gave a 10k in-kind media donation for Wharf Fest, and ran commercial spots promoting the event.
- Hung holiday lights on the iconic Fisherman's Wharf Crab Wheel sign for the holiday season and promoted "MerryTime at the Wharf" our annual holiday campaign featuring holiday festivities throughout the Wharf.
- Partnered with the St. Francis Yacht Club to produce the annual "Holiday Lighted Boat Parade". Promotional activities for MerryTime at the Wharf included the production of an event flyer, website build out, and social media marketing.
- Partnered with the FWMA on a joint district holiday party at The Grotto.





District Identity, Streetscape Improvements & Marketing

Advertising

- Worked with participating Wharf businesses on a full-page co-op ad in the October edition of the Alaska Airlines in-flight magazine.
- Received a \$120,000 Google Grant for Adwords. This annual grant allows the FWCBD to create ad campaigns and boost our search ranking on Google, which is our top referral search engine.
- Secured an in-kind sponsor, iHeartRadio, which awarded \$10K in free radio advertising to the FWCBD.
- Received in-kind media sponsorship from Paneau, a new company that puts screens in the back of ride share vehicles.
- We promoted MerryTime at the Wharf and the Bars & Attractions Treasure Hunt with this advertising tool.
- Received an in-kind donation from Firefly, promoted the Bars & Attractions Treasure Hunt on their screens that are placed on the roof of ride shares.
- Created a "Welcome Back to the Wharf" social media campaign on Facebook from June 8 – July 7, 2020, which increased page visits by 176% to 11,632.

Other

- Continued the successful Bars & Attractions Treasure Hunt at the Wharf campaign and activity, 20 bars and attractions participated. In 2019 we distributed 25,000 treasure maps and had about 150 people a month redeem a golden pint glass.
- Updated and distributed the Fisherman's Wharf brochure
- Maintained our Springboard pedestrian and car counting cameras in four locations along Jefferson Street to analyze and monitor footfall and vehicular traffic in the Wharf.

Accolades

- For the 6th year in a row, Fisherman's Wharf was honored with the Certificate of Excellence from Trip Advisor and was also inducted into the Trip Advisor Hall of Fame.
- Fisherman's Wharf maintained a 4/5 star rating on both Yelp and Trip Advisor.
- Fisherman's Wharf was honored with the Expert's Choice Award from Trip Experts.





Street Operations, Beautification & Order

Ambassador Statistics: July 2019 – June 2020

CLEANING

Trash collected (in lbs.)	42,157
Graffiti & Stickers Removed	4,206
Pan & Broom Block Faces Swept	10,287
Street Furniture Cleaned	986
Tree Grates Cleaned	3,015
Painting Projects Completed	534

VISITOR HOSPITALITY

Hospitality Assistance Given	9,160
Directions Given	4,730
Business Contacts Made	2,651
Street Performer Interactions	297

SECURITY & SAFETY

Sit/Lie Advisements Given	2,768
Aggressive Panhandling Addressed	112
Drinking in Public Addressed	981
Instances of Camping/Sleeping	1,912
Instances of Illegal Dumping	985
Requests for Police/Fire/EMS	305





Safety

- From July to October the Fisherman's Wharf CBD hired private security guards and SFPD 10-B officers to assist the district with security and create a preventative presence.
- Through the efforts of our Ambassadors and continued community participation, the FWCBD worked to get convictions and stay-away orders for the top three criminal offenders at Fisherman's Wharf. The Ambassadors also led an awareness campaign about the persons of interest in our district, publishing weekly documents on Townsquared.
- The Ambassadors worked with City agencies and partners to provide access to care to members of the street population in our district.
- The Safety Outreach Committee (formerly PIERSafe) sponsored weekly tests of the FISHnet emergency radio network that engages approximately 18 members and includes hotels, restaurants, and other key Fisherman's Wharf businesses.

Renewal

- The FWCBD staff and board of directors started the landside renewal process in February with the Petition vote .
- The necessary petition votes were received and presented to the Board of Supervisors in April and then authorized to proceed with the special election in May.
- The results of this special election for the landside district will be published in the 20/21 Annual Report.

Other

- The FWCBD is working with DPW on the second phase of the Jefferson St. revitalization project and is a partner during the construction process.
- Executive Director Randall Scott was invited to join Mayor's COVID-19 Economic Recovery Task Force
- The FWCBD is an advocate on behalf of businesses during COVID-19, and successfully assisted business categories to reopen sooner.
- The FWCBD continues to execute on the Retail Strategy's 2-year goals, and to connect with the brokerage community.
- The FWCBD Executive Director participated in Mayor Breed's Economic Recovery Task Force due to the COVID-19 pandemic
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2019-2020 Port & Land Side Year End Financials

July 1, 2019 to June 30, 2020					GRAND TOTAL				LANDSIDE				PORTSIDE			
REVENUE	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance
Assessments-Prior Year Carryover	\$ 681,220	\$ 681,220	\$ -	0%	\$ 497,820	\$ 497,820	\$ -	0%	\$ 183,400	\$ 183,400	\$ -	0%	\$ 183,400	\$ 183,400	\$ -	0%
Assessments	\$ 939,250	\$ 978,860	\$ (39,610)	-4%	\$ 758,600	\$ 758,600	\$ -	0%	\$ 180,650	\$ 220,260	\$ -	0%	\$ 180,650	\$ 220,260	\$ -	0%
Grants/Other	461,745	274,600	187,145	68%	-	-	-	0%	-	-	-	0%	-	-	-	0%
Special Events	(73,833)	-	(73,833)	-100%	-	-	-	0%	(73,833)	-	(73,833)	-100%	(73,833)	-	(73,833)	-100%
Interest Savings/Other	182	-	182	100%	140	-	140	100%	42	-	42	100%	42	-	42	100%
Donation - In-Kind	107,266	48,944	58,323	119%	73,215	37,931	35,286	93%	34,051	11,013	23,038	209%	34,051	11,013	23,038	209%
TOTAL REVENUE	\$ 1,434,610	\$ 1,302,404	\$ 132,207	10%	\$ 831,955	\$ 796,531	\$ 35,426	4%	\$ 140,910	\$ 231,273	\$ (50,754)	-22%	\$ 140,910	\$ 231,273	\$ (50,754)	-22%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	\$ 2,115,830	\$ 1,983,624	\$ 132,207	7%	\$ 1,329,775	\$ 1,294,351	\$ 35,426	3%	\$ 324,310	\$ 414,673	\$ (50,754)	-12%	\$ 324,310	\$ 414,673	\$ (50,754)	-12%
EXPENSE																
Sidewalk Operations & Beautification	\$ 302,472	\$ 310,950	\$ (8,479)	-3%	\$ 302,471	\$ 310,950	\$ (8,479)	-3%	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
District Identity & Streetscape Improvement	683,547	721,250	(37,702)	-5%	379,896	493,425	(113,529)	-23%	303,652	227,825	75,827	33%	303,652	227,825	75,827	33%
Administration	229,305	246,840	(17,535)	-7%	168,759	189,563	(20,804)	-11%	60,546	57,277	3,269	6%	60,546	57,277	3,269	6%
Grants/Other	342,941	216,950	125,991	58%	-	-	-	0%	-	-	-	0%	-	-	-	0%
Donation - In-Kind	107,266	48,944	58,323	119%	73,215	37,931	35,286	93%	34,051	11,013	23,038	209%	34,051	11,013	23,038	209%
TOTAL EXPENSES	\$ 1,665,531	\$ 1,544,934	\$ 120,598	8%	\$ 924,342	\$ 1,031,868	\$ (107,526)	-10%	\$ 398,248	\$ 296,115	\$ 102,133	34%	\$ 398,248	\$ 296,115	\$ 102,133	34%
Fiscal Year 2019-2020 Carryover	\$ 450,299	\$ 438,690	\$ 11,609	3%	\$ 405,433	\$ 262,483	\$ 142,952	54%	\$ (73,938)	\$ 118,558	\$ (152,887)	-129%	\$ (73,938)	\$ 118,558	\$ (152,887)	-129%

LOMBARD STREET VISITOR SERVICES					GRANT/OTHER			
REVENUE	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance
Assessments-Prior Year Carryover	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Assessments	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Grants/Other	162,745	216,950	(54,205)	-25%	299,000	57,650	241,350	419%
Special Events	-	-	-	0%	-	-	-	0%
Interest Savings/Other	-	-	-	0%	-	-	-	0%
Donation - In-Kind	-	-	-	0%	-	-	-	0%
TOTAL REVENUE	\$ 162,745	\$ 216,950	\$ (54,205)	-25%	\$ 299,000	\$ 57,650	\$ 241,350	419%
TOTAL REVENUE + PRIOR YEAR CARRYOVER	\$ 162,745	\$ 216,950	\$ (54,205)	-25%	\$ 299,000	\$ 57,650	\$ 241,350	419%
EXPENSE								
Sidewalk Operations & Beautification	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
District Identity & Streetscape Improvement	-	-	-	0%	-	-	-	0%
Administration	-	-	-	0%	-	-	-	0%
Grants/Other	162,745	216,950	(54,205)	-25%	180,196	-	180,196	100%
Donation - In-Kind	-	-	-	0%	-	-	-	0%
TOTAL EXPENSES	\$ 162,745	\$ 216,950	\$ (54,205)	-25%	\$ 180,196	\$ -	\$ 180,196	100%
Fiscal Year 2019-2020 Carryover	\$ -	\$ -	\$ -	0%	\$ 118,804	\$ 57,650	\$ 61,154	106%



BOARD OF DIRECTORS, VENDORS, & ADVISORY COMMITTEES

PRESIDENT

Sina von Reitzenstein, PIER 39

VICE PRESIDENT

Gina Alioto-Biagi, F&A Alioto Properties, Nunzio Corp.

SECRETARY

Brandy Marts, The Franciscan Crab Restaurant

TREASURER

Al Casciato, Lefty's Ballpark Buffet

ASST. SECRETARY

Rodney Fong, The Wax Museum Building

ASST. TREASURER

Jeff Sears, Blazing Saddles

IMMEDIATE PAST PRESIDENT

Aline Estournes, North Point Shopping Center

BOARD MEMBERS

Eric Affinson, Bass Tub Sport Fishing

David Berbey, SFO Forecast Inc. - Portco, Inc.

Joe Burgard, Red and White Fleet

Amy Cacho, Noble House Hotels

John Cannizzaro, Jefferson Building, Inc.

Hagen Choi, Tower Tours

Tom Creedon, Scoma's

Mike Cunningham, Holiday Inn Express

Brian Huber, MapWest

Paul Miller, Bistro Boudin

Kathy Paver, PIER 39

Frank Rescino, The Lovely Martha Sport Fishing

Antone Sabella, Sabella Building

Kathleen Sasso, Ghirardelli Square

COMMUNITY REPRESENTATIVES

Lynn Cullivan, S.F. Maritime Historical Park

Jay Edwards, Port of San Francisco

Charlie Hart, SF Maritime N.H.P.

THIRD PARTY VENDORS

Block by Block – Ambassador Program

2929 S. Floyd Street,

Louisville, KY 40209

610-408-9500

FWCBD ADVISORY COMMITTEES

- Executive
- Street Operations, Beautification, and Order (SOBO)
- Marketing
- Sustainability
- Safety Outreach
- Transportation Improvement

OTHER

- Community Police Advisory Board
- Fisherman's Wharf Merchant's Association
- CBD/BID Consortium
- SFNexTstop - Central Subway Advocacy
- Fisherman's Wharf Waterfront Advisory Group
- Clean, Safe & Civil Sidewalk Coalition
- Clean and Safe 365



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



ASSESSMENT METHODOLOGY

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 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, 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.

