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,

The 2009-2010 fiscal saw the continued growth and success of our organization but sadly included the passing of our Board President Steve Wiezbowski. Steve was a true friend of Fisherman’s Wharf and worked tirelessly to support the FWCBD. Steve led the successful effort to create the Port-side CBD and served on both the Board of Directors and Executive Committee prior to becoming the President in 2009. Steve’s commitment to the FWCBD, even during his courageous battle, was an inspiration to the Board and the Staff of the organization. At the request of Steve’s wife and daughter, the FWCBD has created a fund to build a memorial rose garden on Fisherman’s Wharf to honor Steve. Plans are under way and Steve Wiezbowski Memorial Rose Garden will be dedicated this Fall. The accomplishments highlighted in this annual report are the ultimate testament to Steve’s leadership and we would like to dedicate this annual report to him.

As the CBD enters its fifth year of existence it was important for the board to gain consensus on a vision for organization’s next five years. In July, we increased our number of Board of Directors from 19 to 25 to allow for a greater diversity of organizations and points of view. In September, the board participated in a strategic planning retreat to discuss the future direction of the CBD. While there was consensus that the core programs of the organization were definitely appropriate it was also agreed that there were three areas of focus that should be added. As a result, three new committees, Sustainability, Organization, and Community Development have been established each with a specific strategic focus to strengthen the FWCBD. Rodney Fong, our Immediate Past President was instrumental in the development and leadership of the strategic planning retreat, and we thank him for all his efforts on behalf of the FWCBD.

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

- Secured a partnership between the FWCBD, the SF Planning Department, the Mayor’s office and the Port of San Francisco to fund the Environmental Impact Report (EIR) in support of the Public Realm Plan for Fisherman’s Wharf.
- Partnered with the City of San Francisco to support the 4th of July Celebration on Fisherman’s Wharf.
- Partnered with the City of San Francisco on the Sunday Streets and served on both the Board of Directors and Executive Committee prior to becoming the President in 2009. Steve’s commitment to the FWCBD, even during his courageous battle, was an inspiration to the Board and the Staff of the organization. At the request of Steve’s wife and daughter, the FWCBD has created a fund to build a memorial rose garden on Fisherman’s Wharf to honor Steve. Plans are under way and Steve Wiezbowski Memorial Rose Garden will be dedicated this Fall. The accomplishments highlighted in this annual report are the ultimate testament to Steve’s leadership and we would like to dedicate this annual report to him.

As we look ahead to the 2010-2011 year, our focus is on implementing the Public Realm Plan as detailed by the Planning department on our June 9, 2010 community workshop. The community has embraced the plan and is looking forward to the completion of the Environmental Impact Report, currently underway, so we may move forward with the project. Our organization is researching various funding mechanisms to fully implement the plan and is looking ahead to the final completion of this long awaited project.

We thank you for your contributions to the FWCBD and encourage you to read about the accomplishments of the CBD included in this mid-year 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,

David Berbey
President

Kevin Carroll
Executive Director

July 2010

District Identity and Street Improvements (DISI): Marketing

- 2009 Fourth of July Celebration: participation with special offers for visitors, web site build-out and event sponsorship
- Fleet Week 2009: Major sponsorship negotiated to include print and broadcast. District participated in Fleet Week guide with special offers for military personnel and visitors
- Holiday Lights & Sights Marketing Campaign:
  - November/December, 2009, including:
    - Lighting of fishing boats in the lagoons from PIER 39 to Jefferson and Hyde Streets
    - Advertising in SF Examiner and on F-Line Historic Trolley Cars
    - Street banner program on The Embarcadero
    - Lighted decorations on the world famous “Crab Wheel”
    - Holiday Lights & Sights Boat Parade
    - Over 40 boats participated including Fishing Fleet, St. Francis Yacht Club, SF Fire and Police Departments, PIER 39 harbor, National Park Service and Sea Scouts.
    - Television news coverage on KTIV (Channel 2) & KGO (Channel 7)
  - Headline feature in the SF Chronicle
- Crab Festival: February, 2010
  - First Annual Celebrity Crab Cracking Contest: January 28, 2010
  - Television Campaign partnered with Alineo’s and Fog Harbor Restaurants
  - Street banner program on The Embarcadero
  - The campaign delivered over 6,000,000 media impressions
- Sponsorship Participation with 2010 San Francisco Ocean Film Festival at the Aquarium of the Bay

San Francisco Ocean Film Festival: February, 2010
- Sponsored the film festival at the Aquarium of the Bay

Spring/Summer 2010. Conducted two waves of interviews to update Fisherman’s Wharf visitor research data.

David Chiu, president of the San Francisco Board of Supervisors, and Misrael Reyes, Executive Sous Chef from Bistro Boudin, use teamwork to become the first winners the Celebrity Crab Cracking Contest. Their winning efforts resulted in a $1,000 donation to the North Beach Citizen’s Organization selected by Supervisor Chiu.
Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION
• Hanging Flower Baskets (Replanted in November 2009)
• Flower Planter with Signage on Taylor and Bay Maintained
• Street “A Day in the Life” Banners

STREET MAINTENANCE
• Street Steam Cleaning
• Graffiti Abatement
• Street Maintenance during high-season periods
• Pedestrian Way-finding Signage

SECURITY
• SFPD 10B High-Season Coverage
• Telephone & Email Communication System
• Participation on Central Station Community Advisory Board
• Conducted SFPD Community Meetings

GRANTS
• Received $25,350 grant from Mayor’s Office to support expansion of hanging flower basket program
• Awarded $80,000 two-year grant for Zero Waste from Department of Environment

PIERSafe
• Monthly PIERSafe Meetings held on the first Thursday of the month
• FishNet Weekly Testings with over 20 participating members
• SFFD NERT training and certifications sessions held on:
  • September 21, October 28, January 22, January 29 (66 attendees)
  • 3rd Annual Emergency Preparedness Drill (October 16, 2009)
  • 80 participants
  • Conducted SFFD NERT training and certifications sessions on September 21, October 28, January 22, January 29 (66 attendees)
  • 3rd Annual Emergency Preparedness Drill (October 16, 2009)
  • Over 80 participants
  • Scheduled as part of 20th Anniversary of Loma Prieta Earthquake
  • Covered by local television & radio stations
  • Participation from SFFD, SFPD, Dept. of Emergency Services, NERT
  • Produced three PIERSafe (Partners in Emergency Readiness) newsletters updating the community on the team’s efforts

TRANSPORTATION
• Researched, presented and received approval from SFMTA for new short-term parking locations on the Wharf.
• Requested and received approval for new red zone on Taylor Street at Jefferson to ease congestion at intersection.
• Facilitated meetings with SFMTA about new proposed parking meters

Public Realm Plan

Over the past two and one half years the Fisherman’s Wharf CBD has been working closely with the San Francisco Planning Department to develop improvements to the area. The public realm draft plan was published in June 2010 and presented to the Fisherman’s Wharf Community. Additional Community Planning Workshops will take place over the summer to gain additional feedback on the draft plan.

The plan calls for the redesigning of Jefferson Street and the Embarcadero from Aquatic Park to Pier 35 and includes designs for upgrades to appearance and pedestrian usability, as well as modifications to traffic flow. The improvements to the streets and sidewalks will result in the increased safety and overall positive experience of pedestrians and bicyclists, while also helping to alleviate the common complaint of overcrowding.

The Jefferson Street upgrade is one of five components in the plans for Fisherman’s Wharf. Other components include:
• Dynamic electronic parking signage
• Open space design
• Urban design guidelines for new development
• Streetscape lighting and landscaping

The FWCBD continues to partner with the SF Planning Department, The Mayor’s Office, and the Port of San Francisco on making the plan a reality. The FWCBD is providing financial support for the Environment Impact Report (EIR) which is being conducted in the Fall of 2010. The draft plan is available to review online at www.sf-planning.org/fp/CDG/CDG_fishermans_wharf.htm
Bay/North Point, between Polk and Powell to Jefferson. The includes roughly all parcels north of calculating assessments.

Three benefit zones have been created in the District for 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 4,466,146 in building square footage.

**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.

**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

**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:

$$\text{Assessment} = \text{Linear frontage} \times \text{Land area} \times \text{Building use}$$

**Benefit Zone 2** includes parcels north of 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:

$$\text{Assessment} = \text{Linear frontage} \times 0.05\text{ per square foot}$$

**Benefit Zone 3** includes the ILWU* block bordered by Beach, Mason, Taylor and North Point. Parcels are assessed at the same rate as Benefit Zone 2 parcels are assessed at the rate for calculating the assessment is:

$$\text{Assessment} = \text{Linear frontage} \times 0.05\text{ per square foot}$$

**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 applied to that gross sales figure is 0.0014%.

**Example:**

Gross Sales $1,000,000 x 0.0014 = $14,000 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.

---

**2009–2010 Balance Sheet**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>CURRENT ASSETS</th>
<th>LIABILITIES &amp; EQUITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$5,040</td>
<td>Current Liabilities</td>
</tr>
<tr>
<td>Short Term Investments</td>
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<td>Accounts Payable</td>
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<tr>
<td>Total Cash</td>
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<td>11,665</td>
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<td>Short Term Investments</td>
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<td>Accrued Expenses Year-End</td>
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<td>Other Current Assets</td>
<td>5,000</td>
<td>Total Liabilities</td>
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<td>Accounts Receivables Year-End</td>
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<tr>
<td>Pre-paid Expenses &amp; Insurance</td>
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<td>Total Current Assets</td>
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<td>EQUITY</td>
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<td>Fixed Assets</td>
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<td>Designated Projects</td>
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<td>Undesignated</td>
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<td>30,844</td>
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<td>Total Equity</td>
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<td>70,956</td>
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<td>TOTAL ASSETS</td>
<td>396,285</td>
<td>TOTAL LIABILITIES &amp; EQUITY</td>
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**2009–2010 Budget**

**REVENUE ACTUALS BUDGET VARIANCE % VARIANCE**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Actuals</th>
<th>Budget Variance</th>
<th>% Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments–Landside</td>
<td>554,477</td>
<td>579,044</td>
<td>(24,567)</td>
</tr>
<tr>
<td>Assessments–Portside</td>
<td>254,369</td>
<td>250,371</td>
<td>4,067</td>
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<tr>
<td>Program Sponsorship/Grants</td>
<td>101,275</td>
<td>100,000</td>
<td>1,275</td>
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<tr>
<td>Advanced Reservation Systems</td>
<td>826</td>
<td>0</td>
<td>826</td>
</tr>
<tr>
<td>Interest Savings/Short-Term Investment</td>
<td>648</td>
<td>0</td>
<td>648</td>
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<tr>
<td>Other</td>
<td>5,985</td>
<td>5,895</td>
<td>90</td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td>852,930</td>
<td>881,015</td>
<td>(28,085)</td>
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</table>

**EXPENSE ACTUALS BUDGET VARIANCE % VARIANCE**

<table>
<thead>
<tr>
<th>Expense</th>
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<tbody>
<tr>
<td>Administrative</td>
<td>165,649</td>
<td>174,300</td>
<td>(8,651)</td>
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<tr>
<td>District Identity &amp; Streetscape Improvement</td>
<td>342,100</td>
<td>374,173</td>
<td>(32,073)</td>
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<tr>
<td>Sidewalk Operations &amp; Beautification</td>
<td>189,308</td>
<td>198,442</td>
<td>(9,134)</td>
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<tr>
<td>TOTAL EXPENSES</td>
<td>747,182</td>
<td>786,915</td>
<td>(39,733)</td>
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**2009–2010 Carryover Disbursement**

**PUBLIC REALM PROJECTS**

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<tr>
<th>Project</th>
<th>Amount</th>
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<th>% Variance</th>
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<td>TOTAL CARRYOVER DISBURSEMENT</td>
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**2010–2011 Budget**

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**2010–2011 Carryover Disbursement**

**TOTAL CARRYOVER DISBURSEMENT | 204,360|**

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**July 1, 2009–June 30, 2010 (Budget vs Actual)**

**2010–2011 Budget**

**INCOME | LANDSIDE | PORTSIDE | TOTAL |**

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<thead>
<tr>
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<tr>
<td>Assessments</td>
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<td>275,835</td>
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**EXPENSE | LANDSIDE | PORTSIDE | TOTAL |**

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<td>124,200</td>
<td>12,318</td>
</tr>
<tr>
<td>Administration</td>
<td>115,780</td>
<td>130,000</td>
<td>(14,220)</td>
</tr>
<tr>
<td>TOTAL EXPENSES</td>
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<td>145,300</td>
<td>633,908</td>
</tr>
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</table>

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**July 2010–June 2011 Budget**

**INCOME | LANDSIDE | PORTSIDE | TOTAL |**

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</table>
2009-2010 Board of Directors
PRESIDENT:
Steve Wiezbowski, PIER 39
VICE PRESIDENT:
David Berbey, Portco, Inc.
SECRETARY:
Nunzio Alioto, Alioto’s #8
TREASURER:
Aline Estournes, Northpoint Shopping Centre
IMMEDIATE PAST PRESIDENT:
Rodney Fong, Wax Museum at Fisherman’s Wharf
BOARD MEMBERS:
Frank Alioto, F & A Alioto Properties
Bob Brooks, Castagnola’s Restaurant
Gary Burns, Tarantino’s Restaurant
John Cannizzaro, Jefferson Building Properties
Nancy Conyers, Pompeii’s Grotto Restaurant
Tom Creedon, Scoma’s Restaurant
Jackie Douglas, Wacky Jacky Sport Fishing
Tom Escher, Red and White Fleet
Betty Foote, Resident
David Harrison, Patson Companies (THE CANNERY)
Rita Hernandez, Ghirardelli Square
Chris Johnson, Radisson Hotel
Chris Martin, Bay Delta Center (Member at Large)
Paul Miller, Boudin Bakery
Jan Misch, Best Western Tuscan Inn
Kathy Paver, PIER 39
Craig Schwan, Sheraton Fisherman’s Wharf
Jeff Sears, Blazing Saddles
Dante Serafini, The Franciscan Restaurant
David von Winckler, Argonaut Hotel

COMMUNITY REPRESENTATIVES:
Katharine Arrow, Port of San Francisco
Lynn Cullivan, San Francisco Maritime National Historical Park
Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR
Kevin Carroll

SERVICES COORDINATOR
Kevin Dinstell

Fisherman’s Wharf
COMMUNITY BENEFIT DISTRICT
2801 Leavenworth Street, Suite B-16
San Francisco, CA 94133
415.673.3530 | 415.673.2527 | info@visitfishermanswharf.com
www.visitfishermanswharf.com