



Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

Annual Report 2010 2011

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 2010-2011 fiscal year saw the continued growth and success of our organization. Now in its sixth year of operation the Fisherman's Wharf Community Benefit District (FWCBD) has built very productive relationships with city agencies and other neighborhood groups. We have increased our number of Board of Directors to 25 members strong and our 14 committees include the participation of over 150 district and community members each month. We would like to thank our volunteer board of directors as well as all of individuals that support our district throughout the year.

We are happy to report that the Public Realm Plan for Fisherman's Wharf has continued to gain both momentum and support. The plan has received wide support, not only from the community, but also from Mayor Ed Lee and the Mayor's Office of Economic and Workplace Development, Supervisor David Chiu, the San Francisco Planning Department, the Port of San Francisco, SPUR and the Bay Trail Project. The FWCBD has shared in the funding of the Environment Review Process (EIR) through a collaborative partnership with the SF Planning Department, The Port of San Francisco and the Mayor's Office. The Preliminary Mitigated Negative Declaration was successfully completed in May of this year which is a major milestone for the plan. Our formal request to complete the project prior to the America's Cup has definitely moved the process ahead quicker. However, we do not have confirmation on the construction funding or if the project construction can be accelerated to be completed prior to the America's Cup.

Special Events continue to drive significant numbers of visitors to Fisherman's Wharf. Fleet Week 2010 was the most successful we have seen in years, and Fleet Week 2011 is expected to be even better. With the announcement of the 2013 America's Cup Race coming to San Francisco, the FWCBD has already been working closely with the Mayor's Office and the SFMTA to ensure the Wharf is part of the planning process for this very exciting event. We are convinced that the preparations and plans for welcoming the America's Cup to the waterfront will benefit Fisherman's Wharf well beyond the race itself through permanent changes to transportation and event management that can be applied throughout the year.

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

- Added a new ambassador program that will help welcome our visitors to the district and ensure their experience is as positive as possible.
- Created a safe and more welcoming corridor on Taylor Street from the Cable Car Turnaround to Jefferson Street by permanently lighting of 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 on the Sunday Streets program and had the event end with a Family Fitness Fair in the heart of Fisherman's Wharf.
- Conducted the Fourth Annual PIERsafe Emergency Preparedness Drill on the Pier 45 which included strong media coverage.
- Supported the most successful Fleet Week San Francisco, to date, through a Major Sponsorship for Fisherman's Wharf that delivered hundreds of thousands of visitors to the Wharf.
- Began 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. We added lights to all the trees in the park which has created a much safer and a more beautiful night time experience.

We encourage you to read about the accomplishments of the CBD 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,



David Berbey
President



Kevin Carroll
Executive Director



District Identity and Street Improvements (DISI): Marketing

- Provided event sponsorship for the 2010 Fourth of July Celebration as well as special offers for visitors, a web site build-out and the production of a event flyer distributed to local businesses and hotels.
- Sponsored the 2010 Salmon Aid event at the Aquarium of the Bay.
- For Fleet Week 2010 the FWCBD provided major sponsorship to include print and broadcast media. The district participated in a Fleet Week guide with special offers for military personnel and visitors. The FWCBD also staffed an information booth at the corner of Jefferson and Taylor Streets.
- Production of the Holiday Lights & Sights boat parade with over 40 boats from the Fishing Fleet, St. Francis Yacht Club, SF Fire and Police Departments, PIER 39 harbor and Blue & Gold Fleet. Advertising on F-Line Historic Trolley Cars. Lighted decorations on the world famous "Crab Wheel". The event was covered by the Chronicle and the Examiner.
- Coverage by KCBS and the San Francisco Chronicle for the 4th Annual PIERsafe drill.
- Website: The official Fisherman's Wharf website, www.visitfishermanswharf.com experienced a decline from July-September with a drop of 19% of unique visitors. With a revamped search engine optimization program in place from October through December, unique visitors again increased over the previous year by 7.5%. Since the start of the website in July, 2007 unique visitors have grown over 105%.
- To meet the demands of an ever evolving web and smart phone environment, work began in June to revamp visitfishermanswharf.com into a content management system that is fully integrated with news blogs and social media sites which will launch in August of 2011.
- Social media: Facebook followers has increased 23% from July to December and the amount of unique users who have engaged, viewed or consumed content from the Fisherman's Wharf page more than quadrupled in the months of November and December. The amount

of followers increased from 1826 at the end of June 2010 to 2857 by the end of June 2011. Monthly totals of unique users who engaged the Fisherman's Wharf Facebook page went from an average of 250 per month to over 5000 by the end of the fiscal year.

- Redesigned and improved the Fisherman's Wharf Brochure with a better map, directions and instructions on where to find additional information on the internet. 500,000 copies were printed for the next two years and are distributed by Certified Folder and by direct requests that come into the FWCBD Office.
- Fisherman's Wharf was the innagural site for the 2011 Sunday Streets events throughout the city. The FWCBD were featured in the City Hall press conference and received print and online media coverage. The FWCBD also organized and sponosored a Family Fitness Fair in the parking lot at Jefferson and Mason that included games and activities for participating families.





Street Operations, Beautification and Order (SOBO)

BEAUTIFICATION

- Expanded to 67 Flower Baskets (Replanted in October 2010) of which 40 were funded by a grant from the Mayor's Office.
- Lighted the trees at Conrad Park during the holidays which not only beautified the park but also helped prevent crime and loitering.
- Fixing electrical boxes & permanently lighting the trees along Taylor Street from Jefferson Street to Bay Street.
- Lighted the Crab Wheel at Jefferson & Taylor for the holiday season.

STREET MAINTENANCE

- Sidewalk Steam Cleaning.
- Graffiti Abatement.
- Partnered with DPW on the "Clean Sweep" of the wharf in July of 2010.
- Contract with CMSC to provide a person (s) to collect litter from the sidewalks. Coverage is seven days a week and 12 hours per day from May to October.

SECURITY

- Expanded the existing SFPD 10B coverage to seven days a week up to Fleet Week (early October). From July to October our 10B officers issued over 113 citations and made over 30 arrests.
- Participated on Central Station Community Advisory Group.
- Held bi-monthly SFPD Community Meetings.
- Provided cell phones to the two regularly scheduled SFPD beat officers to allow the FWCBD to easily contact them with issues that arise.
- In 2011 the FWCBD contracted with Service Group Incorporated and hired one full time and one part time Visitor Ambassador. These year round ambassadors not only assist visitors with directions and questions, but also aid law enforcement, the Port of San Francisco and the homeless at the wharf.

PIERsafe

- Monthly PIERsafe Meetings held on the first Wednesday of the month.
- Weekly tests of the FishNet radio network that

includes over 20 participating members.

- SFPD NERT training and certifications sessions held on September 17 & 24, 2010 and February 25 & March 4th. (over 160 attendees)
- The 4th Annual Emergency Preparedness Drill held on October 15, 2010 had over 50 participants and was covered by local television & radio stations.
- Produced and distributed two PIERsafe (Partners in Emergency Readiness) newsletters updating the community on the team's efforts.

TRANSPORTATION TASKFORCE

- Worked with Supervisor David Chiu's office and the MTA on new tour bus legislation.
- Committee met to continue work on congestion related to tour buses and the lack of long-term parking alternatives.
- Presented district's concern to the MTA Board about lack of outreach to the Fisherman's Wharf Community on the MTA's proposal to expand parking meter hours.

SUSTAINABILITY COMMITTEE

- Secured an \$80,000 two-year grant from the Department of Environment to implement a zero waste program on the wharf.

COMMUNITY DEVELOPMENT COMMITTEE

- Held two separate workshops that focused on sustainable seafood practices for restaurants and how to become a zero waste business



Public Realm Plan

Over the past three years the Fisherman's Wharf CBD has been working closely with the San Francisco Planning Department to explore improvements to the area. The public realm plans outlined in the Fisherman's Wharf CBD Vision Plan have continued to gain momentum and support. Several Community Planning Workshops were held to help shape the program. Consensus was gained on the six key elements of the plan including:

- Pedestrian friendly streets and sidewalks
- Safe routes for bicycles
- Good for commerce
- Works well with transit
- Eases traffic congestion
- Facilitates Parking

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. Specific improvements proposed involve the widening of sidewalks, creating much-needed bicycle lanes, and providing uncomplicated instruction and access to parking facilities.

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 has shared in the financing of both the Mitigated Negative Declaration and the construction drawings for the Public Realm Plan.





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

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 x .091612 = \$ 458.06 in lot size
 50 x \$ 5.4296 = \$ 271.48 in linear frontage, and
 4,000 x \$.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 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 pedi cab company. The assessments range from \$250 to \$2,000.

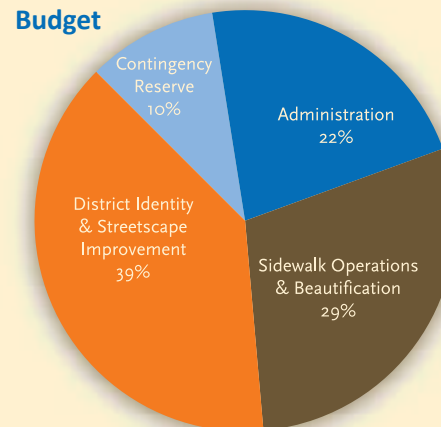
2010–2011 Balance Sheet

| ASSETS | |
|---|----------------|
| CURRENT ASSETS | |
| Cash | 147,003 |
| Savings & Short Term Investments | 101,991 |
| Total Cash/Short Term Investments | 248,994 |
| ACCOUNTS RECEIVABLE | |
| Accounts Receivables Year-End | 15,285 |
| Grants Receivable | 40,000 |
| Total Accounts Receivable | 55,285 |
| OTHER CURRENT ASSETS | |
| Accounts Receivables Year-End | 107,905 |
| Prepaid Expenses & Insurance | 7,159 |
| Total Other Current Assets | 115,064 |
| FIXED ASSETS | |
| Total fixed assets net of accumulated depreciation | 63,471 |
| TOTAL ASSETS | 482,814 |
| LIABILITIES & EQUITY | |
| LIABILITIES | |
| Accounts Payable | 44,277 |
| Accrued Expenses Year-End | 13,490 |
| Total Liabilities | 57,767 |
| EQUITY | |
| Total Equity | 425,047 |
| TOTAL LIABILITIES & EQUITY | 482,814 |

2010-11 Carryover Disbursement

| '10-'11 DESIGNATED PROJECTS FOR '11-'12 | CARRYOVER |
|---|----------------|
| Public Realm Projects | 106,000 |
| DISI Special Marketing Projects | 50,000 |
| SOBO Special Street Projects | 50,000 |
| TOTAL CARRYOVER DISBURSEMENT | 206,000 |

2010–2011 Budget



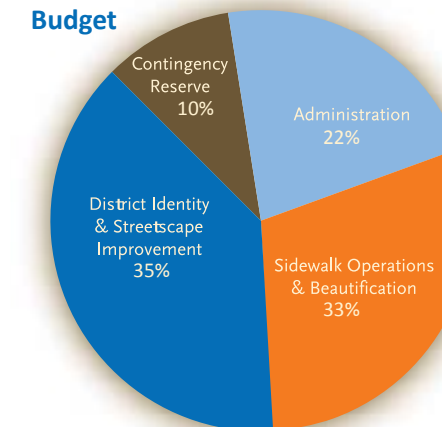
July 1, 2010–June 30, 2011 (Budget vs Actual)

| REVENUE | ACTUAL | BUDGET | VARIANCE | % VARIANCE |
|---|------------------|------------------|-----------------|-------------|
| Carry over from fiscal year 09/10 | 229,610 | 229,610 | 0 | 0% |
| Assessments—Landside | 586,608 | 589,551 | (2,943) | 0% |
| Assessments—Portside | 184,403 | 186,303 | (1,900) | -1% |
| Program Sponsorship/Grants | 55,000 | 56,750 | (1,750) | -3% |
| Miscellaneous | 850 | 0 | 850 | 100% |
| Interest Savings/Short-Term Investment | 1,818 | 0 | 1,818 | 100% |
| Donated Services | 43,713 | 40,000 | 3,713 | 9% |
| TOTAL REVENUE | 1,102,002 | 1,102,214 | (212) | 0% |
| EXPENSE | ACTUAL | BUDGET | VARIANCE | % VARIANCE |
| Sidewalk Operations & Beautification | 251,251 | 252,300 | (1,049) | 0% |
| District Identity & Streetscape Improvement | 275,058 | 335,455 | (60,397) | -18% |
| Administration | 185,315 | 184,399 | (916) | 0% |
| Donated Services | 43,713 | 40,000 | 3,713 | 9% |
| TOTAL EXPENSES | 755,337 | 812,154 | (56,817) | -7% |
| DESIGNATED PROJECTS | 131,529 | 229,610 | (98,081) | -43% |
| CONTINGENCY RESERVE | 85,700 | 85,700 | 0 | 0 |
| 2010-2011 REVENUE OVER EXPENSES | 129,436 | 0 | 129,436 | 100% |

July 2011 - June 2012 Budget

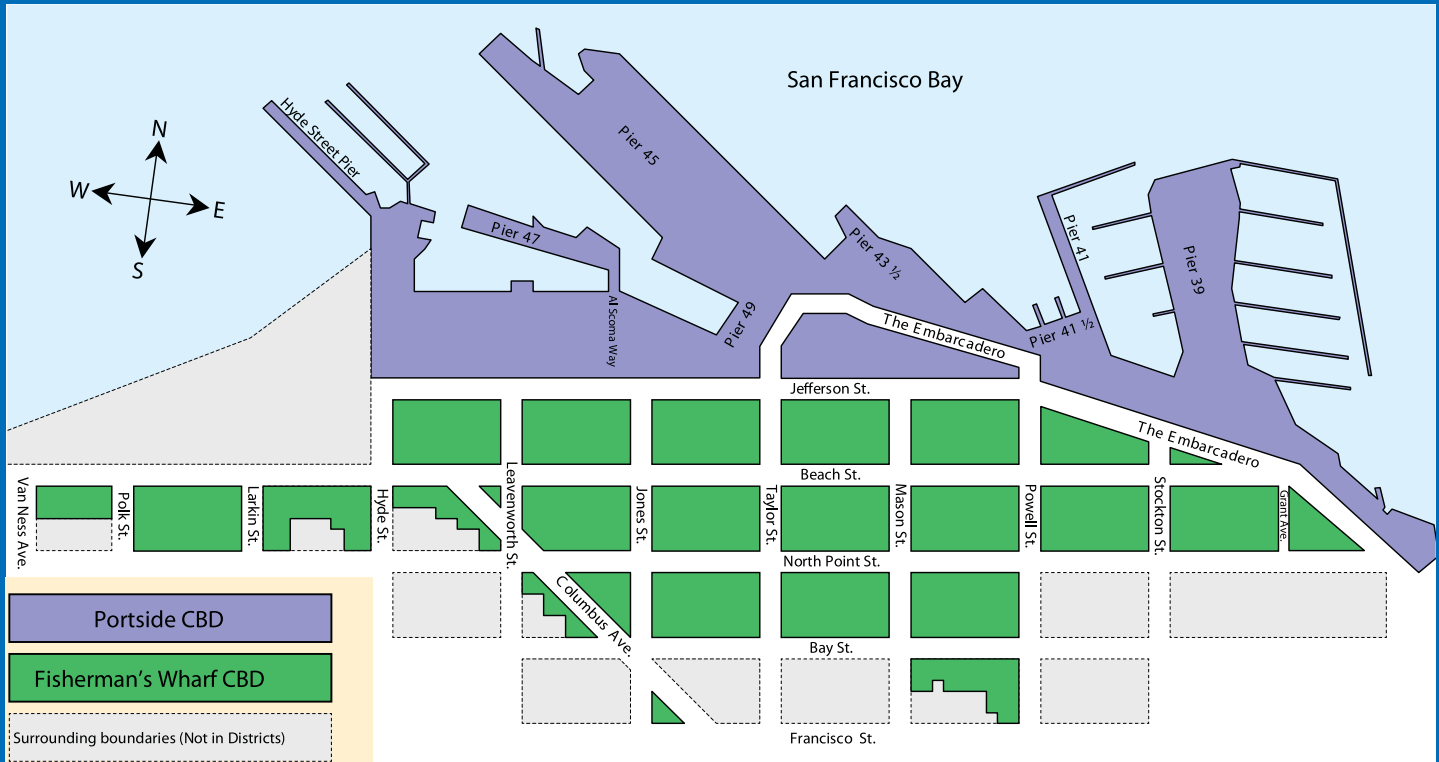
| REVENUE | LAND-SIDE | PORT-SIDE | TOTAL |
|---|----------------|----------------|------------------|
| Carry over from fiscal year 2010-2011 | 156,000 | 50,000 | 206,000 |
| Assessments | 589,600 | 186,300 | 775,900 |
| Sponsorship/Grants | 47,000 | 28,000 | 75,000 |
| Donated Services | 34,000 | 6,000 | 40,000 |
| TOTAL REVENUE | 826,000 | 270,300 | 1,096,900 |
| EXPENSE | LAND-SIDE | PORT-SIDE | TOTAL |
| Sidewalk Operations & Beautification | 277,800 | 0 | 277,800 |
| District Identity & Streetscape Improvement | 163,422 | 137,778 | 301,200 |
| Administration | 131,778 | 54,422 | 186,200 |
| Donated Services | 34,000 | 6,000 | 40,000 |
| TOTAL EXPENSES | 607,000 | 198,200 | 805,200 |
| Designated Projects | 156,000 | 50,000 | 206,000 |
| Contingency Reserve | 63,600 | 22,100 | 85,700 |

2011–2012 Budget





Area Map Of The Fisherman's Wharf Community Benefit District



2009-2010 Board of Directors

PRESIDENT:

David Berbey, Portco, Inc.

VICE PRESIDENT:

Nunzio Alioto, Alioto's #8

SECRETARY:

Kathy Paver, PIER 39

TREASURER:

Aline Estournes, Northpoint Shopping Centre

IMMEDIATE PAST PRESIDENT:

Rodney Fong, The Wax Museum at Fisherman's Wharf

BOARD MEMBERS:

Frank Alioto, F&A Alioto Properties
 Robert Brooks, Castagnola's
 Gary Burns, Tarantino's
 John Cannizzaro, Jefferson Building, Inc.
 Tom Creedon, Scoma's
 Lou Cuneo, American Academy of Ophthalmology
 Jacqueline Douglas, Wacky Jacky Sport Fishing
 Dania Duke, The Hyatt at Fisherman's Wharf
 Tom Escher, Red and White Fleet
 Betty Foote, Resident
 David Harrison, THE CANNERY
 John Henry, The Radisson Hotel
 Brian Huber, MapWest
 Paul Miller, Boudin
 Jan Misch, The Tuscan Inn
 Jeff Sears, Blazing Saddles
 Dante Serafini, The Franciscan Crab

Restaurant

Craig Schwan, The Sheraton Hotel
 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.
 Mike LaRocca, A. LaRocca Seafood

EXECUTIVE DIRECTOR

Kevin Carroll

SERVICES COORDINATOR

Troy Campbell