

JUL 2024 - JUN 2025

ANNUAL REPORT



Prepared by:
**Fisherman's Wharf
Community Benefit District**

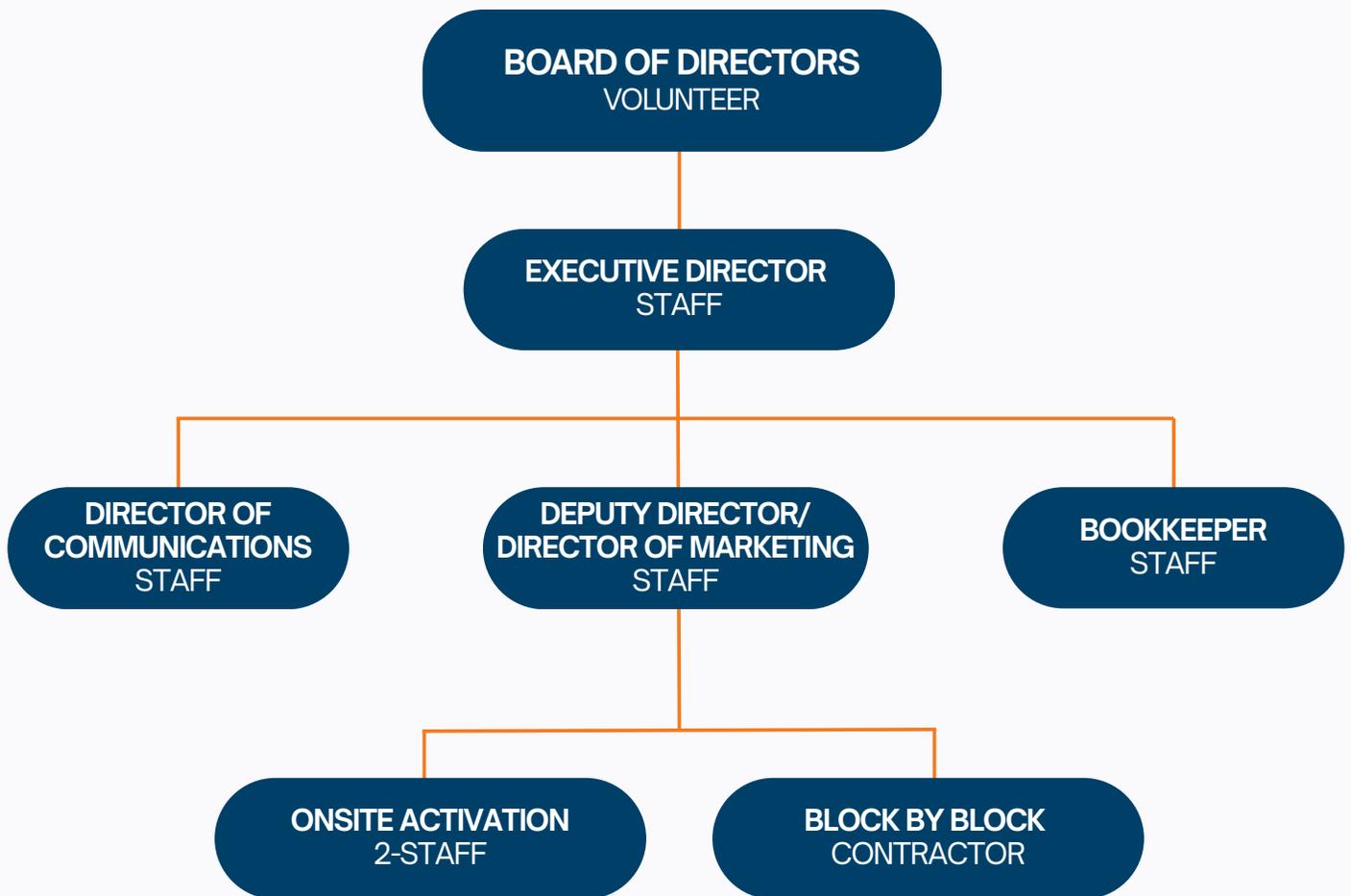
Table of Contents

Organizational Structure	3
Marketing	6
Events	9
Public Realm Projects	12
PR Metrics & Communications Initiatives	13
Advocacy	16
Grants	17
Services & Operations	18
Foot Traffic Data	20
Financial Statement & Budget	21

CORE PURPOSE

The core purpose of the Fisherman's Wharf Community Benefit District is to promote, advance, and maintain Fisherman's Wharf as a world-class destination.

ORGANIZATIONAL STRUCTURE



BOARD OF DIRECTORS

The Board of Directors is a group of volunteers responsible for governing the organization and ensuring it fulfills its mission effectively and responsibly. The Board is comprised of business representatives, community members, and property owners. It provides oversight and guidance to the Executive Director, authorizes contracts and financial decisions, adopts key organizational policies, sets strategic direction, and ensures the organization operates in accordance with its management plan, bylaws, legal obligations, and stated goals.

OFFICERS

Taryn Hoppe, President
Portco, Inc.

Jeff Sears, Vice President
Blazing Saddles

Rodney Fong, Treasurer
Fong Real Estate Co.

Sina von Reitzenstein, Secretary
PIER 39

DIRECTORS

Todd Barbee
Barbee Planning

Ruth D’Franco
The Argonaut Hotel

Al Casciato
Former SFPD Officer; Member at Large

Andrew Smith
Big Bus Tours

Sandra Fletcher
FWMA; Simco; Member at Large

Nathan Withrington
GoCar Tours

Brian Huber
SF Electric Tour Company

Joyce Yun
Hotel Zephyr

Tim McElligot
Curator Engine; Member at Large

John Castanho
SF BALMA

Emily Nichols
Kimpton Alton Hotel



STAFF

BRI MAUGHAN

Executive Director

(Apr 2025 - Present)

STEVE GIBSON & RENA LEDDY

Interim Executive Directors

(Aug 2024 - Mar 2025)

KAITLIN THRESHER

Deputy Director

(Director of Marketing 2022-2025)

ANH WONG

Bookkeeper

CECILE GREGOIRE

Director of Communications

AMEN ALEMAYEHU

Onsite Activation Manager

MURIEL LEE

Onsite Activation Manager

(Oct 2024 - Jul 2025)

BLOCK BY BLOCK

JOSH FELISE

Operations Manager

AMBASSADORS:

Jojo B.

Clifford D.

Tyger J.

Quincy L.

Alexis B.

Willie M.

Victor R.

Dominic S.

Magdalena S. P.

Vernell T.

Kenneth W.

Michael Y.

Nancy Z. M.

Leonard B.

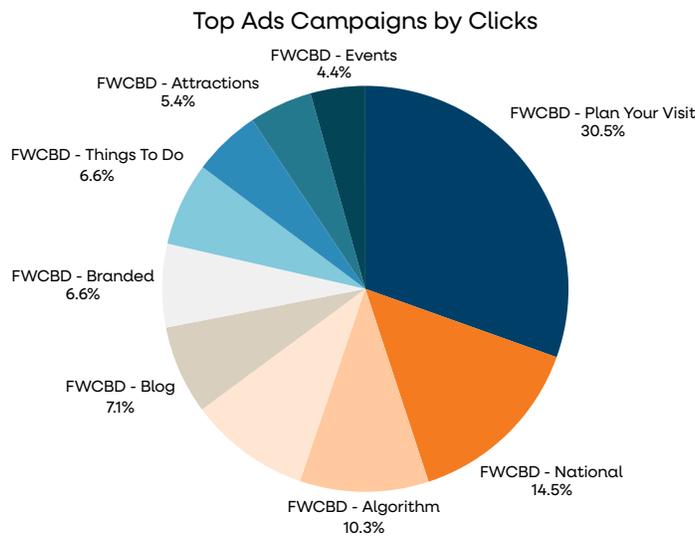
Demario M.

Santos M. B.

MARKETING & ADVERTISING

WEBSITE ADVERTISING

The FWCBD has successfully leveraged its Google Ads Grant, a program that offers nonprofit organizations free advertising credits to increase visibility and engagement. The total **grant spend in FY25 was \$120,775.77**. These efforts generated **476,096 impressions** and **40,164 clicks**.



With a **click-through rate (CTR) of 8.44%**, FWCBD is able to amplify marketing efforts and increase traffic to local businesses within the district.

SOCIAL MEDIA ADS

In FY25, a total of **\$1,865.86** was spent on Meta ads (includes Facebook, Instagram, and Messenger).

15 ad campaigns were conducted, promoting FWCBD events, driving traffic to fishermanswharf.org and promoting local businesses within the district. These ads received a total of **387,317 impressions**, reached a total of **190,731 individual accounts**, received **10,677 link clicks**, **663 event responses** to the FWCBD's holiday activation, Gingerbread Lane, and **13,522 post engagements** overall.



MARKETING & ADVERTISING

SF FUNCHEAP

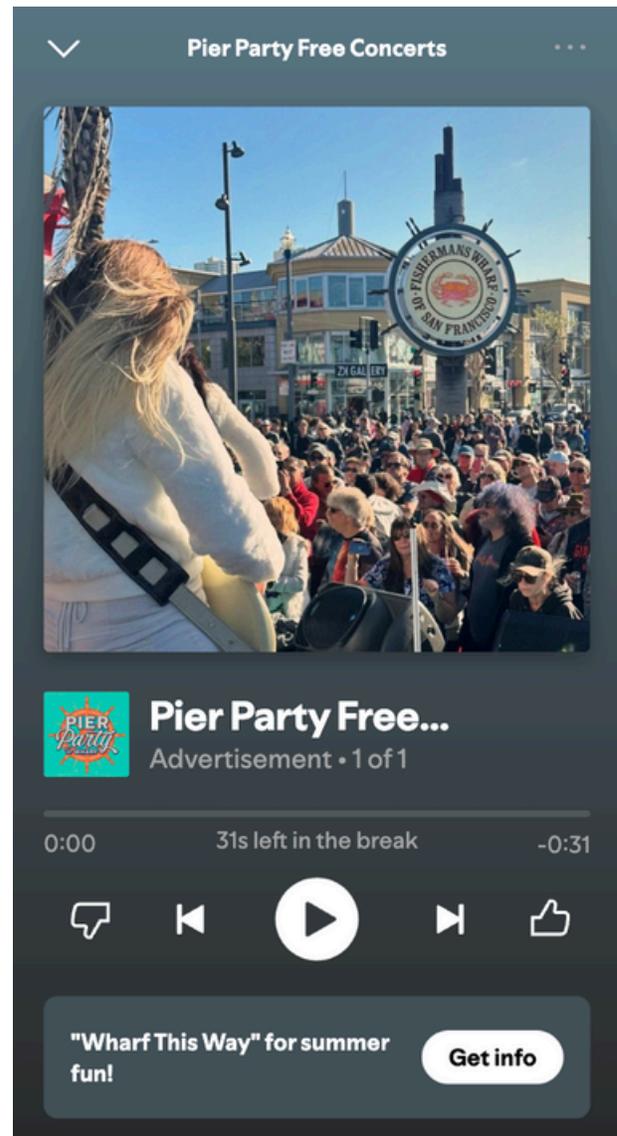
The FWCBD contracted with FunCheapSF to promote the Pier Party at the Wharf concert series, reaching their audience of **over 560,000 users across email, website, and social media** through newsletters, Facebook and Instagram posts, and sponsored top listings on the FunCheapSF website.

RADIO & SPOTIFY

To promote Pier Party at the Wharf, the FWCBD contracted iHeart Radio to deliver digital ads on their **podcasts, streaming app, and on iHeart radio stations** in 2024.

These ads included both 30-second and 60-second spots. With a budget of **\$3,999.90**, our campaign achieved **over 219,969 impressions** across both podcast and app users of the music streaming app.

During FY25, FWCBD spent **\$1,905.69** on Spotify advertisements. This campaign received **273,160 impressions** and **298 clicks** to the Pier Party website.



MARKETING METRICS

WEBSITE ANALYTICS

This year, the fishermanswharf.org website had **444,132 individual users**. These users made up a total of **1,203,656 views** across all pages. Top pages included “Restaurants,” “Attractions,” “Cable Cars,” “Things to Do.”

APP ANALYTICS

FWCBD continues to maintain its trip planning app, with **24,480 users**, an ave. session **duration of 2m 21s**, **37,298 sessions**, **230,381 pageviews**, **4,236 app downloads**.

NEWSLETTER STATS

FWCBD relaunched its newsletter, “Word on the Wharf” Feb 2025. It has **1936 subscribers**, with **227 new subscribers** in FY25. Average **open rate was 39.71%** and **click rate was 15.27%**.

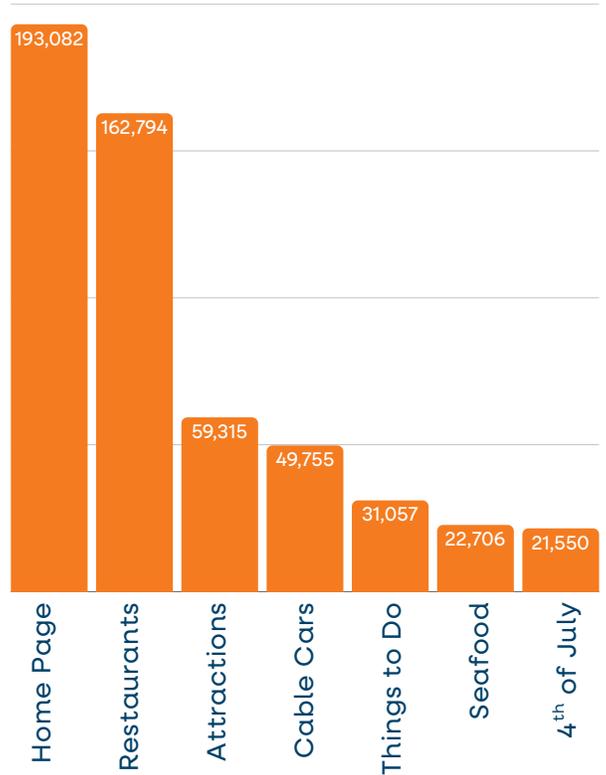
SOCIAL MEDIA ANALYTICS

 @visitfishermanswharf

On Facebook, the Fisherman’s Wharf account received **3,493,839 impressions**, **5,671 engagements**, and **increased followers to 56,177**. **101 posts** were published on the Fisherman’s Wharf Facebook page during FY25.

 @fishermanswharf

On Instagram, Fisherman’s Wharf had **467,052 impressions**, received **17,594 engagements**, and **gained 6,089 followers**, bringing the Wharf’s account to **17,364 followers** at the end of the fiscal year. **270 posts** were published on Instagram in FY25.





EVENTS & ACTIVATIONS

PIER PARTY AT THE WHARF

As part of the Port of San Francisco grant, the FWCBD hosted a vibrant and successful concert series that brought free live performances to the heart of San Francisco's iconic waterfront. Featuring an eclectic mix of artists spanning jazz, blues, rock, and Latin music, the series fostered an inclusive and lively atmosphere that celebrated the district's cultural vibrancy. The FWCBD continued to elevate the experience with a larger stage, famous emcee, bigger bands, and an expanded budget to create a more immersive experience for concertgoers.



This year, staff began collaborating with **Franco Finn and Spot On Productions** to enhance programming and production quality, while also partnering with local restaurants to promote same-day specials for Pier Party attendees, further connecting the concerts with the district's dining scene.

COMMUNITY LUNCHEON

In November 2024, the FWCBD hosted a community luncheon at Cioppino's, bringing together more than **50 attendees** from across the district. The event provided an opportunity for local stakeholders to connect, share updates, and celebrate ongoing collaborations within Fisherman's Wharf.



EVENTS & ACTIVATIONS

GINGERBREAD LANE

During the holiday season, the FWCBD hosted Gingerbread Lane, a festive activation that transformed a vacant storefront into a whimsical candy-themed winter wonderland. Created by Guinness World Record holder Jon Lovitch, artist of the world's largest gingerbread display, the installation offered a free, family-friendly experience for both locals and visitors.



VALENTINES LOVE LOCKS

For Valentine's Day, the FWCBD launched the Love Lock activation, creatively repurposing 9 foot tall letters from SHINE ON SF to design a new, week-long public installation. The centerpiece, an I ❤️ SF sign, was placed in the public realm, offering a festive photo opportunity for visitors to the Fisherman's Wharf Promenade. To make the experience interactive, FWCBD provided **500 free heart-shaped locks**, allowing guests to personalize them with their initials and attach them to the installation.

After the activation concluded, FWCBD donated the used locks to **SCRAP**, a local arts nonprofit dedicated to the creative reuse of discarded materials into sustainable art.



EVENTS & ACTIVATIONS

CRAB CRAWL

On March 9, 2025, the FWCBD hosted its inaugural Crab Crawl in celebration of National Crab Day, creating a unique culinary experience that highlighted the iconic Dungeness crab. Attendees embarked on a walking tour of six local restaurants, enjoying a specially crafted crab dish at each stop. The event was a resounding success, selling out with **300 attendees**.

Participating restaurants shared overwhelmingly positive feedback, noting the event brought locals to their storefronts. FWCBD plans to make this an annual event moving forward.

WINE WALK

On June 21, 2025, the FWCBD hosted its inaugural Fisherman's Wharf Wine Walk. The event welcomed **100+ attendees**, who enjoyed tastings from seven Northern California wineries. Guests also enjoyed food and beverage options from district businesses including Blue Mermaid and vomFASS. Entertainment throughout the day included a paint-and-sip experience, roaming Circosphere artists, two live DJs, and live screen printing by San Franpsycho.



PUBLIC REALM IMPROVEMENTS



LITTLE EMBARCADERO

This year, the FWCBD successfully completed Phase 1 of the Little Embarcadero Project, marking a major milestone in the transformation of the newly designated Fisherman’s Wharf Promenade. As part of this effort, planters, pergolas, and movable furniture were installed to create an inviting and flexible public space for visitors and locals alike. By activating the waterfront in this creative way, the FWCBD eliminated the majority of unpermitted vending and unwanted activities.



Repurposed shipping containers were activated to host small businesses, including a Welcome Center operated by Big Bus Tours and a retail location for San Franpsycho. FWCBD also worked closely with the Department of Public Health to complete permitting for Berry’s Boba to open in FY26.

GROUND MURAL PROJECT

In June of 2025, the FWCBD transformed the waterfront into a whimsical marine playground. In partnership with Street Plans, the FWCBD completed Phase 2 of the Fisherman's Wharf Promenade. Street Plans, FWCBD staff, Port of SF staff, and community volunteers hand-painted ground murals of fish that are vital to our commercial fishing industry at four key sites along the Promenade, encouraging visitors to ‘follow the fish’ along the waterfront.

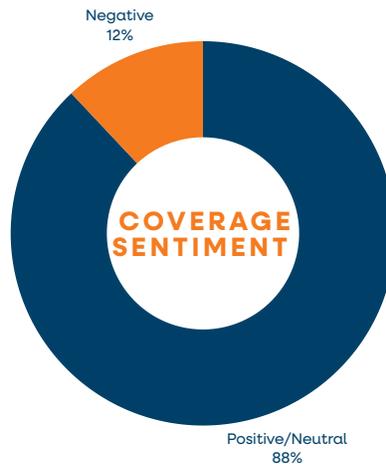
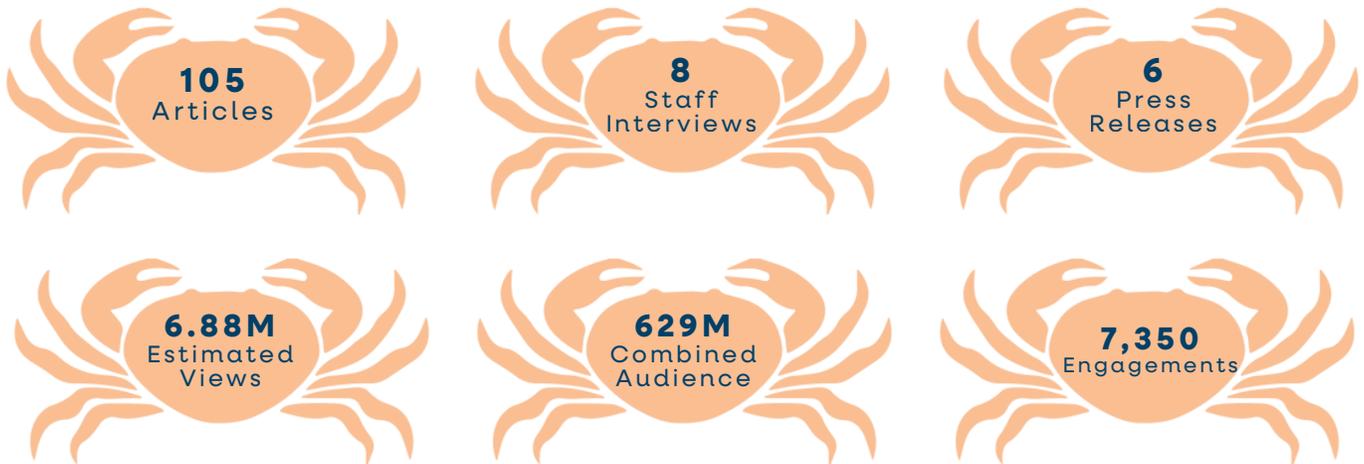


PR COVERAGE

MEDIA REACH & VALUE

Media coverage of Fisherman’s Wharf **grew by 280%**, with the number of articles increasing from **34 in FY24** to **105 in FY25**. This remarkable surge reflects increased engagement efforts and heightened interest in the district and its ongoing role as a vibrant world-class destination. **6** articles included Staff interviews, and Staff also appeared in **2** live television interview segments.

KEY PERFORMANCE HIGHLIGHTS



MEDIA ENGAGEMENT - 32 OUTLETS

ABC7 News, Axios San Francisco, BeyondChron, CalMatters, CBS NEWS BAY AREA, Chronicle, Datebook, EaterSF, FOX KTVU, Hoodline, KCBS Radio, KFI AM Radio, KRON4, KTVU, Fox 2, Mission Local, MSN, NBC, San Francisco Examiner, Secret San Francisco, SF Business Times, SF Examiner, SF Standard, SF Tourism Tips, SFGATE, SFist, Sing Tao Daily, Streetsblog, The Frisc, The New Urban Order, TravelPulse, Yahoo News.

EDITORIAL COVERAGE

The FWCBD saw significant momentum culminating in the major June 2025 announcement of the Fisherman's Wharf Forward initiative.

Key leadership emerged with three prominent FWCBD voices: **Executive Director, Bri Maughan**; **Board Chair Taryn Hoppe**, President of SFO Forecast Inc. - Portco Inc.; and **Board Treasurer Rodney Fong**, President of Fong Real Estate Company and CEO of the San Francisco Chamber of Commerce.

These leaders provided extensive commentary across multiple media outlets about the need for investment, modernization, and reconnection to the working waterfront. The period also highlighted ongoing challenges including business closures, crime concerns, and the need for infrastructure investment, while showing signs of tourism recovery, new attractions, and new and upcoming restaurant openings preparing to open in vacant spaces.

COVERAGE HIGHLIGHTS

THE FRISC | JUL 22, 2024

[“We Don’t Need Nostalgia to Save Fisherman’s Wharf. It’s Time For a New Chapter”](#)

Highlighted successful Port-funded initiatives, including the free concert series that drew 43,000 visitors in 2024. Showcased upcoming improvements: new public seating, murals, greenery, bistro lighting, and retail kiosks between Piers 43 and 45.

Estimated Views: 1.07K Engagements: 37



KRON4 "LIVE IN THE BAY" | OCT 10, 2024

[“San Francisco non-profit offers fleek week fun events”](#)

Secured 5-minute live segment on “LIVE in the Bay”, KRON4’s lifestyle show highlighting Bay Area stories, tailoring messaging to focus on Fleet Week activities and the launch of the new promenade. Director of Communications showcased Fleet Week activities. Featured: Pier Party Concerts, PIER 39 entertainment, and new promenade.

Impact: Airings: 8 Views: 21,712 Value: \$9,248



EDITORIAL COVERAGE

SING TAO DAILY | DEC 11, 2024

“SkyStar Drives Broader District Engagement and Economic Impact”

Spotlight on SkyStar Wheel's impact on district revitalization in leading Chinese-language media outlet.

SAN FRANCISCO EXAMINER | MAR 12, 2025

“Big plans for Fisherman's Wharf as new director takes helm”

Highlight of FWCBD's major leadership announcement of Bri Maughan named the new Executive Director of the Fisherman's Wharf Community Benefit District in March 2025.



PORT OF SAN FRANCISCO | JUN 10, 2025

“Port Announces Fisherman's Wharf Forward”

Major Announcement: the Port of San Francisco officially presented the "Fisherman's Wharf Forward" initiative to the Port Commission, a comprehensive \$10 million investment strategy to revitalize the iconic waterfront neighborhood.

OTHER COVERAGE

Executive Director Features

- For the waterfront development plan, Executive Director Maughan provided statements to SFGATE and SF Weekly – emphasizing benefits for “local businesses, fishing community and the millions of visitors” to the Wharf.
- Maughan commented on Scoma's 60th anniversary celebration, securing coverage in Fox News.
- Maughan was featured in an ABC News segment focusing on public safety ahead of the 4th of July weekend.

Housing/Rezoning Analysis

- Multiple articles analyzed how Mayor Lurie's rezoning proposals could potentially bring residential development to Fisherman's Wharf, marking a significant shift for the historically commercial waterfront.

Tourism Recovery Data (2025)

- Articles tracked Fisherman's Wharf's recovery from the pandemic, with hotel rooms and convention center bookings in the City nearly 65% higher in 2025 than in 2024.



ADVOCACY PROGRAM

The Fisherman’s Wharf Community Benefit District stands on the following foundational pillars – cleanliness, hospitality, public safety, economic development, and district marketing. The FWCBD holds a unique position as it serves as the catalyst for unification of the district. Advocacy plays a crucial role in elevating and addressing district cleanliness, safety, and economic development needs.

This fiscal year, staff increased their advocacy efforts by engaging with civic leadership and organizational partners such as, Block by Block, Port of San Francisco, SFPD Central Station, District 3 Supervisor’s Office, SFMTA, SF Travel, Cal Travel, and Visit California. Furthermore, FWCBD’s Executive Director and its Block by Block Operations Manager serve on SFPD Central Station’s Captain Policy Advisory Board.

GRANTS



PORT OF SAN FRANCISCO

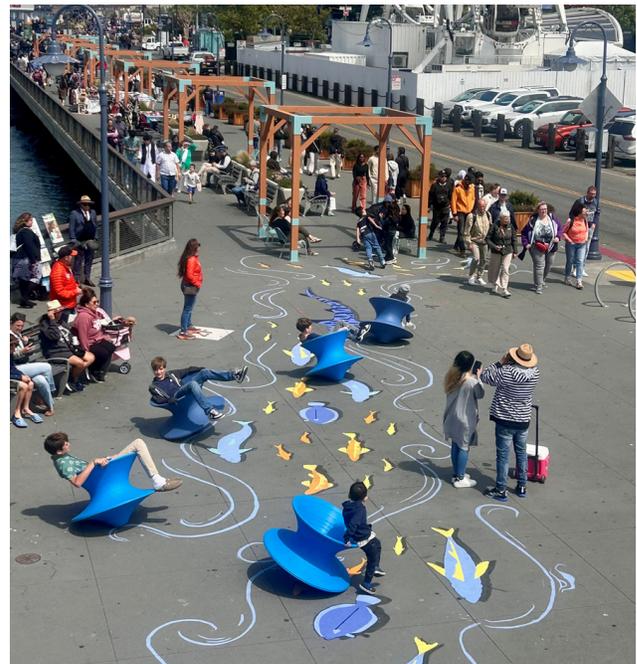
In June 2023, the FWCBD was granted **\$2,188,445.56** from the Port of San Francisco to support programming over FY23/24 and FY24/25. In June 2024, an amendment added **\$1,032,200** to the existing grant to complete the Little Embarcadero project. This funding allowed the FWCBD to provide services beyond the district's boundaries on Port-owned and managed property, including stewardship assistance, beautification, outdoor events and activations, marketing, business attraction, and administration.

In June 2025, the FWCBD returned to the Port Commission to request an amendment extending these services on the Port side through January 9, 2027. The amendment increased the grant by **\$3,147,590**, bringing the total grant amount from June 2023 through January 9, 2027, to **\$6,368,236**. This continued partnership unifies the district and strengthens the FWCBD's ability to maintain, advance, and promote Fisherman's Wharf as a world class destination.

AVENUE GREENLIGHT

In June 2023, the FWCBD was selected as a **\$50,000** grantee by Avenue Greenlight to fund the district's Landside wayfinding plan, aimed at replacing the outdated signage throughout the area with modern, vibrant blade signs.

Throughout FY25, this project and grant were pending in the permitting process. FWCBD continues to work with Avenue Greenlight and DPW to ensure this project reaches completion.



SERVICES & OPERATIONS

AMBASSADOR PROGRAM

The FWCBD has built and sustained a strong partnership with Block by Block. BBB provides a dedicated team of ambassadors, led by Operations Manager, Josh Felise, who has become vital to the ongoing success of the FWCBD’s district efforts. This ambassador team works tirelessly to keep Fisherman’s Wharf clean and welcoming seven days a week. In FY25, the FWCBD property assessment funded three full-time cleaning ambassadors assigned to services within the assessment district. The Port of San Francisco grant supported nine full-time cleaning ambassadors and two lead ambassadors providing services on Port property.

The ambassadors perform a range of essential public realm steward tasks, including building friendly relationships with the district businesses, residents, and our unhoused neighbors; removing bio-hazards; sweeping the streets; power washing sidewalks and public plazas; removing graffiti and stickers; and trash and litter abatement. The team plays a crucial role in providing a positive experience for everyone who visits Fisherman’s Wharf.



AMBASSADOR STATS

TASK	# COMPLETED
Trash (lbs)	274,392
Hospitality Engagements	263,492
Pan and Broom Block Faces	9,842
Quality of Life Checks	7,437
Graffiti Removal	5,940
Street Furniture Cleaned	5,006
ATLV Block Faces Cleaned	1,861
Bio Hazards Removed	520
Pressure Washing	167
Request for Emergency Services	35

SERVICES & OPERATIONS

BLOCK BY BLOCK PROGRAM INITIATIVES

JIA TO SMART

In April 2025, the FWCBD transitioned from JIA to the SMART data tracking system to reduce costs and improve data visibility. This change required ambassadors to be retrained to ensure consistent and accurate data entry.

SAFETY

Throughout the year, Block by Block held quarterly safety summits covering key topics such as de-escalation, slips, trips, and falls, emergency response procedures, and safe observation and reporting practices. In addition, ambassadors participated in shorter safety sessions three times a month.

RECRUITMENT

Building a strong, reliable team was a key goal for the year. Though some turnover occurred, the FWCBD retained outstanding employees who demonstrate dedication and excellence in their roles every day.

HOSPITALITY

Hospitality remained at the core of the FWCBD's ambassador program. Ambassadors approached each task with professionalism, positivity, and a strong sense of teamwork. This culture of collaboration and service was essential to the success of operations and the wide scope of work throughout the district.



VIDEO SURVEILLANCE PROGRAM

The FWCBD's Video Surveillance Technology Program enhances public safety within district boundaries. Cameras are installed in public areas such as sidewalks and parking lots to support after-the-fact investigations. Requests for video footage are processed in accordance with the California Public Records Act, with law enforcement and public requests reviewed on a case-by-case basis.

The FWCBD remains committed to ensuring the system is used ethically, lawfully, and without infringing on privacy rights, while supporting a safer environment for residents, businesses, and visitors. To learn more about FWCBD's policies, visit fishermanswharf.org/video-surveillance.

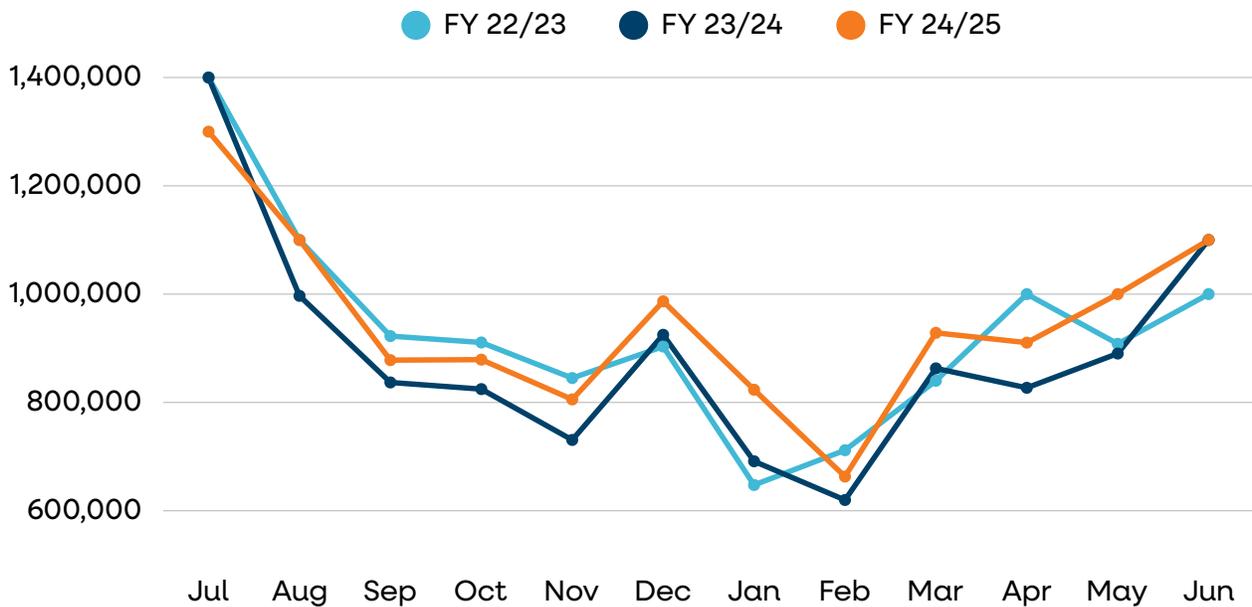
FOOT TRAFFIC



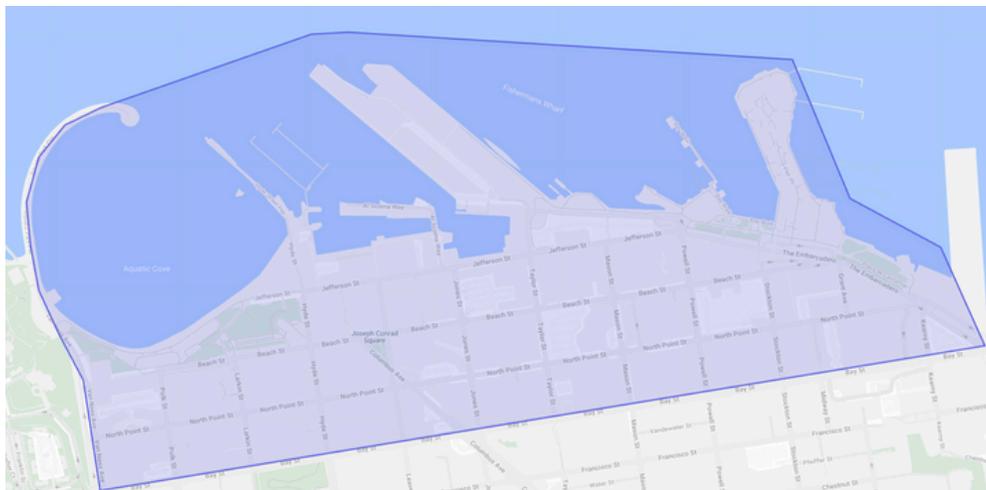
PLACER.AI DATA

FWCBD utilizes Placer.ai to track domestic foot traffic throughout the neighborhood (map below). This year, Fisherman’s Wharf saw 11.37M unique visitors. This is a 6.3% increase from the prior fiscal year and a 1.7% increase from FY23 to FY25. FWCBD utilizes this data to provide the community with visitor insight trends, measure the impact of programming on business revenues and infrastructure improvements, and assess overall economic vitality of the district.

Visitors by Fiscal Year



VISITOR DATA MAP



FINANCIAL STATEMENT

STATEMENT OF ACTIVITIES FY25 | JULY 1, 2024 - JUNE 30, 2025

	FWCBD	Port of SF	Total Actuals	Approved BUDGET	Variance	% of Budget
REVENUE						
Assessments	\$ 1,392,972	\$ -	\$ 1,392,972	\$ 1,400,175	\$ (7,203)	99%
Grant - Port of SF	\$ -	\$ 1,613,765	\$ 1,613,765	\$ 1,945,646	\$ (331,881)	83%
Marketing and Events Program	\$ 26,255	\$ 39,822	\$ 66,077	\$ 15,000	\$ 51,077	441%
Donation - In-Kind	\$ 147,478	\$ -	\$ 147,478	\$ 140,000	\$ 7,478	105%
Interest	\$ 4,696	\$ -	\$ 4,696	\$ 6,000	\$ (1,304)	78%
TOTAL REVENUE	\$ 1,571,401	\$ 1,653,587	\$ 3,224,988	\$ 3,506,821	\$ (281,833)	92%
EXPENSE						
<i>ASSESSMENT-Landside</i>						
Clean and Safe Program	\$ 536,665	\$ -	\$ 536,665	\$ 629,474	\$ (92,809)	85%
Marketing and Events Program	\$ 329,117	\$ -	\$ 329,117	\$ 433,343	\$ (104,226)	76%
Administration	\$ 287,240	\$ -	\$ 287,240	\$ 288,726	\$ (1,486)	99%
Contingency and Reserves	\$ -	\$ -	\$ -	\$ 54,633	\$ (54,633)	0%
Total Assessments	\$ 1,153,022	\$ -	\$ 1,153,022	\$ 1,406,176	\$ (253,154)	82%
<i>NON-ASSESSMENT</i>						
Clean and Safe Program	\$ -	\$ 659,825	\$ 659,825	\$ 918,760	\$ (258,935)	72%
Marketing and Events Program	\$ 23,066	\$ 650,822	\$ 673,888	\$ 715,885	\$ (41,997)	94%
Administration	\$ -	\$ 325,200	\$ 325,200	\$ 326,000	\$ (800)	100%
Marketing and Events Program (In-Kind Donation)	\$ 120,776	\$ -	\$ 120,776	\$ 118,000	\$ 2,776	102%
Administration (In-Kind Donation)	\$ 26,702	\$ -	\$ 26,702	\$ 22,000	\$ 4,702	121%
Total Non-Assessments	\$ 170,544	\$ 1,635,847	\$ 1,806,391	\$ 2,100,645	\$ (294,254)	86%
TOTAL EXPENSES	\$ 1,323,566	\$ 1,635,847	\$ 2,959,413	\$ 3,506,821	\$ (547,408)	84%
REVENUE OVER EXPENSES	\$ 247,835	\$ 17,740	\$ 265,575	\$ -	\$ 265,575	100%

APPROVED BUDGET FY26 | JULY 1, 2025 - JUNE 30, 2026

	FWCBD	Port of SF	Total Budget
REVENUE			
Assessments	\$ 1,470,184	\$ -	\$ 1,470,184
Grant - Port of SF	\$ -	\$ 1,947,580	\$ 1,947,580
Grant - Other	\$ 60,000	\$ -	\$ 60,000
Marketing and Events Program	\$ 8,000	\$ 122,000	\$ 130,000
Donation - In-Kind	\$ 151,500	\$ -	\$ 151,500
Interest	\$ 4,000	\$ -	\$ 4,000
TOTAL REVENUE	\$ 1,693,684	\$ 2,069,580	\$ 3,763,264
EXPENSE			
<i>ASSESSMENT-Landside</i>			
Clean and Safe Program	\$ 486,671	\$ -	\$ 486,671
Marketing and Events Program	\$ 389,135	\$ -	\$ 389,135
Administration	\$ 270,120	\$ -	\$ 270,120
Contingency and Reserves	\$ 50,000	\$ -	\$ 50,000
Total Assessments	\$ 1,195,926	\$ -	\$ 1,195,926
<i>NON-ASSESSMENT</i>			
Clean and Safe Program	\$ -	\$ 1,280,000	\$ 1,280,000
Marketing and Events Program	\$ 68,000	\$ 689,580	\$ 757,580
Administration	\$ -	\$ 100,000	\$ 100,000
Marketing and Events Program (In-Kind Donation)	\$ 120,000	\$ -	\$ 120,000
Administration (In-Kind Donation)	\$ 31,500	\$ -	\$ 31,500
Total Non-Assessments	\$ 219,500	\$ 2,069,580	\$ 2,289,080
TOTAL EXPENSES	\$ 1,415,426	\$ 2,069,580	\$ 3,485,006
REVENUE OVER EXPENSES	\$ 278,258	\$ -	\$ 278,258