After launching our joint website in partnership with the FWMA in May 2021, the first full fiscal year saw a **143%** increase in users and a **247%** increase in pageviews from the 2020/21 fiscal year. The website combined both the FWCBD site, visitfishermanswharf.com and the FWMA site, fishermanswharf.org, to ensure maximum SEO results for the Fisherman's Wharf brand.

The augmented website features both CRM and CMS functionality, a reporting suite detailing the traffic for the website and individual business listings, and seamless integration between the site and our VisitWidget application.

The design elements of the website were rolled out in two phases, with the final design unveiled in February 2022.
352.4K users initiated at least one session on the destination website fishermanswharf.org.
- This included 1,072,525 page views, 443,502 sessions, and an average duration of 00:01:53.

168.9K users viewed our business listings.

We had 12,761 users on our trip itinerary tool, VisitWidget.
- Usage on the Wharf SF app has doubled since the previous fiscal year (20/21).
- This included 80,661 pageviews, 3,259 iOS downloads, and 432 Android downloads.

Our Facebook reach increased by 117.7% at 6,466,063 accounts reached, and our Instagram reach was 39,617.
- This included 42,404 page and profile visits on Facebook and 15,620 on Instagram.

Our Facebook Likes steadily increased to a total of 55,076, and our Instagram followers have steadily increased to 7,826.
- This included 1,995 new Facebook Likes and 532 new Instagram Followers.

Our Twitter followers increased to 3,812.
In July 2021, Fisherman's Wharf switched its media monitoring tool from Meltwater to Critical Mention.

- Per Critical Mention, Fisherman’s Wharf earned a potential audience reach of **3.1 BILLION** viewers from July 1, 2021 to June 30, 2022.
- There were **4.8K instances** of Fisherman’s Wharf news media exposure across Print + Online, Radio, and TV.
- **2.8K mentions** had positive/neutral sentiments, and **967 mentions** had negative sentiments.
- Publicity/media exposure had an equivalent value of **$103M**.

The "News You Need" e-newsletter was published at least once a week, sometimes multiple times a week depending on the content. As with the time-sensitive COVID-19 updates that began in March 2020, the FWCBD continued with the robust communications strategy that provided stakeholders with local, state, and national content.

The FWCBD engaged with local media outlets to promote the businesses in Fisherman’s Wharf. This proved to be a very effective strategy in the context of COVID-19 since our open spaces are perfect for social distancing outside.

The FWCBD successfully championed the earlier return of the cable cars and generated positive media coverage in support of the cable cars as a sign that San Francisco is open for business.
PR Metrics & Communications Initiatives

▪ The FWCBD worked with the **Shine On SF Partnership** to create and roll out a communications strategy on behalf of the SF Benefit District Alliance, in advance of the city-wide Shine On SF launch.

▪ The FWCBD submitted a quote for inclusion in Film SF’s 2021 Annual Report stating that partnerships with the film industry create local job opportunities, stimulate economic development, and help increase tourism by highlighting iconic SF landmarks through cinema with audiences around the world.

▪ **Cecile Gregoire** joined as communications manager on November 30, 2021, to replace Laura Schaefer.

▪ The FWCBD served as the **influential, unified voice of the Wharf**, working to increase visibility within the City.
  ▪ Randall Scott was interviewed by NBC Bay Area News Tonight concerning a string of car break-ins and retail robberies in Fisherman’s Wharf and Union Square, urging the City to step in and take action.
  ▪ Randall Scott was also interviewed by KRON4 and ABC7 (to name a few) surrounding topics such as “smash and grabs”, the fireworks being canceled, and the start of the commercial crab fishing season.

▪ From July 2021 to June 2022, the FWCBD published **8 blog posts** for the ‘What’s Up Wharf’ blog program to promote the Fisherman’s Wharf Annual Golf Tournament, Labor Day weekend activities, Fleet Week, MerryTime at the Wharf, Valentine’s Day, Top Things To Do, Whale Watching Tours, and Fourth of July festivities.
July 2021 — the FWCBD advocated on behalf of business owners against the **boom in unpermitted, illegal vending** around Fisherman's Wharf. Randall Scott was interviewed by ABC and KPIX.

October 2021 — the FWCBD joined Mayor London Breed and Supervisor Aaron Peskin for a ceremonial ribbon cutting to mark the **completion of Phase II of the Jefferson Streetscape Improvements Project**, which concluded the full suite of improvements along Jefferson Street from Powell to Hyde Streets. The improvements have increased pedestrian and bike safety and enhanced visitor experience along the Fisherman’s Wharf corridor.

November 2021 — Randall Scott participated in a panel discussion with four community leaders from San Francisco District 3 to talk about the **challenges being faced by small businesses in the city**, and how new technology being developed will transform the landscape and offer those businesses new opportunities to better connect with their customers.

December 2021 — the FWCBD supported the **signing of the 10A legislation** with Mayor London Breed to help deter commercial retail theft in San Francisco by allowing private entities to contract with Deputy Sheriffs to provide additional law enforcement in commercial corridors and retail establishments.
For Fleet Week 2021, FWCBD hosted a band at the Fisherman’s Wharf plaza and facilitated the command post, working closely with SFPD and the Academy of Arts to safely communicate in case of an emergency.

The FWCBD partnered with a vendor to install Christmas lights on the Fisherman’s Wharf Sign, offering visitors the perfect Holiday photo destination.

Due to COVID-19 and public safety concerns, Merry Time at the Wharf, our annual holiday event, was canceled.

In March 2022, the FWCBD partnered with the head of San Francisco tourism, the Chamber of Commerce, and 8 other civic entities in San Francisco to launch a “high-end” cannabis festival Evergreen San Francisco for guests looking for alternatives to Hippie Hill (more on next slide).

In April 2022, the FWCBD partnered with KPFA, SF Public Library, Green Apple Books, and Seaweed for a special book signing event at the Fisherman’s Wharf plaza with one of San Francisco’s most renowned writers Alia Voltz, author of Home Baked: My Mom, Marijuana, and the Stoning of San Francisco.
Evergreen San Francisco is a grassroots collective that promotes adult civilized events around cannabis throughout the City. In 2022, promotions included a book signing, a scavenger hunt, comedy shows, 420 workshops, a cannabis mural, and a “weed and wine” tour. The Wharf contributed through web design, concept ideation, and event permitting and organization.

As a result of our pitching efforts, 20 articles were subsequently written mentioning Fisherman's Wharf and Evergreen San Francisco including:

- NBC covered the Alia Voltz book signing event at Fisherman’s Wharf.
- KRON 4 interviewed Randall Scott about Evergreen San Francisco with B-roll of the Fisherman’s Wharf sign.
- SFist wrote a 420 events guide for people who have no interest in going to Hippie Hill.
- The Chronicle promoted Evergreen as a safe way to celebrate 420.
- Claudine Wong interviewed Rodney Fong in a Fox KTVU segment with a special shout-out to Alia’s book Home Baked in Fisherman’s Wharf.
- San Francisco Business Times said that a variety of San Francisco trade organizations are hoping one kind of green will lead to another with the launch of Evergreen San Francisco.
- Additional coverage was garnered in Datebook, The San Francisco Standard, Eater SF, KCRW, KTLA5, Green Entrepreneur, Herb, Leafly, and The Broccoli Report.
The District is funded through an annual assessment for 15 years from the property owners for both the Landside and Portside boundaries of the district. In 2021, the Portside CBD elected not to renew. The FWCBD Affiliate Program was relaunched in February 2022 to champion this financial setback by regaining those businesses on the Northside of Jefferson who still want to receive selected services from the FWCBD for a fee. The affiliate program was also born to better serve and promote the neighborhood through marketing including website, social media, blog program, e-newsletters, advocacy, event activations, and access to monthly foot traffic stats via our new Placer.ai analytics platform.

From February to June 2022, **52 businesses** were pitched with **15 new affiliate wins:**

- American Academy of Ophthalmology
- RIU Plaza
- 8:am CAFE
- Darren's Cafe
- Lorenzo's Pizzeria
- Dolphin Club
- Blazing Saddles
- Pier 41 Location
- Hard Rock Cafe
- Ridgey's
- Musée Mécanique
- Christmas
- F45
- ILWU Credit Union

Committed to Participate in May; Signed Up in August

Renewal
Received a $120,000 Google Grant for AdWords. This annual grant allows the FWCBD to create ad campaigns and boost its search ranking on Google, which is our top referral search engine. The FWCBD partnered with Nonprofit Megaphone to increase overall clicks and optimize Google Ads.

- This included 18 ads that generated 60,636 clicks, 599,854 impressions, and an average CTR of 10.11%.
- Best performing ads included:
  - Fisherman's Wharf – General Keyword Algorithm with 10,239 clicks, 66,479 impressions, and 15.40% CTR.
  - Fisherman's Wharf – San Francisco Branded with 9,770 clicks, 131,885 impressions, and 7.41% CTR.
  - Fisherman's Wharf – Things to Do with 8,207 clicks, 116,033 impressions, and 7.07% CTR.

From July 2021 to June 2022, we ran two campaigns highlighting Fleet Week and the What's Up Wharf blog program for a total spend of $1,014.99.

- This included a paid reach of 96,507 people and 6,010 clicks, and 209,944 impressions.
7 days a week, the **FWCBD Ambassadors** help keep Fisherman's Wharf clean by sweeping the streets and power washing; removing graffiti and stickers; and collecting trash.

In March 2022, Block By Block switched its tracking platform from JIA to SMARTsystem, which caused an interruption in the number of cleaning/loitering instances captured/logged from March to June 2022.

### Cleaning & Loitering Highlights:
- Pounds of Trash Collected: 28,890
- Graffiti & Stickers Removed: 5,547
- Pan & Broom Block Faces Swept: 14,815
- Sidewalk Loitering: 2,854
- Street Furniture Cleaned: 4,009
- Painting Projects Completed: 494
# 2021-2022 Year-End Financials

## July 1, 2021 to June 30, 2022

### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>ACTUAL</th>
<th>BUDGET</th>
<th>Variance</th>
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<tbody>
<tr>
<td>Assessments</td>
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<td>Grants/Other</td>
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<td>Donations (Cash &amp; In-Kind)</td>
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### EXPENSES

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### Revenue over Expenses

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<td><strong>$710,713</strong></td>
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# 2022-2023 Budget

## July 1, 2022 to June 30, 2023

### REVENUE

<table>
<thead>
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<th>Program</th>
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<tbody>
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### EXPENSES

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<td>Marketing and Event Marketing</td>
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<td><strong>Total Expenses</strong></td>
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### Revenue over Expenses

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<th>ACTUAL</th>
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</thead>
<tbody>
<tr>
<td>Revenue over Expenses</td>
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