

*Fiscal Year
22/23
Annual Report*

Jul. 1, 2022 – Jun. 30, 2023



Marketing Initiatives

Jul. 1, 2022 – Jun. 30, 2023

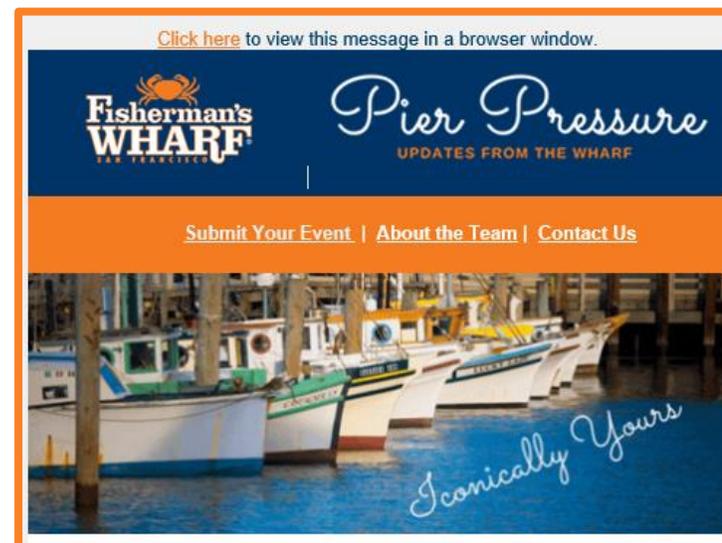
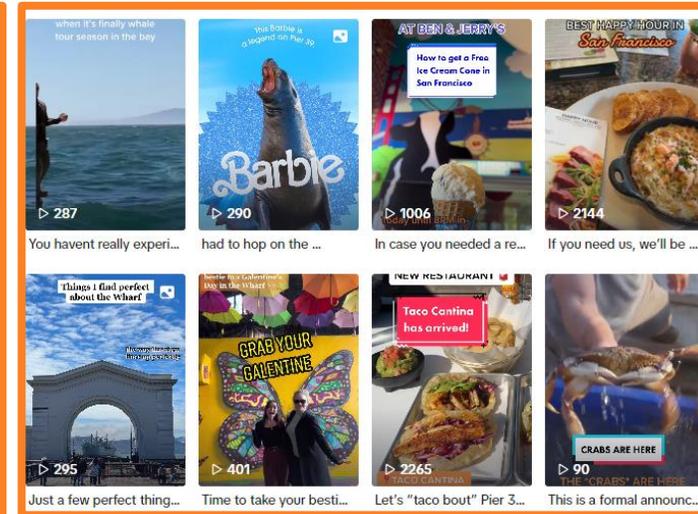
- Kaitlin Thresher joined the FWCBD as the digital marketing manager on August 3, 2022.
- The FWCBD collaborated with affiliates to implement direct ticket sales onto the website via the third-party ticket software, **Rezdy**. This program launched in October 2022.
 - These attraction tickets are sold directly on the Fisherman’s Wharf site at <https://www.fishermanswharf.org/things-to-do/book-now/>.
 - **14 attractions were booked** through our site. Tickets sold through the Fisherman’s Wharf website **totaled just over \$3,900**. Revenue was split at an agreed upon rate between each business operator, the FWCBD, and the Fisherman’s Wharf Merchants Association.
- In February 2023, the FWCBD organized a Valentine’s promotion, **“Romantically Yours BINGO.”** This encouraged participants to complete a number of activities in the Wharf for the chance to win a gift card.



Marketing Initiatives

Jul. 1, 2022 – Jun. 30, 2023

- Social media strategy and branding guidelines were created and implemented to streamline marketing efforts.
- Two new social media accounts were created to reach a greater audience.
 - **LinkedIn:** Fisherman's Wharf
 - Used to post organizational achievements, promote the district, and share information with the district's businesses.
 - **TikTok:** @sffishermanswharf
 - Used to reach a younger audience, utilize trends to boost visibility, and promote activations.
- In December, two new e-newsletters were designed and launched as "**Pier Pressure**" for in-district business communication and "**Word on the Wharf**" for B2C promotions and marketing content



Website & Social Media Metrics

Jul. 1, 2022 – Jun. 30, 2023

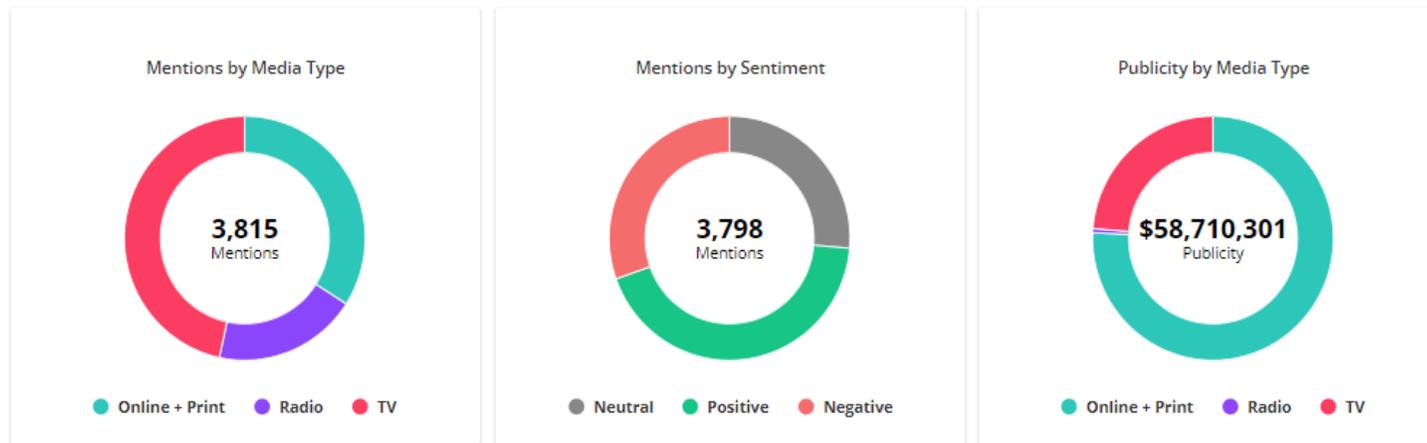
- **434.6k (*↑ 19.5%)** users initiated at least one session on the destination website fishermanswharf.org.
 - This included **1,445,186 (*↑ 9.25%)** page views, **544,121 (*↑ 55.92%)** sessions, and an average session duration of **00:03:02**.
- **165.1K** users viewed our business listings.
- We had **27,895 (*↑ 119%)** users on our trip itinerary tool, VisitWidget.
 - Usage on the Wharf SF app has more than doubled since the previous fiscal year (21/22).
 - This included **173,076 (*↑ 115%)** pageviews, **4,168 (*↑ 28%)** iOS downloads, and **743 (*↑ 72%)** Android downloads.
- Our Facebook page reached **4,696,443** accounts, and our Instagram reach was **142,459**.
 - This included **50,149** page and profile visits on Facebook and **20,251** on Instagram.
- We have **54,929** Facebook followers, and our Instagram followers have steadily increased to **10,939**.
 - This included **1,571** new Facebook likes and **3,113** new Instagram Followers.

**percentage change compared to FY 21/22 numbers*

PR Metrics & Communications Initiatives

Jul. 1, 2022 – Jun. 30, 2023

- According to Critical Mention, Fisherman's Wharf garnered a prospective viewership of **2.77 BILLION individuals** between July 1, 2022, and June 30, 2023.
- There were **3,815 instances** of Fisherman's Wharf news media exposure across **Print + Online, Radio, and TV**.
- **2.6K** mentions had **positive/neutral sentiments (68%)**, and **999** mentions had **negative sentiments (26%)**.
- Publicity/media exposure had an advertising value equivalency of **\$58M**.



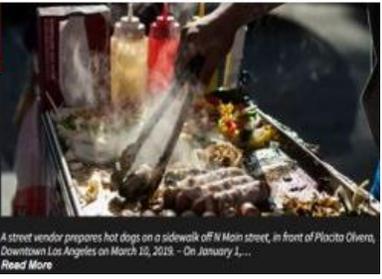
 Total National TV Audience 224,361,637	Total National TV Publicity USD \$13,930,127	Total Local TV Audience 24,601,765	Total Local TV Publicity USD \$7,135,396
 Total Radio Audience 154,615,499	Total Publicity Value USD \$314,187		
 Total Online + Print Audience 2,398,553,769	Total Online + Print Publicity USD \$44,465,987		

PR Metrics & Communications Initiatives

Jul. 1, 2022 – Jun. 30, 2023



CA's Street Vendor Bill Needs Some Adjustments
Permitted street vending is an integral part of CA culture, but it must be managed
By CalMatters, News Partner
Aug 23, 2022 9:35 am PDT



- FWCBD OpEd titled "**California Street Vendor Bill Needs Some Adjustments**" generated significant attention following its publication via CalMatters.
- It garnered wide exposure through various print and television outlets, including the *Palm Springs Desert Sun*, *California Patch*, *The Sacramento Bee*, *The Modesto Bee*, *North Bay Business Journal*, *The STATE HORNET*, and *THE TRIBUNE*.
- Additionally, *Sacramento Fox*, *KRON 4*, and *KTLA* incorporated quotes from the OpEd in their coverage.

PR Metrics & Communications Initiatives

Jul. 1, 2022 – Jun. 30, 2023

- Randall Scott served as the influential, unified voice of the Wharf.
 - He was interviewed by the **San Francisco Chronicle** concerning S.F. tourism and a shooting near PIER 39, and **The San Francisco Standard** regarding a hotel project.
 - Randall Scott was also interviewed by **KTVU** surrounding Labor Day and the busy tourist season.
- **The San Francisco Business Times** unveiled the inaugural **List of Bay Area CBDs**, relying on third-party data for its compilation. Fisherman's Wharf emerged as a leader in the ranking, with an impressive 4,033 blocks cleaned.
- **KSBW Action News** provided coverage of the **Lil Nas X hologram projection show**, which featured a stunning display of over 250 drones. This event was a collaborative effort between National Experiential and the FWCBD, capturing the imagination of the audience.
- The "**PIER PRESSURE**" B2B e-newsletter was published on a quarterly basis and distributed to **350 community contacts**.

PR Metrics & Communications Initiatives

Jul. 1, 2022 – Jun. 30, 2023

- The "What's Up Wharf" blog program published **8 blog posts** from July 2022 to June 2023 featuring **60+ businesses and iconic landmarks**.



Your Guide to Fleet Week Photo Ops

By Kaitlin Thresher on Oct. 06, 2022

Fleet Week is upon us! Held between the Golden Gate Bridge and Alcatraz, Fisherman's Wharf is the perfect place to view this waterfront event. The annual event attracts visitors from all over the...

[Read More →](#)



'Tis the Season: MerryTime at the Wharf

By Cecile Gregoire on Dec. 12, 2022

We're bringing Holiday cheer to the Pier this year! Fisherman's Wharf is the most visited neighborhood in San Francisco and this year locals and visitors alike can come and make new Holiday memories...

[Read More →](#)



A Guide to Iconic Restaurants

By Cecile Gregoire on Apr. 12, 2023

Discovering Fisherman's Wharf's Timeless Tastes If you were lucky enough to gaze upon the bay from Fisherman's Wharf in the early 1900s, you would see San Francisco's bustling fishing fleet in its...

[Read More →](#)



No Sharks, Just Great Whites!

By Cecile Gregoire on Sep. 19, 2022

Now is the perfect time of year to experience great whites on the San Francisco Bay! Join owner operators Brian Smith and Captain Evan Vera-Martinez and Wine Tasting on the Bay aboard their 45-foot...

[Read More →](#)



Hidden Gems in the Wharf

By Cecile Gregoire on Dec. 06, 2022

Hidden Gems in the Wharf Fisherman's Wharf is known for its most iconic landmarks — The Golden Gate Bridge, Alcatraz, Ghirardelli Square, and PIER 39. But the more you get to know this waterfront...

[Read More →](#)



Let's Get Cracking! Fresh Crab is Here

By Cecile Gregoire on Jan. 31, 2023

The arrival of Dungeness crab season in Fisherman's Wharf is one of those squeal-worthy seasonal turning points. Local fishermen bring in prized Dungeness crab from the Pacific Ocean and with it, the...

[Read More →](#)



Curious Kiddos Trip to the Wharf

By Cecile Gregoire on Aug. 31, 2022

Are you looking for a family friendly adventure in Fisherman's Wharf? Follow this fun-filled itinerary and get the inside scoop on a dozen fun things to do by the waterfront that will keep your...

[Read More →](#)



Rookies in the Wharf: Park Smart

By Cecile Gregoire on Oct. 21, 2022

How to Park Smart in Fisherman's Wharf If there's one neighborhood that visitors — both first-timers and many-timers — associate with San Francisco, it's Fisherman's Wharf. It's a historic waterfront...

[Read More →](#)

Blog Program



A Guide to Iconic Restaurants Discovering Fisherman's Wharf's Timeless Tastes

1. Circa 1910s | The Buena Vista Cafe:

2. Circa 1920s | Sabella & La Torre

3. Circa 1920s | Eagle Cafe

4. Circa mid-1960s | Scoma's

5. Circa 1980s | Pier Market Seafood Restaurant

6. Circa 1990s | Cioppino's

7. Circa 1990s | Crab House

8. Circa 2000s | Fog Harbor Fish House:

Circa 1920s | Sabella & La Torre [Back to Top of List](#)

One of Fisherman's Wharf's original occupants, Sabella & La Torre has been a fixture of San Francisco's waterfront since the 1920s! This historic seafood market and restaurant is well-known for its fresh crab, shrimp, and oysters, as well as its classic chowders and salads.



Circa 1920s | Sabella & La Torre [Back to Top of List](#)

One of Fisherman's Wharf's original occupants, Sabella & La Torre has been a fixture of San Francisco's waterfront since the 1920s! This historic seafood market and restaurant is well-known for its fresh crab, shrimp, and oysters, as well as its classic chowders and salads.



FUN FACT: The origin of Sabella & La Torre dates back to 1927 when Luciano Sabella and his son Antone established a tiny seafood kiosk at Fisherman's Wharf. After World War II, Antone transferred ownership of the stand to his relatives — Frank, Michael, Tony, and Louis La Torre. The business eventually grew into a full-service restaurant, but many of its original elements have remained unchanged over the last 96 years!

Circa 1920s | Eagle Cafe [Back to Top of List](#)

It's a story that's older than the hills, or at least older than the City's famous hills. The Eagle Cafe first took flight back in 1928, serving up hearty meals to hungry folks who were always on the go. It quickly became a popular spot for longshoremen, active military, and veterans, as well as locals and tourists alike, who were drawn in by its warm atmosphere, good grub, and of course, its prime location near the San Francisco waterfront. This iconic restaurant predates PIER 39 by 50 years, having opened prior to its founding in 1978. Initially, the building functioned as a ticket office on Powell Street, but over time it transformed into a cafe that offered early morning meals to the longshoremen who worked long hours on the water. The menu features classic dishes, including burgers, salads, sandwiches, and seafood, as well as a variety of vegetarian options.



Advocacy

Jul. 1, 2021 – Jun. 30, 2022

- August 2022 — The FWCBD advocated on behalf of business owners against the **boom in unpermitted, illegal vending** around Fisherman's Wharf.
- September 2022 — Randall Scott was featured as the **Community Member of the Month** in the Central Station September Newsletter where he shared his passion for being an **advocate for the people in the community**.
- December 2022 — Bicycle Coalition Advocates Stacey Randecker and Alex Soble were featured in "**A car-free Embarcadero?**" story by SFGate about a movement to get cars off of San Francisco's iconic waterfront. The FWCBD spoke with Stacey and Alex about their initiative to close the embarcadero to cars (much like what they were able to do with JFK Drive and the Great Highway) and **advocated against this movement on behalf of the district**. The SF Gate story continued to spark interest from local outlets like KRON 4 and The San Francisco Times, both of which repurposed commentary from the CBD. Randall was quoted stating that "permanently closing a major traffic artery to the waterfront for the exclusive use of bicyclists will decimate the economic vitality of Fisherman's Wharf and North Beach". The FWCBD also crafted a written statement for The Washington Post who reached out for commentary.
- January 2023 — Attended conference in support of **A Place for All** to provide a safe place to sleep for anyone experiencing homelessness in San Francisco.
- Randall Scott continues to serve as the President for the **San Francisco Business District Alliance**.

Central Station Newsletter



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Captain's Message September 8, 2022

Dear Central District Community Members,

I would like to thank everyone who came out to Central Station's Chinatown Night Out on Wednesday, September 7, 2022. There were over 500 people who attended the festivities located at Portsmouth Square. I would like to personally thank all of our important partners in the community who made this event possible. This event was even bigger and better than previous years and so many memories were made! Photographs from the event can be viewed on pages 15 and 16 of this newsletter.



Acting Captain
Douglas Farmer
Commanding Officer

This week's newsletter highlights the efforts of Central Station's finest officers who participated in the SFPAL Annual Golf Tournament. The event was held on September 7th at the Crystal Springs Golf Course. This event is the largest fundraiser for our many athletic programs and community events, serving San Francisco Youth. (See page 17 for details.)

Thank you, again, Central District for your support and engagement with me. It is my mission to ensure that we serve with respect and are responsive to the needs of our residents and visitors.

Stay safe and healthy, Acting Captain Farmer

Next Community Meeting:

Thursday, September 15,
2022 5:30 pm
Virtual: Zoom
See Pg. 4 for registration

Chief William Scott's message
[http://sanfranciscopolice.org/
chief-police](http://sanfranciscopolice.org/chief-police)

Featured Community Members of the Month

RANDALL SCOTT



The Central District would not be the same without Randall Scott. Randall is currently the Executive Director of Fisherman's Wharf Community Benefit District. Randall previously worked as the Director of Services for the Union Square Business Improvement District. During Randall's four years of working in Union Square, he forged strong relationships with San Francisco officials and directed Union Square's safety, security, and cleanliness operations, a program that has become instrumental in assisting the San Francisco Police Department to deal with crime in the Union Square District.

Randall loves being an advocate for the people in the community. Randall steps up and plays a major role in shaping public safety and improving the quality of life for the Fisherman's Wharf community. Under Randall's leadership, the Fisherman's Wharf area has dramatically increased the annual assessment budget, expanded valuable services, and increased its economic impact on the district. Randall was also a huge part of the Jefferson Streetscape Improvements Project which keeps Fisherman's Wharf a popular destination for locals and visitors.

Randall admires the stunning views Fisherman's Wharf area has to offer. Especially, while he is outdoor dining at one of the countless restaurants the Fisherman's Wharf/ North Beach area has to offer. Randall also enjoys the fun family attractions, museums, and outdoor activities!

Grants

Jul. 1, 2022 – Jun. 30, 2023

- June 2023 – The FWCBD received confirmation of the Avenue Greenlight **grant of \$50,000** to produce and replace wayfinding signs within the district.
- June 2023 – The FWCBD was approved for a sole-source **grant of \$2.2 million over two years** from the Port of San Francisco as a part of their resiliency efforts post COVID-19.
 - The FWCBD has committed to the following improvements to the Portside district of Fisherman's Wharf:
 - Installation of artificial flower baskets
 - Contracting and installing murals
 - Installing lighting activations
 - Planning, executing, and marketing for weekly concert series: Pier Party at the Wharf
 - Contracting additional cleaning ambassadors to clean the Portside of the district
 - Hiring additional Wharf Patrol personnel to assist with overnight safety efforts



75th anniversary celebration of saving the cable cars proves a real bell-ringer

October 27, 2022



On October 26, San Francisco got a joyous reminder of just how important our cable cars are with a bell-ringing, bottle-breaking celebration of the 75th anniversary of the saving of the cable cars, in a grassroots campaign led by Friedel Klussmann, in an era when women had very little power in city political and economic life. ([Here's that fascinating story.](#))



Events

Jul. 1, 2022 – Jun. 30, 2023

- For **Fleet Week 2022**, FWCBD hosted a band at the Crab Wheel Plaza and facilitated the command post, working closely with SFPD and the Academy of Arts to safely communicate in case of an emergency.
- In October 2022, the FWCBD partnered with SFMTA, Union Square Alliance and Market Street Railway to celebrate the **75th anniversary of Friedel Klussmann saving the cable cars** in San Francisco. The event was attended by Mayor London Breed and other prominent members of our community.
- In November 2022, the FWCBD worked with National Experiential **to produce a hologram projection and drone show** in collaboration with Spotify, Lil Nas X, and League of Legends' World Championship 2022.



Events

Jul. 1, 2022 – Jun. 30, 2023

- The FWCBD contracted a vendor to install **Christmas lights on the Fisherman's Wharf Sign**, offering visitors the perfect Holiday photo destination.
- As a part of Merrytime at the Wharf, the FWCBD collaborated with SFMTA and SFPD to host **"Santa's Cable Car,"** where locals and guests could take free photos with Santa on a stationed cable car at the Beach/Hyde turnaround. Over **300 individual families** participated.
- As another Merrytime at the Wharf activation, the FWCBD worked with affiliate businesses to host the **"Merry Merchant Competition."** **27 businesses** participated in the window display competition for 4 awards: Traditional, The Griswold, Best Wharf Spirit, and Best Animated Display.
- In collaboration with the Port of San Francisco, the FWCBD organized a 13-week concert series, **Pier Party at the Wharf**, that launched its first concert on June 16, 2023, with a performance by former Fisherman's Wharf street performer, Sam Johnson.



Affiliate Marketing

Jul. 1, 2022 – Jun. 30, 2023

- 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 Placer.
- From July 2022 to June 2023, **12 businesses** were pitched with **8 new affiliate wins**:

 **THE ESCAPE GAME**



PALETTE
TEA HOUSE 彩籠



TACO CANTINA



Advertising

Jul. 1, 2022 – Jun. 30, 2023

- 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 **22** ads that generated **70,639** clicks, **588,438** impressions, and an average CTR of **12%**.
 - Best performing ads included:
 - Fisherman's Wharf – General Keyword Algorithm with **14,713** clicks, **101,186** impressions, and **14.54%** CTR.
 - Fisherman's Wharf – Plan Your Visit with **14,009** clicks, **60,219** impressions, and **23.26%** CTR.
 - Fisherman's Wharf – National Campaign with **6,100** clicks, **50,522** impressions, and **12.07%** CTR.
- From July 2022 to June 2023, we ran **seventeen campaigns (*↑ 850%)** highlighting the What's Up Wharf blog program, events and promotions for a total spend of **\$869.91 (*↓ 14.3%)**.
 - This included a paid reach of 116,084 **(*↑ 20.2%)** people and **4,011** clicks.

Ambassador Program

Jul. 1, 2022 – Jun. 30, 2023

- 7 days a week, the **FWCBD Ambassadors** help keep Fisherman's Wharf clean by sweeping the streets, power washing, removing graffiti and stickers, and collecting trash. Ambassadors are contracted through Block by Block
- In April of 2023, the FWCBD staff and ambassadors hosted a **community cleanup in celebration of Earth Day**. Community members, board members, and stakeholders were invited to attend. *(upper right photo)*

- Cleaning & Loitering Highlights:**

- Pounds of Trash Collected **34,469 (*↑ 19.3%)**
- Graffiti & Stickers Removed **6,853 (*↑ 23.5%)**
- Pan & Broom Block Faces Swept **20,953 (*↑ 41.4%)**
- Sidewalk Loitering **1,945 (*↓31.9 %)**
- Street Furniture Cleaned **7,169 (*↑ 78.8%)**
- Painting Projects Completed **657 (*↑ 33%)**



**percentage change compared to FY 21/22 numbers*

Financials

Jul. 1, 2022 – Jun. 30, 2023

2022- 2023 Statement of Activities

July 1, 2022 - June 30, 2023

	<u>ACTUAL</u>	<u>BUDGET</u>	Variance	<u>% of Budget</u>
REVENUE				
Assessments	\$ 1,276,806	\$ 1,284,990	\$ (8,184)	99%
Grants & Other	90,647	69,000	21,647	131%
Donation - Cash & In-Kind	140,550	-	140,550	100%
TOTAL REVENUE	<u>\$ 1,508,003</u>	<u>\$ 1,353,990</u>	<u>\$ 154,013</u>	<u>111%</u>
EXPENSE				
Clean and Safe Program	\$ 541,645	\$ 636,200	\$ (94,555)	85%
Marketing and Event Program	390,322	421,030	(30,708)	93%
Administration	302,712	234,106	68,606	129%
Contingency and Reserves	-	62,654	(62,654)	0%
Donation - Cash & In-Kind	140,550	-	140,550	100%
TOTAL EXPENSES	<u>\$ 1,375,228</u>	<u>\$ 1,353,990</u>	<u>\$ 21,238</u>	<u>102%</u>
REVENUE OVER EXPENSES	<u>\$ 132,775</u>	<u>\$ -</u>	<u>\$ 132,775</u>	<u>100%</u>
<i>Total Prior Year Carryover</i>	<u>\$ 799,721</u>	<u>\$ 717,918</u>	<u>\$ 81,803</u>	<u>111%</u>
Year-end Carryover	<u>\$ 932,496</u>	<u>\$ 717,918</u>	<u>\$ 214,578</u>	<u>130%</u>

2023-2024 Budget

July 1, 2023 to June 30, 2024

REVENUE

Assessments	\$ 1,333,500
Grants & Other	1,353,086
Donation - Cash & In-Kind	-

TOTAL REVENUE

\$ 2,686,586

EXPENSE

Clean and Safe Program	\$ 1,536,223
Marketing and Event Program	768,054
Administration	407,829
Contingency and Reserves	-
Donation - Cash & In-Kind	-

TOTAL EXPENSES

\$ 2,712,106

REVENUE OVER EXPENSES

\$ (25,520)

Total Prior Year Carryover

\$ 932,496

Year-end Carryover

\$ 906,976

Thank You!