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Fisherman's Wharf Community Benefit District Names Bri Maughan as New Executive Director

SAN FRANCISCO (March 11, 2025) – The **Fisherman's Wharf Community Benefit District (FWCBD)** Board of Directors is pleased to announce the appointment of **Bri Maughan** as its new Executive Director. Maughan brings over 18 years of diversified management experience in public space stewardship, most recently serving as General Manager and Interim Executive Director for the Yerba Buena Gardens Conservancy.

District 3 Supervisor Danny Sauter offered his support stating, "Fisherman's Wharf is vital to San Francisco and showcases the best of our city to millions of visitors every year. From sea lions to sourdough, breathtaking views, and renowned attractions, the Wharf is one-of-a-kind. With Bri's leadership, I look forward to Fisherman's Wharf soaring to new heights and continuing to be a destination that draws visitors from around the world."

As Executive Director, Maughan will lead FWCBD operations, including strategic planning, finances, and public space improvements. She will oversee the district's revitalization strategy, manage relationships with city departments and stakeholders, and drive economic development programs to support local businesses.

Maughan joins the FWCBD at a transformative moment for Fisherman's Wharf, San Francisco's premier tourist destination. The district has shown remarkable recovery, with nearly 786,000 domestic visitors in January 2025 alone—representing a 17% increase from the previous year and the strongest start to a year since the pandemic. In 2024, the Wharf welcomed a total of 12 million visitors, with projections indicating growth to 13.5 million visitors in 2025.

“On behalf of the Port of San Francisco, I want to extend an enthusiastic welcome to Bri Maughan,” said **Elaine Forbes, Executive Director of the Port of San Francisco**. “I look forward to working closely with her to support the Community Benefit District’s many creative efforts that make the Wharf a vibrant and welcoming space for everyone.”

2025 is shaping up to be a pivotal year for San Francisco's tourism, and Maughan will lead efforts to showcase the revitalized Wharf to returning international visitors. The district is experiencing significant revitalization through strategic infrastructure investments. The new Fisherman's Wharf Promenade, revitalized through a \$1.43 million investment from the Port of San Francisco, has transformed the area between Pier 43 to Pier 45 into a vibrant, family-friendly corridor. The strategic relocation of the SkyStar Observation Wheel, the first Ferris wheel in the iconic waterfront location, has transformed a former parking area into a vibrant attraction, drawing 276,500 visitors in 2024 and generating a 141% increase in foot traffic compared to 2022.

Maughan will continue expanding successful programming like the Pier Party concert series, which has become a cornerstone of weekend life at the Wharf, with attendance more than doubling from 17,000 in 2023 to 43,000 in 2024. These events encourage visitors to stay longer and experience more of what the area has to offer.

"I'm thrilled to join the Fisherman's Wharf CBD team," said Maughan. "Fisherman's Wharf is a vibrant community, rich in culture and local traditions, including the best seafood in San Francisco and fun entertainment and activities for all. I look forward to bringing my passion for public space stewardship and development to the district to help elevate its long-standing position as a world-class destination. Opportunities are abundant, and there's a bright future ahead for Fisherman's Wharf."

Maughan will build upon the unprecedented collaboration between the FWCBD, Port of San Francisco, and local businesses to create a cohesive visitor experience. The district continues to attract new businesses: Everett & Jones BBQ opening where Lou's Fish Shack once stood, the new Smurfs: The Adventure taking over the former Madame Tussauds space, a complete renovation of the Anchorage Mall façade currently underway, and Grocery Outlet set to open in 2026.

“Our search for the next Executive Director was incredibly thorough,” said **Taryn Hoppe, President of the FWCBD Board of Directors**. “After a comprehensive month-long process with over 270 applicants, our Executive Hiring Committee was unanimous in our decision to select Bri. She stood out from day one in a field of very strong candidates, and her extensive

experience in public space management makes her the perfect leader to guide Fisherman's Wharf into this exciting new chapter.”

In her previous role at Yerba Buena Gardens, Maughan successfully managed an operating budget of \$11 million and oversaw more than \$10 million in capital improvements. She developed strong partnerships with numerous city departments, including Real Estate, Public Works, Police Department, and the Recreation and Parks Department. Her experience also includes leadership positions with MJM Management Group, managing the Mission Bay Parks System and The Barlow, a 12.5-acre commercial artisan district in Sebastopol. Maughan serves on the Community Police Advisory Board for the San Francisco Police Department's Southern Station and on board committees for the Yerba Buena Partnership. She holds an Associate Degree in Business Administration and Management from Santa Rosa Junior College and multiple professional certifications.

"Fisherman's Wharf is an iconic part of San Francisco, and this new chapter for FWCBD brings fresh energy and opportunity to the district," said **Sarah Dennis Phillips, Executive Director, Office of Economic and Workforce Development**. "Bri's impressive track record of community collaboration and public space stewardship will be a tremendous asset to the organization's role in shaping the future of the wharf and building on its legacy to ensure it remains a vibrant, welcoming destination for residents, businesses, and visitors alike."

About the Fisherman's Wharf Community Benefit District

Established in 2005, the Fisherman's Wharf Community Benefit District (FWCBD) is a 501c(3) non-profit organization dedicated to promoting, maintaining, and advancing Fisherman's Wharf as a world-class waterfront destination. The FWCBD oversees a lively 30-block district, focusing on enhancing public spaces, ensuring clean and safe streets, and bolstering local businesses to create an exceptional experience for both visitors and residents alike. As the #1 attraction in San Francisco, the Wharf welcomes an average of 800,000 domestic visitors monthly, with seasonal peaks during summer months reaching 1.3-1.4 million, and more than 1 million international visitors annually. For more information on the FWCBD, go to www.fishermanswharf.org.

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