Fisherman's Wharf CBDetails

THE COMMUNITY BENEFIT DISTRICT NEWSLETTER | AUGUST 2007 | ISSUE: #3

LETTER FROM THE PRESIDENT

Dear Community Benefit District Member,

As we begin our new fiscal year of July 1, 2007 to June 30th 2008, we start the year off building on the success of our first full year of operation. The Fisherman's Wharf Community Benefit District was recently the recipient of a $23,207 grant from the Mayor's Office of Economic and Workforce Development. This grant funding will be used specifically for the distribution of the 500,000 four-color brochures distributed widely in Northern California and to San Francisco hotels.

In addition to this grant funding, the CBD will collect over $700,000 from Fisherman's Wharf assessed property owners and businesses on the Port-side.

Within the coming 12 months, the CBD will continue to focus on projects such as:

- Quarterly steam cleaning of the sidewalks on Jefferson and Beach Streets to include arteries of Powell, Mason, Taylor, Jones and Leavenworth Streets
- Install decorative hanging flower baskets on light poles located on the south side of Jefferson Street
- Daily land-side street cleaning CBD during high season period from June through September
- Continue to work with staff from the Office of Emergency Services and District members to develop an emergency preparedness plan and increase the number of certified Neighborhood Emergency Response Team members in Fisherman's Wharf
- Create and involve the District's members in a Business Neighborhood Watch program for Fisherman's Wharf with the guidance of SF Safe
- Develop a communications system to facilitate the notification of all District members in the case of an emergency or security issue
- Hire a 10B San Francisco Police Officer to assist in providing a safe environment for both Wharf business owners and visitors during high season periods
- Install 10 pedestrian and cyclist way-finding directional signs guiding visitors to the major attractions, historical sites and transportation stations in the land-side CBD to complement an additional six signs being installed on the north side of Jefferson Street by the Port of San Francisco
- Optimize the new www.visitfishermanswharf.com website to stimulate usage and visits to Fisherman's Wharf through both paid and organic advertising efforts
- Place print, online advertising, send email blasts and press releases to continue promoting visitation to Fisherman's Wharf
- Create a press kit for Fisherman's Wharf featuring press releases and the new photography taken of the District
- Work with sponsorship agency to attract sponsors and partners to help fund seasonal special events
- Continue to work with staff from the City's Planning Department to further the community-based planning efforts, guide the program of work developed by EDAW and various City agencies and help facilitate further stakeholder meetings

Perhaps the largest vision projects will be the continued work with the Mayor's Office, San Francisco Board of Supervisors and the San Francisco Planning Department to implement major infrastructure projects as outlined in our Urban Planning Workshops last year with EDAW. In the recently passed City Budget, the Fisherman's Wharf area has been funded for a City Planner specifically tasked to work on the Fisherman's Wharf area. This is an unprecedented achievement for Fisherman's Wharf. The initial focus from the Planning Department will be the review of current zoning policy and guidelines. In addition, the planning and timeline forecasting of significant improvements to traffic flow, parking and sidewalk improvements to the area.

Stay tuned for more great news on improvements to your community made by your CBD made possible by your funding and support.

Regards,
Rodney A. Fong
President

2006 – 2007 Annual Report



The Fisherman's Wharf Community Benefit District has published its second Annual Report for the 2006–2007 fiscal year. This report contains the progress and successes of this organization over the past 12 months. The Service Plan for the 2007–2008 fiscal year is also included in this report, enabling you to see what improvements are planned for the Wharf this year. You may obtain a copy of this report by sending an email to kbell@visitfishermanswharf.com or downloading a copy in the "About the CBD" section on www.visitfishermanswharf.com.

Central Station to Provide Evening Police Coverage at the Wharf

Mayor Gavin Newsom, Chief Heather Fong and Captain James Dudley held a press conference last month announcing the Wharf and other neighborhoods in the Central Division will receive supplemental foot beat patrols at night. This additional police coverage will begin immediately with officers working evening shifts from 4:00 pm to 2:00 am daily. The officers working the day beat patrol will be scheduled from 8:00 am to 6:00 pm. Officers working the night shift will work in pairs and a coordinated effort is being implemented to address illegal vending, fraud schemes and other crimes that affront businesses and patrons alike. This additional police coverage will assist in maintaining a safe environment for both our visitors and business owners.

It is of the utmost importance that all crimes be reported directly to the San Francisco Police Department. All emergency situations are to be reported to 911 and non-emergency crimes and incidents of any sort are to be reported to 415.553.0123.

The Fisherman's Wharf Community Benefit District is implementing a Business Neighbor Watch program to facilitate business owners with the tools necessary to protect their businesses. If you are interested in participating in the meetings for the Fisherman's Wharf Business Neighborhood Watch, email Brigette Lowe with your contact information at brigette@visitfishermanswharf.com to receive information on this program.

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Street Operations and Beautification Report (SOBO)

The goal of the SOBO committee is to ensure that the Fisherman's Wharf community is "Clean and Safe". The following projects mentioned in the President's report will be managed by the SOBO committee. The committee is chaired by David Berbey with his members Aline Estournes, Frank Alioto and Rita Hernandez

Street Operations and Beautification

- **PEDESTRIAN WAY FINDING SIGNAGE**
  The pedestrian way finding signage program will come to fruition with the installation of 10 signs in the Land-side CBD to compliment the six signs being installed on the north-side of Jefferson Street by the Port of San Francisco
- **HANGING FLOWER BASKETS**
  Our community will soon be decorated on Jefferson Street with beautiful hanging flower baskets adorning the light poles
- **QUARTERLY STEAM CLEANING OF STREETS (LAND-SIDE)**
  To add to the cleanliness of our District the Land-side CBD will have its sidewalks steamed cleaned on a quarterly basis to improve the appearance of our highly trafficked corridors of Jefferson and Beach Streets and the arteries from Powell to Leavenworth Streets
- **STREET MAINTENANCE (LAND-SIDE CBD) HIGH SEASON**
  The cleaning of the streets within our Land-side 24-block boundary will be augmented with street maintenance services
- **GRAFFITI ABATEMENT PROGRAM (LAND-SIDE CBD)**
  Remaining committed to removing all graffiti offenses made in the boundaries of the Land-side CBD within 24 hours after receiving report

Security

- **10B EVENING POLICE COVERAGE**
  During highly visited periods, the Wharf will be patrolled by 10B police officers from Central Station adding to the security in our District
- **BUSINESS NEIGHBORHOOD WATCH PROGRAM**
  The CBD is committed to making this community safe for both our businesses and visitors, therefore a Business Neighborhood Watch program is being developed in concert with SF SAFE
- **FISHERMAN'S WHARF COMMUNICATION SYSTEM**
  A communications reporting system will be made available for the CBD and merchants to send blast messages of important events occurring in the District

TTEE REPORTS

PIERsafe Report

During the 2007–2008 fiscal year, the PIERsafe Committee will continue to be focused on four main goals:

- Creating an emergency and preparedness plan for the community
- Recruiting new community members to become NERT (Neighborhood Emergency Response Team) certified
- Holding emergency response training exercises with the participation of businesses and residents in the Fisherman's Wharf community
- Increasing the involvement from the community in the PIERsafe program
- Publishing quarterly PIERsafe newsletter with preparedness information and safety tips for the Fisherman's Wharf Community

If you are interested in ensuring that your business, staff and home are prepared in the case of an emergency, logon to www.visitfishermanswharf.com, click on the "About the CBD" link at the bottom of the page and scroll down to the PIERsafe section on the page to register to become a PIERsafe member and receive our quarterly newsletter.

SAVE THE DATE: The PIERsafe committee is holding its first annual Fisherman's Wharf emergency response practice drill on Monday, October 17, 2007 at Joseph Conrad Park For more information and to register to participate in the drill, go to www.visitfishermanswharf.com and click on the "About the CBD" link and scroll down to the PIERsafe button.

Marketing Report

The Marketing Committee will continue working to promote visitation to Fisherman's Wharf. The Committee plans to focus its attention on fine-tuning and optimizing our new web site—www.visitfishermans.com. In the coming fiscal year, the Committee also plans to develop a public relations program to further publicize Fisherman's Wharf. A public relations calendar will be created and press materials will be written and distributed. The CBD's advertising program will continue in the next fiscal year. Now that the CBD has its logo and advertisements produced, marketing dollars can be directed to advertise San Francisco's most popular visitor destination. The Committee is optimistic that the CBD, through the assistance of its sponsorship agency, will attract sponsors to help fund seasonal special events. In the event we are unable to secure sponsor support, the CBD marketing program will support Crab Season, Fourth of July, Festival of Sail, Fleet Week and the Holiday Season. The Marketing Committee is co-chaired by Kathy Paver and Jan Misch and the members of this committee are Rodney Fong, Lindsay Maxon, Karen Bell and Rick Lenat.

Planning Report

Last year, the Planning Committee retained San Francisco-based EDAW, an internationally respected design firm specializing in revitalizing waterfronts, to initiate a community-based planning effort and to organize a series of community workshops and develop a "vision plan" for the Fisherman's Wharf area. The vision plan identified a number of priority actions to ensure that the Wharf area will attract its share of visitors and Bay Area residents in the future.

In February 2007, the CBD Board of Directors, asked EDAW to focus on several priority projects and to assess implementation costs related to these projects.

These priority projects were:

- Improve the seven-core block area of Jefferson Street spanning west from PIER 39 to Hyde Street/Aquatic Park with wider sidewalks to relieve overcrowding, defined bicycle access, improved paving, accommodation of the Bay Trail and other public amenities
- Develop a Parking Management Plan which provides better access to parking facilities, improves area circulation, resolves or better handles congested and traffic conflicts along The Embarcadero and Jefferson Street, as well as other streets
- Complete zoning review and adopt new policies to guide future development and uses to preserve the commercial fishing industry and the family friendly environment of Fisherman's Wharf

We are pleased to announce that through the collective efforts of the Fisherman's Wharf CBD, EDAW (our planning consultant), Planning Director, Dean Macris, and Supervisor Aaron Peskin, City monies have been allocated to allow for further planning of the abovementioned projects and identification of funding sources. We believe that future implementation of these and other projects will preserve and enhance the character and economic vitality of the Fisherman's Wharf area and ensure that it is San Francisco's destination of choice for residents and visitors alike.

This year the main assignment of the Planning Committee is to further the community-based planning efforts, guide the program of work developed by EDAW and various City agencies and help facilitate further stakeholder meetings. The members of the Planning Committee include: Roseanne Alioto, Karen Bell, Tom Creedon, Dan Giraudo, Dave Harrison, Tim Losch, Christopher Martin, Aline Estournes, Leah Shahum and Steve Wiezbowski.

Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

#2 Al Scoma Way at Pier 47
San Francisco, CA 94133

Going Paperless

The Fisherman's Wharf Community Benefit District is starting a paperless campaign to reduce the usage of paper and postage costs to increase services to the District's patrons. However, we need your assistance to accomplish this goal. Please log on to www.visitfishermanswharf.com and click on the "About the CBD" link at the bottom of the homepage. It only takes a few minutes to complete the "Register with the CBD" box.

Fisherman's Wharf
COMMUNITY BENEFIT DISTRICT

2007–2008 EXECUTIVE BOARD & BOARD OF DIRECTORS

It is with great pride that we announce to you our illustrious 2007–2008 Board of Directors representing Wharf businesses from both the Land and Port-side Community Benefit Districts. New to our Board this year are three community representatives to complete the involvement of the entire District.

EXECUTIVE BOARD OF DIRECTORS

Rodney Fong
Wax Museum at Fisherman's Wharf
President

Steve Wiezbowski
PIER 39
Vice-President

David Berbey
Portco, Inc.
Secretary

Tim Losch
American Academy of Ophthalmology
Treasurer

BOARD OF DIRECTORS

Frank Alioto, F & A Properties
Nunzio Alioto, Alioto's #8 Restaurant
Domenic Cannizzaro, Jefferson Building Properties
Tom Creedon, Scoma's Restaurant
Jacqueline Douglas, Wacky Jacky Sport Fishing
Tom Escher, Red and White Fleet
Aline Estournes, Northpoint Shopping Centre
David Harrison, Patson Companies (THE CANNERY)
Rita Hernandez, Ghirardelli Square
Chris Martin, Bay Delta Center (Member at Large)
Paul Miller, Boudin Bakery
Jan Misch, Best Western Tuscan Inn
Indra Murdoch, Anchorage Square
Kathy Paver, PIER 39
David von Winckler, Argonaut Hotel

COMMUNITY REPRESENTATIVES

Katharine Arrow, Port of San Francisco
Lynn Cullivan, San Francisco National Historical Park
Mike LaRocca, A. LaRocca Sea Foods

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT CONTACT INFORMATION:

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