

Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT

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SF BOARD OF SUPERVISORS RATIFY NEW FISHERMAN'S WHARF PORTSIDE COMMUNITY BENEFIT DISTRICT

Over 94% of portside tenants vote in favor of the formation of new district.

San Francisco, December 15, 2006. The San Francisco Board of Supervisors unanimously ratified the application for the formation of the Fisherman's Wharf Portside Community Benefit District on December 12, 2006. The Portside CBD will now function as a partner with the Fisherman's Wharf Landside Community Benefit District which was approved last year. All landside property owners, the Port of San Francisco and their tenants voted overwhelmingly to assess themselves to fund these districts. The tax assessments raised will be used to enhance, beautify, clean and market all areas within the Fisherman's Wharf district borders

The mutual goal of both CBDs is to revitalize the Fisherman's Wharf neighborhood for residents, businesses and property owners. CBD plans include directional and "identity" signage, sidewalk and street enhancements, community planning, events, marketing towards local residents and tourists and the creation of more open space and seating for the public.

Rodney Fong, the interim President of the Community Benefit District, noted that "the creation of the Portside Community Benefit District illustrates the commitment of Fisherman's Wharf merchants and property owners to marketing, beautifying and improving the number one destination in the number one City."

Mr. Fong continues, "ultimately, the passing of this new CBD will help insure that visitors to San Francisco's world famous Fisherman's Wharf will continue to enjoy the area's rich history, flavor and family entertainment for years to come."

Robert MacIntosh, President of PIER 39, also added "I am elated that the entire Fisherman's Wharf area is now united in its mission to enhance and market San Francisco's top destination."

For nearly one hundred years, Fisherman's Wharf has been a substantial economic asset for San Francisco. It is home to Northern California's most active fishing fleet and fish handling facilities. Fisherman's Wharf is San Francisco's number one visitor attraction, as well as the most significant income generator for the Port of San Francisco and a substantial tax contributor for the City and County of San Francisco, generating millions of dollars annually. Over 32,000 people work in Fisherman's Wharf. People come from around the world to enjoy its distinctive maritime setting, historic fisheries, world-class restaurants, hotels, unique retail projects, and entertainment.

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