

# Fisherman's Wharf

## COMMUNITY BENEFIT DISTRICT

ANNUAL  
REPORT  
0809



  
**Fisherman's  
WHARF**  
SAN FRANCISCO

**STATEMENT OF PURPOSE** The purpose of the Fisherman's Wharf Community Benefit District is to preserve and enhance its vast waterfront landscape and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far through • Market Research • Brand and Destination Marketing • Sidewalk Operations, Beautification and Order • Traffic and Urban Planning • Emergency Preparedness



## Letter from the Board President



Dear Community Member,

The Fisherman's Wharf Community Benefit District (FWCBD) is entering its fourth summer season. Thanks to your continued support, we are proud to report the following ongoing improvements to our community.

The graffiti abatement program instituted in 2006 remains successful in keeping our district pristine from vandalism. We have been vigilant in removing this unsightly blight from our area within 72 hours of notification.

The project of installing the 10 pedestrian and cyclist way-finding signs in concert with the Port of San Francisco on the landside FWCBD, matching the seven signs installed by the Port, has been completed. When you stroll or drive past the Bay and Taylor Streets Cable Car turnaround, you'll notice the custom topiary in the shape of a nautical anchor with a wood carved sign, welcoming visitor's to the world famous Fisherman's Wharf. We continue to maintain the beautiful hanging flower baskets adorning the south side of Jefferson Street with complementing "In the Life" banners on the opposite side of the street.

Our *PIERsafe* committee has also been vigilant in furthering its goal of insuring that Fisherman's Wharf is prepared in the event of an emergency. We have been working diligently to train and inform Fisherman's Wharf businesses and their employees on emergency preparedness. The *PIERsafe* program has trained over 150 employees in the Fisherman's Wharf area in N.E.R.T. (Neighborhood Emergency Response Training) and held its first American Red Cross First Aid Training Course; which was sold out by members from our community. In April, we held our "Fitness, Health and Safety Fair" in conjunction with the Mayor's "Sunday Streets" program, which was a resounding success.

We are excited to announce that the Fisherman's Wharf has reached a consensus to revive the streets of our District. With the assistance of our City Planner, Mr. Neil Hrushow, community meetings have been held to successfully gain the community's support to improve our pedestrian, vehicular and bicycle flow in the Wharf. The Fisherman's Wharf community is a culturally and physically diverse area and this feat is quite an accomplishment for our district. The FWCBD feels that while we are successful, we need to continue to maintain our District as the #1 Destination in the #1 City, moving into the future by bringing both visitors and locals to experience our community.

This year has also been one of transition. Our founding Executive Director, Karen Bell, moved on to the San Francisco Convention and Visitors Bureau in April. Through a very extensive search process with over 80 applicants, we selected Kevin Carroll as our second FWCBD Executive Director. Kevin is a retail marketing and community affairs leader with extensive experience in marketing, event planning, public relations, merchandising, and community relations. We wish Karen all the best in her new endeavors and welcome Kevin warmly to our Fisherman's Wharf community.

I sincerely thank you for your contributions to our FWCBD and recommend that you become involved with the Fisherman's Wharf Community Benefit District in this upcoming year.

Best Regards,

Rodney A. Fong  
President



## Letter from the Executive Director



Hello Fisherman's Wharf Community,

I am very excited to have joined the Fisherman's Wharf Community Benefit District and feel so fortunate to have received such a warm welcome from the community. As a child living in San Francisco and playing on Fisherman's Wharf, I never imagined that someday I would have the opportunity to lead an organization dedicated to serving this world famous destination.

I am impressed with all of the accomplishments the district has achieved in just three years of existence. The commitment from the Board of Directors and the members of the community is inspirational. The passion and hard work that Karen Bell demonstrated as the founding Executive Director is apparent in all that the Community Benefit District has been able to achieve. I am grateful to Karen, not only for developing such a strong organization, but also for the time she has taken to partner with me to ensure a smooth transition of leadership.

The following are highlights of the achievements of the past year:

- Increased promotional and marketing efforts to drive traffic to the [www.visitfishermanswharf.com](http://www.visitfishermanswharf.com) website, achieving a 78% increase in the number of unique visitors over the prior year
- Developed online and promotional campaigns aimed at bringing new visitors to the Wharf, including 4th of July, Crab Season, Fleet Week and Holiday Lights and Sights
- Created the KKSF "Smooth Jazz" 9-month Brunch Series and the Terrific Tuesdays 13-week happy hour events to highlight local restaurants
- Organized and conducted the second annual *PIERsafe* Emergency Response Drill for Fisherman's Wharf
- Continued to beautify the district with hanging flower baskets and decorative banners
- Reached community consensus on the key components necessary for improving our district through public realm programs

While we realize the strong results from the past year were achieved during a very tough economy, the Community Benefit District has continued to focus on ensuring that the district is doing all it can to deliver successful programs today, while also strategically planning for the future.

We look forward to another successful year working with the Fisherman's Wharf Community.

Sincerely,

Kevin Carroll  
Executive Director



## District Identity and Street Improvements (DISI) Committee

The purpose of the DISI committee is to support projects which market Fisherman's Wharf as the number one tourist destination in San Francisco along with promoting the Wharf's positive attributes. The committee is also responsible for the continued promotion of established Wharf events along with the development and programming of new events in the community. On-going promotional events for the Wharf include the third annual Holiday Lights & Sights Campaign to promote increased visits to the Wharf during a traditionally slow winter season and the Crab Season marketing campaign during February and March. The committee also worked with the Mayor's Office of Special Events to enhance the City of San Francisco's Fourth of July Fireworks Celebration, as well as contributing to the support and sponsorship of Fleet Week in October.

This year we introduced our new KKSF "Smooth Jazz" Sunday Brunch Series at the Wharf from June, 2008 through February, 2009. We also inaugurated Terrific Tuesdays in March, 2009—a 13-week series promoting "happy hour" at individual Fisherman's Wharf restaurants. These activities, as well as our major events, are designed to promote local and regional visits to Wharf restaurants, attractions, hotels, and merchants during the year.

### Accomplishments:

- **Continued Enhancements to [www.visitfishermanswharf.com](http://www.visitfishermanswharf.com)**
  - Added Facebook page as well as Twitter news feed
  - Designed aggressive marketing campaign via the internet to build visitor base
  - Conducted advanced Search Engine Optimization (SEO) programs including website audit (January, 2009) to enhance visibility and visitor usage
  - Created new FWCBD pages to provide CBD members with meeting information, board members and minutes
  - Conducted two online sweepstakes to increase usage
  - Distributed first email promotional newsletter to website respondents (December, 2008)
  - Website results: A 78% increase in unique visitors from 2007-08 to 2008-09.
- **Seasonal Banner Programs**
  - Continued and updated lifestyle banners interspersed with seasonal Holiday and Crab Season banners
- **Marketing Programs**
  - **Visitor Market: Print, Online, Broadcast Advertising Campaigns**
  - **The City of San Francisco Fourth of July Waterfront Celebration (2008)**
    - Created website build-out with all events, lodging, traffic and parking information
    - Sent press releases to media of activities
    - Event Sponsor
  - **Fleet Week (2008)**
    - Created website build-out with all events, lodging, traffic and parking information
    - Sent press releases to media of activities
    - Event sponsor
  - **3rd Annual Holiday Lights & Sights Campaign (2008)**
    - For the second year, coordinated Lighted Boat Parade with St. Francis Yacht Club with over 75 boats participating.
    - Created website build-out of campaign
    - Decorated trees and topiary and planters at Taylor & Bay Streets with holiday-themed ribbon; added holiday lights to the world-famous "Crab Wheel" and on fishing boats
    - Promoted event to broadcast, print and online media
  - **KKSF "Smooth Jazz" Sunday Brunch Series at the Wharf (2008-2009)**
    - Inaugurated 9-month campaign (June, 2008) with local restaurants to promote additional visits to the Wharf
    - Created website build-out with reservation information
    - Additional exposure on nine Clear Channel radio station websites with links to [www.fishermanswharf.com](http://www.fishermanswharf.com) brunch page
  - **Crab Season (2009)**
    - Produced 30-second television spot to promote crab season (February-March, 2009); spots aired on a variety of cable networks
    - Created website build-out promoting local restaurants, attractions and hotel specials
    - Designed website pages to promote CBD restaurants' crab recipes
    - Sent press release to media
  - **Terrific Tuesdays (2009)**
    - Inaugurated 13-week restaurant campaign in February, 2009 to promote "happy hour" Tuesdays at specific restaurants
    - Created website build-out promoting participating restaurants
    - Promoted events through San Francisco Examiner and online listings
  - **Public Relations**
    - Participated in California Travel and Tourism Commission Media Marketplace in New York (February, 2009) to promote interest in Wharf activities and businesses
    - Submitted story ideas and event press releases to media on an ongoing basis
    - Issued CBD Details Newsletter to CBD members (September, December, 2008)



## Street Operations, Beautification and Order (SOBO) Committee

The SOBO committee focuses on:

- Improving the appearance of Fisherman's Wharf by assisting with maintenance of the public right of way
- District beautification
- Enhancing directional signage for visitors
- Maintaining and operating a communications program to advise business owners and merchants of District news, activities, crimes and offenses
- Designing community procedures in times of emergency in the District
- Emergency preparedness and response
- Security in the District
- Graffiti Abatement
- Organizing standards for tour bus operators in the community

### Accomplishments:

#### • Street Maintenance

- Continued contracting with Costless Maintenance Service Company to maintain cleanliness of land-side District area including sidewalk pressure washing

#### • Graffiti Abatement

- Monitoring on a weekly basis graffiti problems and follow-through with SFPD's Graffiti Unit and District maintenance service for removal of graffiti



#### • SFPD 10B Coverage

- Employment of SFPD 10B police officers to augment police presence at the Wharf to ensure added safety of visitors, employees and businesses during high season periods



#### • Street Beautification

- Maintenance of 30 hanging flower baskets on south-side of Jefferson Street

#### • SFPD Central Division Community Bi-Monthly Meetings

- Scheduling of bi-monthly meetings with SFPD to increase communications between SFPD and District businesses

#### • Pedestrian Way-finding Signage

- Maintenance of visitor directional signage on land-side of the District from PIER 39 to Ghirardelli Square

#### • Cable Car Turnaround Planter Beautification

- Maintain nautical anchor topiary and signage in planter at Bay & Taylor Streets in front of cable car turnaround to better define District area for visitors

#### • Emergency Preparedness

A sub-committee of SOBO, **PIERsafe** was organized to focus on emergency preparedness and response for Fisherman's Wharf. The sub-committee has worked to institute NERT educational sessions in the community, create an emergency preparedness guide and a quarterly newsletter for business owners and residents in the District.



- Conducted second annual emergency response drill in the Fisherman's Wharf
- Continued to hold NERT certification courses for community members.
- Participated in the San Francisco NERT city-wide drill
- Held American Red Cross emergency preparedness and first aid training courses for Wharf merchants and employees
- Produced the "Health, Fitness and Safety Fair"





## Land Use & Planning Committee

Over the past two and one half years the Fisherman's Wharf CBD has been working closely with the San Francisco Planning Department to explore improvements to the area. The public realm plans outlined in the Fisherman's Wharf CBD Vision Plan have continued to gain momentum and support. Several Community Planning Workshops were held to help shape the program.

On May 12, 2009 over 60 people from the community attended one of the Community Planning workshops for the purpose of identifying a single plan for improving Fisherman's Wharf. Consensus was gained on the six key elements of the plan including:

- Pedestrian friendly streets and sidewalks
- Safe routes for bicycles
- Good for commerce
- Works well with transit
- Eases traffic congestion
- Facilitates Parking

The plan calls for the redesigning of Jefferson Street from Aquatic Park to Pier 35 and includes designs for upgrades to appearance and pedestrian usability, as well as modifications to traffic flow. Specific improvements proposed involve the widening of sidewalks, creating much-needed bicycle lanes, and providing uncomplicated instruction and access to parking facilities. The improvements to the streets and sidewalks will result in the increased safety and overall experience of pedestrians and bicyclists while also working toward alleviating the common complaint of overcrowding.

The Jefferson Street upgrade is one of five components in the plans for Fisherman's Wharf. Other components include:

- Dynamic electronic parking signage
- Open space design
- Urban design guidelines for new development
- Streetscape lighting and landscaping

The next step in the planning process is to develop plans for community review and feedback in the Fall of 2009. After the plans are reviewed an environmental impact report will be completed. Our next steps will be to confirm funding and plan for construction to begin shortly thereafter.



### Save the Date!

#### Public Realm Community Planning Workshop

Tuesday, May 12, 2009 | 8:30 a.m. to 2 p.m.  
Castagnola's Restaurant  
(Jefferson Street & Jones Street)

The Fisherman's Wharf Community Benefit District has organized a community workshop to be held on Tuesday, May 12th. The purpose of the workshop is to thoroughly discuss as a community our public realm plan as well as to identify a single plan, which has our consensus. The meeting will begin at 8:30 a.m. and continue until 2:00 p.m. Participants will be asked to remain in the session until the conclusion of the meeting. Everyone in the Fisherman's Wharf community is encouraged to attend. Continental breakfast and lunch will be served at this event.





## 2009-2010 Service Plan

### Sidewalk Operations and Beautification:

- Pressure washing of the sidewalks on Jefferson and Beach Streets to include arteries of Powell, Mason, Taylor, Jones, Leavenworth, and Hyde Streets
- Maintain decorative hanging flower baskets on light poles on south side of Jefferson Street
- Daily land-side street cleaning during high season periods
- Remove graffiti offenses within 72 hours of discovery
- Continue to work with staff from the San Francisco Fire and Police departments, Office of Emergency Services and District members to conduct the annual Emergency Response Drill
- Work on the formation of the District's Business Neighborhood Watch program for Fisherman's Wharf community with the guidance of SF Safe
- Continue to maintain and fine tune the use of the communications system to facilitate the notification (email and phone) of all District members of important information affecting the community
- Hire 10B San Francisco Police Officers to assist in providing a safe environment for Wharf business owners, employees and visitors during high season periods



### District Identity and Streetscape Improvement:

- Continue the optimization of the [www.visitfishermanswharf.com](http://www.visitfishermanswharf.com) website to increase unique visits to Fisherman's Wharf through both paid and organic advertising efforts
- Place print, online advertising, press releases and send email blasts to continue promoting visitations to Fisherman's Wharf
- Continue to work on attracting sponsors and partners to help fund seasonal special events
- Support the efforts of the assigned City Planner to implement major infrastructure changes as outlined in the Fisherman's Wharf Public Realm Plan
- Seek out opportunities to secure grants to aid in the funding of the Fisherman's Wharf Public Realm Plan
- Continue to garner community support for changes made in the infrastructure and appearance of the District
- Continue to develop marketing programs to increase traffic to the Wharf by both visitors and locals



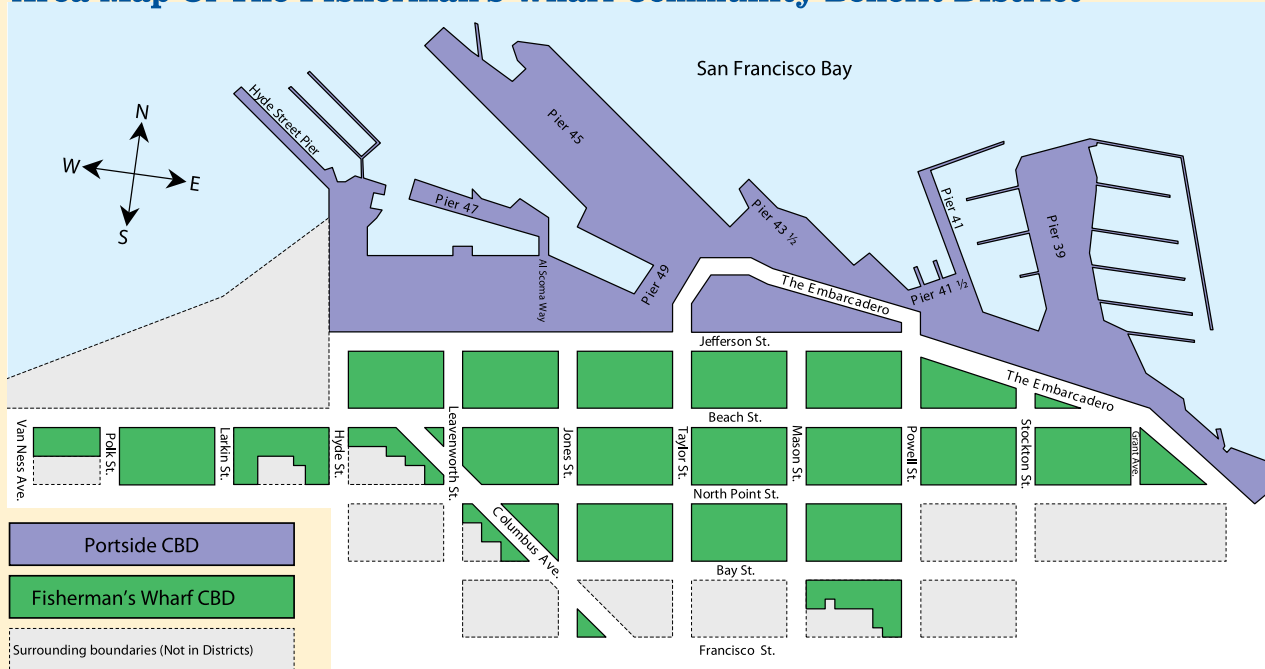


Property Assessments & Amounts Paid: Land-Side

| Property Location       | Assessment  | Amount Paid | Property Location  | Assessment  | Amount Paid | Property Location   | Assessment   | Amount Paid  |
|-------------------------|-------------|-------------|--------------------|-------------|-------------|---------------------|--------------|--------------|
| 2801 LEAVENWORTH ST     | \$18,512.28 | \$18,512.28 | 1333 COLUMBUS AV   | \$534.12    | \$534.12    | 300 BAY ST          | \$13,852.94  | \$13,852.94  |
| 455-495 JEFFERSON ST    | \$21,619.20 | \$21,619.20 | 1331 COLUMBUS AV   | \$928.14    | \$928.14    | 2293 POWELL ST      | \$1,323.82   | \$1,323.82   |
| 2800 LEAVENWORTH ST     | \$17,929.00 | \$17,929.00 | 1329 COLUMBUS AV   | \$632.72    | \$632.72    | 2237 POWELL ST      | \$469.12     | \$469.12     |
| 500 BEACH ST            | \$23,391.30 | \$23,391.30 | 1327 COLUMBUS AV   | \$370.70    | \$370.70    | 2231 POWELL ST      | \$234.56     | \$234.56     |
| 2739 TAYLOR ST          | \$5,002.44  | \$5,002.44  | 1325 COLUMBUS AV   | \$545.20    | \$545.20    | 2215 POWELL ST      | \$606.10     | \$606.10     |
| 2701 TAYLOR ST          | \$2,068.84  | \$2,068.84  | 1323 COLUMBUS AV   | \$660.22    | \$660.22    | 2201 POWELL ST      | \$570.92     | \$570.92     |
| 418 BEACH ST            | \$1,385.18  | \$1,385.18  | 1321 COLUMBUS AV   | \$1,106.42  | \$1,106.42  | 365 BAY ST          | \$250.84     | \$250.84     |
| 498 BEACH ST            | \$6,888.54  | \$6,888.54  | 2750 HYDE ST       | \$8,383.16  | \$8,383.16  | 309 BAY ST          | \$250.84     | \$250.84     |
| 283 JEFFERSON ST        | \$2,317.16  | \$2,317.16  | 2749 HYDE ST       | \$693.86    | \$693.86    | 333 BAY ST          | \$958.22     | \$958.22     |
| 275 JEFFERSON ST        | \$1,514.42  | \$1,514.42  | 2741 HYDE ST       | \$579.84    | \$579.84    | 377 BAY ST          | \$501.68     | \$501.68     |
| 281 JEFFERSON ST        | \$1,081.72  | \$1,081.72  | 2735 HYDE ST       | \$564.68    | \$564.68    | 315 BAY ST          | \$749.02     | \$749.02     |
| 243 JEFFERSON ST        | \$2,463.18  | \$2,463.18  | 2719 HYDE ST       | \$566.68    | \$566.68    | SITE TO BE ASSIGNED | \$1,776.56   | \$1,776.56   |
| 101 JEFFERSON ST        | \$1,210.62  | \$1,210.62  | 2711 HYDE ST       | \$1,103.82  | \$1,103.82  | 329 BAY ST          | \$152.10     | \$152.10     |
| 350 BEACH ST            | \$5,200.38  | \$5,200.38  | 804 NORTH POINT ST | \$381.40    | \$381.40    | 329 BAY ST          | \$155.60     | \$155.60     |
| 3800 BEACH ST           | \$7,127.12  | \$7,127.12  | 2715 HYDE ST       | \$1,865.46  | \$1,865.46  | 329 BAY ST          | \$62.38      | \$62.38      |
| 2770 TAYLOR ST          | \$5,434.42  | \$5,434.42  | 3040 LARKIN ST     | \$3,003.72  | \$3,003.72  | 329 BAY ST          | \$53.30      | \$53.30      |
| 165 JEFFERSON ST        | \$1,162.26  | \$1,162.26  | 781 BEACH ST       | \$4,000.86  | \$4,000.86  | 329 BAY ST          | \$27.46      | \$27.46      |
| 155 JEFFERSON ST        | \$1,547.50  | \$1,547.50  | 721 BEACH ST       | \$515.26    | \$0.00      | 329 BAY ST          | \$37.24      | \$37.24      |
| 2601 MASON ST           | \$3,747.38  | \$3,747.38  | 717 BEACH ST       | \$1,827.60  | \$1,827.60  | 329 BAY ST          | \$37.24      | \$37.24      |
| 330 BEACH ST            | \$885.64    | \$885.64    | 757 BEACH ST       | \$3,371.06  | \$3,371.06  | 329 BAY ST          | \$27.46      | \$27.46      |
| 107 SITE TO BE ASSIGNED | \$11,094.48 | \$11,094.48 | 737 BEACH ST       | \$1,445.46  | \$1,445.46  | 329 BAY ST          | \$38.64      | \$38.64      |
| 91 JEFFERSON ST         | \$33,789.54 | \$33,789.54 | 3030 LARKIN ST     | \$1,405.78  | \$1,405.78  | 329 BAY ST          | \$34.44      | \$34.44      |
| 1789 THE EMBARCADERO    | \$13,246.82 | \$6,623.41  | 882 NORTH POINT ST | \$1,633.28  | \$1,633.28  | 329 BAY ST          | \$38.64      | \$38.64      |
| 50 BEACH ST             | \$3,686.48  | \$1,843.24  | 1201 COLUMBUS AV   | \$2,436.86  | \$2,436.86  | 329 BAY ST          | \$27.46      | \$27.46      |
| 2 NORTH POINT ST        | \$8,801.06  | \$8,801.06  | 1280 COLUMBUS AV   | \$2,175.34  | \$2,175.34  | 329 BAY ST          | \$37.24      | \$37.24      |
| 1 BEACH ST              | \$5,701.12  | \$5,701.12  | 1255 COLUMBUS AVE  | \$5,156.90  | \$0.00      | 329 BAY ST          | \$37.24      | \$37.24      |
| 2340 STOCKTON ST        | \$6,444.96  | \$6,444.96  | 1250 COLUMBUS AV   | \$20,434.58 | \$20,434.58 | 329 BAY ST          | \$27.46      | \$27.46      |
| 100 NORTH POINT ST      | \$5,701.02  | \$5,701.02  | 590 BAY ST         | \$17,621.38 | \$17,621.38 | 329 BAY ST          | \$38.64      | \$38.64      |
| 2301 STOCKTON ST        | \$17,845.32 | \$17,845.32 | 555 NORTH POINT ST | \$24,342.60 | \$24,342.60 | 329 BAY ST          | \$45.62      | \$45.62      |
| 211 BEACH ST            | \$38,660.60 | \$38,660.60 | 425 NORTH POINT ST | \$10,907.52 | \$10,907.52 | 329 BAY ST          | \$38.64      | \$38.64      |
| 400 NORTH POINT ST      | \$7,465.68  | \$7,465.68  | 400 BAY ST         | \$1,190.16  | \$1,190.16  | 329 BAY ST          | \$27.46      | \$27.46      |
| 421 BEACH ST            | \$3,486.18  | \$3,486.18  | 416 BAY ST         | \$988.40    | \$988.40    | 329 BAY ST          | \$37.24      | \$37.24      |
| 475 BEACH ST            | \$10,453.56 | \$10,453.56 | 420 BAY ST         | \$494.08    | \$494.08    | 329 BAY ST          | \$37.24      | \$37.24      |
| 580 NORTH POINT ST      | \$2,113.10  | \$2,113.10  | 430 BAY ST         | \$559.14    | \$559.14    | 329 BAY ST          | \$27.46      | \$27.46      |
| 2629 TAYLOR ST          | \$4,438.42  | \$4,438.42  | 2552 TAYLOR ST     | \$816.80    | \$816.80    | 329 BAY ST          | \$38.64      | \$38.64      |
| 550 NORTH POINT ST      | \$17,050.64 | \$17,050.64 | 2552 TAYLOR ST     | \$670.78    | \$670.78    | 3250 VAN NESS AV    | \$7,390.48   | \$7,390.48   |
| 505 BEACH ST            | \$4,446.88  | \$4,446.88  | 2552 TAYLOR ST     | \$907.48    | \$907.48    | 851 BEACH ST        | \$34,651.46  | \$34,651.46  |
| 555 BEACH ST            | \$2,247.88  | \$0.00      | 2552 TAYLOR ST     | \$3,565.76  | \$3,565.76  | TOTAL AMOUNT        | \$589,552.36 | \$572,144.71 |
| 575 BEACH ST            | \$1,606.56  | \$1,606.56  | 2552 TAYLOR ST     | \$1,348.46  | \$1,348.46  |                     |              |              |
| 1300 COLUMBUS AV        | \$29,802.98 | \$29,802.98 | 2552 TAYLOR ST     | \$9,302.80  | \$9,302.80  |                     |              |              |
| 601 BEACH ST            | \$4,358.96  | \$4,358.96  | 490 BAY ST         | \$2,118.22  | \$2,118.22  |                     |              |              |
| 704 NORTH POINT ST      | \$1,020.96  | \$0.00      | 2552 TAYLOR ST     | \$7,111.52  | \$7,111.52  |                     |              |              |
| 1363 COLUMBUS AV        | \$699.14    | \$699.14    | 2301 POWELL ST     | \$6,450.30  | \$6,450.30  |                     |              |              |
| 1335 COLUMBUS AV        | \$554.36    | \$554.36    | 300 BAY ST         | \$4,957.16  | \$4,957.16  |                     |              |              |



## Area Map Of The Fisherman's Wharf Community Benefit District



## Property Assessments & Amounts Paid: Port-Side

| Property Location                      | Assessment  | Amount Paid | Property Location                     | Assessment   | Amount Paid  |
|----------------------------------------|-------------|-------------|---------------------------------------|--------------|--------------|
| ALIOTO FISH COMPANY, LTD.              | \$15,380.04 | \$15,380.04 | FLASHY (FLASH)                        | \$250.00     | \$250.00     |
| BASS TUB                               | \$250.00    | \$250.00    | FRANCISCAN RESTAURANT - PARKING       | \$276.06     | \$0.00       |
| BAY COMPANY / THE FLAGSHIP             | \$3581.39   | \$3,581.39  | FRANK'S FISHERMAN'S SUPPLY            | \$901.00     | \$901.00     |
| BEN & JERRY'S (BLUE & GOLD FLEET)      | \$743.98    | \$743.98    | GIFT SHOP (BLUE & GOLD FLEET)         | \$2,209.35   | \$2,209.35   |
| BLAZING SADDLES BIKE (BLUE & GOLD)     | \$2,285.08  | \$2,285.08  | GUARDINO'S SOUVENIR & GIFT SHOP, INC. | \$2,184.95   | \$2,184.95   |
| BLAZING SADDLES (RED & WHITE FLEET)    | \$352.56    | \$352.56    | HAPPY DAYS                            | \$250.00     | \$250.00     |
| BLUE & GOLD FLEET, LP                  | \$6,000.00  | \$6,000.00  | LOVELY MARTHA                         | \$250.00     | \$250.00     |
| BOUDIN'S                               | \$19,955.30 | \$19,955.30 | MISS FARALLONES                       | \$250.00     | \$250.00     |
| BOUDIN'S BAKERY & CAFÉ (OCTAGON)       | \$1,944.53  | \$1,944.53  | POLLACK GROUP, LTD.                   | \$6,454.68   | \$6,454.68   |
| BUTCHIE B SPORTFISHING                 | \$250.00    | \$250.00    | PIER 39 LIMITED PARTNERSHIP           | \$36,998.00  | \$36,998.00  |
| THE CRAB STATION AT FW /FRANCES CHU    | \$1,432.77  | \$1,432.77  | PIER 41 SNACK BAR(BLUE & GOLD FLEET)  | \$396.71     | \$396.71     |
| CAPT. JOEY                             | \$250.00    | \$250.00    | POMPEI'S GROTTO                       | \$3,049.97   | \$3,049.97   |
| CAPURRO'S                              | \$2,751.66  | \$0.00      | GOLDEN GATE SCENIC STEAMSHIP CORP.    | \$6,000.00   | \$6,000.00   |
| CASTAGNOLA'S RESTAURANT                | \$5,028.60  | \$5,028.60  | SABELLA & LA TORRE SEAFOODS           | \$7,154.77   | \$7,154.77   |
| CHUCKY'S PRIDE                         | \$250.00    | \$250.00    | MUSEE MECHAQINQUE                     | \$683.85     | \$683.85     |
| COAST MARINE & INDUSTRIAL SUPPLY, INC. | \$305.13    | \$305.13    | SCOMA'S RESTAURANT, INC.              | \$21,071.20  | \$21,071.20  |
| CODZILLA                               | \$250.00    | \$250.00    | SERENDIPTY                            | \$250.00     | \$250.00     |
| FRANCISCAN LINES/GRAYLINE              | \$1,703.29  | \$1,703.29  | FRANCISCAN RESTAURANT                 | \$11,412.44  | \$11,412.44  |
| FRANCISCAN LINES/GRAYLINE              | \$497.70    | \$497.70    | SILVER FOX                            | \$250.00     | \$250.00     |
| D & G CO. (LOU'S PIER 47 RESTAURANT)   | \$3,412.57  | \$3,412.57  | SOLE MAN                              | \$250.00     | \$0.00       |
| DIXIE                                  | \$250.00    | \$250.00    | TARANTINO'S, INC.                     | \$4,562.02   | \$4,562.02   |
| DAUNTLESS                              | \$250.00    | \$0.00      | WACKY JACKY                           | \$250.00     | \$250.00     |
| ESS EFF, RETAIL (FRANCISCAN )          | \$1,859.08  | \$1,859.08  | WATERFRONT HORSE CARRIAGE SERVICE     | \$500.00     | \$500.00     |
| FANG PHOTOS (RED & WHITE)              | \$161.02    | \$161.02    | CIOPPINO'S                            | \$7,126.31   | \$7,126.31   |
| FISHERMEN'S GROTTO #9                  | \$7,743.47  | \$7,743.47  | CORY GALLERY                          | \$497.70     | \$497.70     |
|                                        |             |             | TOTALS                                | \$190,367.18 | \$186,839.46 |



## Assessment Methodology

### LAND-SIDE CBD

The Fisherman's Wharf Community Benefit District (FWCBD) was founded in November of 2005 by the business and property owners of the neighborhood. The district is funded through an annual assessment for 15 years from the property owners. There are four property variables that were used in determining individual assessments. These factors were:

1. linear frontage, (sidewalk frontage)
2. land area
3. entire usable building square footage
4. building use

There was a total of 2,151,139 square feet in gross lot size, 28,276 feet in linear frontage and 4,486,146 in building square footage. In addition, we created three Benefit Zones in the District:

**Benefit Zone 1** includes roughly all parcels north of Bay/North Point, between Polk and Powell to Jefferson

**Benefit Zone 2** includes parcels west of Polk and east of Powell

**Benefit Zone 3** includes the ILWU\* block bordered by Beach, Mason, Taylor and North Point

\*The ILWU was designated as Benefit Zone 3, because of its unique position in the district and was assessed upon its four sides of linear frontage only.

The method for assessment was endorsed by the CBD Steering Committee as the most fair and equitable way for apportionment of assessments to participating parcels. Linear frontage has been assessed on all sides fronting the public rights of way, lot size was assessed based upon the data from the City and County of San Francisco; and the usable building square footage and use has been determined by field survey and data from the City and County of San Francisco.

### PORT-SIDE CBD

The port-side CBD, formed in December 2006, is comprised of retail/walk-in, hotel, food and beverage businesses, general motorized land-based tour operators and for-profit parking lots. These businesses are assessed on their annual gross sales as reported to the Port of San Francisco from the previous calendar year. This data is provided to the Port of San Francisco on a monthly basis and is public information. The assessment factor to be applied to that gross sales figure is .0014%.

Tour operators/tour boat vessels and related businesses (including large and small tour boats and sport fishing boats), are assessed based on the number of passengers per vessel operator or per horse drawn carriage company or per pedi cab company. The assessments range from \$250 to \$2,000.



### 2008-2009 Balance Sheet

#### ASSETS

| CURRENT ASSETS                                      |                   |
|-----------------------------------------------------|-------------------|
| Cash                                                | 41,141            |
| Short Term Investments                              | 184,668           |
| Total Cash/Short Term Investments                   | 225,809           |
| Other Current Assets                                |                   |
| Accounts Receivables Year-End                       | 25,803            |
| Pre-paid Expenses                                   | 15,051            |
| Total Current Assets                                | 266,663           |
| FIXED ASSETS                                        |                   |
| Total Fixed Assets, net of accumulated depreciation | 89,462            |
| <b>TOTAL ASSETS</b>                                 | <b>\$ 356,125</b> |

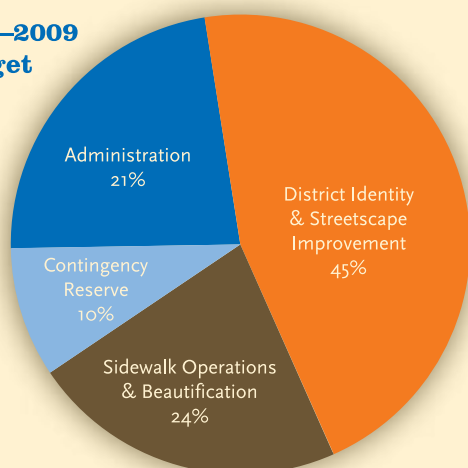
#### LIABILITIES & EQUITY

| LIABILITIES                           |                   |
|---------------------------------------|-------------------|
| Current Liabilities                   |                   |
| Accounts Payable                      | 606               |
| Accrued Expenses Year End             | 42,700            |
| Total Liabilities                     | 43,306            |
| EQUITY                                |                   |
| Designated Projects                   | 182,503           |
| Undesignated                          | 130,316           |
| Total Equity                          | 312,819           |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>\$ 356,125</b> |

## Profit & Loss Actuals vs. Budget

| INCOME                                      | ACTUALS        | BUDGET         | OVER/UNDER BUDGET |
|---------------------------------------------|----------------|----------------|-------------------|
| Assessments                                 | 779,669        | 781,015        | (1,346)           |
| Program Sponsorships/Grants                 | 61,610         | 38,000         | 23,610            |
| Other                                       | 1,901          | 0              | 1,901             |
| Donated Services                            | 41,328         | 0              | 41,328            |
| <b>TOTAL INCOME</b>                         | <b>884,508</b> | <b>819,015</b> | <b>65,493</b>     |
| EXPENSE                                     | ACTUALS        | BUDGET         | OVER/UNDER BUDGET |
| Sidewalk Operations & Beautification        | 192,322        | 192,741        | (419)             |
| District Identity & Streetscape Improvement | 361,618        | 370,821        | (9,203)           |
| Administration                              | 195,927        | 174,300        | 21,627            |
| Donated Services                            | 41,328         | 0              | 41,328            |
| <b>TOTAL EXPENSES</b>                       | <b>791,195</b> | <b>737,862</b> | <b>53,333</b>     |
| <b>2008–2009 INCOME OVER EXPENSES</b>       | <b>93,313</b>  | <b>81,153</b>  | <b>12,160</b>     |

## 2008–2009 Budget



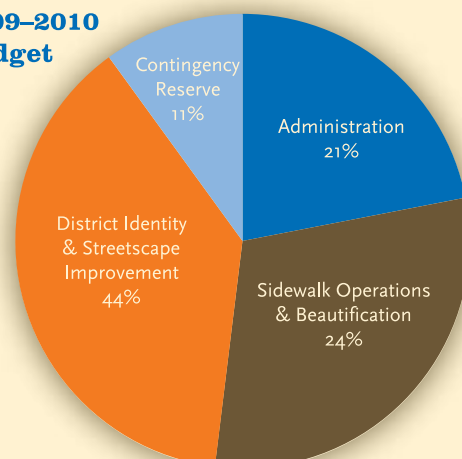
## 2008–2009 Carryover Disbursement

| '08-'09 DESIGNATED PROJECTS FOR '09-'10 | CARRYOVER      |
|-----------------------------------------|----------------|
| DISI Special Marketing Projects         | \$ 50,000      |
| SOBO Special Street Projects            | 82,503         |
| Urban Planning & Improvement Projects   | 50,000         |
| <b>TOTAL CARRYOVER DISBURSEMENT</b>     | <b>182,503</b> |

## July 2009–June 2010 Budget

| INCOME                                      | LAND-SIDE      | PORT-SIDE      | TOTAL          |
|---------------------------------------------|----------------|----------------|----------------|
| Assessments                                 | 589,644        | 191,371        | 781,015        |
| Sponsorships/Grants                         | 47,000         | 13,000         | 60,000         |
| <b>TOTAL INCOME</b>                         | <b>636,644</b> | <b>204,371</b> | <b>841,015</b> |
| EXPENSE                                     | LAND-SIDE      | PORT-SIDE      | TOTAL          |
| Sidewalk Operations & Beautification        | 198,442        | 0              | 198,442        |
| District Identity & Streetscape Improvement | 232,417        | 141,756        | 374,173        |
| Administration                              | 134,165        | 40,135         | 174,300        |
| Contingency Reserve                         | 71,620         | 22,480         | 94,100         |
| <b>TOTAL EXPENSES</b>                       | <b>636,644</b> | <b>204,371</b> | <b>841,015</b> |

## 2009–2010 Budget





## 2008-2009 Board of Directors

### **PRESIDENT:**

Rodney A. Fong,  
Wax Museum at Fisherman's Wharf

### **VICE PRESIDENT:**

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PIER Restaurants L.P.

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Bay Delta Center  
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PIER 39  
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Argonaut Hotel

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Port of San Francisco  
Lynn Cullivan,  
National Park Service  
Mike LaRocca,  
A. LaRocca Seafood

## Special Acknowledgements

Gavin Newsom, Mayor of San Francisco  
Supervisor David Chiu, President of the Board  
of Supervisors

Aaron Peskin, Former President of the Board  
of Supervisors

San Francisco Board of Supervisors  
Mayor's Office of Economic and Workforce  
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Lisa Pagan, Project Manager

Martha Cohen, Mayor's Office of Special  
Events

Dean Macris, Mayor's Office

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San Francisco Planning Department

Neil Hrushowy, PhD, MS, San Francisco  
Planning Department

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Katharine Arrow, Senior Property Manager

Dan Hodapp, Senior Waterfront Planner

Kanya Dorland, Waterfront Planner

Claudia Davison, Fisherman's Wharf

Property Manager

Renee Dunn-Martin, Communications  
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Tina Olson, Deputy Director of Finance &  
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Kimberly K. Brandon, Commissioner

Michael Hardeman, Commissioner

Stephanie Shakofsky, Vice President

Captain James Dudley, SFPD Central Station

San Francisco Police Department

San Francisco Convention and Visitors Bureau

San Francisco Department of Public Works

Kate Richardson, National Park Service

Superintendent

Fisherman's Wharf Community Benefit District  
Board of Directors

Fisherman's Wharf Community Benefit District  
Property Owners & Merchants

Fisherman's Wharf Merchants Association

Karen Bell, San Francisco Convention and  
Visitors Bureau

Alicia Jermaine, THE CANNERY

Kevin Dinstell, Fisherman's Wharf Community  
Benefit District

Pansy Tom, Fisherman's Wharf Merchants  
Association

Rick Lenat & Caroline Van Remortel,  
Lenat & Partners

David Bratton & Erin Francis, Destination  
Analysts

Dominic Massoni, Marlow & Massoni CPA's

Boudin Bakery

THE CANNERY at Del Monte Square

CATMEX Maintenance

Costless Maintenance Service Company

Golden Gate Disposal & Recycling Company

Randall Development and Funding

Wells Fargo Bank

Country Gardens LLC

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**COMMUNITY BENEFIT DISTRICT**

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