



**For
A Business-Based
Community Benefit District
In the City and County of San Francisco**

March 2020

The full Fisherman's Wharf Portside CBD Management Plan can be found at
<https://www.fwcbd.com/renewal>

Prepared pursuant to the State of California Property and Business Improvement District Law of 1994 as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code and Article XIID of the California Constitution to create a property-based business improvement district



Management District Plan Summary

The name of the property-based Community Benefit District is the Fisherman’s Wharf Portside Community Benefit District (“District”). The District is being established pursuant to the California Constitution and the Property and Business Improvement District Law of 1994, as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code.

Developed by the Fisherman’s Wharf Steering Committee, the Management District Plan describes how the proposed Fisherman’s Wharf Community Benefit District will improve and convey special benefits to parcels located within the District area. The District will provide various programs and services including the Clean and Safe Program, Marketing and Events Program, and administration of these programs. Each of these programs are designed to meet the goals of the District by improving the quality of life of District property owners by providing a well-kept, vibrant, and secure community, promoting the area through focused marketing and advocacy efforts, and maximizing community involvement via special events and outreach.

Location	The Fisherman’s Wharf Portside Community Benefit District consists of 45 individual businesses. The Portside CBD will generally be bounded by the Embarcadero to the North (extending to the waterfront), Jefferson Street to the South, Pier 35 and the Embarcadero to the East (extending to the waterfront), and Hyde Street to the West.
Boundary	See map on page 4.
Improvements, Activities, Services	<p>The Fisherman’s Wharf Portside Community Benefit District will finance activities and improvements that will enhance the District’s environment for property owners, residents, workers, and visitors, which may include:</p> <p><u>Clean and Safe Program</u> A team of Fisherman’s Wharf Community Benefit District staff to implement services that may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Security Patrols (with 10B SFPD Officers or private security) • Wayfinding Assistance • Safety Outreach and Emergency Preparation • Transportation Improvements • Sidewalk and Gutter Sweeping • Graffiti and Handbill Removal • Trash Removal <p><u>Marketing and Event Program</u> Programs may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Communication and Public Relations • Branding • Special Community Events and Meetings • Website Maintenance • Social Media Outreach • Event Promotion and Coordination • District Stakeholder Communications



	<ul style="list-style-type: none"> Wayfinding and District Signage <p><u>Advocacy</u></p> <ul style="list-style-type: none"> Promote the District as a clean, safe, and vibrant area Create positive connections of image and visibility for the Wharf Increase the area's perceptions as a friendly, clean, and exciting place Support business growth. Engage with City departments to ensure baseline services are delivered to the district. <p><u>Administration</u> Administrative staff oversees the ongoing provision of District programs and services.</p> <p><u>Contingency/Reserve/City Fees</u> An operating reserve is budgeted as a contingency for any payment of delinquencies, uncollectible assessments, Portside Community Benefit District renewal efforts, and/or unforeseen budget adjustments.</p>
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Budget	Description	Fiscal Year 2020/21
	Clean and Safe Program	\$68,750.00
	Marketing and Event Program	123,750.00
	Contingency/Reserve Allocation	27,500.00
	Total Operating Costs	\$220,000.00
	Administration Costs ⁽¹⁾	55,000.00
	Total Operating and Administration Costs	\$275,000.00

Method of Financing	Levy of assessments upon individual gross receipts and fixed rates that benefit from improvements and activities.
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Assessments	Business Type or Gross Sales Tier	Assessment Rate	Rate Basis
	\$0 - \$15,000,000 in Annual Gross Sales	\$0.00185	Per Dollar of Gross Sales ^{(1) (2)}
	Annual Gross Sales in Excess of \$15,000,000	0.00085	Per Dollar of Gross Sales ^{(1) (2)}
	Non-Profit	0.00120	Per Dollar of Gross Sales ⁽²⁾
	Pier 39 Master Tenant	41,437.76	Flat Annual Rate
	Tours/Charters - Small Vessel (1-49 Occupants)	287.50	Per Vessel
	Tours/Charters - Medium Vessel (50-99 Occupants)	1,150.00	Per Vessel
	Tours/Charters - Large Vessel (100+ Occupants) ^{(3) (4)}	2,300.00	Per Vessel
	Tours – Other (Land-Based)	575.00	Per Operator ⁽⁵⁾



	<p>(1) Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots will be assessed according to the tiered assessment rates above, based upon total amount of annual gross sales.</p> <p>(2) The assessment rate will be applied per dollar of annual gross sales, as reported to the Port of San Francisco in the preceding calendar year.</p> <p>(3) Applies only to vessels that meet the criteria noted in the table above and do not generate more than one million passengers per year.</p> <p>(4) Large vessels generating more than one million passengers per year are subject to the tiered rates listed above that are applicable to Restaurant/Food and Beverage businesses, Retail businesses, and for-profit Parking Lots, based upon annual gross sales.</p> <p>(5) The assessment rate is applied per pedicab company or per horse-drawn carriage operator. As the charger applies per company or per operator, a given pedicab company may operate multiple pedicabs or a horse-drawn carriage operator may operate multiple carriages.</p>
CPI Increase	The maximum assessment rate, of fixed rate payers, shall adjust by the annual change to the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area. Total assessment revenue may also increase based on development in the District. The determination of annual adjustments in actual assessment rates will be subject to the approval of the Fisherman's Wharf Community Benefit District Board of Directors. The percentage rate of those subject to gross receipts percentage assessments will not increase throughout the duration of the management plan.
City Services	The City and Port of San Francisco has established and disclosed the base level of pre-existing City services. The District will not replace any pre-existing general City or Port services.
Collection	Each business owner pays a share of the cost associated with the provision of the Portside CBD Services and Activities, based on the assessment formula described in the table above. Invoices will be sent on May 1 for the upcoming fiscal year, and shall be due June 30.
District Governance	The Fisherman's Wharf Community Benefit District Board of Directors shall provide the day-day operations and carry out the services as provided for in the Management District Plan.
District Formation	District formation requires submission of favorable petitions signed by property owners representing more than 30% of total assessments to be paid. Petitions are submitted to the San Francisco Board of Supervisors. If the 30% threshold is met, the City will conduct further hearings and mail ballots to all District property owners and the majority of ballots returned, as weighted by assessments to be paid, must be in favor of the District in order for the Board of Supervisors to consider approval.
Duration	The District will have a 15-year life beginning July 1, 2020 and ending June 30, 2035.

The full Fisherman's Portside CBD Management District Plan can be found online at <https://www.fwcbd.com/renewal> or by request by emailing randall@fwcbd.com, or calling (415) 673-3530.

Fisherman's WHARF

COMMUNITY BENEFIT DISTRICT



FISHERMAN'S WHARF PORTSIDE COMMUNITY BENEFIT DISTRICT

MAP OF BUSINESSES CURRENTLY IN THE DISTRICT AND EXPANSION

-  PORTSIDE BUSINESSES
-  PORTSIDE EXPANSIONS
-  PORTSIDE BOUNDARY



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