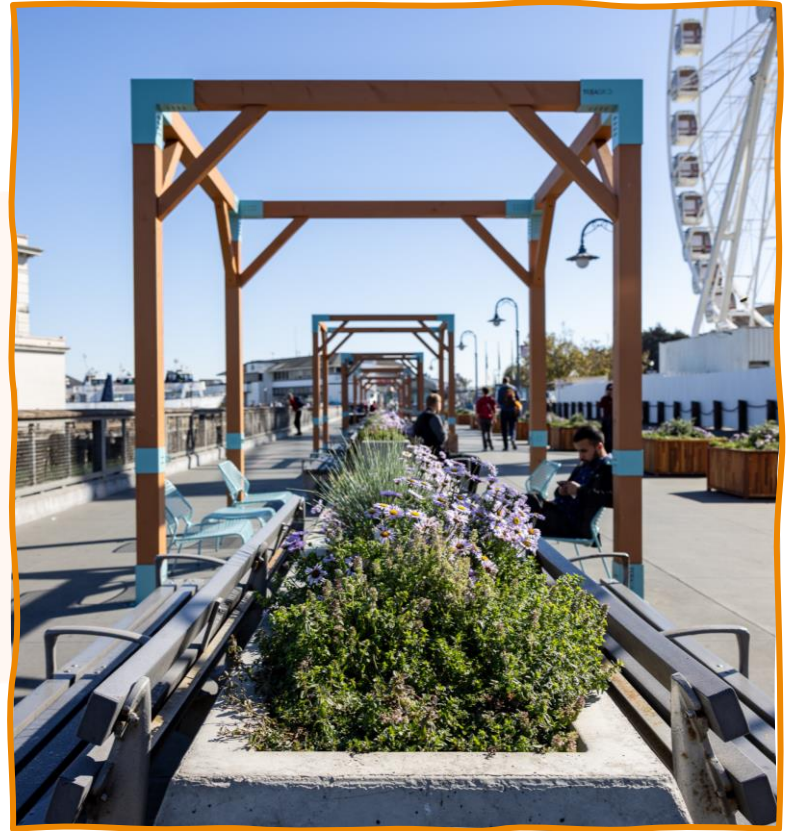


# **Little Embarcadero Activation and FWCBD Update**

**FWAC May 7, 2025**



# Fisherman's Wharf Asphalt Art

Concept Designs

5-2-2025

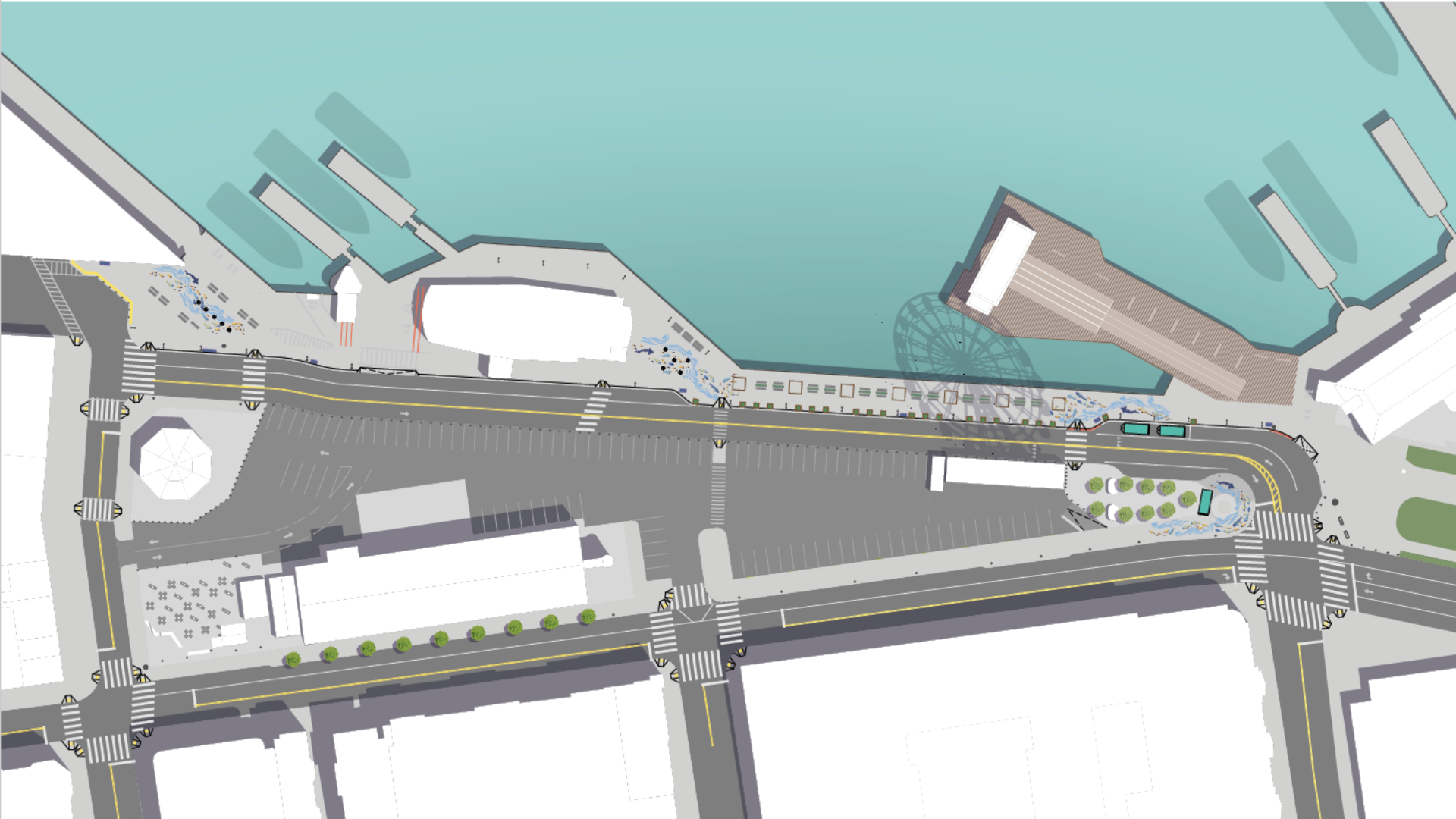
**STREET**PLANS

# FISH AT THE WHARF

## Ground Treatment - Concept Draft

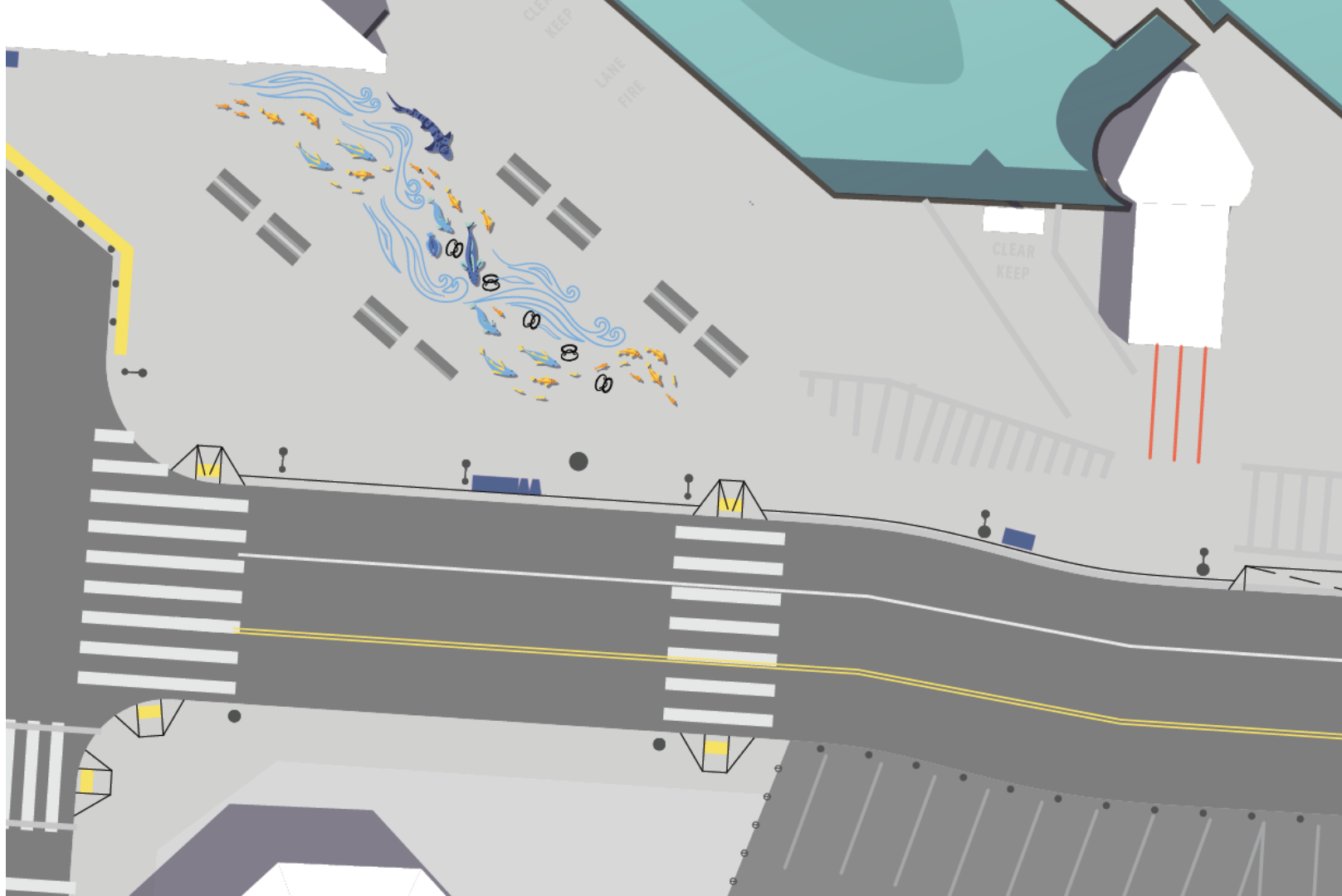


**Conceptual design focusing on eight commercially caught fish around Fisherman's Wharf:** Rock cod (as bycatch), Lingcod (as bycatch), California halibut (April to November), King Salmon (May to October), Anchovies (summer months), Sardines (summer months), Albacore Tuna (August to October), and Leopard Shark (year-round, often caught recreationally and occasionally commercially).











# Introducing Bri Maughan





# Fisherman's Wharf Crab Crawl



## INAUGURAL FISHERMAN'S WHARF CRAB CRAWL

March 9, 2025

*In celebration of National Crab Day*

**300 attendees (sold out!)**

6 participating restaurants

Attendees walked (crab-crawled) between restaurants, sampling unique specialty crab dishes at each stop.



# Fisherman's Wharf Wine Walk



## INAUGURAL WINE WALK ON FISHERMAN'S WHARF PROMENADE

May 17, 2025

### Featuring:

- 10 wineries from Northern California
- Paint & Sip experience
- Circosphere entertainers
- Face painting by Circus Modern
- Local DJs

**Tickets: \$55 online, \$65 day of**

- Includes 10 tastings and a Fisherman's Wharf wine glass



# Pier Party at the Wharf Returns



**Save the dates!**

**Every 2nd and 4th Saturday,  
June - September, 3p – 7p**

- June 14th and 28th
- July 12th and 26th
- August 9th and 23rd
- September 13th and 27th



# Crab Wheel Plaza Update



## Daily Activation

May 15-September 30

- Colorful bistro sets & branded yard games: 11a - 7p

## Other Planned Events

- Community Events
  - Dance & Fitness Classes
  - Arts & Craft Activations

# Fisherman's Wharf CBD Grant Extension

- Port made a 2-year grant to FWCBD in July 2023 for economic recovery. In July 2024, we added funds to activate Little Embarcadero and launched the Fisherman's Wharf Promenade.
- FWCBD continues to be an effective partner to the Port in areas of beautification, events and activations, stewardship and marketing
- Having the physical presence of their ambassadors and site activation staff at the wharf every day and evening is especially helpful
- Port staff is recommending an additional 18 months of the grant in order to continue Fisherman's Wharf Promenade and other activities. Proposed amendment is for \$3.1M.

