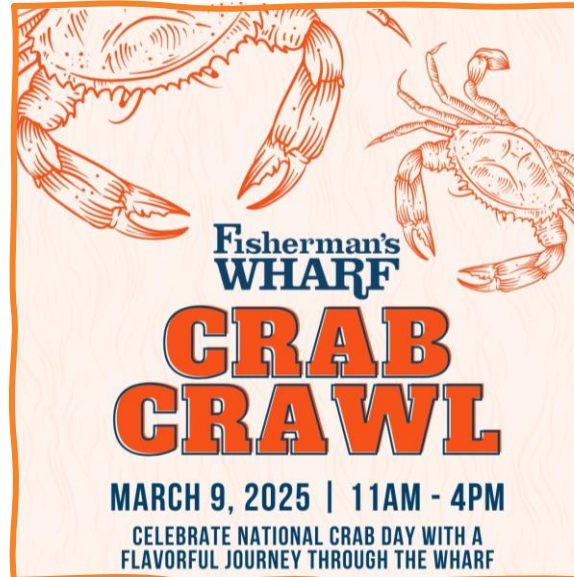


Q3 FY24/25 Grant Report



Crab Crawl

- On March 9, 2025, the FWCBD hosted its first "Crab Crawl" in celebration of National Crab Day.
- Guests walked between six different restaurants in Fisherman's Wharf to get a unique specialty crab dish at each stop.
 - 5 of the 6 participating restaurants are Port tenants.
- The FWCBD sold out the event with 300 total attendees.
- All participating restaurants had positive feedback and encouraged the FWCBD to host the event in 2026.



Crab Crawl Paid Social Media Strategy

- **Instagram Boosted Post**

- IFWCBD spent \$106.94 on a boosted Instagram post to drive traffic to the Crab Crawl ticket sales page.
- Paid views: 20,485
- Link Clicks: 1,302
- Sponsored Post Engagements: 1,590

- **Facebook Boosted Event Listing**

- FWCBD spent a total of \$149.98 on a boosted event listing, directing traffic to the Crab Crawl website page.
- Paid views: 44,562
- Link Clicks: 1,746
- Sponsored Post Engagements: 1,924



fishermanswharf 8w

Get ready to feast, because the Fisherman's Wharf Crab Crawl menu just dropped! Join us on March 9th and get six unique crab dishes you won't want to miss. Grab your tickets at the link in our bio or fishermanswharf.org/crab-crawl and taste the best of the bay!

Crab Crawl 2025 Media Coverage Results

TV Coverage:

- KTVU (Fox) - Multiple segments including Mornings on 2, The Ten O'Clock News, KTVU FOX 2 News
- KTVU's Morning News on FOX 35
- ABC7 News - Multiple segments including 5:00AM, 6:00AM, 11:00PM
- The Eleven O'Clock News on KTVU FOX 2



Radio Coverage:

- KISQ-FM (98.1) - Multiple segments

Online/Print Coverage:

- San Francisco Business Times (Mar 17, 2025)
- Digital News Sources
- Tablehopper Blog (Mar 5, 2025)
- Mommy Poppins - Things to Do with Kids (Mar 5, 2025)
- Fun Cheap SF (Mar 3, 2025)



Port Activation Coverage Analysis

Media Outlets and Coverage Highlights:

- San Francisco Business Times (2 articles – print and digital)
 - In an interview, **FWCBD Executive Director Maughan** pointed to areas of forward momentum at the Wharf, including *"the first-ever restaurant **Crab Crawl** and the **Pier Party** concert series on weekends."*
- The same mention appears in duplicate digital news sources, again highlighting "the **Pier Party** concert series on weekends" as **one of the highlights of the Wharf's activities**.
- Additional coverage is scheduled for May 2025 in SF Standard and on KCBS Radio.



Press Release

Collaborative Efforts

- The FWCBD collaborated with the Port to secure a quote from **Port Executive Director Forbes** in the new ED announcement issued on March 11, 2025. This announcement also includes quotes from District 3 Supervisor Sauter, OEWD ED Philips, and FWCBD Board President Hoppe.
- In Forbes' ED report, she shared that under the Port Commission's guidance, they *"support the Fisherman's Wharf CBD's work year-round. The Port staff looks forward to collaborating with Bri to continue advancing the many exciting initiatives currently underway at the Wharf."*

Additional Content Highlights

- Projected visitor growth statistics for 2025
- Anticipated foot traffic increases across the district
- New Portside business opening:
 - Everett & Jones BBQ



FOR IMMEDIATE RELEASE

Media Contact: Cecile Gregoire | cecile@fwcbd.com

Fisherman's Wharf Community Benefit District Names Bri Maughan as New Executive Director

SAN FRANCISCO (March 11, 2025) – The **Fisherman's Wharf Community Benefit District (FWCBD)** Board of Directors is pleased to announce the appointment of **Bri Maughan** as its new Executive Director. Maughan brings over 18 years of diversified management experience in public space stewardship, most recently serving as General Manager and Interim Executive Director for the Yerba Buena Gardens Conservancy.

District 3 Supervisor Danny Sauter offered his support stating, "Fisherman's Wharf is vital to San Francisco and showcases the best of our city to millions of visitors every year. From sea lions to sourdough, breathtaking views, and renowned attractions, the Wharf is one-of-a-kind. With Bri's leadership, I look forward to Fisherman's Wharf soaring to new heights and continuing to be a destination that draws visitors from around the world."

As Executive Director, Maughan will lead FWCBD operations, including strategic planning, finances, and public space improvements. She will oversee the district's revitalization strategy, manage relationships with city departments and stakeholders, and drive economic development programs to support local businesses.

Maughan joins the FWCBD at a transformative moment for Fisherman's Wharf, San Francisco's premier tourist destination. The district has shown remarkable recovery, with nearly 786,000 domestic visitors in January 2025 alone—representing a 17% increase from the previous year and the strongest start to a year since the pandemic. In 2024, the Wharf welcomed a total of 12 million visitors, with projections indicating growth to 13.5 million visitors in 2025.

Social Media Analytics


The FWCBD focused social media efforts towards the promotion of the **Crab Crawl**, **Off the Boat Crab Sales**, and the **promotion of nearby businesses and attractions**.



 **fishermanswharf** 8w
Get ready to feast, because the Fisherman's Wharf Crab Crawl menu just dropped! Join us on March 9th and get six unique crab dishes you won't want to miss. Grab your tickets at the link in our bio or fishermanswharf.org/crab-crawl and taste the best of the bay!

379 engagements
6,063 accounts reached



 **fishermanswharf** Reminder that crab season is in full swing! Stay in the know and follow [@seafoodfromtheboat.sf](https://seafoodfromtheboat.sf) to see when our local fishermen will be selling fresh Dungeness crab at Pier 45 and Pier 47! 🦀 ⚓

160 engagements
7,213 accounts reached

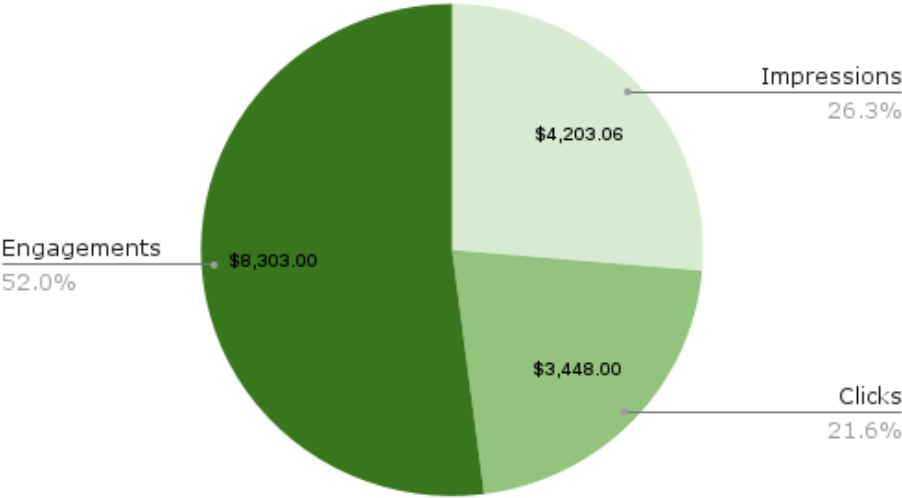


167 engagements
7,331 accounts reached

Social Media Analytics

Across all social media channels (Facebook, Instagram, LinkedIn, TikTok), **840,611 accounts saw FWCBD content** on social media from January to March. From **95 published items** (including stories), the FWCBD received **8,303 interactions** on posts. Overall, these impressions, link clicks, and engagements return on investment was **\$31,467**. (This value is determined by the amount it would cost to pay for social media impressions on Meta ads.)

Social ROI - FY 24/25 Q3

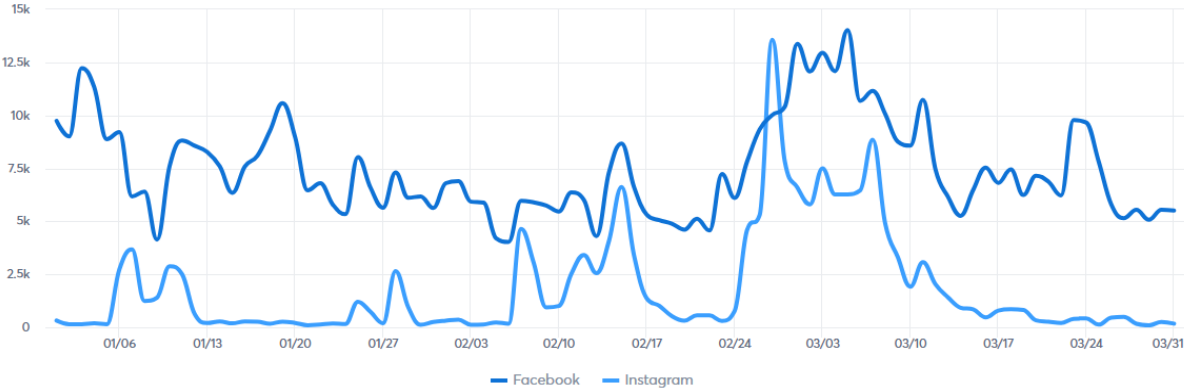


ROI Analysis

Generated Value:
\$15,954

Individual Accounts Impressions

Impressions overview



	Total
Facebook	673,285
Instagram	167,326
Total impressions	840,611

Cleaning & Operations Report

Category	Tasks
Hospitality	18,782
Trash bags collected	198
Litter Pick-Up	1,006
Pan and Broom	359
Business contacts	381
Panhandling/Camping	405
Quality of Life Outreach	191
Sticker/Graffiti Removal	427
Illegal Dumping	203
Overflowing Trashcan Topped Off	142
Public Disturbance/Intoxication	48
Biohazards Removed	58

During Q3 2025, three full time ambassadors were staffed on the Port side of the district (in addition to ambassadors funded by the Little Embarcadero/Promenade grant amendment). As the summer season approaches, staffing levels will increase starting in May 2025.

Services completed include – graffiti, trash, and biohazard removal,; hospitality, sweeping block faces, and power washing stains when Port staff is unavailable.



Engagement and Equity Report – Objectives and Tactics

Outreach to Local Businesses and Area Residents

Objective: Engage with businesses and communities by reinstating the monthly B2B newsletter

Tactics to Achieve Objective:

- FWCBD hosted a successful community event, the Crab Crawl, garnering 300 attendees (mainly locals)
- 5 out of the 6 participating restaurants for the Crab Crawl are Port tenants, demonstrating strong business participation
- Stakeholder engagement was maintained through community meetings

Outreach to Draw Locals to Fisherman's Wharf

Objective: Attract SF locals with focus on diverse cultural communities

Tactics to Achieve Objective:

- Implemented targeted social ads to neighborhoods within 10-mile radius
- Secured regular promotion on SF Fun Cheap platform
- Engaged local micro-influencers (e.g., katwalkssf) for authentic outreach

Affordable Programming

Objective: Provide free or reduced-cost programming to enhance accessibility

Tactics to Achieve Objective:

- Delivered art installations and low-cost community events
- Offered Love Locks activation with complimentary locks for all participants
- Maintained \$10 price point for each small bites at Crab Crawl
- Secured regular promotion on SF Fun Cheap platform

Economic Opps for Artists and Diverse Pop-ups

Objective: Create economic opportunities for artists and individuals with low-income backgrounds, and those facing barriers to employment

Tactics to Achieve Objective:

- Established partnerships with diverse pop-up vendors including San Franpsycho
- Supported immigrant-owned boba businesses as vendors
- Hiring diverse BIPOC musicians for upcoming 3rd season of Pier Party

Budget – Port Grant

Budget - FY 24/25						
Category	INITIAL YR 1 BUDGET	Y1 SPEND	YR 2 BUDGET (AFTER REALLOCATION)	Y2 Spend 3.31.24	TOTAL SPENT(Y1 & Y2)	BUDGET LEFT
TOTAL ADMIN:	\$70,000.00	\$89,960.42	\$50,000.00	\$94,913.27	\$184,873.69	-\$64,873.69
TOTAL BIG BELLY WRAPS:	\$12,000.00	\$0.00	\$2,000.00	\$25,293.75	\$25,293.75	-\$11,293.75
TOTAL BISTRO TABLES	\$7,331.00	\$28,339.01	\$0.00	\$0.00	\$28,339.01	-\$21,008.01
TOTAL BUSINESS ATTRACTION:	\$112,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL COMMUNITY AMBASSADORS:	\$393,760.00	\$408,298.46	\$347,760.00	\$293,934.52	\$702,232.98	\$39,287.02
TOTAL DECORATIVE LIGHTING:	\$70,000.00	\$30,424.28	\$50,000.00	\$0.00	\$30,424.28	\$89,575.72
TOTAL HANGING BASKETS	\$98,644.56	\$26,019.55	\$0.00	\$10,600.00	\$36,619.55	\$14,218.88
TOTAL HOLIDAY DECOR	\$26,250.00	\$3,965.00	\$0.00	\$0.00	\$3,965.00	\$5,000.00
TOTAL MARKETING	\$37,500.00	\$26,645.58	\$37,500.00	\$16,633.75	\$43,279.33	\$31,720.67
TOTAL MINI-GRANTS	\$65,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$21,008.01
TOTAL MURALS	\$45,000.00	\$48,819.12	\$0.00	\$10,000.00	\$58,819.12	-\$13,819.12
TOTAL MUSICIANS & ARTISTS	\$132,000.00	\$91,465.00	\$128,225.00	\$58,805.00	\$150,270.00	\$75,913.12
TOTAL OUTDOOR EVENT SERIES	\$203,600.00	\$200,128.97	\$155,000.00	\$105,327.62	\$305,456.59	\$53,143.41
TOTAL PIER 27 PROGRAMMING	\$20,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL	\$1,293,085.56	\$954,065.39	\$770,485.00	\$615,507.91	\$1,569,573.30	\$218,872.26

Of the remaining grant funds totaling \$218,872.26, the majority are allocated toward regular monthly expenses including staffing, the upcoming programming for the Pier Party in June, and the development Crab Wheel Plaza Lighting Installation.

The primary area where costs exceeded initial estimates was in Administrative Expenses. We have since revised our grant extension budget to reflect a more realistic projection for these costs moving forward. Additionally, the Big Belly wraps were slightly more expensive than anticipated, and we chose to invest in higher quality bistro sets to ensure greater durability and long-term use.

Q3 FY24/25 Little Embarcadero Grant Report



Love Lock Programming

Dates: February 11 – 15, 2025

- The FWCBD programmed the plaza in front of Red & White Fleet and Musee Mecanique with an interactive photo experience. From far away, the letters read I ❤️ SF, and visitors had the opportunity to write their initials on the heart and lock it to the letters.
- Once the program concluded, the locks were removed and donated to SCRAP, a local nonprofit and creative reuse center.
- Total lock giveaways: 500
- Social Media Engagement (Facebook & Instagram):
 - Engagements: 8,187
 - Total Views: 108,274



Paid Social Media Strategy

Love Lock Program:

- **Instagram Boosted Post**
 - FWCBD spent \$59.73 on a boosted Instagram post encouraging visitors to participate in the installation.
 - Paid views: 6,811
 - Profile Clicks: 144
 - Sponsored Post Engagements: 185
- **Facebook Boosted Event Listing**
 - FWCBD spent a total of \$28.68 on a boosted post encouraging visitors to participate in the installation.
 - Paid views: 3,711
 - Sponsored Post Engagements: 641



Promenade Social Media Analytics

The Fisherman's Wharf team promoted the Love Lock program, new Promenade amenities, and the pop-ups.



fishermanswharf 🌊 Left your heart in SF? Seal the love with a lock and make it official! 🔒

Now through February 15th, you and your valentine can come place a love lock on our "I ❤️ SF" letters at Pier 45!

305 engagements
5,383 accounts reached



fishermanswharf 🌊 Pop-up alert! Painted Leopard's delicious coffee from El Salvador will be back at the Wharf this weekend! Head to Fisherman's Wharf Promenade by the SkyStar Wheel to get your caffeine fix.

84 engagements
2,952 accounts reached

Have you checked out the waterfront lately? It's been totally transformed with the new Fisherman's Wharf Promenade! The upgraded seating, pergolas, lush greenery, and pop-up businesses are a game-changer for enjoying the stunning Bay views.



168 engagements
7,338 accounts reached

Promenade Domestic Visitor Analytics

Q3 FY23/24 vs. Q3 FY24/25 Foot Traffic Snapshot



Domestic Visitor Volume Comparison:

- **Q3 Y23/24:** 36.5K unique domestic visitors
- **Q3 FY24/25 :** 38.6K unique domestic visitors
- **Change:** +5.75% increase in unique visitors paired with increased representation from local zip codes suggests successful efforts to attract nearby residents.

Top Visitor Origins (2025)

- **San Francisco** (Combined zip codes: 94109, 94133, 94112, 94132, 94103, etc.) accounts for approximately **1,486 locals**
- **East Bay Communities** (Pittsburg 94565, San Pablo 94806) accounts for **502 locals**
- **Daly City** (94015) accounts for **289 locals**

Visitor Origin Trends (2024 vs 2025)

- **Geographic Expansion:** The 2025 data shows **1,717 unique zip codes** compared to 1,580 in 2024, indicating a broader visitor base.
- **Local Visitation:** San Francisco zip codes remain dominant in both years, but East Bay and Central Valley visitors increased in 2025.
- **Regional Draw:** The data suggests a stronger pull from areas outside immediate San Francisco, particularly from East Bay communities.



Promenade Media Coverage Analysis

Online/Print Coverage:

- In an interview with the San Francisco Examiner, FWCBD Executive Director Maughan pointed to recent projects and the renovation of the Fisherman's Wharf Promenade.



"I'm thrilled to be joining such a strong team," Maughan said, adding that the "iconic waterfront district" is in an "exciting period of recovery and growth."

She pointed to recent projects, like the SkyStar Observation Wheel staying on the waterfront through October of this year and the proposed renovation of a promenade between Piers 43 and 45, as signs of "the district's enduring appeal and promising future."

Promenade Management

- In addition to daily tasks recorded through Jia (see operations report), the On-site Activation Managers **resolved 16 major incidents** addressing unpermitted vendors, street performers, container operations, encampments, and cases involving individuals that may have been suffering from a mental illness.
- The Promenade has two site managers that focus on outreach with stakeholders, infrastructure management, working with DPW, Port security, and programming.
- **Pop-up Programs**
 - San Franpsycho is fully open.
 - The Welcome Container is operated by Big Bus Tours, and they've added detailed maps for visitors to find information.
 - Photo booth has been successful and has gained traction on social media.
 - Final pop-up is currently resolving DPH permitting issues by creating a Mobile Support Unit (MSU) to operate the container.



Operator Sales

- San Franpsycho open October of 2024. Q3 Revenue:
 - January 2025: \$8,415.62
 - February 2025: \$8,420.15
 - March 2025: \$15,540.63
 - **Total Revenue: \$32,376.40**
 - **FWCBD revenue: \$2,100**
- The Photomatica Q3 Revenue:
 - January 2025: \$1,253.33
 - February 2025: \$2,720.00
 - March 2025: \$4,426.67
 - **Total Revenue: \$8,400**
 - **FWCBD revenue: \$1,260**
- Big Bus did not sell any tickets out of the Welcome Center container. Though this may change in 2025, they have only offered hospitality and directions to visitors.



**Any income to the FWCBD from revenue share agreements on the Promenade will be reinvested back into Promenade daily operational costs.*

Cleaning & Operations Report - Promenade

Category	Tasks
Hospitality/Directions	32072
Litter Pick-Up	3558
Wipe Down Spot Cleaning	582
Unstable Persons	137
Performer Challenges	101
Graffiti/Sticker Removal	233
Check Public Restrooms	453
Encampment	118

The Promenade is staffed with **four full time ambassadors** dedicated to hospitality, cleaning, graffiti removal, and monitoring the Fisherman's Wharf Promenade.

Their duties included graffiti removal, trash removal, hospitality to visitors, removing biohazards, sweeping the Promenade, removing trash from overflowing Big Belly trash cans, and power washing stains when Port staff is unavailable.



Little Embarcadero Budget

Little Embarcadero FY 24/25				
Category	BUDGET	Spend 3.31.25	BUDGET LEFT	COMMITTED FUNDING PRIOR TO 6.30.25
LE MATERIALS	\$400,000.00	\$265,532.04	\$134,467.96	\$100,000.00
LE MARKETING	\$35,000.00	\$360.32	\$34,639.68	\$25,000.00
LE PROGRAMMING	\$81,000.00	\$4,232.34	\$76,767.66	\$70,000.00
LE LABOR + STEWARDSHIP ASSISTANCE	\$611,000.00	\$359,532.40	\$251,467.60	\$195,000.00
DESIGN	\$175,000.00	\$229,333.18	\$0.00	\$0.00
LE CONTINGENCY	\$130,200.00	\$20,064.50	\$75,866.82	\$0.00
TOTAL	\$1,432,200.00	\$879,054.78	\$573,209.72	\$390,000.00
TOTAL CARRYOVER TO AMENDMENT 2				\$183,209.72

The remaining \$573,209.72 in Little Embarcadero grant funds are allocated for ongoing monthly expenses (including staffing), summer programming—most notably the Wine Walk scheduled for Q4, and a \$100,000 allocation toward ground murals planned for installation in June 2025.

Some purchases were temporarily delayed due to uncertainty surrounding a potential grant extension. As a precaution, the FWCBD reserved a portion of the funding to ensure continuity of staffing in the event of a gap between grant allocations. These purchases will proceed once the Port Commission makes a decision on the proposed grant extension in May 2025.