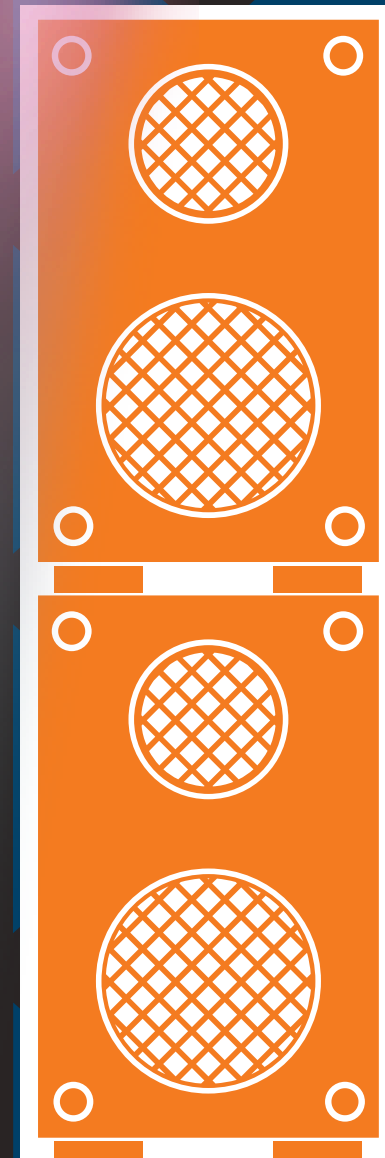
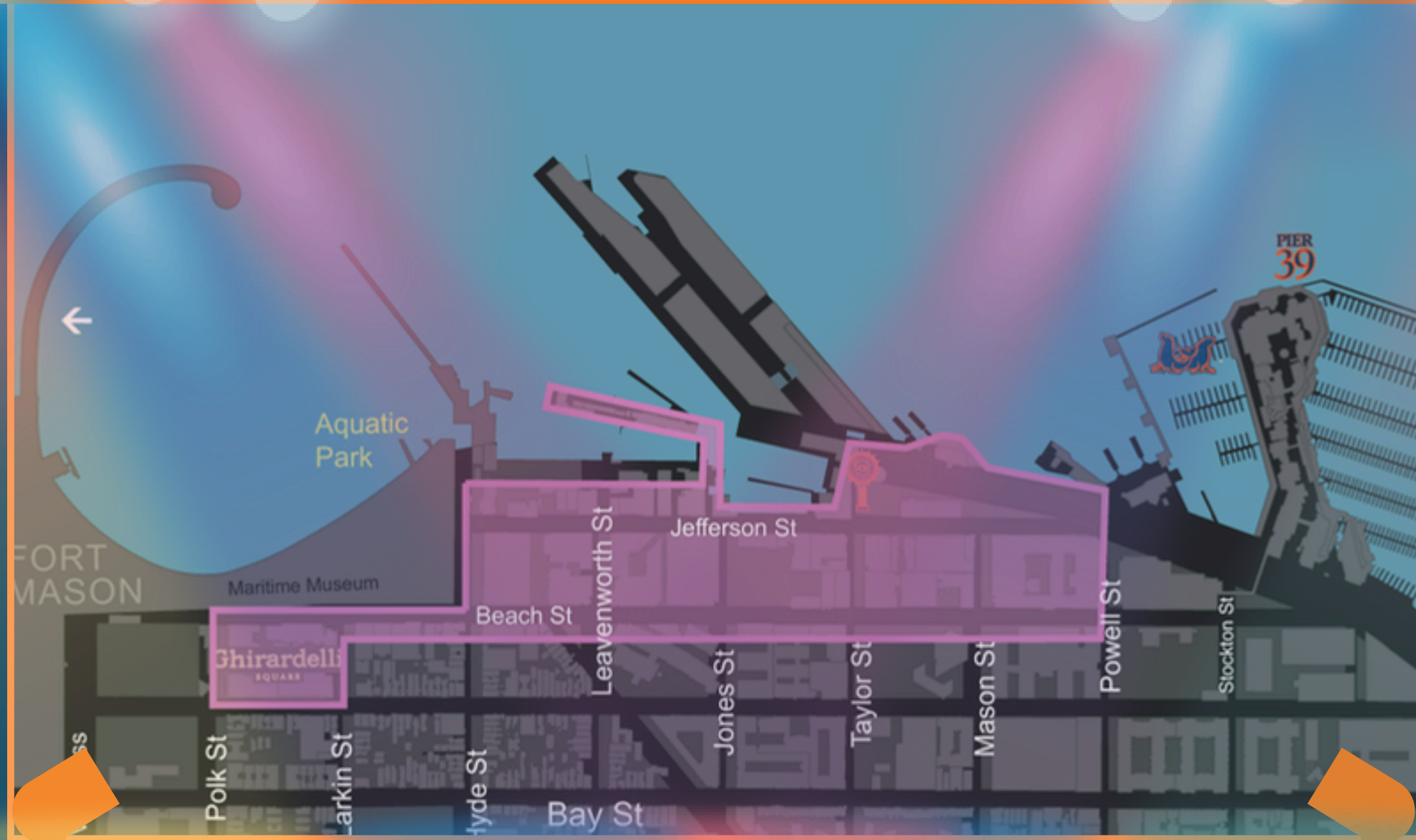
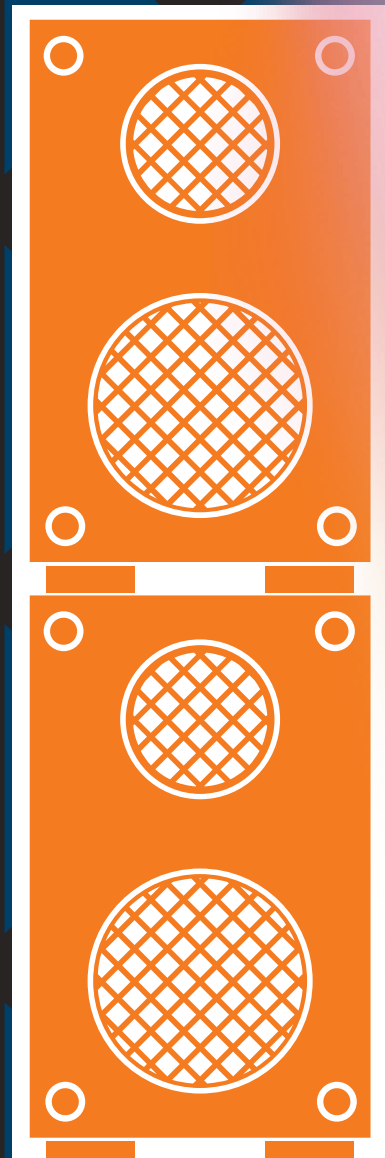
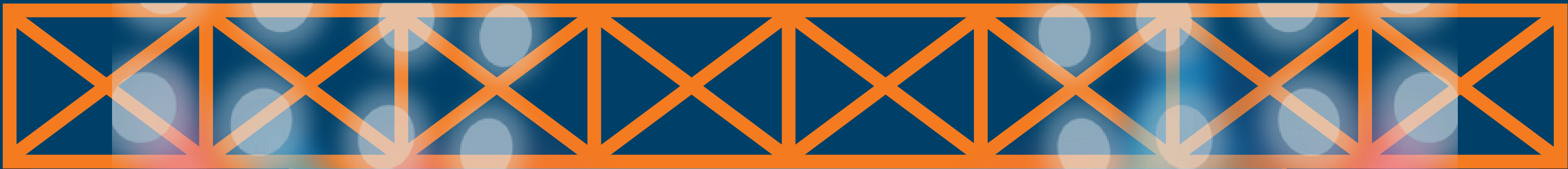


FWCBD Pop-Up Fish Market





Fisherman's Wharf Entertainment Zone
APPROVED!

Warm Up at the Wharf

WEEKEND HIGHLIGHTS

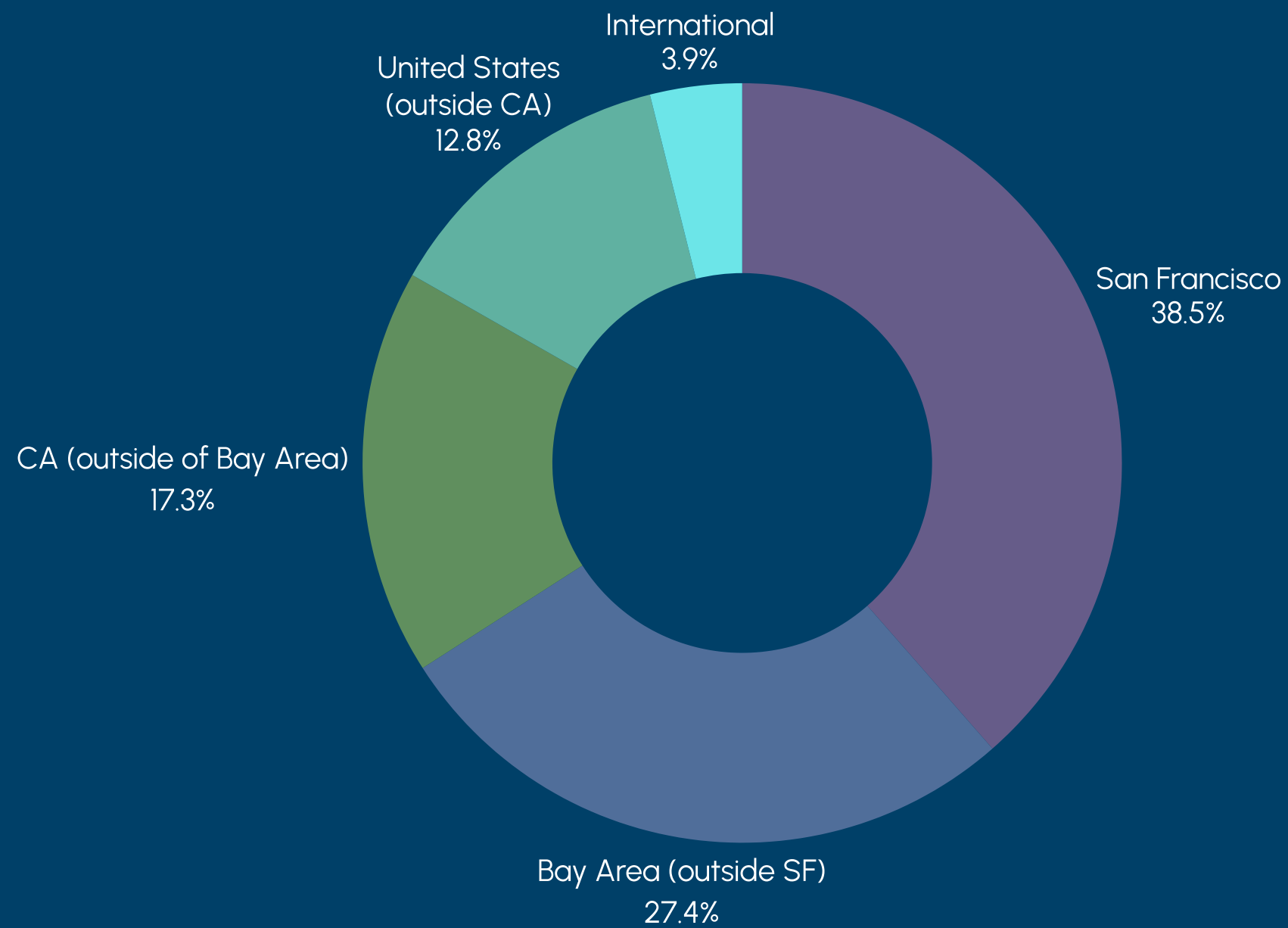
- 194 attendee survey responses
- 155k visitors to the district from Fri-Sun
- 16k visitors to Warm Up at the Wharf event
- Hosted ribbon cutting with acting Port Director Mike Martin and D3 Supervisor Danny Sauter
- Activated the Crab Wheel Plaza with Nike and Legends pop-ups



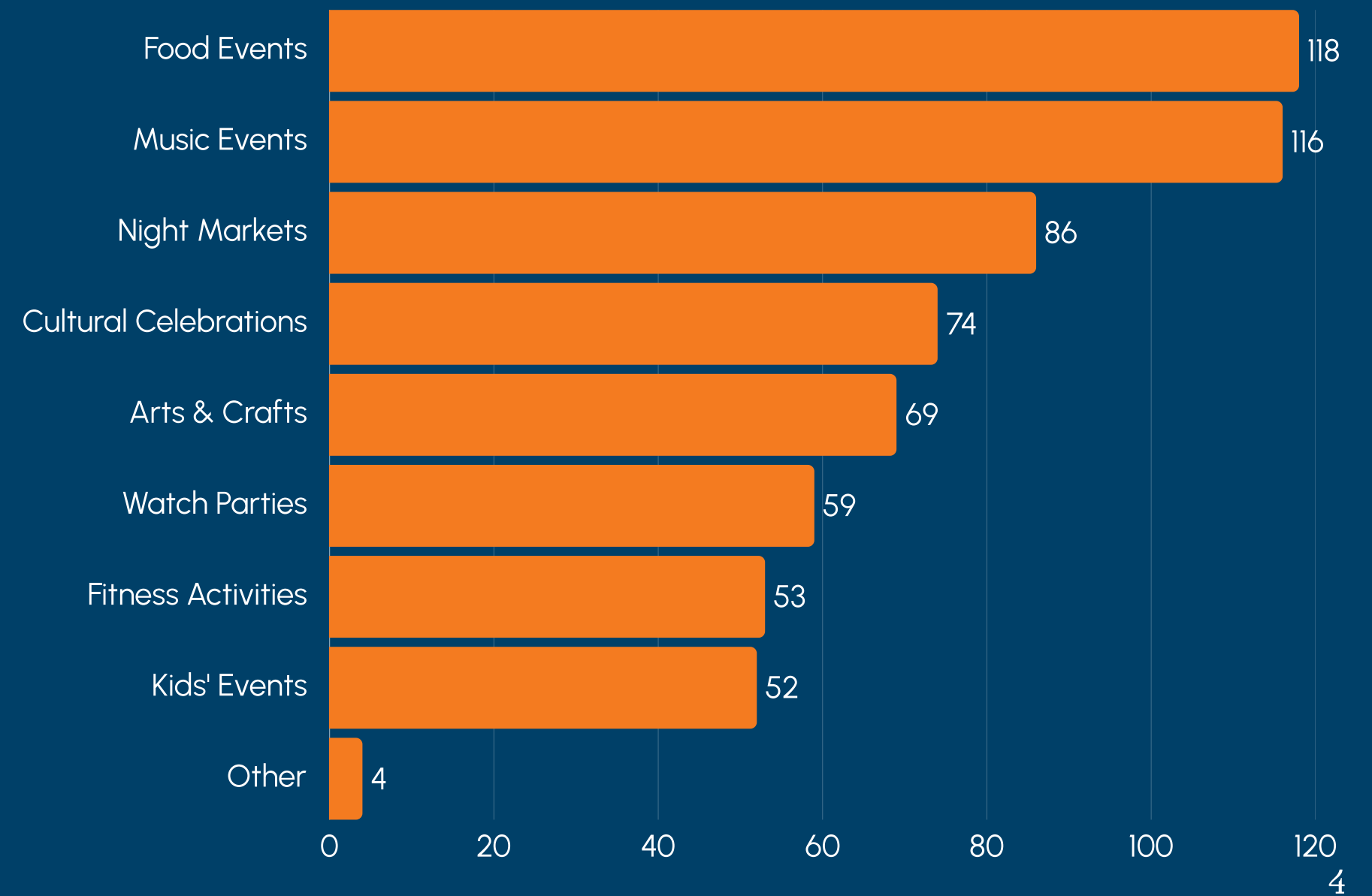
Warm Up at the Wharf

ATTENDEE FEEDBACK

Where were event attendees from?



What kinds of activities would bring you to Fisherman's Wharf?
200 Responses



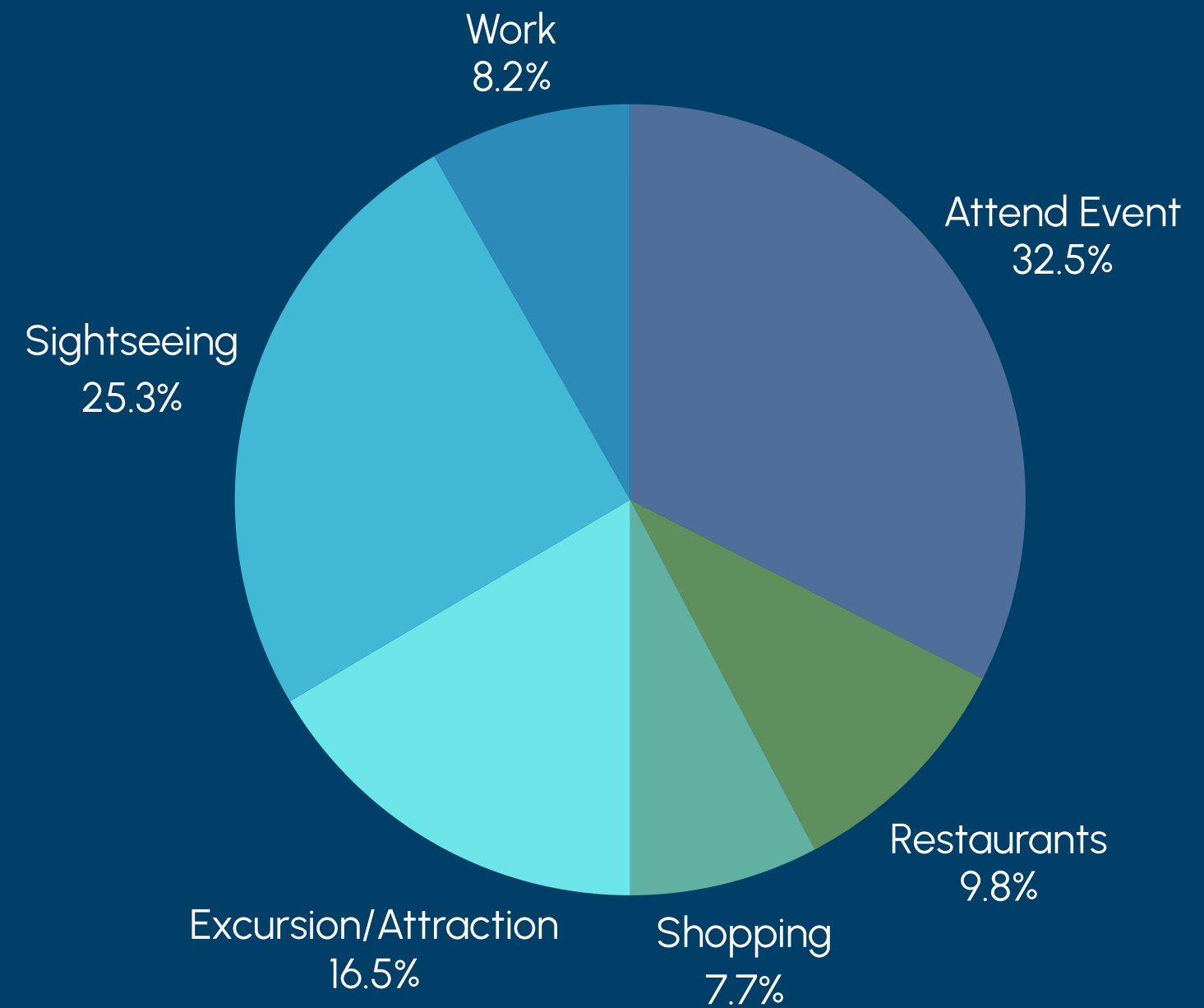
Warm Up at the Wharf

ATTENDEE FEEDBACK

What would improve the visitor experience in the Wharf?



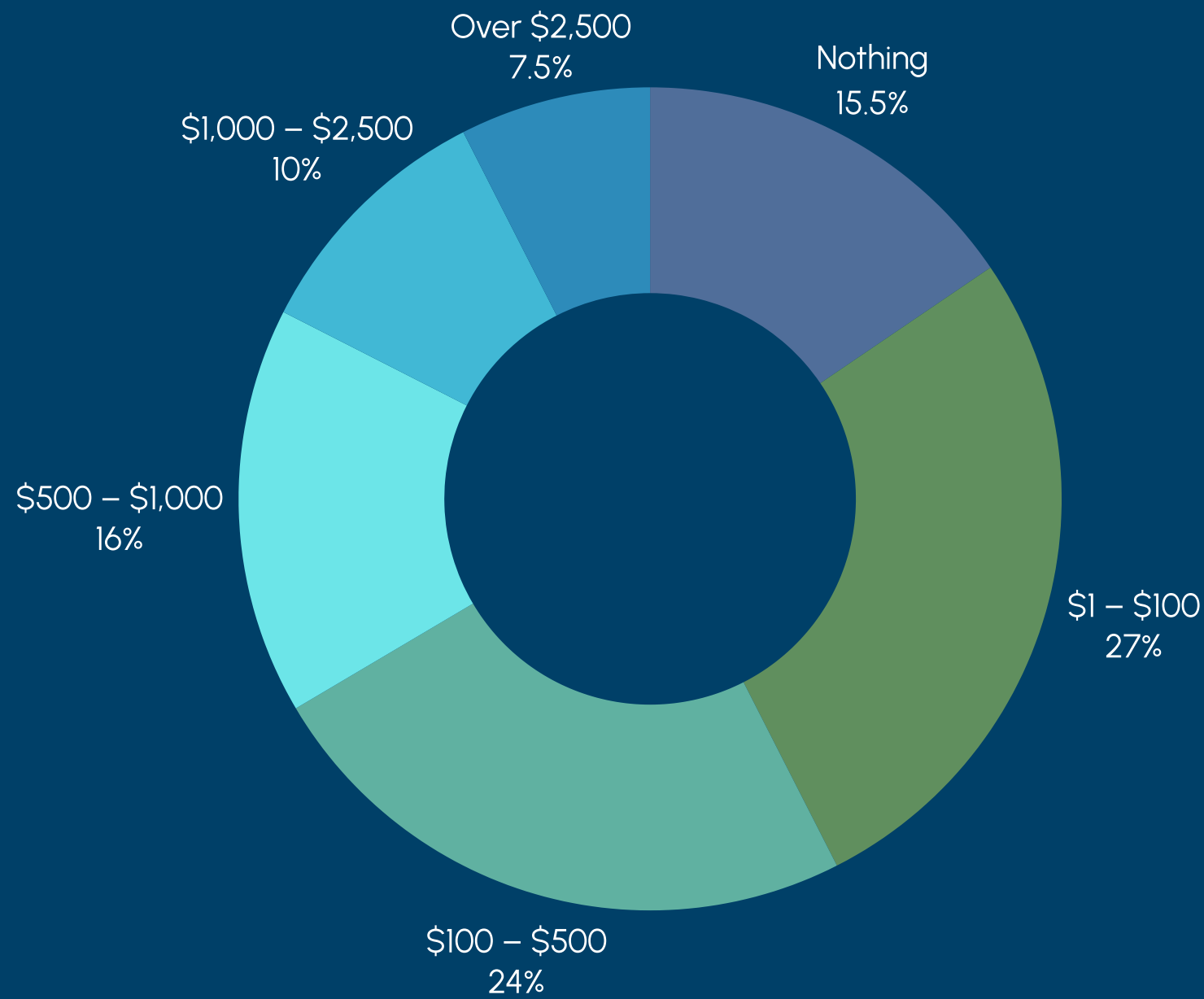
Why were attendees visiting the Wharf?



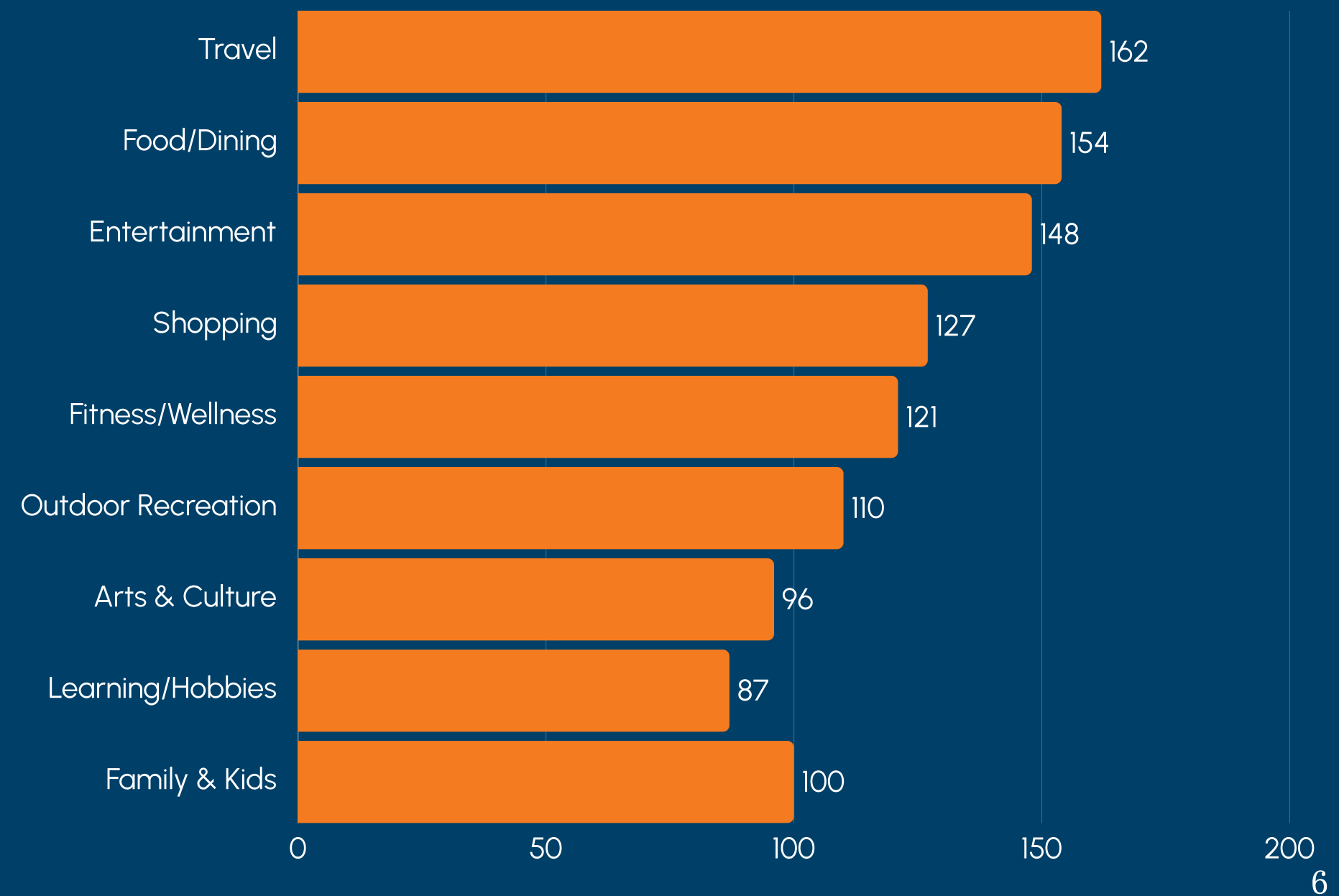
Warm Up at the Wharf

ATTENDEE FEEDBACK

How much do attendees spend on social activities and events?



What activities do event attendees like to do in their free time?



Upcoming FWCBD Event!




Fisherman's
WHARF
Community Benefit District

CRAB CRAWL

SUNDAY, MARCH 8, 2026 | 11AM - 4PM

CELEBRATE NATIONAL CRAB DAY WITH A
FLAVORFUL JOURNEY THROUGH THE WHARF!

GET TICKETS AT [FISHERMANSWHARF.ORG/CRAB-CRAWL](https://fishermanswharf.org/crab-crawl)

