

FOR IMMEDIATE RELEASE

Friday, July 7, 2023

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***** PRESS RELEASE *****

**PORT COMMISSION APPROVES \$2.2. MILLION INVESTMENT
INTO FISHERMAN’S WHARF BEAUTIFICATION**

Funds launch outdoor summer concert series “Pier Parties at the Wharf!”

San Francisco, CA – The San Francisco Port Commission voted unanimously at its June 9 meeting to approve a \$2.2 million grant to provide rapid investments into Fisherman’s Wharf that will elevate the visitor experience and attract residents to the iconic waterfront neighborhood with live weekend events starting **Friday, July 14** through **September 30**.

The program will be facilitated in collaboration with the Fisherman’s Wharf Community Business District (FWCBD) over the next two years and will focus on activating the area in front of the iconic “Restaurant Row” and the public plaza beneath the world-famous Crab Wheel near Taylor and Jefferson Streets.

The new investments will provide additional staffing for cleaning and safety efforts, beautification of the neighborhood, and the launch of [“Pier Party at the Wharf”](#) weekly series starting July 14. The free outdoor summer event series will feature live music from local musicians, drinks and appetizers from guest chefs to create an authentic, only-in-San Francisco experience.

The event on Friday, July 14 will kick off with a performance by local singer songwriter [Sam Johnson](#) from 3pm to 6pm, who started his career as a busker in the Wharf. The Friday event series will run through the end of September, with Saturday dates added in mid/late August. More information will be updated on the FWCBD’s website at: <https://www.fishermanswharf.org/pier-party/>

“Our beloved waterfront plays a critical role in our City’s economic recovery,” **said Mayor London Breed**. “I’m proud to see our Port Commission take action to revitalize one of our most iconic destinations in Fisherman’s Wharf. Working with local business owners, fishers, and restauraners, we’re coming together to create a new and authentic experience on the Wharf that excites residents and visitors alike.”

“Today’s investment allows us to continue our work building a safe, clean, and vibrant waterfront,” **Executive Director Elaine Forbes said**. “As tourism thrives and as our residents seek out genuine community experiences that celebrate our city, we’re excited to offer a new activation on the Wharf this summer. We’re also excited to create new uses for public spaces that show off our community’s diversity and inclusivity.”

“The Port’s investment in the Wharf is a step forward in the right direction for the economic recovery of San Francisco post-pandemic,” said **Randall Scott, Executive Director of the Fisherman’s Wharf Community Benefit District**. “Our team’s proposed public realm projects will generate near-term activations, showcasing the potential for new business development in the neighborhood. In addition to the much-anticipated improvements being made to the cleaning program in Fisherman’s Wharf within

the Port's properties, the FWCBD is also set to introduce a range of exciting initiatives such as weekly events, beautification projects, murals, and interactive photo experiences for tourists and locals. “

Fisherman's Wharf (the Wharf) is world famous for its scenic Bay views, historic crab stands, and family-owned seafood restaurants. With its active fishing industry, four shopping centers, more than 3,200 hotel rooms, 400 retail businesses, and more than 100 restaurants and food stands, the Wharf is known as a vibrant commercial and entertainment destination that generates substantial revenues for the Port and the City. Historically the Wharf has been one of the top tourist destinations in California with approximately 65 percent of all visitors to San Francisco and more than 16 million people visiting the Wharf annually. On average, 24,838 people visited every day, although this number grows to 120,000 depending on the season.

Yet like every neighborhood with a diversity of retail outlets and restaurants, the Wharf experienced steep economic challenges caused by the pandemic. Six major restaurants in the area, including Alioto's, Tarantino's, Castagnola's, Lou's, and Pompei's Grotto shuttered. As tourism returns steadily, The Port is now in the process of regaining control of Lou's and Pompei's Grotto on Jefferson Street, and potentially other vacant properties, so that we can rejuvenate the area with new tenants and activities.

A [staff report](#) on the program from the SF Port can be found [here](#).

About the Port of San Francisco

The Port of San Francisco manages 7.5 miles of waterfront as the gateway to San Francisco, and advances environmentally and financially sustainable maritime, recreational, and economic opportunities to serve the City, Bay Area and California.