



# Port of San Francisco Impact Report 2025

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## A Letter from Elaine Forbes, Executive Director, Port of San Francisco

I am filled with profound gratitude and pride for what the Port is today as I bring my tenure as Executive Director of the Port of San Francisco to a close. Leading this extraordinary organization, a steward of one of the world's most remarkable waterfronts, has been the honor of my career and one of the greatest privileges of my life.

The Port of San Francisco is more than a collection of piers, wharves, parks, and maritime facilities – it is the growing edge of San Francisco. It is where innovation meets tradition, where people from every corner of the city and region come together to work, play, and experience the waterfront. From the historic Fisherman's Wharf to the bustling Ferry Building to the new public spaces and industrial maritime activity along the southern waterfront, the Port embodies the creativity, resilience, and spirit that define the city and its people.

In recent years, the Port and the city have weathered challenges unlike any in our history. We navigated COVID, severe economic disruption, the accelerating realities of climate change, and the responsibility of rebuilding a waterfront that is stronger and more equitable. Through every challenge, Port staff stood up for this place and its people – supporting more than 500 tenants, sustaining our maritime economy, bringing renewed life to the waterfront, and deepening community partnerships. Their commitment delivered a safe, clean, and vibrant waterfront that helped anchor the city's economic recovery.

This history of collaborative work and strong partnerships has laid the groundwork for an even brighter future. The Port's recent investments – from Fisherman's Wharf Forward to the historic infusion of more than \$117 million in federal recovery resources, to the \$13.5 billion plan with the U.S. Army Corps of Engineers to reinforce and rebuild the waterfront for sea-level rise – represent the largest wave of infrastructure renewal in our history. These efforts, which fortify the waterfront against seismic and climate threats while reinvesting in Port facilities, will ensure it remains a place of opportunity, beauty, and belonging.

At the same time, our work to enliven the waterfront has never been stronger than in 2025. New cultural and music programming, public art, and a flourishing mix of small businesses are bringing renewed energy to the shoreline, driving the city's economic recovery and reconnecting San Franciscans to the Bay. The Port continues to evolve as both an economic engine and a community gathering place: a waterfront for everyone.

None of this would be possible without the remarkable people who make up the Port family – the dedicated staff, tenants, community and business partners, Commissioners, the Mayor, and city leaders. Their expertise, creativity, and unwavering care for this place have shaped every success we celebrate. They are the heartbeat of the waterfront.

As I step down, I do so with complete confidence in the Port's future. The organization has become exceptionally capable, deeply collaborative, and fully prepared to meet the challenges ahead with courage and unity. The next chapter of the Port's story will build upon its great legacy – one grounded in good governance, innovation, and a profound love for this remarkable city and waterfront. Thank you for the opportunity to serve, grow, and lead.

The Port of San Francisco will always be part of who I am and a constant reminder of what is possible when people work together in service of place and community.

With deep gratitude,  
Elaine Forbes



## 2025 Impact By the Numbers

**7.5** Miles of  
Port waterfront

**107** Acres of  
open space

**10M** Visitors to  
Fisherman's Wharf  
*(estimated)*

**10-12M** Visitors to  
Pier 39  
*(estimated)*

**400+** Port  
tenants

**\$133M+** Revenue generated  
in FY 25  
*(record high)*

**365,000** Cruise Passengers  
*(year-end projection)*

**270** Port  
employees





## Economic Vitality

The Port of San Francisco advanced a bold, intentional strategy to drive vitality, strengthen neighborhoods, and ensure a vibrant and financially sustainable waterfront.

### Safe, Clean, and Vibrant:

- Kept 7.5 miles of waterfront safe, clean, and welcoming for residents and visitors.
- Executed four volunteer park clean-up events at Port parks with more than 60 community volunteers (including Truebeck, AECOM, Astranis, Jacobs, and Dogpatch Paddle) collecting 500 pounds of debris—transforming our public spaces.

### Neighborhood Vitality and Activation

- **Fisherman’s Wharf Forward:** Announced a bold revitalization plan to transform the district into a renowned safe, clean, and active destination with a new public plaza set for completion in summer 2026.
- **Ferry Building Vitality:** Increased foot traffic by 200% compared to 2020, approaching 2019 levels. Fully leased storefronts and expanded tenant hours helped restore downtown San Francisco’s economic activity. New tenants include Parachute Bakery, Red Bay Coffee, Arquet Restaurant, Nash Bakes Cheesecakes, and Hayati.
- **PIER 39:** Opened Humble Sea Brewery and Fire & Ice Interactive Grill at PIER 39 and announced the Mayor’s Pier 39 Entertainment Zone to celebrate community and increase foot traffic to the neighborhood.
- **Fisherman’s Wharf Activation:**
  - Awarded a \$3.2M grant to the Fisherman’s Wharf CBD to improve visitor experience and support local business.
  - Produced Pier Party at the Wharf, a free concert series with 21 concerts, attracting 43,000 visitors in 2025 (up 150% from 2023).
  - Installed murals, flower baskets, and decorative lighting to create a welcoming public realm.
- **SkyStar Observation Wheel:** Extended lease for long-term activation. Ridership peaked at 40,000/month.
- **Crane Cove Park:** Executed lease with YMCA, opening San Francisco’s first new YMCA in 30 years, and delivered two new children’s playgrounds and a dog park.
- **Heron’s Head Park:** Hosted public events and workshops for the community.
- **Public Art Partnerships:** Partnered with the Sijbrandij Foundation and Building 180 to bring ten sculptures to the waterfront and launched Big Art Loop Portside a festive community waterfront walk unveiling.



## Strategic Leasing

- Re-activated vacant restaurant spaces on Jefferson St at Fisherman's Wharf with new leases to Everett & Jones Barbeque and Chasca Rio which will both open in Spring 2026.
- Partnered with Community Arts Stabilization Trust (CAST) to execute a 100,000 SF lease to transform long-vacant Pier 29 into the city's largest artist studio and exhibition space.
- Completed new office lease with SoFar Ocean Technologies, Inc. in Pier 26 and Pier 28 for over 30,000 square feet of space.
- Extended Port Ground Lease at Waterfront Plaza to facilitate property investment and Jamestown properties securing leases with early-stage AI companies and expanding San Francisco's innovation hub.

## Cruise Industry

- On track to host 91 cruise calls and 365,000 passengers in 2025, reinforcing cruise as an economic engine.
- Welcomed the three millionth cruise passenger at Pier 27 since its 2014 opening.
- Expanded operations at Pier 80 to bring more visitors to the Southern Waterfront.
- Accelerated dredging operations to maintain and grow cruise activity.

## Waterfront Development

- **Pier 70:** Developers executed nine new leases, welcoming breweries, bakeries, design studios, and more, including Standard Deviant Brewery, Breadbelly Café, and Elevation Sky Park entertainment hub.
- **Mission Rock:**
  - Completed Phase 1 construction and acceptance of parks and infrastructure.
  - Amended the affordable housing plan in order to fill vacant affordable units within the Canyon.
  - Multiple tenants opened including Arsicault Bakery, Blue Bottle Coffee, Ike's, Flour + Water Pizza.
  - Visa continued to operate out of their Global Headquarters, which houses approximately 1,000 employees.
  - The Golden State Warriors signed a lease and Coinbase signed a 150,000 sq. ft. Lease in Building B.
  - Partnered with the San Francisco Giants to install a commemorative public art brick installation at China Basin Park.
  - Won international Partnering award for the implementation of Mission Rock Phase 1.
- **SWL 330:** Worked with the Developer, Strada, to advance more than 600 homes (including 15% affordable) in early 2026.



## Financial Strength

- Maintained “A” credit rating from Fitch Ratings and marked a historic year of financial growth, reaching over \$960 million, with the acceptance of more than \$153 million in developer-contributed assets from China Basin Park and Bayfront Park, as well as \$119 million from the Seawall Bond issuance.
- Advanced:
  - \$55M Environmental Protection Agency Clean Ports grant for zero-emission ferries.
  - \$117M in American Resource Plan Act resources to deliver construction projects through 2026.

## Capital Projects and Construction

- Advanced dozens of construction projects, including:
  - Amador Street Improvements: Safer roadways, upgraded utilities, and new pump station to reduce flooding risks in the Southern Waterfront, on track for completion summer 2026.
  - Hyde Street Pier Restoration: Partnership with NPS to preserve historic ships.
  - Pier 33 Alcatraz Landing Renovation: Ongoing investment to modernize ferry plaza.
  - Beach Street Offshore Remediation: Supported PG&E in cleanup of legacy environmental impacts near Pier 39.

## Events and Community Engagement

The Port hosted marquee events that drew millions and reinforced the waterfront as San Francisco’s gathering place:

- NBA All-Star Weekend (Pier 48), SailGP, Portola Music Festival and New Years Eve concerts (Pier 80), and Dreamfest at Bayfront Park.
- Oracle Park’s 25th Anniversary and Bay FC record-breaking attendance.
- Hosted city Fleet Week 2025 celebration at Fisherman’s Wharf.
- Fourth of July, Juneteenth on the Waterfront, Pop-Ups on the Plaza, and Pride—the world’s largest Pride flag beamed from the Ferry Building.
- 7th Annual Contract Open House connecting 250 small businesses with prime contractors.

## Mentorship and Career Pathways

- Expanded youth and workforce programs including:
  - SailGP Inspire Learning Program: Engaged 700+ youth at Pier 80.
  - South Beach Yacht Club Youth Sailing: Sponsored students from District 10.
  - Rising T.I.D.E.S Internship Program: Mentored 15 interns; one secured full-time employment.
  - Trades Career Fair: 250 attendees introduced to trade apprenticeships.
  - Shoreline Leadership Academy: 15-week paid program for high school students on climate resilience and economic development.



## Resilience

The Port advanced nation-leading partnerships and projects to protect San Francisco's waterfront from climate risks and seismic hazards, ensuring safety and sustainability for generations to come.

- **San Francisco Waterfront Coastal Flood Study:** Advanced the Draft Plan (initially released in 2024) to address coastal flooding and sea level rise in partnership with U.S. Army Corps of Engineers (USACE), with Final Report and Recommended Plan expected in 2026.
  - Proposed \$13.5B flood defenses and resilience measures could receive up to 65% federal funding if approved by Congress.
  - Signed Section 221 MOU with USACE, allowing the Port to advance design of the Recommended Plan in advance of Congressional authorization.
- **Early Projects:** Selected engineering consultants and advanced work for three resilience projects:
  - South Beach Coastal Resilience Project
  - Piers Earthquake Safety Projects
  - Fisherman's Wharf Forward
- **Wharf J9:** Advanced resilience for fishing industry through new float construction and pre-design for seawall replacement. Initiating Smokehouse demolition in Fall 2025.
- **Downtown Coastal Resilience Project:** Together with USACE, tentatively selected the area from Ag Building toward the Pier 22.5 Fire Station as the first implementation action in the USACE Recommended Plan. Engineering consultants will be selected in early 2026 to lead design and engineering of this iconic location.
- **South Beach Coastal Resilience Project:** Secured \$7.8M from the Coastal Conservancy to design resilience projects between Howard and Townsend Streets. Selected contractor and initiated project to advance resilience along South Beach portion of the Embarcadero (funded through the CA Coastal Conservancy). Public engagement to begin Fall 2025.
- **Pier 50:** Advanced seismic risk assessment and resilience planning for Port Maintenance facility.
- **Living Seawall Pilot:** Concluded monitoring phase of nature-based resilience project with Smithsonian Environmental Research Center—findings will inform Embarcadero Seawall redesign.

## Best of 2025

