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September 11, 2026

To:
President Stephen Engblom
Vice President Ken McNeely
Commissioner Willie Adams
Commissioner Vanessa Tapia Hartigan
Commissioner Rich Lee

From:
Michael Martin, Executive Director

DocuSigned by:
Michael Martin
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Subject:
Informational presentation with possible action to increase the Port's sole-source grant to the Fisherman's Wharf Community Benefits District not-to-exceed amount by $1,953,902 and extend the term by 12 months.

Executive Director's Recommendation:
Approve the Attached Resolution No. 26-45

EXECUTIVE SUMMARY

On June 13, 2023, the Port Commission approved a sole source grant in the not-to-exceed amount of $2,188,446 over two years to the Fisherman's Wharf Association of San Francisco (DBA Fisherman's Wharf Community Benefit District) ("FWCBD") to develop and implement a multi-faceted public space activation and stewardship program for Port property adjacent to the FWCBD beginning July 1, 2023 (the "FWCBD Grant" or "Grant"). The Port Commission subsequently approved a grant amendment on June 11, 2024, authorizing the reallocation of $400,000 from the existing budget and increasing the not-to-exceed amount by an additional $1,032,200, for a total not-to-exceed amount of $3,220,646, to allow the FWCBD to implement a new initiative called the Little Embarcadero Activation Project.

On May 9, 2025, after evaluating the success of the Grant to date and recognizing the ongoing need for activation and beautification in Fisherman's Wharf to attract visitors and tenants, Port staff requested authorization to enter into a second amendment to the Grant to add an additional eighteen months to the term and increase the not-to-exceed amount by an additional $3,147,590, for a total not-to-exceed amount of $6,368,236.

THIS PRINT COVERS CALENDAR ITEM NO. 10A

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That term is set to end January 9, 2027. On May 12, 2026, Port staff provided a comprehensive update to the Port Commission on FWCBD's grant activities, as detailed in Attachment 2, "Fisherman's Wharf Community Benefit District Update to the Port Commission, May 2026".

The FWCBD Grant is central to the Port's economic recovery strategy in Fisherman's Wharf (the "Wharf") by creating a clean, safe, and vibrant waterfront to attract and retain visitors and tenants while the Port works to re-lease recently closed restaurant facilities in the area. The FWCBD Grant provides for stewardship, beautification, events, and marketing activities that serve to sustain and strengthen tourism, draw local visitors, support businesses, and attract new businesses and activation partners to Port properties and the broader Fisherman's Wharf neighborhood. In addition to helping the long-term viability of the district, these activities are anticipated to support the Port's balance sheet by rebuilding lease revenues as well as the City's overall economic recovery, given Fisherman's Wharf's importance as a destination for Bay Area residents and visitors.

In the three years since the award of the grant, the FWCBD has deployed community ambassadors daily to the Wharf; implemented the Fisherman's Wharf Promenade activation; introduced the successful event series "Pier Party at The Wharf," in addition to other lively and increasingly large-scale events; executed beautification efforts including litter/graffiti control, hanging flower baskets, murals, planters, lighting and vinyl window wraps; and supported Wharf businesses through marketing and promotional activations. More recently, it has undertaken a weekly pop-up fish market to re-inspire San Franciscans' engagement with our working waterfront. FWCBD has also begun to help steward and activate the new public plaza on Taylor Street with educational programming focused on maritime history and education. These activities have beautified the neighborhood and enhanced public accessibility while hosting positive, family-friendly, and affordable activities during a time of transition in the neighborhood.

In 2026, the Port and FWCBD undertook strategic planning focused on evolving the relationship, acknowledging that the Grant is a time-limited form of partnership tied to pandemic recovery funding, and a long-term goal should be to have a single unified Fisherman's Wharf district that includes the Port and private property owners. Port staff indicated a willingness to explore expanding FWCBD to include Port property. This could happen through an early renewal and expansion campaign in 2027, which FWCBD has begun to pursue. If the Port joins, Port property will be subject to special assessments.

Port staff now recommend a third grant amendment in the amount of $1,953,902, increasing the FWCBD Grant from a not-to-exceed amount of $6,368,236 to $8,322,138 and extending the grant term by 12 months, from January 9, 2027, to January 9, 2028.

This third amendment will allow the FWCBD to continue the core services identified in the Grant scope, ensuring there is no gap in coverage on the Port side before the Port can evaluate future funding sources and procurement mechanisms for critical services, including considering expansion of the FWCBD to include Port property, which would be operational beginning in January 2028, subsequent to a vote by first property owners

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and then the Board of Supervisors in July 2027. Port staff intend to bring a separate item to the Port Commission in December 2026 that considers this expansion and approval. If approved, the expanded FWCBD assessment district would go into effect in January 2028, in alignment with the end of the proposed Grant term.

Given the recurring amendments to a sole source grant, Board of Supervisors' approval is needed to waive the requirements of San Francisco Administrative Code, Chapter 21G, § 21G.8. Per Section 21G.8, if the form of a grant is recurring to the same recipient, a sole source approval must be supported by a documented competitive process within the last five years demonstrating the lack of potential grantees.

STRATEGIC PLAN OBJECTIVES

The proposed amendment to the FWCBD Grant supports the following strategic objectives:

Economic Growth
Attract new tenants to vacant facilities and restore Port revenues to pre-pandemic levels through beautification and activation, increased marketing efforts, and targeted building improvements in Fisherman's Wharf. Improvements in the look and feel of Fisherman's Wharf have been observed by all and have contributed to a positive leasing environment, resulting in three new Port leases on Jefferson, two new operating agreements on Jefferson, and one lease in progress at the ground floor of Fisherman's Grotto.

Equity
Equitably advance public benefits that appeal to and attract a diverse population to the Waterfront. The Port and its partners strive to ensure equal access to opportunities, particularly for BIPOC-owned and local business enterprises.

Public Collaboration
Partner with area businesses and help identify issues and implement responsive solutions. The Fisherman's Wharf Promenade activation has been successful due to the hyperlocal engagement between FWCBD and the adjacent Port tenants.

BACKGROUND

The FWCBD Grant began in July 2023 as a Port Economic Recovery initiative and is designed to implement a multi-faceted public space activation and stewardship program for the Port properties adjacent to those maintained by FWCBD to complement the existing efforts within its district boundaries. The overarching goal is to revitalize and reposition the entire district as an important destination for residents and tourists.

In the three years since the award of the Grant, the FWCBD has deployed community ambassadors daily to The Wharf; implemented the Fisherman's Wharf Promenade activation; introduced the successful event series Pier Party at The Wharf, in addition to other lively events; installed hanging flower baskets and vinyl window wraps; and

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supported Wharf businesses through marketing and promotional activations. More recently, FWCBD has undertaken a weekly pop-up fish market to re-inspire San Franciscans' engagement with our working waterfront. It has also begun to help steward and activate the new public plaza on Taylor Street with educational programming focused on maritime history and education. FWCBD has been able to generate substantial revenue through pop-up container agreements, event sponsorships, and experiential marketing, allowing them to self-fund several large-scale events. These activities have beautified the neighborhood and enhanced public accessibility while hosting positive, family-friendly, and affordable activities during a time of transition in the neighborhood.

Attachment 2 details an impressive list of activities, events, and metrics completed and achieved by FWCBD as a result of this grant. Since May, additional activity highlights include a robust schedule of programming, including:

- June 6 Play on the Bay event on Jefferson Street, implementing a small street closure to test how the new Entertainment Zone could be used for a family-friendly event with large-scale interactive activities.
- Pier Party 4th season: afternoon concerts every 2nd Saturday afternoon and every 4th Saturday evening. The evening event included free family activities as well as a partnership with adjacent restaurants using the Entertainment Zone.
- One City Day volunteer event on July 11th with Mayor's office and SFMTA focused on F-line beautification.

These activities have continued to build economic momentum in Fisherman's Wharf: June 2026 data reflected a 9% increase in visitation from June 2025.

Additional programming planned for this fall includes Pier Party events through September; Fleet Fest October 10 and 11; Fisherman's Wharf Chowder Fest October 24; and Wags and Wheels at the Wharf on October 31.

FWCBD EXPANSION

The FWCBD was founded in 2005 by business and property owners in the Wharf who sit on its Board of Directors. The district is managed by the Fisherman's Wharf Association of San Francisco, a 501(c)(3) nonprofit organization that is allowed to seek grants and sponsorships in addition to spending the special property assessment authorized by the district membership through its Management Plan under the authority of the City of San Francisco.

Between 2006 and 2020, "waterside" businesses in Fisherman's Wharf were part of the FWCBD through a special agreement between Port tenant businesses and the Association, with no direct Port involvement. In 2020, during the pandemic, the Port tenant businesses voted to terminate out of the district and no longer contribute to the special property assessment collected as the district's primary source of revenue. Today, the FWCBD uses special assessment funds to provide cleanliness and safety services, marketing, and event programming, as well as streetscape beautification

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services, solely to its members. It has provided similar services to Port tenants only through the FWCBD Grant.

In 2026, the Port and FWCBD undertook strategic planning focused on evolving the relationship, acknowledging that the Grant is a time-limited form of partnership tied to pandemic recovery funding and that a long-term goal should be to have a single unified Fisherman's Wharf district that includes the Port and private property owners. Port staff believe that the partnership with FWCBD should remain in place; there are core services performed by FWCBD that have become integral to the Port's ability to attract and retain tenants and to the visitor experience in Fisherman's Wharf. As such, Port staff indicated a willingness to explore expanding FWCBD to include Port property. This could happen through an early renewal and expansion campaign in 2027, which FWCBD has begun to pursue. If the Port joins, it will be subject to special assessments by FWCBD beginning January 1, 2028.

GRANT AMENDMENT

On June 13, 2023, the Port Commission approved an initial sole-source grant in the not-to-exceed amount of $2,188,446 over two years to the FWCBD in accordance with the requirements of Section 21G.8 of the San Francisco Administrative Code. The Port Commission subsequently approved a grant amendment on June 11, 2024, authorizing the reallocation of $400,000 from the existing budget and increasing the not-to-exceed amount by an additional $1,032,200, for a total not-to-exceed amount of $3,220,646, to allow the FWCBD to implement a new initiative creating the Fisherman's Wharf Promenade on the Little Embarcadero. On May 9, 2025, after evaluating the success of the partnership and recognizing the ongoing need for economic revitalization in the neighborhood, the Port Commission increased the grant by $3,147,590 and extended the grant term by an additional 18 months. The new total not-to-exceed amount was $6,368,236, and the Grant terminates in January 2027.

The cost of continuing FWCBD's services for an additional twelve months until January 2028 is $1,953,902. This will be funded through existing Port funds dedicated to economic recovery. As detailed in **Figure 1** below, this funding increase will bring the FWCBD Grant from a not-to-exceed amount of $6,368,236 to $8,322,138.

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Figure 1: Proposed FWCBD Third Grant Amendment

Grant Category	Original	Amendment #1	Amendment #2	Proposed Amendment #3
Stewardship Assistance	$787,520	$1,352,520	$2,954,520	$4,408,324
Small Beautification Elements	$321,226	$776,335	$ 987,535	$1,217,234
Outdoor Events and Storefront Activations	$772,700	$686,791	$1,699,631	$2,056,168
Engagement and Marketing	$187,000	$110,000	$247,550	$354,150
Admin and Staffing	$120,000	$295,000	$479,000	$ 671,843
Carryforward, Prior Year	$ -	$ -	$ -	$(385,581)
TOTAL EXPENSES	**$2,188,446**	**$3,220,646**	**$6,368,236**	**$8,322,138**
Stimulus Funding	$2,188,446	$2,380,000	$2,380,000	$4,768,236
FW Resilience/ Public Realm	$ -	$840,646	$1,600,000	$1,600,000
Economic Recovery	$ -	$ -	$2,388,236	$1,953,902
TOTAL SOURCES	**$2,188,446**	**$3,220,646**	**$6,368,236**	**$8,322,138**
AWARD AMOUNT	$2,188,446	$3,220,646	$6,368,236	$8,322,138
AMENDMENT		$1,032,200	$3,147,590	$1,953,902
TERM START	07/01/23	07/01/23	07/01/23	07/01/23
TERM END	07/01/25	07/01/25	01/09/27	01/09/28
TERM CHANGE	NA	NA	+18 months	+12 months

Please see Attachment 1 for a detailed budget.

Given the recurring amendments to a sole source grant, Port staff recommend seeking Board of Supervisors' approval to waive the requirements of Section 21G.8 of the San Francisco Administrative Code. Section 21G.8 requires a documented competitive process if the grant is recurring to the same recipient.

CONCLUSION

The FWCBD Grant is central to the Port's ability to attract and retain tenants and to the visitor experience in Fisherman's Wharf by creating a clean, safe, and vibrant waterfront. The proposed third grant amendment will allow FWCBD to continue implementing a highly successful program, ensuring there is no gap in coverage on the Port side before the anticipated expansion, which would be operational beginning in January 2028, subsequent to a vote in July 2027.

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RECOMMENDATION

Port staff recommends that the Port Commission approve the attached resolution authorizing an amendment to the FWCBD Grant to increase the current not-to-exceed amount by $1,953,902, so that the total not-to-exceed amount will increase from $6,368,236 to $8,322,138 and extend the Grant term by 12 months. Further, staff recommends seeking Board of Supervisors approval to waive the requirements of Section 21G.8 of the San Francisco Administrative Code.

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Attachment 1: Grant Budget
Attachment 2: Fisherman's Wharf Community Benefit District Update to the Port Commission, May 2026

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PORT COMMISSION
CITY AND COUNTY OF SAN FRANCISCO

RESOLUTION NO. 26-45

WHEREAS, Charter Section B3.581 empowers the Port Commission with the power and duty to use, conduct, operate, maintain, manage, regulate, and control the Port area of the City and County of San Francisco; and

WHEREAS, On June 13, 2023, pursuant to Resolution No. 23-27, the Port Commission waived an open and competitive process and authorized the award of a sole source grant agreement under San Francisco Administrative Code Chapter 21G to the Fisherman's Wharf Association of San Francisco (DBA Fisherman's Wharf Community Benefit District) ("FWCBD") and authorized the Port Executive Director, or the Executive Director's designee, to directly negotiate and execute a grant agreement with FWCBD in accordance with Resolution No. 23-27; and

WHEREAS, Port and FWCBD entered into the Grant Agreement dated as of July 1, 2023, for a not-to-exceed amount of $2,188,446 with a maximum term of two (2) years (the "FWCBD Grant"); and

WHEREAS, In the first year of the FWCBD Grant term, the FWCBD successfully performed the work as described in the memorandum accompanying Resolution No. 23-27, and FWCBD and Port staff also recognized unique issues along the Little Embarcadero promenade related to unpermitted vendors; and

WHEREAS, On June 11, 2024, the Port Commission approved reallocating $400,000 from the original FWCBD Grant budget to the Little Embarcadero Activation Project (as described in the memorandum accompanying this resolution) and increasing the not-to-exceed amount of the FWCBD Grant by $1,032,200, which came from Port funds dedicated to economic recovery and planning efforts in Fisherman's Wharf; and

WHEREAS, On May 9, 2025, after evaluating the success of the FWCBD Grant to date, the Port Commission authorized a second amendment to the FWCBD Grant to add an additional eighteen months of term and increase the not-to-exceed amount by an additional $3,147,590, for a total not-to-exceed amount of $6,368,236; and

WHEREAS, The current term of the FWCBD Grant is set to end on January 9, 2027; and

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WHEREAS, San Francisco Administrative Code, Chapter 21G, § 21G.8 (2026) requires a documented competitive solicitation of grant opportunities for recurring grants; and

WHEREAS, The FWCBD continues to provide services outlined in the initial scope of work effectively and continues to be uniquely positioned to provide these services; now, therefore be it

RESOLVED, That the Port Commission continues to find the award of a sole source grant agreement to the Fisherman's Wharf Association of San Francisco (DBA Fisherman's Wharf Community Benefit District), a California nonprofit corporation, is justified because the organization's mission, deep knowledge of the local business and visitor community, and expertise as the only entity providing similar services in the area make it uniquely qualified as a Port partner. Engaging the organization in this work ensures a cohesive, holistic approach to marketing, activation, and community ambassador work that will maximize the benefits to the business district by leveraging current resources and activities; and be it further

RESOLVED, That the Port Commission authorizes a third amendment to the FWCBD Grant that extends the term by twelve months and adds $1,953,902 using existing Port funds dedicated to economic recovery and public realm planning efforts in Fisherman's Wharf so that the total not-to-exceed amount of the FWCBD Grant will increase from $6,368,236 to $8,322,138; and be it further

RESOLVED, That the Port Commission authorizes the Port Executive Director, or the Executive Director's designee, to seek Board of Supervisors approval to waive the provisions of Chapter 21G and authorizes the Executive Director or the Executive Director's designee to execute an amendment to the FWCBD Grant that the Port Executive Director, in consultation with the City Attorney, determines, when taken as a whole, to be in the best interest of the Port, do not materially increase the obligations or liabilities of the City or the Port or materially reduce the benefits to the City or the Port, and are necessary or advisable to complete the transactions which this Resolution contemplates and effectuate the purpose and intent of this Resolution, such determination to be conclusively evidenced by the execution and delivery by the Port Executive Director of such document.

I hereby certify that the foregoing resolution was adopted by the Port Commission at its meeting of September 15, 2026.

_____

Secretary

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ATTACHMENT 1: GRANT BUDGET

Grant Category	**Original**	Change 1	**Amendment #1**	Change 2	**Amendment #2**	Change 3	**Proposed Amendment #3**
Stewardship Assistance	$787,520	$565,000	$1,352,520	$1,602,000	$2,954,520	$1,453,804	$4,408,324
Small Beautification Elements	$321,226	$455,109	$776,335	$217,200	$987,535	$229,699	$1,217,234
Outdoor Events and Activations	$772,700	$(85,909)	$686,791	$1,012,840	$1,699,631	$356,537	$2,056,168
Engagement and Marketing	$187,000	$(77,000)	$110,000	$137,550	$247,550	$106,600	$354,150
Admin and Staffing	$120,000	$175,000	$295,000	$184,000	$479,000	$192,843	$671,843
Carryforward, Prior Year	-	-	-	-	-	$(385,581)	$(385,581)
TOTAL EXPENSES	**$2,188,446**	$1,032,200	**$3,220,646**	$3,147,590	**$6,368,236**	$1,953,902	**$8,322,138**
State Lands Commission: Stimulus Funding	$2,188,446	$191,554	$2,380,000	-	$2,380,000	$2,388,236	$4,768,236
Harbor Fund: FW Resilience & Public Realm	-	$840,646	840,646	$759,354	$1,600,000	-	$1,600,000
Harbor Fund: Economic Recovery	-	-	-	$2,388,236	$2,388,236	$(434,334)	$1,953,902
TOTAL SOURCES	**$2,188,446**	$1,032,200	**$3,220,646**	$3,147,590	**$6,368,236**	$1,953,902	**$8,322,138**

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ATTACHMENT 2: FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT UPDATE TO THE PORT COMMISSION, MAY 2026

The Port's grant to the Fisherman's Wharf Community Benefits District (FWCBD) is designed to implement a multi-faceted public space activation and stewardship program for the Port properties adjacent to those maintained by FWCBD to complement the existing efforts within its district boundaries. The overarching goal is to revitalize and reposition the entire district as an important destination for residents and tourists.

In May 2026, the Fisherman's Wharf Community Benefits (FWCBD) provided an update to the Port Commission that included an overview of major activities completed over the last year of the grant. Details of that report are as follows and represent activities that are expected to continue through the proposed grant extension:

Stewardship Assistance – FWCBD has implemented a robust stewardship program that supports daily use of Fisherman's Wharf's public spaces, with a particular focus on comfort, ensuring safety, and quality of experience for visitors. Community ambassadors set up tables, seating, and activation elements in public spaces daily and act as monitors at Fisherman's Wharf Promenade. Ambassadors also spot and respond to cleanliness issues such as litter and Big Belly garbage receptacle issues, and address quality of life issues, including homeless encampments, graffiti, and illegal vending in concert with Port maintenance and security teams and other city agencies. In the past year, ambassadors addressed:

- 6,470 pan and broom sweeps of Port block faces
- 2,620 bags of trash collected (117,900 lbs.)
- 4,977 instances of overflowing trash cans
- 4,582 instances of graffiti or stickers on Port property
- 2,491 quality of life/wellness checks
- Initiated 170,231 hospitality engagements along the Fisherman's Wharf Promenade and an additional 131,134 hospitality engagements throughout the rest of Fisherman's Wharf Port property.

Beautification Elements – FWCBD developed and implemented small-scale beautification projects and temporary amenities that facilitate area use and reduce blight, such as temporary murals and art installations, and landscaping elements. In the past year, FWCBD completed:

- Live flower baskets were recently installed along Jefferson and Taylor Streets, just in time for summer.
- FWCBD supported the installation by Big Art Loop of a temporary sculpture, Desert Shark, in the Pier 45 plaza.

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Outdoor Events and Storefront Activations – FWCBD developed and implemented regular event programming for the area's public spaces, with a focus on adding new kinds of family-friendly activations in addition to concert events. In the past year, FWCBD:

- In Summer 2025, in partnership with local wineries, the FWCBD hosted its first **Wine Walk** along the Fisherman's Wharf Promenade.
- In Summer 2025, FWCBD hosted its 3rd year of **Pier Party at The Wharf** with 8 concerts from June to October. FWCBD partnered with Franco Finn and Spot On Productions to elevate Pier Party, bringing in larger bands and helping promote the concert series.
- In October 2025, FWCBD collaborated with SF Fleet Week Association to quickly pivot **Fleet Fest** to the triangle lot in Fisherman's Wharf during the government shutdown, securing a vital long-term partner for The Wharf. Featuring a variety of entertainment, vintage and military car shows, and booths from various emergency services, the weekend set The Wharf up as a key site for Fleet Week programming in future years.
- Hosted 17 small-scale activations, including:
    - A **Sunset Sip & Paint** event hosted by a local artist/woman-owned small business owner.
    - A free **summer dance class series** in partnership with SF-based artists from Rae Studios.
    - Two **arts and crafts workshops** with local nonprofit SCRAP SF.
    - **MerryTime Market,** in celebration of the holidays, featuring San Francisco small businesses and artists.
    - Two **Wharf Wednesdays** at Port tenant restaurants. This new initiative pushes consumers directly into businesses by offering free to low-cost programming at different restaurants throughout The Wharf.
- Utilizing new California State Fish Market legislation, the FWCBD partnered with the San Francisco Crab Boat Owners Association to host a weekly **pop-up fish market** on Pier 47. The fish market sells locally caught filets of fresh fish at market rate and offers a service to cook and crack crab caught by local fishers and sold from nearby boats. Since January, the fish market has served 704 customers. The market will be extended through September and is preparing to welcome back salmon after a 3-year hiatus.
- Hosted a two-day family-friendly event, **Warm Up at The Wharf**, in celebration of the Super Bowl. The event featured sensory play activities hosted by local business Oogubi, an agility course by Golden Gate CrossFit, and a digital football simulator by Interactive Entertainment. One important takeaway: The Wharf is *the premier* family-friendly destination in San Francisco.
- Hosted the 2nd **Crab Crawl** event in March 2026, attracting over 200 visitors and engaging 6 Fisherman's Wharf restaurants. The Franciscan served 174 crab

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dishes, and Palette Tea House (a Landside restaurant) leveraged the Crab Crawl audience to sell additional offerings through wine pairings. This creative approach signals what's possible with this type of district-wide program.

- Thank you to the Board of Supervisors for passing the **Fisherman's Wharf Entertainment Zone** Legislation! The FWCBD will host the very first Entertainment Zone event in June 2026. During events, Port bars and restaurants within the activated Entertainment Zone area will be able to sell to-go alcoholic beverages.
- FWCBD hosted **experiential activations** with Harry Styles' unisex lifestyle brand, Pleasing, an activation with Nike during Super Bowl weekend, and a retail pop-up location for JEB Enterprises/Legends merchandise the month leading up to the Super Bowl. All revenue collected from these activations is being reinvested into programming and services on Port property.

Marketing – FWCBD continued marketing the area through social media, press, and potential tenant engagement. Their efforts generated the following attention:

- Published 455 social media posts across Fisherman's Wharf social media accounts. Resulting in over 2.4 million social media views across Fisherman's Wharf accounts.
- In August 2025, FWCBD collaborated with Port staff to pitch a press release covering improvements along Fisherman's Wharf Promenade. The story was picked up by the San Francisco Chronicle, which published a story featuring Promenade improvements and upcoming Port projects on the waterfront.
- Fleet Fest activities in Fisherman's Wharf generated 19 pieces of coverage across outlets like SF Chronicle, NBC Bay Area, SFGATE, and ABC7, with 37k estimated views across all pieces.
- FWCBD and the Port collaborated on a press release to announce Dungeness Crab season and promote the pop-up Fish Market at The Wharf. This resulted in 14 stories with approximately 353k views.
- Conducted outreach to neighboring communities, like North Beach, Chinatown, Russian Hill, and the Marina, with postcards and through partners.
- Engaged with local social media influencers to promote events like the Fisherman's Wharf Crab Crawl and Pier Party at The Wharf.

Fisherman's Wharf Promenade – In 2024, FWCBD engaged Street Plans, an urban design firm, to guide FWCBD and Port staff through the installation of plaza improvements that included landscaped planters; decorative pergolas; shipping containers for pop-ups, including a staffed welcome kiosk; and movable furniture. In Summer 2025, FWCBD and Street Plans implemented a series of ground murals depicting fish swimming throughout the area. FWCBD was also able to open The Berry's Boba in one of the temporary shipping container kiosks. It has been an extremely successful pop-up, and FWCBD has extended its agreement through the end of the FWCBD license.

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Advocacy Efforts – Over the past year, FWCBD has strengthened relationships with key City leaders through consistent engagement and a series of district walks. This includes walks with Mayor Daniel Lurie, Supervisor Sauter, DA Brook Jenkins, SFPD Central Station Captain Del Gandio, OEWD, Office of Small Business, SF Planning, SFMTA, and SF Travel. FWCBD has collaborated with Port leadership on all of these walks, highlighting our strong and successful partnership, increasing visibility on Port-led projects, and district priorities in The Wharf. Advocacy efforts have resulted in greater cohesion between the district, City leadership, and stakeholders. Most tangibly, the return of the SFPD foot beat officers in March of 2026.