

PIER 39

San Francisco

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PIER 39, San Francisco's premier getaway, invites you to enjoy unparalleled Bay views of the City's most popular landmarks. Explore two levels of dining, entertainment, shopping and attractions where you'll be treated to an unforgettable San Francisco experience.

Whether it's family fun, unique shopping, an up-close look at California's playful sea lions, an encounter with a street performer or delightful dining, San Francisco's PIER 39 is the place to be -- for PIER FUN!

Best of all, PIER 39's location on San Francisco Bay provides the picture perfect backdrop for postcard views of the Golden Gate and Bay Bridges, Alcatraz, Angel Island and the City skyline. PIER 39 is located in San Francisco's Fisherman's Wharf, at Beach Street and The Embarcadero. Parking is conveniently available in the PIER 39 Garage located directly across from the Entrance Plaza.

Mailing Address

PIER 39
P.O. Box 193730
San Francisco, CA 94119-3730

Phone: 415.705.5500
Fax: 415.981.8808

Physical Address

PIER 39
Beach Street & The Embarcadero
Stairwell 2, Level 3
San Francisco, CA 94133

Ownership: PIER 39 Limited Partnership.

Environmental Programs and Awards Garnered by PIER 39

PIER 39 is committed to the preservation and conservation of the San Francisco Bay's natural environment by encouraging, creating and supporting ecological education, responsible consumption, development of renewable energy sources and addressing environmental issues. PIER 39's recycling efforts have helped divert more than three million pounds of waste material from local landfills. Along with cardboard, mixed paper, plastic, glass and aluminum, PIER 39 offers an organic/wet garbage composting program for its full-service restaurants. One million pounds of organic material from the restaurants were composted in the program's first year. PIER 39 recycles 100 percent of its landscaping waste – 57,000 pounds annually – and 1 million pounds of food waste. A portion of this recycled waste is returned as fully composted material and incorporated back into the soil. The PIER 39 Marina is also the first marina to run its patrol boats on pure soy diesel.

In recognition for its outstanding, wide-range recycling efforts, PIER 39 has received numerous awards, including the State of California's Waste Reduction Program (WRAP) Award almost every year since. Locally, PIER 39 was recognized by Building Owners and Managers Association (BOMA), S.F. Department of the Environment and Golden Gate Disposal as the "Most Improved Recycler of the Year" in the 2007 Commercial Recycler of the Year (CORY) award contest.

Specialty Shopping

With more than 110 specialty shops located throughout two levels of PIER 39, visitors are treated to a memorable shopping experience like no other in San Francisco. There is a variety of merchandise suitable for everyone that includes Gifts, Collectibles, Body Care, Apparel, Accessories and Jewelry.

Visitors to www.pier39.com are encouraged to receive a FREE Fun Pack, which features dozens of discount offers to participating shops, restaurants and attractions on the PIER. The public is invited to download a coupon online, and then bring it into the California Welcome Center on Level 2 at PIER 39 to receive their free Fun Pack.

In addition, PIER 39 guests residing within the 21 surrounding Bay Area counties, from Sacramento to Monterey/Salinas, are invited to join PIER 39's Local Advantage. Throughout the year, this free membership entitles guests to exclusive savings from PIER 39's attractions, restaurants and shops. Sign up at www.pier39.com/LocalAdvantage

Delectable Dining

Whether you're looking for a friendly eatery, a romantic restaurant or an indoor/outdoor dining experience, PIER 39 offers many choices to satisfy you and your guests. PIER 39's restaurants which look out on San Francisco Bay serve fresh Seafood, California cuisine, Italian, and casual fare to please any palette.

Restaurant patrons who dine at one of our full-service restaurants receive free validated parking in the PIER 39 Garage for one hour before 6pm or two hours after 6pm for dinner.

Endless Entertainment

PIER 39 features a multitude of fun-filled attractions for all ages!

Adventure Cat • Aquarium of the Bay & The Bay Theatre • Blazing Saddles

Blue & Gold Fleet Bay Cruises • Frequent Flyers Bungee Jump

Gray Line/San Francisco Sightseeing

Magowan's Infinite Mirror Maze • Players Sports Grill & Arcade • RocketBoat

San Francisco Carousel • Street Performers & Live Musicians

Splashy Sea Lions

The sea lions that camped out in PIER 39's West Marina have been an international sensation for more than 21 years. A few California sea lions began "hauling out" in PIER 39's West Marina shortly after the 1989 San Francisco Loma Prieta earthquake. The boisterous barking pinnipeds started arriving in droves and took over K-Dock in January 1990. At first they numbered from 10-50, but due to a plentiful herring supply, the available dock space and protective environment, the population soon grew to more than 300 within a couple of months.

For the past two decades, The Marine Mammal Center, an organization devoted to the rescue and rehabilitation of marine mammals, as well as to the study of these animals' health, advised PIER 39 that the sea lions should be allowed to stay. As a result, the Center and PIER 39 worked together to ensure the health and well-being of PIER 39's sea lion population. In addition, an educational program was developed to educate visitors and school groups about these marine mammals.

In November 2009, a record number of sea lions were counted on K-Dock (1,701 to be exact)! Later that same month their numbers quickly dwindled and by December 2009 only a handful were hauled out on K-Dock. Researchers at The Marine Mammal Center attributed their departure to a shift in their food source, which caused the population to travel to other regions in their normal range including the Oregon Coast to feed. Slowly the sea lions migrated back to PIER 39 to the delight of locals and tourists who gather from all over the world to watch the playful behavior of these California sea lions.

You can follow the sea lions on the PIER 39 sea lion webcam at www.PIER39.com.

PIER 39

Historical Milestones

August, 1977 - PIER 39 breaks ground. Authentic 1910 wood from Piers 34 and 3 are used to erect the new structure.

October 4, 1978 - PIER 39 opens on schedule to fanfare in San Francisco. Originally, PIER 39 had 23 restaurants, 50 stores, a diving pool and street performers.

August, 1981 - Moor + South acquires property, forming the PIER 39 Limited Partnership.

May, 1983 - Diving pool removed from PIER 39, Venetian Carousel moved from inside the Palace of Fun Arts to where it presently exists close to the Bay end of PIER 39.

January, 1989 - PIER 39 is named the third most-visited attraction in the country by USA Today.

January, 1990 - California sea lions begin arriving in droves on PIER 39's K Dock, creating a local and international sensation. To date, the population has grown as high as 1,701.

August, 1992 - Turbo Ride Simulation Theatre opens its doors.

April, 1996 - Underwater World now Aquarium of the Bay opens to the public..

July, 1998 - PIER 39 "Best Place to People Watch (San Francisco)" and "Best Video Games Arcade" as voted by the San Francisco Chronicle's Readers' Choice competition.

February, 1999 - Forbes Island, the world's only man-made, floating island opens in PIER 39's West Marina.

July, 1999 - PIER 39 "Best Place to People Watch (San Francisco)" as voted by the San Francisco Chronicle's Readers' Choice competition.

May, 2002 - Riptide Arcade family entertainment center opens with more than 100 video games, virtual reality units, novelty and prize redemption games.

August, 2002 - Hard Rock Cafe opens.

October, 2003 - PIER 39 celebrates its 25th anniversary on San Francisco's historic waterfront.

April, 2005 - Theatre 39 begins featuring live theatrical performances.

May, 2007 – Fog Harbor Fish House opens.

December, 2008 – Arrival of the new, two-story San Francisco Carousel hand-crafted in Italy with renderings of its home city.

May, 2009 - Blue and Gold Fleet officially debuts RocketBoat, the all new thrill ride on San Francisco Bay (seasonal May-October).

July, 2009 - Riptide Arcade is remodeled into Players Sports Grill & Arcade.

October, 2009 - Magowan's Infinite Mirror Maze opens.

November, 2009 - 1,701 Sea Lions haul out on PIER 39's K-Dock. Six new floats are added to accommodate the sudden influx of marine mammals.

January, 2010 - Aquarium of the Bay obtains non-profit status after it is acquired by The Bay Institute.

September, 2010 – Hana Zen Japanese Grill & Sushi Bar opens.

May, 2011 – A newly remodeled Swiss Louis Italian & Seafood Restaurant opens with a new menu.

May, 2011 – PIER 39 launches a free iPhone app.

August, 2011 – The Spice & Tea Exchange debuts at PIER 39.

October, 2011 – Beer 39 opens, featuring beer tasting and beer-related gifts.

October, 2011 – Aquarium of the Bay opens The Bay Theater, hosting a full line-up of daily film programs featuring award-winning documentaries, animated shorts and beyond, on ocean-lover favorite topics including sharks, whales, surfing, marine life conservation and San Francisco Bay ecology.

Spring, 2012 – Mangos Taqueria & Cantina opens.



PIER 39 2012 Calendar of Events

22nd Anniversary of the Sea Lions' Arrival to PIER 39

January 19 - 22, 2012

11 am – 4 pm Daily

Did you know that male sea lions are called bulls, females are called cows, their offspring are called pups and a large group of sea lions are referred to as a colony?

Become sea lion savvy as you discover facts about our California sea lions, marine life and bay conservation on the "Sea Lion Encounter," a walk and talk tour in celebration of the 22nd anniversary of the arrival to PIER 39. Tours start on the hour from 11am - 4pm; last tour departs at 4pm. Hosted by Aquarium of the Bay and The Marine Mammal Center Naturalists, the tours begin at the Sea Lion Statue near PIER 39's Entrance Plaza, and last approximately 30 minutes. Immediately following the tour, guests will be treated to cookies and a meet-and-greet with PIER 39's sea lion mascot 'Salty'. Plus, you'll receive 50% off admission to Aquarium of the Bay, Bay Cruises on Blue & Gold Fleet, and will have the chance to win some great prizes such as Behind the Scenes Tours from Aquarium of the Bay, a group tour or program from The Marine Mammal Center, tickets to PIER 39 attractions and more! For more information, swim over to www.pier39.com.

Tulipmania

February 18 – 26, 2012

10 am Daily Tours

Experience botanical bliss as PIER 39 transforms into a Bayside floral wonderland during Tulipmania. Thousands of tulips and other whimsical floral displays adorn PIER 39's two levels throughout this colorful event. Garden enthusiasts are invited to take a free Tulipmania tour, guided by one of PIER 39's own landscaping experts, daily at 10am beginning in PIER 39's Entrance Plaza. For more information, visit www.pier39.com.

PIER 39's Fourth of July Celebration

July 4, 2012

Noon – 9:30 pm

Witness the skies sparkle red, white and blue as PIER 39 celebrates Independence Day with fun for the whole family! Spend the day rocking out to live bands in PIER 39's Entrance Plaza, and at approximately 9:30pm look to the sky as The City of San

Francisco presents a spectacular fireworks display over San Francisco Bay. So grab your stars and stripes and take advantage of PIER 39's amazing 360-degree Bay views this 4th of July. For more information, visit www.pier39.com

Fleet Week at PIER 39

October 6 – 7, 2012

12 – 7 pm

The roar of jet engines soaring overhead means one thing -- it's Fleet Week in San Francisco! PIER 39 joins the celebration honoring the men and women of our nation's armed forces with live military band performances, interactive exhibits, military vehicles and displays, and the best viewing spot of the Parade of Ships and the Blue Angels' air show. For more information, fly over to www.pier39.com

PIER 39 Tree Lighting Celebration

November 18, 2012

12 – 6 pm

Welcome the holiday season with a day of holly-jolly magic and merriment at PIER 39! Engage in fun for the whole family with interactive exhibits, special meet-and-greets, live holiday music sing-alongs, and more. Everything culminates at 5:30pm as PIER 39's majestic 60ft. tree adorned with glistening ornaments, bows and twinkling lights is illuminated against a stunning backdrop of the San Francisco City skyline. For more information, visit www.pier39.com.

Please visit www.pier39.com to view event listings.

All PIER 39 events are weather permitting and are subject to change without notice.