



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!

PIER 39, San Francisco's Premier Bay Attraction, is a festival marketplace featuring 110 specialty shops and 14 full-service restaurants serving great seafood, and California cuisine accompanied by beautiful Bay views.

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

Physical Address

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

Phone: 415.705.5500

Fax: 415.981.8808

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. In 2009, PIER 39's recycling efforts 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.

Sensational 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.

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 Twelve restaurants which look out on San Francisco Bay serve fresh Seafood, California cuisine, Italian, and casual fare to please the most selective palette.

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

Endless Entertainment

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

Adventure Cat • Aquarium of the Bay • Blazing Saddles • Blue & Gold Fleet Bay Cruises
Frequent Flyers Bungee Jump • Gray Line/San Francisco Sightseeing
Magowan's Infinite Mirror Maze • Players Arcade & Sports Grill • RocketBoat
San Francisco Carousel • Street Performers • Theatre 39 • Turbo Ride 4D Experience

Splashy Sea Lions

California sea lions began hauling out on PIER 39's K-Dock shortly after the 1989 San Francisco earthquake. The boisterous barking pinnipeds started arriving in droves, taking over the docks. At first they numbered from 10-50 but due to a plentiful herring supply, the available dock space and a protective environment, the population grew to more than 300 with a couple of months.

Last year and the beginning of 2010 has been an incredible time at PIER 39 with California sea lions both arriving and leaving K-Dock in record numbers. Why so many descended on the PIER in September of 2009 – some 1,701 to be exact – and why so many left all at once, is a mystery, but may certainly have something to do with shifting food sources in the San Francisco Bay and beyond. We are happy to report the sea lions have returned to PIER 39! As of April 2010, daily sea lion count is nearly 200.

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, partners with PIER 39 to monitor the sea lion population.

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 Arcade & Sports Grill.

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.

July, 2010 – The Sea Lions Interpretive program launches at K-Dock. This is a collaborative effort between Aquarium of the Bay, The Marine Mammal Center, The Bay Institute and PIER 39. The program aims to create free, accessible interpretive experiences for the guests to San Francisco's waterfront.



PIER 39 Annual Calendar of Events

7th Annual San Francisco Ocean Film Festival

Wednesday, February 3, 2010 to Sunday, February 7, 2010

Theatre 39, PIER 39

The San Francisco Ocean Film Festival, North America's premier cinemaquatic© event explores the beauty, mystery and excitement of the seven seas. With a reputation as the largest and most diverse festival of its kind, the San Francisco Ocean Film Festival features more than 50 documentaries, animations, narratives and other traditional and experimental genre on topics including sharks and marine wildlife, surfing and ocean adventures, environmental issues, island culture and more. In partnership with Aquarium of the Bay, The Bay Institute and National Marine Sanctuaries, the Festival will be held at PIER 39's Theatre 39 February 3-7.

Tulipmania

Saturday, February 20, 2010 to Sunday, February 28, 2010

10 a.m. tours daily

Tulipmania returns in full bloom at PIER 39 with free guided tours beginning from the Entrance Plaza at 10am daily. This year's collection will feature flowers of every color combination conceivable including Apricot Beauties, Texas Flames, Purple Princes, Flaming Parrots, Swan Wings, Burgundy Lace and more as well as vegetables including lettuce, parsley, celery and red chard. At the culmination of each tour, participants are invited to enjoy complimentary post-tour refreshments and to enter to win tickets to Cirque Du Soleil's "OVO". Can't make a tour? No worries! Visitors are welcome to stroll through PIER 39 and its waterfront parks at their leisure to take in this spectacular floral display.

Sunday Streets at PIER 39

Sunday, March 14, 2010

10:00 AM to 3:00 PM

The City of San Francisco celebrates its first *Sunday Streets* in 2010 on March 14 at PIER 39 from 10 am to 3 pm. City residents, visitors and their families will be able to stroll along The Embarcadero and head to PIER 39 for a day of fun and fitness with a special performance in our Entrance Plaza and various fitness-related activities.

Fourth of July Waterfront Celebration

Sunday, July 4, 2010

3:00 PM to 9:30 PM

PIER 39 celebrates Independence Day with a day filled fun and excitement for the whole family. Enjoy live entertainment in the PIER 39 Entrance Plaza. Following the on-stage entertainment at approximately 9:30 p.m., look up to the sky and enjoy The City of San Francisco's amazing fireworks display over the Bay.

Fleet Week at PIER 39

Saturday, October 9, 2010 to Sunday, October 10, 2010

Fleet Week is the Bay Area's opportunity to pay tribute to the men and women of our nation's armed forces. This spectacular event features a parade of ships, ship tours, military displays, an impressive air show including the Blue Angels Air Show, and more. Throughout the weekend, PIER 39 will host musical entertainment in the Entrance Plaza. Also, check out all the great military exhibits that will be on display.

PIER 39 Tree Lighting Celebration

Sunday, November 21, 2010

1:00 PM to 6:00 PM

PIER 39's Tree Lighting Celebration, a holiday tradition, will feature entertaining performing seasonal favorites. PIER 39's *majestic* tree, adorned with glistening ornaments, bows and twinkling lights will be lit at 5:30 pm in the Entrance Plaza. The Tree Lighting Celebration is a magical event for the whole family.