



Legacy Business Registry Staff Report

Hearing Date: July 24, 2023

ADVENTURE CAT SAILING CHARTERS

Application No.: LBR-2022-23-044
Business Name: Adventure Cat Sailing Charters
Business Address: Pier 39, Dock J
District: District 3
Applicant: Charlie Bogue, General Manager
Nomination Date: June 13, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Since 1991, Adventure Cat Sailing Charters has offered the only large scale private and public catamaran sailing tours of the San Francisco Bay for residents and visitors. Adventure Cat trips operate on two custom-built sailing catamarans, Adventure Cat 1 and Adventure Cat 2, that hold 47 and 90 passengers, respectively. Adventure Cat 1 was hand-built by founders Jay Gardner, Pam Simonson, and Hans Korfin. Around 10,000 person-hours and full U.S. Coast Guard certification later, they kicked off operation out of Pier 40. Adventure Cat hosts around 40,000 guests per year to visit San Francisco's most popular attractions like the Bay Bridge and Alcatraz. Due to the constant winds, catamarans spend 95% of the time under sail power alone.

In 2015, Hans Korfin retired from Adventure Cat Sailing Charters, however the business is still operated by Jay and Pam to this day and continues to offer tours of the bay. Its commitment to the community is demonstrated through its ticket donations to non-profits, schools, and individual communities in all nine Bay Area counties. Adventure Cat also hosts community groups, school field trips, and camp groups for discounted rates on private entertainment or educational events.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, Adventure Cat Sailing Charters has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

Pier 40 from 1991 to 1997 (6 years)
Pier 39, Dock J from 1997 to Present (26 years)

CRITERION 2

Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Adventure Cat Sailing Charters has contributed to the history and identity of the North Beach and Fisherman's Warf neighborhood and San Francisco.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the tradition of sailing and tourism industry in San Francisco and Fisherman's Wharf.
- Although Pier 39 is located within the boundaries of the California Register Listed and National Register Eligible Port of San Francisco Embarcadero Historic District, the tourist-oriented Pier 39 is not a contributor as it was built outside of the period of significance for the historic district and does not relate to the district in its history nor its use. This district as a whole consists of over twenty piers and remnants of piers, a bulkhead wharf, a seawall, the Ferry Building, the Agriculture Building, and other smaller buildings.
- The Pier 39 location is associated with Warren L. Simmons, the original developer of the tourist-oriented Pier 39. He was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto Pier 39 which was then an abandoned cargo pier used to store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to deal with 11 agencies to get the plans for Pier 39 approved. As a testament to Simmons' perseverance, Pier 39 became the first commercial development on the San Francisco Waterfront since World War II.
- There have been a number of local features, articles, and television news stories on Adventure Cat Sailing Charters. The business has been covered in local and national media, including articles and features in SFGate, NBC, Travel Awaits, and the Huffington Post. Adventure Cat Sailing Charters has also been featured on Spotted by Locals, an international travel guide.
- Adventure Cat Sailing Charters donates public ticketed trips to a variety of non-profits, schools, and communities in all nine Bay Area counties. Adventure Cat also hosts community groups, school field trips, and camp groups for discounted rates on private entertainment or educational events.

CRITERION 3

Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Adventure Cat Sailing Charters is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Adventure Cat Sailing Charters qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

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Physical Features or Traditions that Define the Business:

- Sailing cruises of the San Francisco Bay.
- Large sailing catamarans.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Sailing cruises of San Francisco Bay.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Adventure Cat Sailing Charters currently located at Pier 39, Dock J in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

July 24, 2023

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Adopting findings approving the Legacy Business Registry application for Adventure Cat Sailing Charters, currently located at Pier 39, Dock J.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 24, 2023, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Adventure Cat Sailing Charters in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Adventure Cat Sailing Charters.

Physical Features or Traditions that Define the Business:

- Sailing cruises of the San Francisco Bay.
- Large sailing catamarans.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Adventure Cat Sailing Charters on the Legacy Business Registry:
Adventure Cat Sailing Charters

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 24, 2023.

Katy Tang
Director

RESOLUTION NO. _____

- Ayes –
- Nays –
- Abstained –
- Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-044
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District: District 3
Applicant: Charlie Bogue, General Manager
Nomination Date: June 13, 2023
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes No

Pier 40 from 1991 to 1997 (6 years)
Pier 39, Dock J from 1997 to Present (26 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes No

NOTES: NA

DELIVERY DATE TO HPC: June 22, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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City and County of
San Francisco



President, Board of
Supervisors

AARON PESKIN

June 13, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlet Place
San Francisco, CA 94102

Dear Director Tang,

I write to nominate Adventure Cat Sailing Charters for inclusion on the Legacy Business Registry. Established in 1991 by the fun-loving husband-and-wife team of Jay Gardner and Pamela Simonon and their business partner, Hans Korfin, Adventure Cat Sailing Charters grew out of the founders' desire to connect people with the joy of sailing while exploring the Bay.

Jay and Hans hand-built the original wind-powered "Adventure Cat" catamaran in Napa, with dreams of chartering windswept SF Bay tours for locals and tourists alike. But when they originally brought their concept to the SF Port back in 1984, they were met with initial resistance, as catamarans were not the standard vessel used for touring the Bay.

Five years later, after getting sign-off from the Coast Guard, they started chartering tours, which quickly became so popular that they expanded their initial hour-long boat trips around Alcatraz Island to sunset cruises beneath the Golden Gate Bridge and daylong trips to the Farallon Islands.

The Adventure Cat has set sail from Pier 39 for over 26 years, taking roughly 40,000 guests per year out onto the SF Bay to experience what Jay refers to as "the violin effect of negative ions" – the thin and light skin of the catamaran reverberates with the motion of the waves, creating a happiness-inducing adventure every time. Passengers also confirm that the wine, beer and snacks on board help the mood, as well.

Adventure Cat Sailing Charters has endured significant challenges during the pandemic and would benefit from being added to the Legacy Business Registry. It is my pleasure to nominate the intrepid crew of the Adventure Cat for inclusion.

Sincerely,

A handwritten signature in cursive script that reads "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Adventure Cat Sailing Charters

Business owner name(s): Jay Gardner + Pam Simonson

Identify the person(s) with the highest ownership stake in the business

Current business address: Pier 39, Dock J, San Francisco CA 94133

Telephone: (415) 777 – 1630

Email: info@adventurecat.com

Mailing address (if different than above): 1836 Milton Road, Napa, CA 94559

Website: www.adventurecat.com

Facebook: https://www.facebook.com/adventurecatsailing **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 2 0 9 6 4 4

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

Immigrant-Owned Business

Owned by Person with a Disability

LGBTQ+-Owned Business

Veteran-Owned Business

Minority-Owned Business*

Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Charlie Bogue

Contact person title: General Manager

Contact telephone: (415) 777 – 1630

Contact email:

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: **Zip Code:**

Is this location the founding location of the business? (Y/N):

Dates at this location: **From:** **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other Address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: **From:** **To:**

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name: Charlie Bogue

Signature: *Charlie Bogue*

Date: 5/10/2023

ADVENTURE CAT SAILING CHARTERS

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Adventure Cat Sailing Charters takes roughly 40,000 guests per year sailing on the San Francisco Bay and under the Golden Gate Bridge. They offer multiple daily public trips (90 minutes) every day, as well as private events for family and corporate gatherings. Adventure Cat trips operate on two custom-built sailing catamarans that hold 47 and 90 passengers, respectively, and sail 95% of the time thanks to the incredible wind on the San Francisco Bay.

b. Describe whom the business serves.

Adventure Cat Sailing serves locals and tourists alike. The boats are very safe, flat, and fun, so they are popular with all ages (super family friendly), and for both sailors and non-sailors alike. Tourists join Adventure Cat for a unique San Francisco experience, while locals are often blown away by a view of their home city from the water – it is something special for everyone.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

An incredible way to experience San Francisco.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Adventure Cat Sailing was founded by current husband/wife owners Jay Gardner and Pam Simonson, along with an original business partner Hans Korfin (since retired).

When starting out, they couldn't find the right boat for purchase, so Adventure Cat's first catamaran (still in service today) was hand-built by the owners. About 10,000 person-hours and full U.S. Coast Guard certification later, they kicked off operation out of Pier 40 in 1991.

The business moved over to Pier 39 in 1997 to increase exposure, and Adventure Cat has been part of Fisherman's Wharf ever since.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1991 to 2015:	Pam Simonson, Jay Gardner, Hans Korfin
2015 to Present:	Pam Simonson, Jay Gardner

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Adventure Cat has been fortunate to operate through a variety of fluctuations in the economy and society. There was a 6 month pause during the COVID pandemic in 2020, but Adventure Cat was able to operate on a limited capacity basis in the second half of 2020 and onward.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Adventure Cat Sailing Charters is San Francisco's best way to experience San Francisco Bay.

Adventure Cat is the ONLY large-scale catamaran sailing option on the bay. A catamaran has two hulls instead of one. The result is a more stable ride (think a Rolls Royce compared to a dune buggy). There are other larger power boat tours and multiple sailing options, but nobody does what Adventure Cat does. Their spacious catamarans take guests on a stable, safe ride combining the exhilaration of fresh air and waves on their deck with the protection and outstanding views from their covered cabin.

Whether you're looking for something the whole family can enjoy or a romantic evening out for two, your sail on Adventure Cat is sure to be a memorable highlight. See some of the bay's most popular attractions up close and personal as you sail around Alcatraz Island and directly underneath the Golden Gate Bridge, then head back admiring the city's famed skyline – it's quite a sight! Catch a glimpse of marine wildlife including pelicans, sea lions, dolphins, and even the occasional whale. The sailing excursions are consistently rated among the top five things to do in San Francisco as thousands of happy guests can testify. Adventure Cat has been highly rated by many media and tour outlets, including the #1 thing to do in San Francisco by Huffington Post in 2017.

b. Is the business associated with significant people or events, either now or in the past?

No, other than Pier 39, which is also a local landmark.

c. How does the business demonstrate its commitment to the community?

Adventure Cat donates public ticketed trips to a variety of non-profits, schools, and communities in all nine Bay Area counties. Adventure Cat also hosts community groups, school field trips, and camp groups for discounted rates on private entertainment or educational events.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Adventure Cat Sailing Charters has been reviewed many times by the media. Most notably, the business was featured twice on NBC California Live (the second was a pick by the host as her favorite location in 5+ years as show host). Adventure Cat was also rated the #1 thing to do in San Francisco by Huffington Post in 2017.

- *“Adventure Cat – Sailing the SF Bay”*
Spotted by Locals
May 8, 2023 (Last Update)
<https://www.spottedbylocals.com/sanfrancisco/adventure-cat/>
- *“Sail Away on the San Francisco Bay”*
NBC Live
October 27, 2022
<https://www.nbclosangeles.com/california-live/sail-away-on-the-san-francisco-bay/3018272/>
- *“How To Spend A Perfect Day On San Francisco’s Spectacular Pier 39”*
Travel Awaits
September 7, 2022
<https://www.travelawaits.com/2800745/best-things-to-do-pier-39-san-francisco/>
- *“All Aboard! We're Setting Sail in the Bay”*
NBC Live
August 24, 2021
<https://www.nbclosangeles.com/california-live/all-aboard-were-setting-sail-in-the-bay/2678690/>
- *“30 Things You Must Do This Summer In San Francisco”*
Huffington Post
July 4, 2017
https://www.huffpost.com/entry/30-things-you-must-do-this-summer-in-san-francisco_b_595ae8b5e4b0c85b96c66423
- *“AT PLAY ON THE BAY / Adventure Cat”*
SFGATE
September 17, 2006
<https://www.sfgate.com/entertainment/article/AT-PLAY-ON-THE-BAY-Adventure-Cat-2551818.php>

e. Has the business ever received any awards, recognition, or political commendations?

Adventure Cat has not received political commendations, but has regularly been highly reviewed within the travel industry. For example, the business has received 4.8 out of 5 stars through 622 reviews in Google and 5 out of 5 stars through 600 reviews in Yelp.

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Adventure Cat were to close, it would result in the loss of approximately 20 jobs, as well as the loss of a San Francisco icon. Adventure Cat is often one of the only boats out on the water on such a regular basis. Adventure Cat also has the only large-scale sailing catamarans, so nobody else offers this experience.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Adventure Cat is committed to large sailing catamarans. These are custom boats built for this purpose. Any future expansion would be strictly within this category.

b. In a few words, describe the main business activity you commit to maintaining.

Catamaran sailing tours for individuals and large groups.

c. What challenges is the business facing today?

Local policies and safety along the Embarcadero is a major challenge. The Fisherman's Wharf area (and San Francisco as a whole) have changed drastically since the COVID pandemic. There are major safety issues, which translates to less business and desire from customers to come down to the area. Help is needed in solidifying the safety and image of Fisherman's Wharf.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Sailing cruises of San Francisco Bay.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

Pier 39 Dock J has a Planning Department Historic Resource Status of "A - Historic Resource Present." The dock is a part of the Port of San Francisco Embarcadero Historic District.



THE NEPTUNE SOCIETY
OF NORTHERN CALIFORNIA

The Naiad

Tel: 650-592-9880
www.neptune-society.com/naiad

BOAT OWNERS AND GUESTS ONLY

NO TRESPASSING

adventurecat.com

SAIL THE BAY

Multiple 90min Trips Daily

An Iconic San Francisco Experience Since 1991

yelp Google

★★★★★ ★★★★★

400+ reviews 400+ reviews

BAY SAIL SUNSET S

ABSOLUTELY NO RIDING

SKATEBOARDS, BICYCLES, SCOOTERS

ON DOCKS

















Having Fun?? Let's do it again!

Private charters allow you to enjoy a longer sail on the Bay, a more personalized sailing route and a departure time that suits you!

It's the perfect way to celebrate your day, on the Bay!

- ✓ Choose from 6 menu & 3 bar service options
- ✓ Optional remote pick-up & drop-off
- ✓ Perfect for corporate events, birthday parties, weddings and more!

ADVENTURE CAT 1

↔ Length: 55ft

👤 Capacity: 47 passengers

💰 Rates from \$700/hr

⚙️ Features:

Comfortable, padded
perimeter seating
Custom food & beverage
catering packages
One restroom

ADVENTURE CAT 2

↔ Length: 65ft

👤 Capacity: 90 passengers

💰 Rates from \$1000/hr

⚙️ Features:

Comfortable, padded
perimeter seating
Fixed Tables with folding chairs
Custom food & beverage
catering packages
Two restrooms



EMAIL OR CALL FOR A QUOTE TODAY!
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adventurecat.com

<https://www.sfgate.com/entertainment/article/AT-PLAY-ON-THE-BAY-Adventure-Cat-2551818.php>

SFGATE

Entertainment

AT PLAY ON THE BAY / Adventure Cat

Delfin Vigil
Sep. 17, 2006



Chronicle / Liz Hafalia

Right to left--Hans Korfin, Pamela Simonson, and her husband Jay Gardner built the Adventure Cat (at top ,left), a catamaran at Pier 39, that takes people out on the SF bay for a sailing experience. Photographed by Liz Hafalia/The Chronicle

Jay Gardner and Hans Korfin were two boat-loving hippies with a simple but apparently crazy idea: to start a business giving tours of the bay on wind-powered catamarans.

But when the boating buddies approached the Port of San Francisco back in 1984 with their idea they were bombarded with suspicious questions. For about five years it went back and forth like this:

Q: Why a catamaran?

A: Because a catamaran makes sense. There's constantly lots of wind out there. It's guaranteed.

Q: A lot of wind? So what?

A: So that means it'll always be a lot of fun. You see, it's a wind-powered sailboat.

Q: Why not try a paddle wheeler with lots of dancing girls?

A: Dancing girls? We don't know anything about dancing girls. We know a lot about catamarans.

Q: But, why a catamaran?

"They just didn't get it," says Gardner, who along with Korfin had to swim through a sea of red tape before they finally set sail on Adventure Cat catamaran tours at Fisherman's Wharf in 1991. "They kept telling us that somebody already tried catamaran tours and it didn't work. They were right. Somebody did try before us and it didn't work because they tried it on the wrong kind of catamaran that kept making people sick."

The right kind of catamaran was hand-built in Napa by Gardner and Hans during those years of filling out paperwork with the port and then getting a green light from the Coast Guard to start sailing. Adventure Cat passengers didn't need much time to figure out that Gardner and Korfin had a good idea, as the business

quickly expanded from hour long trips around Alcatraz to sunset cruises beneath the Golden Gate Bridges to eventually daylong trip to the Farallon Islands.

The catamaran experience is especially exciting because of the way it is built, Gardner says.

"Think of a catamaran like a violin," he says. "Violins have strong structures, but thin skin so it reverberates with notes. Catamarans also have strong structures with a thin skin, making for a light boat. Once you turn the motors off and start sailing it's an instantaneous party."

Moving through the water like that also creates constant negative ions making everyone on board a lot more happy, he says.

"It's that whole theory about the Santa Ana winds," he says about the opposite effect on ions. "That's when suicide rates and road rage go up. I can't prove it, but the best way I can quantify is point out that our employees come back every year. The captain never gets grumpy or bored."

Passengers aboard an Adventure Cat sunset cruise keep the negative ions going by swimming though glasses of wine and beer and snacking on light hors d'oeuvres.

Adventure Cat: Sail the bay on sunset cruises or day trip to the Farallon Islands on a wind-powered catamaran. Private charters are also available. Pier 39, Dock J (next to the sea lions). (415) 777-1630. www.adventurecat.com

ADVENTURE CAT VIDEOS



Adventure Cat – San Francisco Sailing Catamaran Sunset Video (2017)

<https://www.youtube.com/watch?v=X3Cg3SVmN0w>

Published on April 23, 2017

Posted by [Everywhere & Back](#)

San Francisco sailing under the iconic Golden Gate Bridge at sunset is a bucket list experience! Meeting up with the crew a little while before sunset allowed us time to get comfy and acquainted with the catamaran and crew before sailing out of the docks directly next to Pier 39 and the famous (or infamous) sea lions that have a spot all their own.

Setting sail we headed straight toward Alcatraz and passed by the popular daytime attraction and the shuttle boat that must be used to get there. Sunset was coming quickly so the captain headed toward the Golden Gate Bridge and away we went!

Almost to the bridge we noticed another boat that was there for the same reason...sunset at the Golden Gate Bridge! Seeing the bridge from a whole new vantage point was incredible! We had perfect weather with a golden sun and a bright blue sky, oh and not to mention the reddish orange bridge!

Turning back toward Pier 39 everyone was all smiles and having a great time. The sun sunk into the water and pulled back into the docks to disembark the ship.



Adventure Cat Sailing Charters - San Francisco



DECoordinationTeam
7 subscribers

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6



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Adventure Cat Sailing Charters - San Francisco

<https://www.youtube.com/watch?v=OanRtq8Jl4>

Published on June 19, 2013

Posted by [DECoordinationTeam](#)

Consistently voted among the top 5 things to do in San Francisco - Book Now!

Catamaran Sunset Cruise

Golden Gate Bay Cruise

Catamaran Bay Cruise



Adventure Cat Sailing Charters Pier 39 San Francisco Golden Gate Bridge

<https://www.youtube.com/watch?v=iSErtfbKYc8>

Published on June 26, 2021

Posted by [Traveling Light](#)

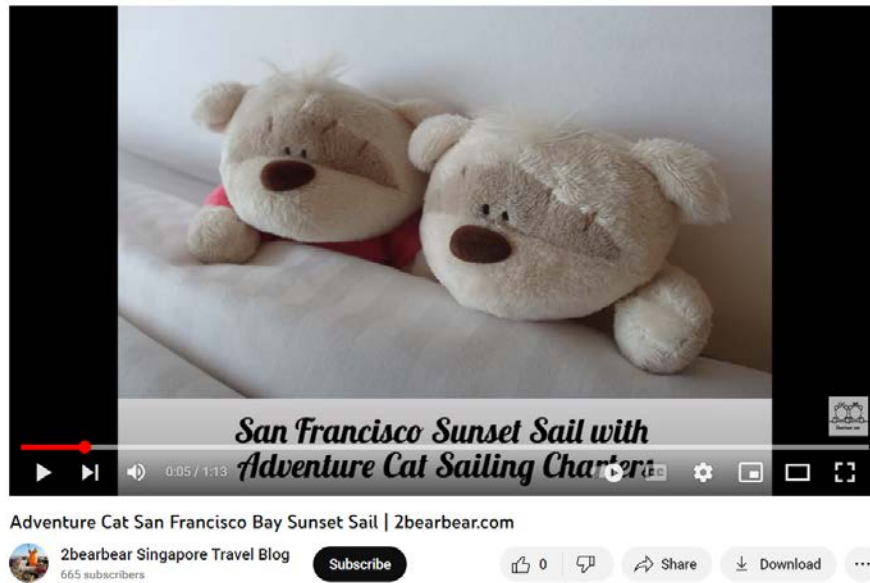
Our experience with Adventure Cat Sailing Charters was brilliant. The crew is totally Chill while making sure all rules are followed. They jam out to music instead of boring you, but will gladly answer any questions you might have about the area. Word of advice... Don't hang out in the front corners of the boat unless you want to get soaked lol. I got soaked but had a blast. 10/10 would definitely ride with them again.

Adventure Cat Sailing Charters
adventurecat.com

Music by Sleeping at Last
Song is Her Joy Was Complete

Disclaimer:

I do not own or claim to own the music in this video. Just a massive fan of Ryan O'Neal aka Sleeping At Last.



Adventure Cat San Francisco Bay Sunset Sail | 2bearbear.com

<https://www.youtube.com/watch?v=0RyD5Niz0f8>

Published on August 14, 2016

Posted by [2bearbear Singapore Travel Blog](#)

Check out this video of the San Francisco Sunset Sail with Adventure Cat! For more details, visit 2bearbear.com Today!



adventurecat.com

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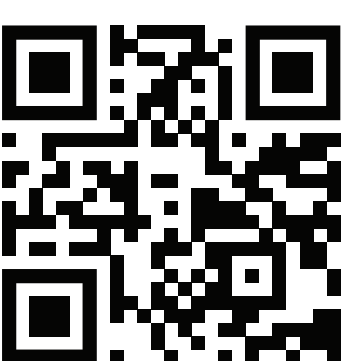
Google
★★★★★
400+ reviews

90 min
90 min
60 min

BAY SAIL

SUNSET SAIL

CITY LIGHTS



415-777-1630 | ADVENTURECAT.COM



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JULY 19, 2023

Filing Date: June 22, 2023
Case No.: 2023-005676LBR
Business Name: Adventure Cat Sailing Charters
Business Address: Pier 39, Dock J
Zoning: C-2, Community Business Zoning District
Waterfront Special Use District No. 1
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 9900/039
Applicant: Charlie Bogue, General Manager
Pier 39, Dock J
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Dakota Spycher – 628.652.7588
Dakota.Spycher@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Since 1991, Adventure Cat Sailing Charters has offered the only large scale private and public catamaran sailing tours of the San Francisco Bay for residents and visitors. Adventure Cat trips operate on two custom-built sailing catamarans, Adventure Cat 1 and Adventure Cat 2, that hold 47 and 90 passengers respectively. Adventure Cat 1 was hand-built by founders Jay Gardner, Pam Simonson, and Hans Korfin. Around 10,000 person-hours and full U.S. Coast Guard certification later, they kicked off operation out of Pier 40. Adventure Cat hosts around 40,000 guests per year to visit San Francisco's most popular attractions like the Bay Bridge and Alcatraz. Due to the constant winds, catamarans spend 95% of the time under sail power alone.

In 2015, Hans Korfin retired from Adventure Cat Sailing Charters, however the business is still operated by Jay and Pam to this day and continues to offer tours of the bay. Its commitment to the community is demonstrated through its ticket donations to non-profits, schools, and individual communities in all nine Bay Area counties. Adventure

Cat also hosts community groups, school field trips, and camp groups for discounted rates on private entertainment or educational events.

The business's primary location, Pier 39 Dock J, is a Category C (No Historic Resource Present) structure on the west edge of Pier 39 on the Embarcadero between Stockton Street and Grant Avenue. It is within a C-2 (Community Business) Zoning District and a 40-X Height and Bulk District. It is also within the Waterfront 1 Special Use District, the Northeast Waterfront Planning Area, and the Fisherman's Wharf Community Benefit District. Pier 39 Dock J is also subject to the Fisherman's Wharf Public Realm Plan and is under the jurisdiction of the San Francisco Port. 5.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1991.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Adventure Cat Sailing Charters qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Adventure Cat Sailing Charters has operated continuously in San Francisco for 32 years.
- b. Adventure Cat Sailing Charters has contributed to the history and identity of the North Beach and Fisherman's Wharf neighborhood and San Francisco.
- c. Adventure Cat Sailing Charters is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art / craft / cuisine / tradition?*

Yes. The business is associated with the tradition of sailing and tourism industry in San Francisco and Fisherman's Wharf.

4. *Is the business or its building associated with significant events, persons, and / or architecture?*

5. Yes, the Pier 39 location is associated with Warren L. Simmons, the original developer of the tourist-oriented Pier 39. He was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto Pier 39 which was then an abandoned cargo pier used to

store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to deal with 11 agencies to get the plans for Pier 39 approved. As a testament to Simmons's perseverance, Pier 39 became the first commercial development on the San Francisco Waterfront since World War II.

6. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. Although Pier 39 is located within the boundaries of the California Register Listed and National Register Eligible Port of San Francisco Embarcadero Historic District, the tourist-oriented Pier 39 is not a contributor as it was built outside of the period of significance for the historic district and does not relate to the district in its history nor its use. This district as a whole consists of over twenty piers and remnants of piers, a bulkhead wharf, a seawall, the Ferry Building, the Agriculture Building, and other smaller buildings.

7. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

8. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. There have been a number of local features, articles, and television news stories on Adventure Cat Sailing Charters. The business has been covered in local and national media, including articles and features in SFGate, NBC, Travel Awaits, and the Huffington Post. Adventure Cat Sailing Charters has also been featured on Spotted by Locals, an international travel guide.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Adventure Cat Sailing Charters donates public ticketed trips to a variety of non-profits, schools, and communities in all nine Bay Area counties. Adventure Cat also hosts community groups, school field trips, and camp groups for discounted rates on private entertainment or educational events.

Physical Features or Traditions that Define the Business

Current Locations:

- Pier 39, Dock J (1997 – Present)

Previous (No Longer Extant) Locations:

- Pier 40 (1991 – 1997)

Recommended by Applicant

- Sailing cruises of the San Francisco Bay
- Large sailing catamarans

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: JULY 19, 2023

Case No.: 2023-005676LBR
 Business Name: Adventure Cat Sailing Charters
 Business Address: Pier 39, Dock J
 Zoning: C-2, Community Business Zoning District
 Waterfront Special Use District No. 1
 40-X Height and Bulk District
 Block/Lot: 9900/039
 Applicant: Charlie Bogue, General Manager
 Pier 39, Dock J
 Nominated By: Supervisor Aaron Peskin
 Located In: District 3
 Staff Contact: Dakota Spycher – 628.652.7588
Dakota.Spycher@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ADVENTURE CAT SAILING CHARTERS CURRENTLY LOCATED AT PIER 39 DOCK J , BLOCK/LOT 9900/039.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City’s history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 19, 2023, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Adventure Cat Sailing Charters qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Adventure Cat Sailing Charters.

Location(s):

Current Locations:

- Pier 39, Dock J (1997 – Present)

Previous (No Longer Extant) Locations:

- Pier 40 (1991 – 1997)

Physical Features or Traditions that Define the Business:

- Sailing cruises of San Francisco Bay
- Large sailing catamarans

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on July 19, 2023

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 19, 2023