



Annual Report | 2015-2016

The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) is the owners association group that oversees the San Francisco Tourism Improvement District (TID) and the San Francisco Moscone Expansion District (MED). The San Francisco Tourism Improvement District Management Corporation, governed by a board of industry representatives, ensures that the funds are used to benefit the assessed businesses by allocating them to San Francisco Travel programs that draw conventions, meetings, events and leisure travelers to San Francisco, and by keeping the city's convention facilities competitive with those of other major cities.

San Francisco Tourism Improvement District

The San Francisco Tourism Improvement District ensures that funding for the San Francisco Travel Association's selling, marketing and promotion of San Francisco as a visitor destination.





SALES AND MARKETING PROGRAM

The purpose of the sales and marketing program of work is to set industry standards and position San Francisco as the most compelling destination in the world. One of the primary objectives is to generate visitor-related economic impact to San Francisco and the region. SFTIDMC contracts the services of the San Francisco Travel Association which, with more than 100 years' of expertise, is well positioned to fulfill this goal.

With the benefit of the TID funding, San Francisco Travel has been able to conduct a comprehensive review and strategic analysis of the industry, and has created a plan that focuses on being proactive and setting new, visionary strategies to lead San Francisco's tourism industry.

Highlights of **San Francisco Travel** activity during FY 2015-2016:

Convention and Meeting Sales

- 1,579,988 million room nights booked
- 1,347 Meeting held in San Francisco
- \$1.17 billion in direct spending
- Sales mission to Washington, DC and Chicago reaching over with over 200 meeting planners
- Attended over 50 trade shows and events

1.58 million

Total room nights booked

Marketing Promotion

San Francisco's balanced mix of convention/ meetings travel, leisure/consumer travel and business travel means that the city isn't as vulnerable to swings in any one market as some other destinations. Leisure visitors comprise 75% of all trips to San Francisco. San Francisco Travel's leisure marketing team has the enviable task of building relationships with, inviting, converting and retaining potential and existing San Francisco leisure travelers.

Visitor Information Center (ViC)

292,000 visitors per year

18 languages spoken by staff and volunteers

During 2015-16 hotel sales were up by 8% and attraction sales up by 36%

SFTID

SAN FRANCISCO TOURISM
IMPROVEMENT DISTRICT



SanFrancisco.travel

6.3 million visitors
\$216.8 million in economic impact

Never the Same. Always San Francisco.

69.7 million impressions
\$41.6 million in economic impact

Holiday Campaign

356.9 million impressions
\$14.2 million in economic impact

Social Media

Facebook 603,000+ LIKES
Twitter 203,000+ followers
Instagram 202,000+ followers

Publications Produced

Visitor Planning Guide, Produced Bi-Annually

- The official leisure visitor fulfillment piece is distributed to 225,000 travelers annually.
 - California Welcome Centers
 - San Francisco International Airport
 - Moscone Center
 - San Francisco Visitor Information Center
 - Macy's/SF Travel Visitor Information Center

Meeting Planners Guide, annual

- Reach 15,000 meeting and travel professionals who bring high - value travelers to San Francisco.
- Direct-mailed to an exclusive list of meeting professionals, travel agents and tour operators in the U.S. and Canada
- 14 overseas travel representative offices
- US and International Sales Missions

Tourism Sales and Marketing

- 4+ million international visitors to San Francisco
- Partnered with SFO on new air service
- San Francisco Travel hosted over 1,250 travel professionals
- Attended 15 International and Domestic trade shows
- San Francisco hosted 900+ journalists
- Media Coverage
 - 5.8 billion impressions
 - \$375+ million value

**18 Million visitors to
San Francisco**



MOSCONE EXPANSION DISTRICT



- Demolition of the current esplanade lobby occurred December 2015. That was followed by structural steel erection, due to be complete October 2016.
- Project sub-contractor and material buyout 95% complete.
- Project secured a project liaison to help with project communications to clients.
- Continued communications with Convention clients that are booked through the construction years. Moscone Center will remain open and operational throughout the project.
- Over \$2 million was utilized to provide convention customers with rental incentives to attached conventions to San Francisco.
- The project is currently in phase 2, with completion on track for December 2018.

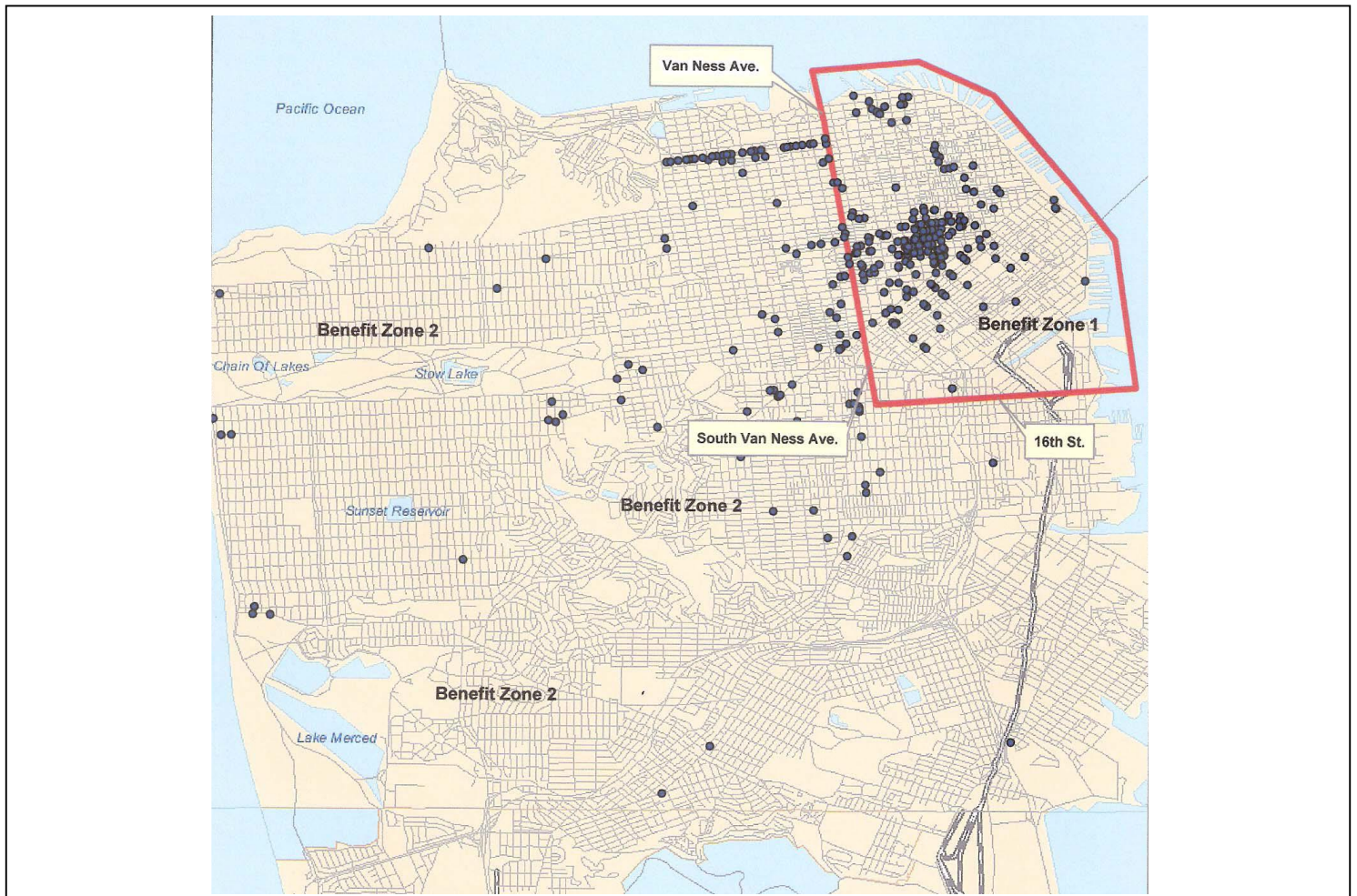


TID and MED COLLECTION METHODOLOGY

Tourist hotels are broken up into two zones. The zones are the same for the TID and MED assessments. Tourist hotels in Zone 1 are assessed 1% of gross revenue from tourist rooms for the TID and 1.25% for the MED. Tourist hotels in Zone 2 are assessed 75% of gross revenue from tourist rooms for TID and .3125 for the MED.

Zone 1 Tourist hotels: All tourist hotels with addresses on or east of Van Ness Avenue, on or east of South Van Ness Avenue, and on or north of 16th Street from South Van Ness to the Bay, including all tourist hotels east of Van Ness Avenue as if it continued north to the Bay, and north of 16th Street as if it continued east to the Bay.

Zone 2 Tourist hotels: All tourist hotels with addresses west of Van Ness Avenue and South Van Ness Avenue, and all tourist hotels south of 16th Street.





San Francisco Tourism Improvement District Management Corporation (SFTIDMC)

BUDGET & BALANCE SHEET

JULY 2015-JUNE 2016 ACTUAL	TID	MED	Total
INCOME	ACTUAL	ACTUAL	
Assessment Fee	\$26,158,050	\$31,538,330	\$57,696,380
Interest Income	\$37,097	\$112,672	\$149,769
TOTAL INCOME	\$26,195,147	\$31,651,002	\$57,846,149
EXPENSES			
SFTA Marketing & Operations	\$29,605,500	\$0	\$29,605,500
Moscone Convention Center Development and Expansion	\$0	\$15,101,522	\$15,101,522
Moscone Convention Center Capital Fund	\$0	\$193,615	\$193,615
Moscone Convention Center Incentive Fund	\$0	\$3,315,835	\$3,315,835
SFTIDMC Administration and Operating Expenses	\$375,787	\$473,973	\$849,760
TOTAL EXPENSES	\$29,981,287	\$19,084,945	\$49,066,232
NET INCOME	(\$3,786,140)	\$12,566,057	\$8,779,917

JULY 2015-JUNE 2016 BALANCE SHEET	TID	MED	TOTAL
ASSETS			
Cash	\$1,267,715	\$5,657,009	\$6,924,724
Short-term Investment	\$0	\$18,844,625	\$18,844,625
Long-term Investment	\$3,677,468	\$2,075,643	\$5,753,111
Accounts Receivable, Net	\$6,526,555	\$8,203,112	\$14,729,667
TOTAL ASSETS	\$11,471,738	\$34,780,389	\$46,252,127
LIABILITIES			
Accounts Payable	\$21,032	\$2,983,521	\$3,004,553
Accrued Liabilities	\$20,025	\$0	\$20,025
Long-Term - Construction Retention	\$0	\$716,276	\$716,276
TOTAL LIABILITIES	\$41,057	\$3,699,797	\$3,740,854
TOTAL NET ASSETS (CARRYOVER)	\$11,430,681	\$31,080,592	\$42,511,273
TOTAL LIABILITIES & NET ASSETS	\$11,471,738	\$34,780,389	\$46,252,127



JULY 2016-JUNE 2017 BUDGET	TID	MED	TOTAL
INCOME	BUDGET	BUDGET	BUDGET
Assessment Fee	\$24,328,500	\$29,328,500	\$53,657,000
Interest Income	\$0	\$0	\$0
TOTAL INCOME	\$24,328,500	\$29,328,500	\$53,657,000



JULY 2016-JUNE 2017 BUDGET			
	TID	MED	TOTAL
INCOME	BUDGET	BUDGET	BUDGET
Assessment Fee	\$24,328,500	\$29,328,500	\$53,657,000
Interest Income	\$0	\$0	\$0
TOTAL INCOME	\$24,328,500	\$29,328,500	\$53,657,000
EXPENSES	BUDGET	BUDGET	BUDGET
SFTA Marketing & Operations	\$24,405,500	\$0	\$24,405,500
Moscone Convention Center Development and Expansion	\$0	\$25,662,400	\$25,662,400
Moscone Convention Center Capital Fund	\$0	\$293,300	\$293,300
Moscone Convention Center Incentive Fund	\$0	\$2,639,600	\$2,639,600
SFTIDMC Administration	\$370,000	\$452,000	\$822,000
Contingency/Reserve	\$0	\$281,200	\$281,200
TOTAL EXPENSES	\$24,775,500	\$29,328,500	\$54,104,000
NET INCOME	(\$447,000)	\$0	(\$447,000)

PROJECTED CARRYOVER DISBURSEMENT				TO BE USED IN FY	TO BE USED IN FUTURE YEARS
	TID TOTAL	MED TOTAL	TOTAL		
CARRYOVER					
SFTA Marketing & Operations	\$7,758,049	\$0	\$7,758,049	\$447,000	\$7,311,049
Moscone Convention Center Development and Expansion	\$0	\$27,750,446	\$27,750,446	\$0	\$27,750,446
Moscone Convention Center Capital Fund	\$2,343,805	\$260,337	\$2,604,142	\$0	\$2,604,142
Moscone Convention Center Incentive Fund	\$654,721	\$2,190,688	\$2,845,409	\$0	\$2,845,409
Contingency/Reserve	\$674,106	\$879,121	\$1,553,227	\$0	\$1,553,227
TOTAL CARRYOVER DISBURSEMENT	\$11,403,681	\$31,080,592	\$42,511,273	\$447,000	\$42,064,273



SFTID Board of Directors | FY 2015-16

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