



## Annual Report | 2017-2018

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 2017-2018:

### Convention and Meeting Sales

- 1,722,127 million room nights booked  
Over 1,400 meetings held in San Francisco
- Sales mission to Washington, DC and Chicago reaching over with over 240 meeting planners
- Attended over 50 trade shows and events

**1.7+ 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 60% 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)

- 600,000 visitors per year to Hallidie Plaza location
- 12 languages spoken by staff and volunteers
- MYSF has trained over 400 people in the visitor industry



### **SanFrancisco.travel**

3.7+ million unique visitors to the website  
\$121 + million in economic impact

### **Social Media**

Facebook  
San Francisco | The Official Guide  
SFMeetings  
SFTravel  
Twitter @onlyinSF 216,000+ followers  
Instagram onlyinsf 233,000+ followers

**25.6 Million visitors to  
San Francisco**

### **Key Themes & Programs**

- **SF LOVE Events**
- **I am San Francisco | San Francisco Welcomes All Campaign**
- **Never the Same. Always San Francisco.**
- **IconicSF**
- **Arts & Culture**
- **Food & Wine**

### **Tourism Sales and Marketing**

- SFO had 13.7 million international travelers fly in and out
- Representation in 14 international offices in 13 countries
- Partnered with SFO on new air service
- 146 new tourism programs
- San Francisco Travel hosted over 1,250 travel professionals
- Attended 15 International and Domestic trade shows
- San Francisco hosted 900+ journalists
- Media Coverage
  - 8.2 billion impressions
  - \$375+ million value

**\$9.2 billion in visitor  
spending**



## MOSCONE EXPANSION DISTRICT



- Phase 2 construction, consisting of opening about 40% of new meeting space, was on time and on budget. It opened in September of 2017.
- Continued bi-weekly meetings with key neighborhood stakeholders.
- Continued communications with Convention clients that are booked through the construction years. The client liaison is main point of contact between clients and construction management staff. Moscone Center will remain open and operational throughout the project.
- Over \$2.4 million was utilized to provide convention customers with rental incentives to attract conventions to San Francisco.
- The final phase of the project is under way with completion on track for December 2018.



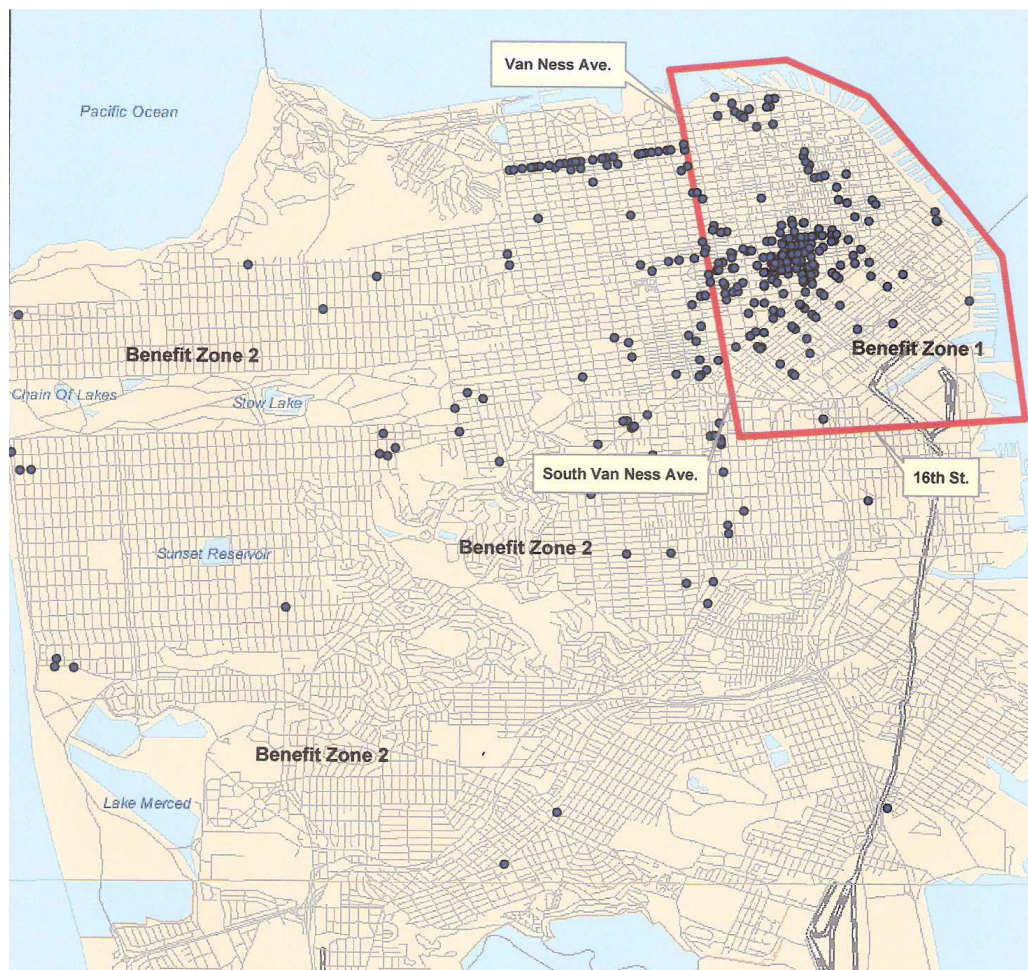


### TID and MED COLLECTION METHODOLOGY

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 16<sup>th</sup> 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 16<sup>th</sup> 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 16<sup>th</sup> Street.





**San Francisco Tourism Improvement District Management Corporation (SFTIDMC)**

**BUDGET & BALANCE SHEET**

JULY 2017-JUNE 2018 ACTUAL	TID	MED	TOTAL
<b>INCOME</b>	<b>ACTUAL</b>	<b>ACTUAL</b>	
Assessment Fee	\$24,669,257	\$29,876,236	\$54,545,493
Interest Income	\$49,108	\$160,785	\$209,893
<b>TOTAL INCOME</b>	<b>\$24,718,365</b>	<b>\$30,037,021</b>	<b>\$54,755,386</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$24,299,000	\$0	\$24,299,000
Moscone Convention Center Development and Expansion	\$0	\$32,595,352	\$32,595,352
Moscone Convention Center Capital Fund	\$0	\$290,000	\$290,000
Moscone Convention Center Incentive Fund	\$0	\$2,856,207	\$2,856,207
Convention Sales/Marketing Fund	\$0	\$290,000	\$290,000
Debt Service and Stabilization Fund	\$0	\$10,816,173	\$10,816,173
SFTIDMC Administration and Operating Expenses	\$418,511	\$415,529	\$834,040
<b>TOTAL EXPENSES</b>	<b>\$24,717,511</b>	<b>\$47,263,261</b>	<b>\$71,980,772</b>
<b>NET INCOME</b>	<b>\$854</b>	<b>(\$17,226,240)</b>	<b>(\$17,225,386)</b>

JULY 2017-JUNE 2018 BALANCE SHEET	TID	MED	TOTAL
<b>ASSETS</b>			
Cash	\$3,907,698	\$26,539,347	\$30,447,045
Accounts Receivable, Net	\$6,366,624	\$1,231,740	\$7,598,364
<b>TOTAL ASSETS</b>	<b>\$10,274,322</b>	<b>\$27,771,087</b>	<b>\$38,045,409</b>
<b>LIABILITIES</b>			
Accounts Payable	\$2,702	\$6,052,577	\$6,055,279
Accrued Liabilities	\$20,700	\$25,300	\$46,000
Long-Term Liabilities - Construction Retention	\$0	\$2,970,454	\$2,970,454
<b>TOTAL LIABILITIES</b>	<b>\$23,402</b>	<b>\$9,048,331</b>	<b>\$9,071,733</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$10,250,920</b>	<b>\$18,722,756</b>	<b>\$28,973,676</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$10,274,322</b>	<b>\$27,771,087</b>	<b>\$38,045,409</b>



JULY 2018- JUNE 2019 BUDGET	TID	MED	TOTAL
INCOME	BUDGET	BUDGET	BUDGET
Assessment Fee	\$27,056,000	\$31,918,500	\$58,974,500
Interest Income	\$0	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$27,056,000</b>	<b>\$31,918,500</b>	<b>\$58,974,500</b>
EXPENSES	BUDGET	BUDGET	BUDGET
SFTA Marketing & Operations	\$26,675,000	\$0	\$26,675,000
Moscone Convention Center Development and Expansion	\$0	\$0	\$0
Moscone Convention Center Capital Fund	\$0	\$319,000	\$319,000
Moscone Convention Center Incentive Fund	\$0	\$2,873,000	\$2,873,000
Convention Sales & Marketing Fund	\$0	\$319,000	\$319,000
Debt Service and Stabilization Fund	\$0	\$27,009,500	\$27,009,500
SFTIDMC Administration	\$381,000	\$1,398,000	\$1,779,000
<b>TOTAL EXPENSES</b>	<b>\$27,056,000</b>	<b>\$31,918,500</b>	<b>\$58,974,500</b>
<b>NET INCOME</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

PROJECTED CARRYOVER DISBURSEMENT	TID	MED	TOTAL	TO BE USED IN FY 2018-2019	TO BE USED IN FUTURE YEARS
CARRYOVER	TOTAL	TOTAL			
SFTA Marketing & Operations	\$6,408,821	\$0	\$6,408,821	\$1,400,000	\$5,008,821
Moscone Convention Center Development and Expansion	\$0	\$14,746,811	\$14,746,811	\$14,746,811	\$0
Moscone Convention Center Capital Fund	\$2,477,212	\$487,032	\$2,964,244	\$0	\$2,964,244
Moscone Convention Center Incentive Fund	\$672,751	\$2,090,870	\$2,763,621	\$0	\$2,763,621
Convention Sales & Marketing Fund	\$0	\$0	\$0	\$0	\$0
Contingency/Reserve	\$692,136	\$1,398,043	\$2,090,179	\$0	\$2,090,179
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$10,250,920</b>	<b>\$18,722,756</b>	<b>\$28,973,676</b>	<b>\$16,146,811</b>	<b>\$12,826,865</b>





## **SFTID Board of Directors | FY 2018-19**

### **BOARD CHAIR**

Chuck Pacioni, Marriott Marquis

### **BOARD VICE-CHAIR**

Ingrid Summerfiled, Filament Hospitality

### **SECRETARY/TREASURER**

Rick Swig, RSBA

### **Board Members**

Stefan Muhle, Noble Hotels

James Lim, Omni Hotel

John Noguchi, City and County of San Francisco

Kathy Paver, PEIR 39

Cathy Maupin, Yerba Buena Community Benefits District

Ken Bukowski, City & County of San Francisco

Craig Waterman, Hotel Kabuki

Melinda Yee Franklin, United Airlines