

From: [Board of Supervisors, \(BOS\)](#)
To: [BOS-Supervisors](#)
Cc: [BOS Legislation, \(BOS\)](#); [Calvillo, Angela \(BOS\)](#); [De Asis, Edward \(BOS\)](#); [Entezari, Mehran \(BOS\)](#); [Mchugh, Eileen \(BOS\)](#); [Ng, Wilson \(BOS\)](#); [Somera, Alisa \(BOS\)](#)
Subject: FW: Request to approve the Tourism Improvement District (TID) Renewal
Date: Thursday, September 8, 2022 10:21:53 AM
Attachments: [image001.png](#)
[image002.png](#)

John Bullock

Board of Supervisors - Clerk's Office
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
(415) 554-7706

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From: Corinna Luebbe <corinna.luebbe@tajhotels.com>
Sent: Friday, September 2, 2022 4:28 PM
To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Cc: DPH - cassandra <cassandra@sfrtravel.com>
Subject: Request to approve the Tourism Improvement District (TID) Renewal

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Committee of the Whole Hearing, September 13, 2022
Special Order, 3pm

Dear President Walton and Members of the San Francisco Board of Supervisors,

I am writing today on behalf of Taj Campton Place to urge you to approve the renewal and expansion of the Tourism Improvement District (TID).

The TID transformed how San Francisco competes against comparable destinations for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year, prior to the pandemic, for San Francisco to market and attract domestic and international travelers.

Through the increased sales and promotions attributed to the TID, San Francisco went from being in the mid-range to the top of the leading 25 markets in the United States, bringing in more visitors and economic impact to San Francisco than ever before.

The TID funds the San Francisco Travel Association, which promotes San Francisco for leisure and business travel and books small and large conventions in the city owned Moscone Center. Our small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions rely on these leisure and business visitors for their operations. Thanks to the funding from the TID, San Francisco welcomed over 26 million visitors who spent over \$10.2 billion pre-pandemic in our local economy, making tourism San Francisco's number one industry. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes supporting essential city services.

The pandemic impacted the tourism and hospitality industry harder than any other sector and our recovery is also lagging behind any other industry sector in other US markets. Renewal of the TID is imperative on San Francisco's ability to recover, regain our market share and thrive into future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer all while supporting an important local economic and workforce base.

Sincerely,

Corinna Luebbe

General Manager

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Subject: FW: Public comment for File No. 220783, Tourism Improvement District
Date: Thursday, September 8, 2022 9:02:50 AM

John Bullock
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From: Todd Boone <toddrboone@gmail.com>
Sent: Wednesday, September 7, 2022 1:21 PM
To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>
Subject: Public comment for File No. 220783, Tourism Improvement District

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Hello Angela and team,
I cannot join the hearing on September 13th, and would like to submit my comments here for inclusion in meeting.

I have operated a short-term rental from our family home in San Francisco's Central Richmond District for over 7 years; we have three kids at Alamo Elementary and our home falls within "Zone 2" of this proposal. We've been witness to the deterioration of our local tourism environment in recent years, and have spent a great deal of time and energy learning from our guests about their experiences visiting San Francisco, and from prospective guests about their impressions of our city. Based on those conversations, I am fully *against* the proposed assessment, because I believe

the stated use of the funds collected will not improve the tourism environment in the city.

About one in every 15 of our guests experiences a car break-in while visiting. The city garbage can on our corner overflows daily. Our sidewalks and bus stop reek of urine. Our guests all too regularly have to step over and around passed out drug addicts, human feces and used, uncapped needles when entering and exiting our residence. They are verbally harassed by incoherent, incredibly ill individuals as they walk around our neighborhood. People urinate openly and in broad daylight on our front door and our lending library, and they do drugs on the sidewalk in front of our building. Our guests ask which playgrounds are safe to take their kids. The environment is getting progressively worse in our neighborhood, and if you don't believe that, you're not serving our neighborhood.

This TID doesn't represent our interests. Unless a Tourism Improvement District is spending money to definitively resolve the above issues, It will just be wasting more of our money. Because these are the reasons why people don't want to come to San Francisco. Thank you for considering this perspective. Todd Boone

Thanks for your assistance in including these comments.

Warmly,
Todd

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