



## Annual Report | 2013-2014

The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) is the owners association group that over sees 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 2013-2014:

### Convention and Meeting Sales

- **1,360 Meetings held In San Francisco**
- **\$1.3 billion in direct spending**
- **1.9+ million room nights booked**
- **Sales mission to Washington, DC and Chicago reaching over with over 110 meeting planners**
- **Attended over 50 trade shows and events including Meeting Professional International, Professional Convention Management Association, International PowWow**

**1.9 + 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)

300,000 visitors per year  
18 languages spoken by staff and volunteers  
During 2013-14 hotel Sales were up 35% and  
attraction sales up by 100%





### **SanFrancisco.travel**

5+ million visitors  
\$300+ million in economic impact

### **Never the same. Always San Francisco.**

23+ million impressions  
\$1.5 million in economic impact

### **Holiday Campaign**

97.8 million impressions  
\$472k+ in economic impact

### **Social Media**

Facebook 560,000+ LIKES  
Twitter 130,000+ followers  
Instagram 30,000+ followers

**16.9 Million visitors to  
San Francisco**

### **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 Convention Center
- San Francisco 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
- U.S. 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 1,000 travel professionals in 2013-14**
- **Attended 15 International and Domestic trade shows**
- **San Francisco hosted 800+ journalists**
- **Media Coverage**
  - 4.5 billion impressions
  - \$300+ million value



## MOSCONE EXPANSION DISTRICT



- The MED has funding the architectural design concept and design development of the Moscone Expansion and Renovation Project.

The MED has funding pre-construction efforts of the construction contractor, Webcor Builders. The service include cost estimating, construction schedule, constructability review of design and bidding strategy.

- Oversaw a robust community outreach plan for the Moscone Expansion Project. Included dozens of community meetings.
- The Moscone Expansion Project's Draft Environment Impact Report was published.
- Civic Design Review Phase 1 was approved by the San Francisco Arts Commission



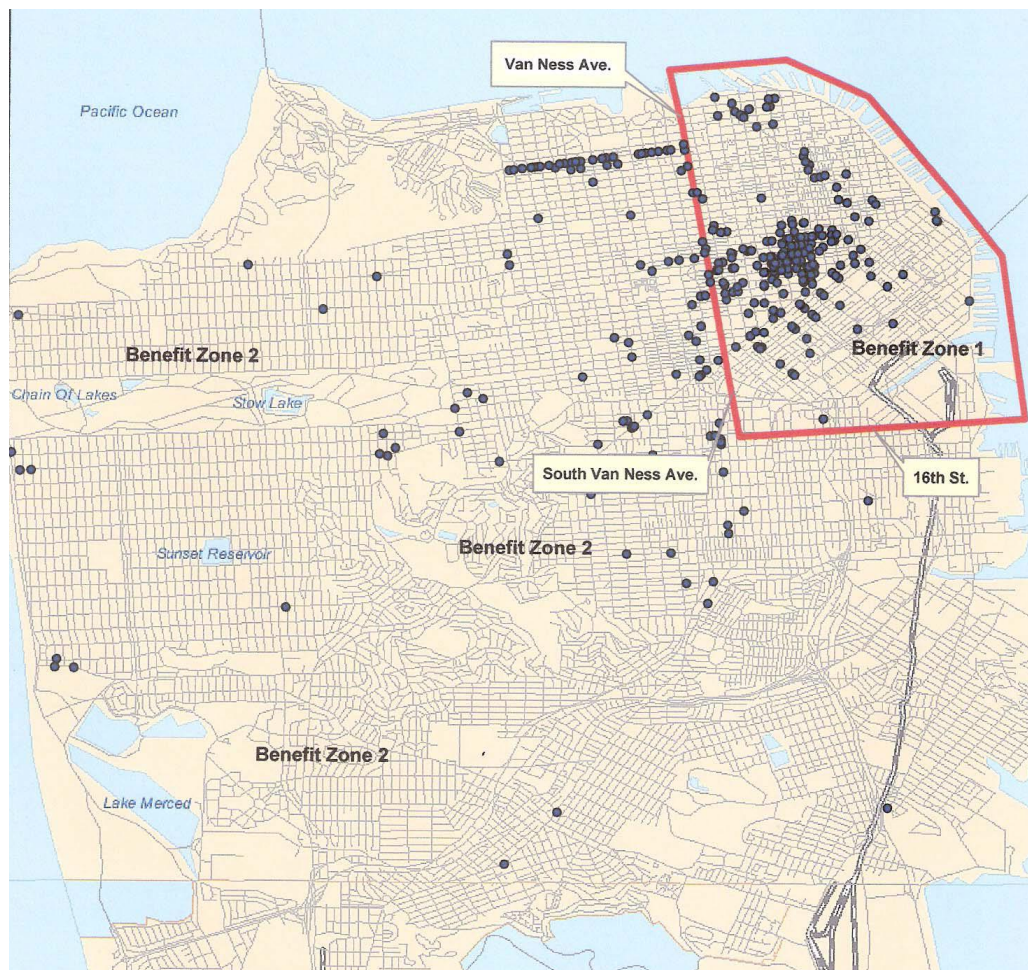


### TID and MED COLLECTION METHODOLOGY

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 2013-JUNE 2014 ACTUAL	TID	MED	TOTAL
<b>INCOME</b>			
Assessment Fee	\$26,805,332	\$15,703,919	\$42,509,251
Interest Income	\$30,914	\$9,274	\$40,188
<b>TOTAL INCOME</b>	<b>\$26,836,246</b>	<b>\$15,713,193</b>	<b>\$42,549,439</b>
<b>EXPENSES</b>			
	<b>ACTUAL</b>	<b>REVISED BUDGET</b>	<b>OVER/(UNDER) BUDGET</b>
SFTA Marketing & Operations	\$18,500,000		\$18,500,000
Moscone Convention Center Development and Expansion	\$2,881,803	\$7,433,073	\$10,314,876
Moscone Convention Center Captial Fund	\$0	\$0	\$0
Moscone Convention Center Incentive Fund	\$1,068,781	\$0	\$1,068,781
SFTIDMC Administration and Operating Expenses	\$825,733	\$242,464	\$1,068,197
<b>TOTAL EXPENSES</b>	<b>\$23,276,317</b>	<b>\$7,675,537</b>	<b>\$30,951,854</b>

JULY 2013-JUNE 2014 BALANCE SHEET	TID	MED	TOTAL
<b>ASSETS</b>			
Cash	\$10,051,350	\$3,051,801	\$13,103,151
Accounts Receivable, Net	\$4,986,532	\$5,907,364	\$10,893,896
<b>TOTAL ASSETS</b>	<b>\$15,037,882</b>	<b>\$8,959,165</b>	<b>\$23,997,047</b>
<b>LIABILITIES</b>			
Accounts Payable	\$1,950,315	\$908,109	\$2,858,424
Accrued Liabilities	\$20,100	\$13,400	\$33,500
<b>TOTAL LIABILITIES</b>	<b>\$1,970,415</b>	<b>\$921,509</b>	<b>\$2,891,924</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$13,067,467</b>	<b>\$8,037,656</b>	<b>\$21,105,123</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$15,037,882</b>	<b>\$8,959,165</b>	<b>\$23,997,047</b>



<b>JULY 2014-JUNE 2015 BUDGET</b>			
	TID	MED	TOTAL
<b>INCOME</b>	<b>BUDGET</b>	<b>BUDGET</b>	<b>BUDGET</b>
Assessment Fee	\$19,100,000	\$23,170,000	\$42,270,000
Interest Income	\$0	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$19,100,000</b>	<b>\$23,170,000</b>	<b>\$42,270,000</b>
<b>EXPENSES</b>	<b>BUDGET</b>	<b>BUDGET</b>	<b>BUDGET</b>
SFTA Marketing & Operations	\$20,315,239	\$0	\$20,315,239
Moscone Convention Center Development and Expansion	\$0	\$19,985,000	\$19,985,000
Moscone Convention Center Captial Fund	\$0	\$228,400	\$228,400
Moscone Convention Center Incentive Fund	\$0	\$2,055,600	\$2,055,600
SFTIDMC Administration	\$270,000	\$330,000	\$600,000
Contingency/Reserve	\$0	\$571,000	\$571,000
<b>TOTAL EXPENSES</b>	<b>\$20,585,239</b>	<b>\$23,170,000</b>	<b>\$43,755,239</b>
<b>NET INCOME</b>	<b>(\$1,485,239)</b>	<b>\$0</b>	<b>(\$1,485,239)</b>

<b>PROJECTED CARRYOVER DISBURSEMENT</b>	TID	MED	TOTAL	TO BE USED IN FY 2014-2015	TO BE USED IN FUTURE YEARS
<b>CARRYOVER</b>	<b>TOTAL</b>	<b>TOTAL</b>			
SFTA Marketing & Operations	\$9,409,633	\$0	\$9,409,633	\$1,485,239	\$7,924,394
Moscone Convention Center Development and Expansion	\$0	\$6,315,925	\$6,315,925	\$0	\$6,315,925
Moscone Convention Center Captial Fund	\$2,334,361	\$157,132	\$2,491,493		\$2,491,493
Moscone Convention Center Incentive Fund	\$652,083	\$1,414,223	\$2,066,306		\$2,066,306
Contingency/Reserve	\$671,390	\$150,376	\$821,766	\$0	\$821,766
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$13,067,467</b>	<b>\$8,037,656</b>	<b>\$21,105,123</b>	<b>\$1,485,239</b>	<b>\$19,619,884</b>



## **SFTID Board of Directors | FY 2013-14**

### **BOARD CHAIR**

Toni Knorr, St Regis Hotel

### **BOARD VICE-CHAIR**

Linda Palermo, Commune Hotels

### **SECRETARY/TREASURER**

John Cope, At- Large Director

### **Board Members**

Marianne Costello, Scoma's Restaurant

Rodrigo Enriquez, Extronomical Adventures

Thomas Klein, Fairmont Hotels

Ralph Lee, Hotel Whitcomb

John Noguchi, City and County of San Francisco

Oscar Rodriguez, Marriott Union Square

Rick Swig, RSBA & Associates

David von Wionkler, Kimpton Hotels

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