



Annual Report | 2014-2015

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 2014-2015:

Convention and Meeting Sales

- Over 10 million room nights in San Francisco hotels
- \$1.3 +billion in direct spending
- 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)

400,000 visitors per year
14 languages spoken by staff and volunteers





SanFrancisco.travel

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

Key Marketing Themes

Never the same. Always San Francisco.
Art & Culture
Food & Wine
Diversity
Sustainable Travel

Social Media

Facebook 62+ million impressions
Twitter 169,000+ followers
Instagram 100,000+ followers

**18 Million visitors to
San Francisco**

**\$10.7 billion visitor
spending**

Publications Produced

Visitor Planning Guide, Produced Bi-Annually

- The official leisure visitor fulfillment piece is distributed to 225,000 travelers annually.

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

Tourism Sales and Marketing

- 4+ million international visitors to San Francisco
- San Francisco Travel has 14 representation offices in 13 different countries that are responsible for direct contact with the travel trade and media promoting San Francisco.
- Partnered with SFO on new air service to Dublin, China and Abu Dhabi.
- San Francisco Travel hosted over 1,000 travel professionals in 2014-15
- San Francisco hosted 800+ journalists
- Media Coverage
 - 5 billion impressions
 - \$300+ million value



MOSCONE EXPANSION DISTRICT



- Construction began on the Moscone Expansion and Renovation project in November 2014. Phase 0, make ready work, was completed in April of 2015. Phase 1 construction started in April 2015.
- Ground Breaking Ceremony was on May 21, 2015
- Continued communications with Convention clients that are booked through the construction years. Goal is to have Moscone Center remain open and operational throughout the project.
- Over \$1.26 million was utilized to provide convention customers with rental incentives to attached conventions to San Francisco.
- A renovation project to install new air wall panels with door locks at Moscone West was completed.

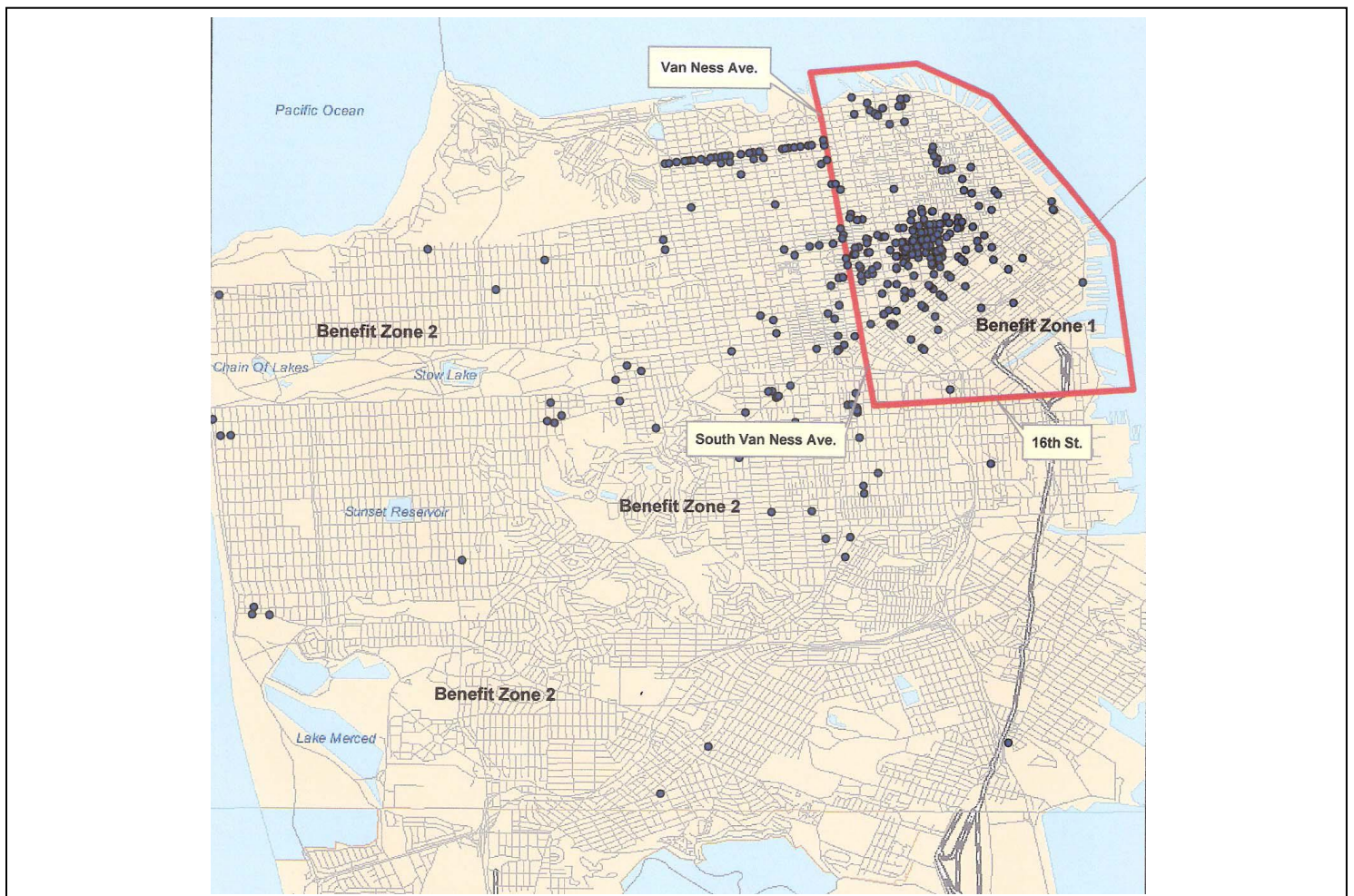


TID and MED COLLECTION METHODOLOGY

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

San Francisco Tourism Improvement District Management Corporation (SFTIDMC)
 Tourism Improvement District & Moscone Expansion District
 BUDGET + BALANCE SHEET

JULY 2014-JUNE 2015 ACTUAL	TID	MED	TOTAL
INCOME	ACTUAL	ACTUAL	ACTUAL
Assessment Fee	\$24,471,280	\$28,756,795	\$53,228,075
Interest Income	\$40,316	\$67,655	\$107,971
TOTAL INCOME	\$24,511,596	\$28,824,450	\$53,336,046
EXPENSES	ACTUAL	ACTUAL	ACTUAL
SFTA Marketing & Operations	\$21,815,239	\$0	\$21,815,239
Moscone Convention Center Development and Expansion	\$0	\$16,383,424	\$16,383,424
Moscone Convention Center Capital Fund	\$0	\$307,170	\$307,170
Moscone Convention Center Incentive Fund	\$0	\$1,350,000	\$1,350,000
SFTIDMC Administration and Operating Expenses	\$547,003	\$306,977	\$853,980
TOTAL EXPENSES	\$22,362,242	\$18,347,571	\$40,709,813

JULY 2014-JUNE 2015 BALANCE SHEET	TID	MED	TOTAL
ASSETS			
Cash	\$9,709,304	\$17,505,899	\$27,215,203
Accounts Receivable, Net	\$5,526,307	\$6,622,695	\$12,149,002
TOTAL ASSETS	\$15,235,611	\$24,128,594	\$39,364,205
LIABILITIES			
Accounts Payable	\$790	\$5,592,059	\$5,592,849
Accrued Liabilities	\$18,000	\$22,000	\$40,000
TOTAL LIABILITIES	\$18,790	\$5,614,059	\$5,632,849
TOTAL NET ASSETS (CARRYOVER)	\$15,216,821	\$18,514,535	\$33,731,356
TOTAL LIABILITIES & NET ASSETS	\$15,235,611	\$24,128,594	\$39,364,205



JULY 2015-JUNE 2016 BUDGET		TID	MED	TOTAL
INCOME	BUDGET	BUDGET	BUDGET	
Assessment Fee	\$25,042,000	\$29,322,000	\$54,364,000	
Interest Income	\$0	\$0	\$0	
TOTAL INCOME	\$25,042,000	\$29,322,000	\$54,364,000	
EXPENSES	BUDGET	BUDGET	BUDGET	
SFTA Marketing & Operations	\$24,677,500	\$0	\$24,677,500	
Moscone Convention Center Development & Expansion	\$0	\$25,266,500	\$25,266,500	
Moscone Convention Center Capital Fund	\$0	\$289,000	\$289,000	
Moscone Convention Center Incentive Fund	\$0	\$2,599,000	\$2,599,000	
SFTIDMC Administration	\$364,500	\$445,500	\$810,000	
Contingency/Reserve	\$0	\$722,000	\$722,000	
TOTAL EXPENSES	\$25,042,000	\$29,322,000	\$54,364,000	
NET INCOME	\$0	\$0	\$0	

PROJECTED CARRYOVER DISBURSEMENT	TID	MED	TOTAL	TO BE USED IN FY 2015-2016	TO BE USED IN FUTURE YEARS
CARRYOVER					
SFTA Marketing & Operations	\$11,558,987	\$0	\$11,558,987	\$0	\$11,558,987
Moscone Convention Center Development and Expansion	\$0	\$15,153,895	\$15,153,895	\$0	\$15,153,895
Moscone Convention Center Capital Fund	\$2,334,361	\$138,207	\$2,472,568	\$0	\$2,472,568
Moscone Convention Center Incentive Fund	\$652,083	\$2,658,424	\$3,310,507	\$0	\$3,310,507
Contingency/Reserve	\$671,390	\$564,010	\$1,235,400	\$0	\$1,235,400
TOTAL APPROVED DISBURSEMENT	\$15,216,821	\$18,514,536	\$33,731,357	\$0	\$33,731,357



SFTID Board of Directors | FY 2014-15

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