

A scenic photograph of the Golden Gate Bridge in San Francisco at sunrise. The bridge's towers and cables are silhouetted against a soft, orange and pink sky. A thick layer of fog or low clouds fills the valley below the bridge, partially obscuring the city skyline in the background. In the foreground, a green hillside slopes down towards the bridge.

Tourism Improvement District Renewal

SAN FRANCISCO | 2024-2039

THE TOURISM IMPROVEMENT DISTRICT

The **San Francisco Tourism Improvement District (TID)** is an assessment levied on gross room revenue to ensure that funding for the San Francisco Travel Association's sales, marketing, and promotion of San Francisco as a global destination are maintained at competitive levels.



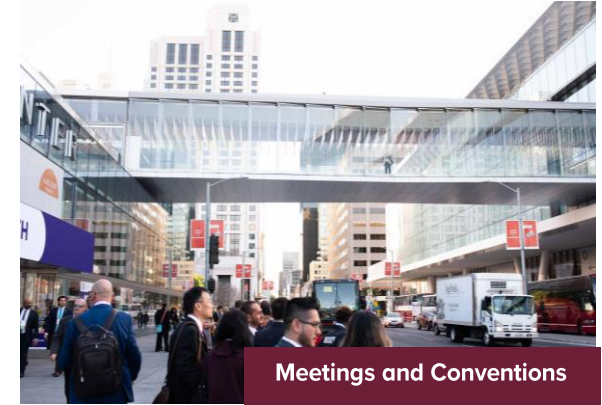
WHAT HAS TID ENABLED US TO DO?



Greatly expand our impact on marketing and sales efforts



Host events and meetings that generate room nights and economic impact



Be a more competitive destination

PROPOSED CHANGES TO TID PLAN



- ▶ Increase assessment rate by 0.25% to build a \$10M fund to attract, retain, and incentivize businesses to book Moscone Center
- ▶ Assessment can be passed onto guest



Zone 1 Hotels
(30,206 rooms)

Assessment Rate
Current: 1%
Proposed: 1.25%



Zone 2 Hotels
(3,319 rooms)

Assessment Rate
Current: 0.75%
Proposed: 1.0%



PROPOSED CHANGES TO TID PLAN



- ▶ Add operational flexibility to increase TID assessments by up to 1% in times of critical or unforeseen circumstances
- ▶ Expand assessed businesses to include short-term rental hosts who use platforms such as Airbnb, Booking.com, and Expedia
- ▶ Modify the TIDMC Board composition

COMPRESSION ON ACCOMMODATIONS



- ▶ Conventions and large events that attract visitors to San Francisco cause compression
- ▶ Compression occurs when visitor lodging reach near capacity
- ▶ Compression creates an opportunity for visitors to explore and book accommodations in different neighborhoods across the City

QUESTIONS