



San Francisco Travel Association

One Post Street, Suite 2700

San Francisco, CA 94104

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sftravel.com

January 29, 2026

San Francisco Budget and Finance Committee
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear San Francisco Budget and Finance Committee,

On behalf of the San Francisco Travel Association, I am pleased to submit our support for the subsidy agreement between the City of San Francisco and Hearst Hotel developers to enable the adaptive reuse of the historic Hearst Building.

While tourism is rebounding strongly, the continued development of unique and strategically placed lodging is critical in attracting additional visitors. The location of the Hearst Building is particularly advantageous given its proximity to the Moscone Center and many of our city's most-prominent attractions. The subsidy agreement will allow Hearst Hotel developers to move forward with the project.

San Francisco must continue developing and innovating to stay at the forefront of travelers' minds. The use of the historic Hearst Building for the upcoming Hearst Hotel is a terrific way to keep the visitor top-of-mind and take advantage of existing infrastructure. We are proud to support the subsidy agreement and the development of the Hearst Hotel.

Sincerely,

Christine Gaudenzi

Chief of Staff

February 3rd, 2026

Budget & Finance Committee
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102-4689

Re: Support for Hearst Hotel located at 5 Third Street, SF, CA 94103

On behalf of the San Francisco Chamber of Commerce, we are pleased to submit this letter in support of the proposed Hearst Hotel located in downtown San Francisco.

The Chamber of Commerce represents thousands of businesses across San Francisco and is committed to advancing policies and projects that strengthen the City's economic vitality, support job creation, and contribute to a resilient downtown. The proposed hotel renovation aligns squarely with these goals by reinvesting in existing building stock, modernizing critical infrastructure, and enhancing the quality and competitiveness of San Francisco's hospitality offerings.

We understand that the project will deliver meaningful economic benefits, including the creation and retention of hospitality jobs, increased visitor spending, and ongoing contributions to the City's general fund through transient occupancy tax and other revenues. In addition, hotel renovation projects generate positive spillover effects for nearby restaurants, retailers, cultural institutions, and service providers.

The Chamber also recognizes the importance of private investment in activating downtown corridors and reinforcing confidence in San Francisco's recovery. Projects such as this send a strong signal that businesses continue to believe in the City's future and are willing to invest for the long term.

For these reasons, the San Francisco Chamber of Commerce supports the proposed downtown hotel renovation project. We appreciate the City's continued efforts to encourage reinvestment and economic activity in San Francisco's urban core.

Sincerely,



Rodney Fong
President & CEO
The San Francisco Chamber of Commerce