

From: [Lyle Sweeney](#)
To: [Major, Erica \(BOS\)](#)
Cc: [Board of Supervisors \(BOS\)](#); [Lew, Lisa \(BOS\)](#); brittany.harrell@sfgov.org; [Wong, Jocelyn \(BOS\)](#); [RonenStaff \(BOS\)](#); contact@growsf.org
Subject: Re: Comments for Public Hearing 9/13/2022 re: Tourism Improvement District
Date: Monday, September 12, 2022 7:01:03 PM

Thank you

Lyle
415-602-8817

On Sep 12, 2022, at 10:52, Major, Erica (BOS) <erica.major@sfgov.org> wrote:

Thank you, your comments have been added to the respective files for the TID package (File Nos. 220649, 220783, and 220784).

ERICA MAJOR

Assistant Clerk

Board of Supervisors

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

Phone: (415) 554-4441 | Fax: (415) 554-5163

Erica.Major@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.

Click [HERE](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

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*addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

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**From:** Lyle <lyle.sweeney@gmail.com>

**Sent:** Sunday, September 11, 2022 5:05 PM

**To:** Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>

**Cc:** Lew, Lisa (BOS) <lisa.lew@sfgov.org>; brittany.harrell@sfgov.org; Wong, Jocelyn (BOS) <jocelyn.wong@sfgov.org>; Major, Erica (BOS) <erica.major@sfgov.org>; RonenStaff (BOS) <ronenstaff@sfgov.org>; contact@growsf.org

**Subject:** Comments for Public Hearing 9/13/2022 re: Tourism Improvement District

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Angela,

Attached is my written comment for the Board of Supervisors meeting on 9/13/2022 @ 3p.

Thank you,

Lyle

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Lyle Sweeney

San Francisco, CA

FROM: Lyle Sweeney  
 1251 Hampshire Street  
 San Francisco, CA 94110

**ATTENTION:**

Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors,  
 Room 244, City Call, 1 Dr. Carlton B. Goodlett Place  
 San Francisco, CA 94102

**RE: Written Comments for public hearing on 9/13/2022 @ 3p: "Tourism Improvement District"**

I am a short-term rental owner and I am writing to encourage anyone eligible; **please vote "NO"**.

My primary reason to encourage a "NO" vote is that the city, the county, the Tourism board and all other public agencies have failed to manage their past and current budgets. This has resulted in complete and total degradation of our city, neighborhoods and parks. San Francisco is an eyesore and an embarrassment to all visitors, businesses, residents and tourists.

More taxes and fees will simply line the pockets of corrupt public officials; such as: Mohammad Nuru and many attending this hearing

My guests share their daily traumatic experiences that our public officials fail to address.

- Chronically homeless in need of help, left to die on the streets
- Used needles scattered on public sidewalks and in parks
- Human Shit on public sidewalks and in parks



All photos are from one small park in San Francisco - James Rolph Jr. Playground, located at 2850 Cesar Chavez St., San Francisco, CA 94110. Link to 400+ additional photos.

<https://zenofile.smugmug.com/Political-and-Parks/Rolph-Playground-and-Baseball-Field>

**From:** [Charley Goss](#)  
**To:** [Board of Supervisors, \(BOS\)](#)  
**Cc:** [Janan New](#)  
**Subject:** SFAA Letter of Support File No. 220784 (Tourism Improvement District)  
**Date:** Monday, September 12, 2022 12:52:01 PM  
**Attachments:** [SFAA Support Letter File No. 220783 and 220784.pdf](#)

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello,

Attached please find the San Francisco Apartment Association's letter of support for File Numbers 220783 and 220784, which are agenda item 17 and 18 at the Board of Supervisors meeting tomorrow. Please include this letter in the legislative file for these items.

Thank you,

Charley Goss  
Government and Community Affairs Manager  
San Francisco Apartment Association  
265 Ivy Street  
p.415.255.2288 ext.114  
f.415.255.1112

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# San Francisco Apartment Association

September 12, 2022

President Shamann Walton  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Drive, Room 244  
San Francisco, CA 94102

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

I am writing today on behalf of the San Francisco Apartment Association to urge you to approve the renewal and expansion of the Tourism Improvement District (TID), File No. 220783 and File No. 220784.

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,

Charley Goss  
Government and Community Affairs  
San Francisco Apartment Association

**From:** [Dennis Montalto](#)  
**To:** [Board of Supervisors, \(BOS\)](#)  
**Subject:** Tourism Improvement District  
**Date:** Tuesday, September 13, 2022 11:00:43 AM

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Angela Calvillo,

I have a short term rental within my single family residence and I am opposed to the additional tax that will fund the:

1. Sales, marketing and promotional programs.
2. Administration and personnel of SF travel.
3. Industry special events.
4. Moscone convention center buy-down fund.

I believe SF can better use a TID tax revenue to fund homeless housing and programs that would clean up our streets.

Sincerely,  
Dennis Montalto



# HANDLERY UNION SQUARE HOTEL

Ms. Angela Calvillo  
Clerk of the Board  
San Francisco Board of Supervisors  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

SEP 13 2021  
CITY CLERK

Dear Ms. Calvillo,

I am the Owner and General Manager of the Handlery Union Square Hotel located at 351 Geary Street, San Francisco, CA 94102. Unfortunately, I am unable to attend the public hearing on September 13th on the renewal and expansion of the business-based special assessment district to be known as the "Tourism Improvement District". I wish to first state that I am in support of the renewal of the current assessment that I am paying to fund the San Francisco Travel Association.

My objection is to the increases that San Francisco Travel Association is proposing. Given the lack of transparency of the specific use of and assessed benefits to be reaped from the additional funds, this proposed assessment as written is inadequate for responsible evaluation.

## 1. MOSCONE "BUY DOWN"

In 2020 and 2021, I had numerous meetings and correspondence with Paul Frentsos, Executive Vice President and Chief Operation Officer; and Cassandra Costello, Senior Vice President, Public Policy and Executive Programs of the San Francisco Travel Association. I inquired regarding the plan for how the proposed increase of .25% was intended to be utilized. In multiple presentations they indicated the "Moscone Buy Down" was to offset the costs for convention planners of Moscone Center. In the discussions with Mr. Frentsos and Ms. Costello, they stated it could be used for other matters which were not specified. In seeking clarification, Mr. Frentsos and Ms. Costello were unable to provide an answer as to specifically what these other matters may be. I also asked what their anticipated budget is if the proposed assessment passes. Furthermore, I asked how the sales team at SF Travel would use this money to assist in their sales efforts. Neither Mr. Frentsos and Ms. Costello could tell me what the projected budget was. Additionally, they told me there was no sales plan in place as to how these funds would be used.

## 2. INCREASE FOR CRITICAL AND UNFORESEEN CIRCUMSTANCES



## HANDLERY UNION SQUARE HOTEL

In conversations with Mr. Frentsos and Ms. Costello, I also asked about the potential increase of up to 1% for a critical or unforeseen circumstance that should occur in our city. Both communicated that the San Francisco Travel Association had not defined what this critical and unforeseen circumstance may be. I questioned them, that we would be increasing the cost to our guests now with no immediate benefit to our visitors.

I have a grave concern that taxing a [tourism] customer with no known benefit or expected timing of use is inappropriate. Without clear communication on the use, it appears the funds are merely an increase to San Francisco Travel Agency's budget.

For 2019, SF Travel's budget was over \$40 million. If these two additional taxes should be approved, the hotels will pass through the cost of potentially 1.25%, taking our hotel tax to 17.5%. This does not include the State Tourism tax of .2% that the hotels pass through as well to our guests. Essentially, this would take our overall hotel tax to close to 18%.

Finally, the President and CEO, Joe D Alessandro, did not contact me or offer to go over my concerns. I would appreciate my letter be included in the minutes of the meeting to be held on September 13, 2022, and the official public record in this matter.

Transparency is key to financial support, fostering trust, and is critical to aid in developing relationships within the community. As I note at the start of this letter, I am in support of the renewal for the current TID for San Francisco Travel Association. I am not in support of increasing our hotel tax to our visitors that may reach nearly 18% without a clear budget or detailed operational plan.

Sincerely,

Jon S. Handlery

General Manager, Handlery Union Square Hotel



**From:** [Lyle](#)  
**To:** [Board of Supervisors, \(BOS\)](#)  
**Cc:** [Lew, Lisa \(BOS\)](#); [brittany.harrell@sfgov.org](mailto:brittany.harrell@sfgov.org); [Wong, Jocelyn \(BOS\)](#); [Major, Erica \(BOS\)](#); [RonenStaff \(BOS\)](#); [contact@growsf.org](mailto:contact@growsf.org)  
**Subject:** Comments for Public Hearing 9/13/2022 re: Tourism Improvement District  
**Date:** Sunday, September 11, 2022 5:05:52 PM  
**Attachments:** [SF Board of Supervisors 9-13-2022a.pdf](#)

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Lyle

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Lyle Sweeney  
San Francisco, CA

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 1251 Hampshire Street  
 San Francisco, CA 94110

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