

File No. 220649

Committee Item No. 10

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight

Date: June 2, 2022

Board of Supervisors Meeting:

Date: _____

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OTHER

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>SF Tourism Improv District Renewal Management District PIn 051022</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Petitions</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>TTX Memo 050522</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>DRAFT Ballot</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>DRAFT Affidavit of ID</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>DRAFT Notice of Assessment</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>DRAFT Notice of Public Hearing</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>OEWD Memo 051622</u> |

Prepared by: Jessica Perkinson

Date: June 10, 2022

Prepared by: _____

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Prepared by: _____

Date: _____

1 [Resolution of Intention - Renewal and Expansion - Tourism Improvement District]

2

3 **Resolution declaring the intention of the Board of Supervisors to renew and expand a**
4 **business-based business improvement district to be known as the “Tourism**
5 **Improvement District” and levy a multi-year assessment on identified hotel and short-**
6 **term residential rental businesses in the district; approving the management district**
7 **plan for the district; ordering and setting a time and place a public hearing of the Board**
8 **of Supervisors, sitting as a Committee of the Whole, on September 13, 2022, at 3:00**
9 **p.m.; approving the form of the Notice of Public Hearing and Assessment Ballot**
10 **Proceeding and Assessment Ballots; directing environmental findings; and directing**
11 **the Clerk of the Board of Supervisors to give notice of the public hearing and balloting**
12 **as required by law.**

13

14 WHEREAS, State law, including Article XIID of the California Constitution, Section
15 53753 of the California Government Code, and Sections 36600 et seq. of the California
16 Streets and Highways Code (hereafter the “1994 Act”), authorizes cities to establish property
17 and business improvement districts funded by special assessments in order to promote the
18 economic revitalization and physical maintenance of such business districts; and

19 WHEREAS, Consistent with section 36603 of the 1994 Act, the City has adopted
20 Article 15 of the San Francisco Business and Tax Regulations Code ("Article 15"), which
21 augments certain procedural and substantive requirements relating to the formation of
22 property and business improvement districts and the assessments on real property or
23 businesses within such districts; and

24 WHEREAS, By Resolution Nos. 504-08 and 323-09, the Board of Supervisors
25 established the Tourism Improvement District (the “District”), which is managed by a non-profit

1 owners' association known as the San Francisco Tourism Improvement District Management
2 Corporation, and levied assessments on businesses (defined hotels) located in the District
3 boundary for a 15-year term which expires on December 31, 2023; and

4 WHEREAS, The Board of Supervisors has received a petition to renew and expand the
5 District and to levy assessments on additional businesses (defined short-term residential
6 rental businesses) located in the District in order to continue providing services within the
7 District, for an additional 15-year term, and the petition has been signed by business owners
8 who will pay 30% or more of the total amount of assessments, as reflected in Board of
9 Supervisors File No. 220649; and

10 WHEREAS, A Management District Plan entitled the "San Francisco Tourism
11 Improvement District Renewal Management District Plan" containing information about the
12 proposed renewal and expansion of the District and assessments required by Section 36622
13 of the 1994 Act, including but not limited to a map showing all identified parcels in the district
14 where the businesses to be assessed are located, a description of the boundaries of the
15 district, the name of the district, the total annual amount chargeable to the entire district, the
16 duration of the payments, the business-related services, activities and improvements to be
17 funded by the assessments for each year and the maximum cost thereof, the method and
18 basis upon which the assessments are calculated in sufficient detail to allow each business
19 owner to calculate the amount of the assessment to be levied against his or her business, a
20 statement that no bonds will be issued, the time and manner of collecting the assessments,
21 and a list of the businesses to be assessed, has been submitted to the Clerk of the Board of
22 Supervisors in File No. 220649, which is hereby declared to be a part of this Resolution as if
23 set forth fully herein; and,

24
25

1 WHEREAS, A Proposed Boundaries Map, submitted pursuant to California Streets and
2 Highways Code Section 3110, is on file with the Clerk of the Board of Supervisors in File No.
3 220649, which is hereby declared to be a part of this Resolution as if set forth fully herein; and

4 WHEREAS, The Board of Supervisors finds that the services, activities and
5 improvements to be funded with assessments on businesses within the proposed District will
6 confer specific benefits on the assessed businesses over and above the general benefits to
7 the public at large, that the services will be provided to the assessed businesses only, that the
8 assessments do not exceed the reasonable costs to the City of conferring the benefits, and
9 that the manner in which those reasonable costs are allocated to the businesses bears a fair
10 and reasonable relationship to and is in proportion to the specific benefits received; now,
11 therefore, be it

12 RESOLVED, That the Board of Supervisors declares as follows:

13 Section 1. Pursuant to Section 36621(a) of the 1994 Act and Article 15, the Board of
14 Supervisors declares its intention to renew and expand the property and business
15 improvement district to be designated as the "Tourism Improvement District " ("TID" or
16 "District") for a period of 15 years, and to levy and collect assessments against all defined
17 hotel and short-term residential rental businesses in the District for a period of 15 years,
18 commencing January 1, 2024, subject to the ability of the business owners to file a majority
19 protest with ballots weighted according to their proportionate financial obligations. No bonds
20 will be issued. District operations are expected to commence on or about January 1, 2024
21 with services beginning January 1, 2024, following collection of the assessments for January,
22 2024 and disbursement of the assessment proceeds to the nonprofit owners' association that
23 will administer the services in the District pursuant to Section 36651 of the 1994 Act and a
24 written agreement with the City.

25

1 Section 2. The Board of Supervisors hereby approves the Management District
2 Plan, including the estimates of the costs of the business-related services, activities and
3 improvements set forth in the plan, and the assessment of said costs on the businesses that
4 will specially benefit from such services, activities and improvements, including the Appendix
5 of documentation regarding the elements of the Plan. A copy of the Management District Plan
6 is on file with the Clerk of the Board of Supervisors in File No. 220649. The Clerk of the
7 Board shall make the Management District Plan, Appendix, and other documents related to
8 the District and included in the record before the Board of Supervisors, available to the public
9 for review during normal business hours, Monday through Friday 8:00 a.m. through 5:00 p.m.,
10 excluding legal holidays.

11 Section 3. The Board of Supervisors hereby approves the Proposed Boundaries
12 Map showing the boundaries of the district. The exterior boundaries of the District, and the
13 Zones within the District, are described as follows:

- 14 • The District includes all tourist hotels and short-term residential rentals generating
15 revenue from tourist rooms that operate in the City and County of San Francisco
16 during the term of the District, and so the exterior boundaries of the District are the
17 same as the contiguous boundary of the municipal corporation City and County of
18 San Francisco.
- 19 • These tourist hotels and short-term residential rentals are divided into two zones,
20 Zone 1 and Zone 2:
 - 21 - Zone 1 includes all tourist hotels and short-term residential rentals with
22 addresses on or east of Van Ness Avenue, on or east of South Van Ness
23 Avenue, and on or north of 16th Street from South Van Ness to the Bay,
24 including all tourist hotels and short-term residential rentals east of Van Ness
25

1 Avenue as if it continued north to the Bay, and north of 16th Street as if it
2 continued east to the Bay.

3 - Zone 2 includes all tourist hotels and short-term residential rentals with
4 addresses west of Van Ness Avenue and South Van Ness Avenue, and south
5 of 16th Street.

6 Reference should be made to the detailed map and the list of businesses, in order to
7 determine which hotels and short-term residential rentals are in which zone.

8 Section 4. A public hearing on the proposed establishment of the District and the
9 levy and collection of assessments starting January 1, 2024 and continuing through
10 December 31, 2038, shall be conducted before the Board of Supervisors on September 13,
11 2022 at 3:00 p.m. or as soon thereafter as the matter may be heard, in the Board's Legislative
12 Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco,
13 California, 94102. At this public hearing the Board of Supervisors will hear public testimony
14 regarding the proposed formation of the District, assessments, and boundaries of the District,
15 including testimony from all interested persons for or against establishment of the District, the
16 extent of the District, the levy of the assessments, the furnishing of specific types of business-
17 related services, improvements and activities, and other matters related to the District. The
18 Board of Supervisors may waive any irregularity in the form or content of any written protest,
19 and at the public hearing may correct minor defects in the proceedings. All protests submitted
20 by affected business owners and received prior to the conclusion of the public testimony
21 portion of the public hearing shall be tabulated to determine whether a majority protest exists.

22 Section 5. The Board of Supervisors hereby approves the form of the Notice of
23 Public Meeting and Public Hearing and Assessment Ballot which are on file with the Clerk of
24 the Board of Supervisors in File No. 220649; which are hereby declared to be a part of this
25 Resolution as if set forth fully herein.

1 Section 6. The proposed business-related services, improvements or activities for
2 the District include Sales, marketing and promotional programs, Administration and
3 Personnel, Industry Specific Events, Administration of the TID, Operating Contingency
4 Reserve, and Moscone Convention Center Buy-Down Fund.

5 **Sales, marketing and promotional programs.** Sales, marketing and promotional
6 programs includes, but is not limited to, ad creation and media placement, meetings and
7 convention sales, tourism programs and market research, administration and staffing of
8 personnel responsible for providing this category of services, including without limitation to its
9 satellite and contract offices and related costs, establishment and maintenance of adequate
10 reserve funds.

11 **Administration and Personnel.** Administration and Personnel includes expenses for
12 staffing of operations, administrative services, professional support services and related costs.

13 **Industry Special Events, Administration of the TID, and Operating Contingency**
14 **Reserve.** Industry Special Events, Administration of the TID, and Operating Contingency
15 includes hosting major industry events in San Francisco, and administrative costs and
16 expenses related to the formation, renewal, operation and administration of the District. This
17 includes hospitality industry special events, administrative, operation and professional support
18 costs of the District and the non-profit corporation that administers the District, support
19 services provided by the San Francisco Tax Collector's office for collection, tracking and
20 enforcement of the TID assessment, and the establishment and maintenance of contingency
21 and reserve funds.

22 **Moscone Convention Center Buy-Down Fund.** The Moscone Convention Center
23 Buy-Down Fund includes funds to attract and provide support for qualifying events at the
24 Moscone Convention Center.

25

1 Section 7. Within the area encompassed by the proposed District, the City currently
2 provides services at the same level provided to other similar areas of the City. It is the intent
3 of the Board of Supervisors to continue to provide the area encompassed by the District with
4 the same level of services provided to other similar areas of the City; formation of the District
5 will not affect the City's policy to continue to provide the same level of service to the areas
6 encompassed by the District as it provides to other similar areas of the City during the term of
7 the District.

8 Section 8. The annual total assessments proposed to be levied and collected for the
9 first year of the District (calendar year 2024) is \$51,401,000.00. The amount of the annual
10 assessment to be levied and collected for year two through year fifteen (calendar year 2025
11 through calendar year 2038) may increase or decrease annually according to the gross
12 revenue from tourist rooms and if a supermajority of TID Board approves increasing
13 assessment rates. The total maximum assessment that could be collected for years one
14 through fifteen of the district based on initial rates is \$1,633,151,000.00. The total maximum
15 assessment that could be collected for years one through fifteen of the district based on
16 increased rates is \$2,749,146,000.00. Nonpayment and delinquent payment of assessments
17 shall result in penalties and interest and shall be subject to enforcement procedures as set
18 forth in Article 6 of the Business and Tax Regulations Code, as it may be amended from time
19 to time.

20 Section 9. Environmental Findings. Following the approval of this Resolution, the
21 Planning Department shall determine whether the actions contemplated in this Resolution are
22 in compliance with the California Environmental Quality Act (California Public Resources
23 Code, Sections 21000 et seq.), and respond in writing to the Clerk of the Board of Supervisors
24 prior to the Board's public hearing on the establishment of the District on September 13, 2022
25 at 3:00 p.m.

1 Section 10. The Clerk of the Board is directed to give notice of the public hearing as
2 provided in California Streets and Highways Code, Section 36623, California Government
3 Code, Section 53753, California Constitution Article XIID, Section 4, San Francisco Charter,
4 Section 16.112, and San Francisco Administrative Code, Section 67.7-1.

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- As of May 10, 2022 -

San Francisco Tourism Improvement District
Renewal Management District Plan

Formed under California Streets and Highways Code Sections 36600 et seq. "Property and Business Improvement District Law of 1994," as amended, and augmented by Article 15 of the San Francisco Business and Tax Regulations Code

Submitted to

The Advisory Committee for Renewal of the
San Francisco Tourism Improvement District

The Hotel Business Owners and Operators of the
San Francisco Tourism Improvement District

San Francisco Short-term Residential Rental Business Owners

The San Francisco Board of Supervisors

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San Francisco Tourism Improvement District

Introduction and Background

In 2008, the San Francisco hotel community and the Board of Supervisors approved the San Francisco Tourism Improvement District (*TID* or the *District*), which authorized an assessment on tourist hotel room revenue. TID revenue provided a dedicated source of funds to provide specific benefits to hotels paying the assessment. TID funds generated additional room nights and increased income for hotels by funding promotion of the City and County of San Francisco (*City*) as a meeting and tourism destination.

In the years since, increased sales, marketing, and promotion have helped transform San Francisco's hotel room market into one of the healthiest in the country as measured by increases in average daily room rates (*ADR*) between 2009 and 2018 among the top 25 destinations.¹

In addition, the TID assessment also raised funds for the renovation of the Moscone Convention Center, and for exploration of its potential expansion. A separate business improvement district, the Moscone Expansion District (*MED*), was approved in 2012 to fund a major expansion of the Convention Center. Using those funds, as well as monies contributed by the City, the TID, industry stakeholders and City agencies formed a public/private partnership and successfully completed a \$56 million renovation of the Moscone Convention Center, a major generator of hotel room demand, and later, using funds generated by the MED, a \$500 million expansion. Both projects were completed on time and on budget.

Travel and tourism is San Francisco's largest industry, generating more than \$9 billion in annual economic impact². The hotel industry is a significant employment sector in the City and it relies on a robust travel and tourism industry for its survival. San Francisco vies for tourist and convention business with cities around the world.

Implementation of the TID has allowed San Francisco to compete effectively for convention and tourism business. TID funds support a variety of services, with a particular focus on sales, marketing, and promotional programs designed to generate overnight stays and visitor spending, and personnel and administration to implement these programs. The TID governing board has the legal responsibility for ensuring that TID assessment funds are spent consistent with the requirements of this management plan. The TID contracts with the San Francisco Travel Association (*San Francisco Travel*) to implement these services. All of these efforts are designed to provide specific economic benefits to hotels that pay the TID assessment.

¹ A Performance Analysis of the San Francisco Tourism Improvement District, Tourism Economics, January 2020

² 2018 San Francisco City/County Travel Spending report, SF Travel, Tourism Economics, Longwood International, Destination Analysts, STR

These efforts help maintain and grow San Francisco’s hotel room market for the future. Without them, the City faces the loss of market share for tourism (*i.e.*, leisure travel), conventions, meetings, and events.

The current TID expires on December 31, 2023. This renewal, if approved, will extend the TID for a period of fifteen years (*Renewed Term*), beginning on January 1, 2024 or the effective date of the renewed TID assessment proposed in this Management Plan, if later (*Commencement Date*). The renewal will also expand the scope of the TID to include short-term rentals, which will benefit from the TID activities and therefore would be subject to the TID assessment.

Experienced Leadership

Following establishment of the renewed District, the programs and activities funded by the TID will continue to be managed by an experienced team that includes representatives from the San Francisco hotel and short-term residential rental communities, the City and County of San Francisco, and San Francisco Travel. The majority of this team collaborated to create the San Francisco Tourism Improvement District in 2008.

An advisory committee has provided industry input into the TID renewal process. It includes representatives from the San Francisco Travel Board of Directors, the Hotel Council of San Francisco, and the local hotel and short-term residential rentals industries.

Why Invest in Destination Marketing?

According to Oxford Economics³, “the visitor economy warrants investments in destination promotion:”

- As incomes rise, consumer spending on travel grows at an even faster rate. Employment in the travel economy led growth during the last economic recovery.
- Hospitality and tourism outperformed the aggregate of all other export sectors during the period studied, with employment expanding nearly 10% while all other sectors shrank 1%.
- As incomes rise and globalization continues, U.S. destinations are poised to continue to capitalize through targeted promotional investments.
- Destination marketing plays an integral and indispensable role in the competitiveness of the visitor economy by pooling resources to provide the scale and marketing infrastructure needed to promote a place to national and international markets. One of the benefits of coordinated marketing facilitated by a Destination Marketing Organization (*DMO*) is the ability to have a stable organization and funding base to support destination marketing. As a result, DMOs

³ Destination Promotion: An Engine of Economic Development, Oxford Economics for Destinations International, 2014

are able to efficiently leverage the brand, infrastructure, and relationships that have been built over time. No one business, no matter how large, can achieve the combined global and domestic reach needed to compete in an increasingly crowded field of attractive destinations.

- The study further states that the diversity and quality of the U.S. product, both for leisure and meetings travel markets, positions U.S. destinations to drive further growth through targeted sales, marketing, and promotional investments such as the programs and activities funded by this assessment and developed and implemented by San Francisco Travel.

Destination promotion also provides the scope and strategic vision that support a wide array of individual businesses. Any single business may not capture sufficient share of a visitor's spending to justify marketing to attract visitors to a destination, or the business may have to market itself narrowly. For example, an individual hotel could market the attractiveness of a destination, but it would only benefit from those additional visitors who not only choose the destination but who also choose that particular hotel. Likewise, a person who operates a short-term rental may invest in marketing a specific unit, but acting alone that person may lack the incentive or resources to market the City as a destination. In other words, at the level of an individual business, the returns on an investment in marketing to attract visitors to a destination can be less compelling. However, when viewed at the level of all of the businesses in the destination that pay the assessment, investment in effective, focused destination marketing results in strong economic benefits that are specific to tourist hotels and short-term rentals.

DMOs such as San Francisco Travel also play a role in furthering the strategic potential of the visitor economy. DMOs can take a long-term view of the development of the destination, and pursue tactics to help develop a local visitor economy that will provide long-term benefits to tourist hotels and short-term rentals.

In summary, destination promotion helps expand the visitor economies in ways that are consistent with local priorities, building the types of opportunities that are a critical part of economic development.

Overview

The San Francisco Tourism Improvement District is an assessment district that provides specific benefits to hotels that pay the assessment by funding sales, marketing, and promotional efforts on their behalf. The TID was formed in 2008 and is set to expire at the end of 2023. The member businesses now wish to extend the TID for an additional 15 years, beginning January 1, 2024, and to expand the TID to also include short-term residential rentals. The table below summarizes key aspects of the renewed TID.

<i>Location:</i>	The renewed TID will include all tourist hotels and short-term residential rentals (collectively, “ <i>tourist rooms</i> ”) in the City and County of San Francisco. The District is divided into two geographic areas (<i>Zones</i>). Businesses in Zone 1 are generally located closer to the heart of San Francisco’s principal meetings, tourism, and transportation infrastructure, and pay a higher rate of assessment than businesses in Zone 2.
<i>Services:</i>	The renewed TID will provide specific benefits to tourist hotels and short-term residential rentals by funding targeted sales, marketing, and promotional activities. Those activities are designed to generate additional revenue from increased room nights, rates, and related guest spending at hotels. The TID will continue to contract with San Francisco Travel to provide these services.
<i>Budget:</i>	The annual budget for the first year of the District’s Renewed Term (commencing January 1, 2024) is anticipated to be approximately \$51,401,000. This budget assumes a return to pre-pandemic levels of activity. The budget will fluctuate year-to-year based on assessment collections, which are dependent on room sales, room rates, and occupancy.
<i>Cost:</i>	The assessment rate will be 1.25% of gross revenue for tourist rooms in Zone 1, and to 1% in Zone 2. The TID Board of Directors, acting by supermajority, will have the authority to raise assessment rates by not more than 1% if additional funds are needed to meet unforeseen or critical needs and costs of business attraction and retention.
<i>Duration:</i>	The renewed District will begin imposing assessments on gross revenue from tourist rooms beginning January 1, 2024, or the effective date of the renewed TID assessment proposed in this Management Plan, if later. The term of the renewed District will be 15 years after the Commencement Date.

<i>Management:</i>	The City and County of San Francisco will contract with the existing TID owners’ association, the non-profit San Francisco Tourism Improvement District Management Corporation, which in turn will contract with San Francisco Travel Association to provide the day-to-day operations and carry out the services as provided for in this Management District Plan. A majority of the TID Board of Directors shall consist of representatives of hotels that pay the TID assessment. The TID Board shall also include a representative of short-term rental businesses.
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Name of the District

The District shall continue to be known as the San Francisco Tourism Improvement District.

Purpose of the District

The District will provide specific benefits to businesses operating tourist hotels and short-term residential rentals by funding (i) sales, marketing, and promotional activities; (ii) special industry events designed to attract leisure travelers, conventions, meetings and events; (iii) a buy-down fund to help attract and provide support for qualifying events at the Moscone Convention Center; (iv) staffing, administration and oversight of these programs; and (v) related administrative costs for the TID, and the establishment and maintenance of adequate contingency and reserve funds for the TID and San Francisco Travel.

Specific Benefits to Hotels and Short-term Residential Rentals

Aggressive, targeted destination promotion will benefit businesses that derive revenue from tourist rooms by generating additional revenue from increased room nights, higher rates, and from related guest spending at hotels. These benefits are specific to the assessed businesses, and do not accrue to those not charged. Industry studies demonstrate that healthy tourism and convention business in markets competitive with San Francisco generates growth in hotel “RevPAR” (revenue per available room). Studies indicate that increased tourism and convention attendance arising from aggressive destination promotion, combined with the targeted sales and marketing expenditures designed to maximize lodging performance, will generate increased hotel and short-term residential rental demand, with a positive impact on RevPAR via higher occupancy rates and average daily room rates.⁴ In other words, the assessed businesses receive the benefit of higher yields, derived through the practice of driving demand and maximizing revenue. Studies also indicate that in addition to increased occupancy and room rates, hotels in the District (which are located predominantly in Zone 1) will also derive increased revenues from their ancillary facilities, such as hotel restaurants, bars, meeting space, and spas.⁵ Further, the aggressive sales, marketing, and promotion programs funded by the assessment, leading to growth in RevPAR, likely contribute in increases in hotel values. The services are targeted towards hotels and short-term rentals

⁴ A Performance Analysis of the San Francisco Tourism Improvement District, Tourism Economics, January 2020 and San Francisco Tourism Improvement District Analysis of Short-Term Rental Demand, Tourism Economics, March 2021

⁵ A Performance Analysis of the San Francisco Tourism Improvement District, Tourism Economics, January 2020 and San Francisco Tourism Improvement District Analysis of Short-Term Rental Demand, Tourism Economics, March 2021

that operate tourist rooms, and are not provided to businesses that do not pay the assessment.

All expenditures will be subject to a rigorous annual budgeting process, subject to approval of the TID Board and to annual audit, all designed to ensure that costs incurred in providing the services are reasonable in light of the benefits conferred, and do not exceed the reasonable costs incurred by the City of providing the services or conferring the benefits.

Assessed Businesses; Zones; Boundaries of the District

This will be a business-based district, which will include all tourist hotels and short-term residential rentals operating in the City & County of San Francisco, and which are located in the following geographic areas:

Zone 1: Tourist hotels and short-term residential rentals 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 and short-term residential rentals 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 and short-term residential rentals with addresses:

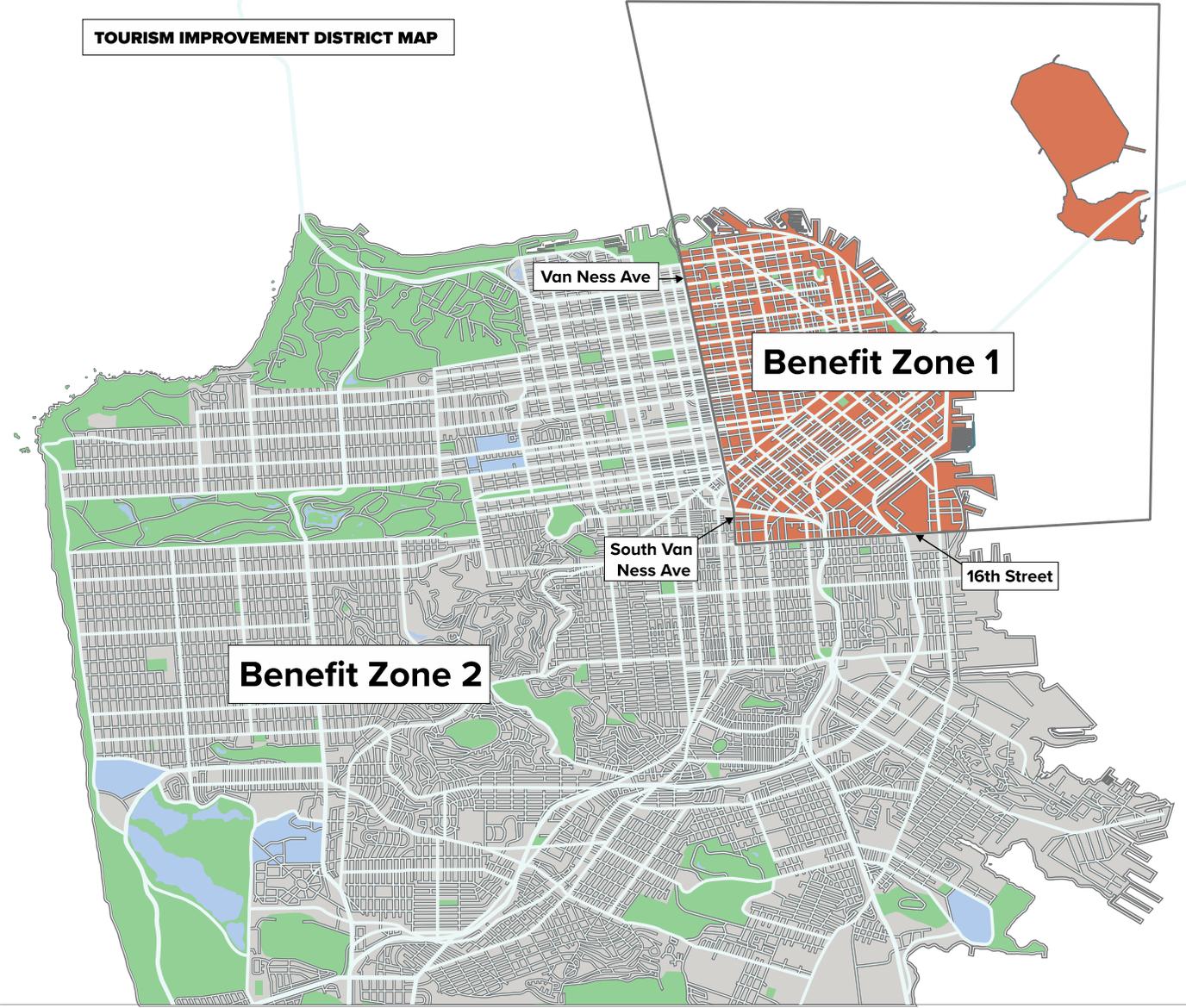
- West of Van Ness Avenue and South Van Ness Avenue, and
- South of 16th Street.

Because they will derive specific benefits from the activities funded by the District, and because this is a business-based district, all tourist hotels and short-term residential rentals that operate in San Francisco (*i.e.*, “tourist rooms”) at any time during the Renewed Term, including new hotels and short-term rentals, will be subject to the assessment.

Hotels and short-term residential rentals in Zone 1 will pay a higher assessment than hotels and short-term residential rentals in Zone 2 because it is expected that assessed businesses in Zone 1 will benefit from a greater positive impact on RevPar. Tourist rooms in Zone 1 are located closer to the majority of the City’s tourism and transportation infrastructure, including Moscone Center, Chase Center, BART, cable cars, Union Square, Fisherman’s Wharf, the Embarcadero and Chinatown. Proportional benefits will also accrue to assessed businesses in Zone 2, directly and via “compression,” *i.e.*, when large convention groups fill tourist rooms in Zone 1 (increasing their occupancy and average daily rate), the data generally show that bookings are also pushed into Zone 2 (increasing occupancy and average daily rate at those hotels and short-term rentals). In sum, hotels and short-term residential rentals in both zones will receive these benefits, but businesses in Zone 1 will pay a slightly higher assessment because they are expected to receive a relatively greater economic benefit as compared to those in Zone 2. This differential provides the basis for structuring two levels of assessment.

A map of the District and a list of existing tourist hotels and short-term residential rentals (with the latter identified by registration number of each short-term rental) within the District are set forth in the Management District Plan. Each year SFTIDMC will work with the City to update the list of tourist hotels and short-term residential rentals to ensure the list is accurate and that all businesses with tourist rooms in the City are properly assessed.

TOURISM IMPROVEMENT DISTRICT MAP



Proposed Annual Operating Budget, including Activities and Categories of Expenditures

The projected budget for the first twelve months of the Renewed Term is set forth below.⁶ The share of TID funds allocated to the “Moscone Center Buy-Down Fund” will remain constant throughout the Renewed Term at 0.25% of net assessment revenue. Similarly, TID funds allocated to the service categories set forth in the table below (“*Service Categories*”), other than the Moscone Center Buy-Down Fund, will continue to be allocated throughout the Renewed Term in the same proportions as in the Year 1 budget. However, if the SFTIDMC Board of Directors were to approve any increases in assessment rates,⁷ the Board may allocate TID funds attributable to any such increases among one or more of the Service Categories in proportions that differ from the Year 1 budget. For example, if the Board approves an increase in assessment rates to 2.25% in Zone 1 and 2% in Zone 2 in Year 5 of the Renewed Term, (a) TID funds attributable to the original portion of the new rates (1.25% in Zone 1 and 1% in Zone 2), would be allocated among the Service Categories in the same proportions set forth in the Year 1 budget, and (b) TID funds attributable to the increased portion of the new rates (the additional 1% in Zone 1 and .75% in Zone 2) could be allocated among one or more of the Service Categories in proportions that differ from the Year 1 budget. Actual dollars budgeted in any year of the Renewed Term will fluctuate depending on available funds. Each year’s budget will be outlined in annual reports prepared by SFTIDMC and submitted to the Board of Supervisors as required by applicable law.

<i>Programs and Activities</i>	<i>Percent of Budget Allocated</i>	<i>Budget</i>
Sales, marketing, and promotional programs targeted to provide specific benefits to tourist hotels and short-term residential rentals, including, for example, ad creation and media placement, meetings and convention sales, tourism programs and market research; administration and staffing of San Francisco Travel personnel responsible for providing this category of services, including without limitation its satellite and contract offices, and related costs; and establishment and maintenance of adequate reserve funds for San Francisco Travel. (Reserve funds shall be spent in accordance with terms of the	70%	\$28,690,000

⁶ The District’s fiscal year runs from July 1 – June 30. This budget is based on a projection for the first twelve months of the Renewed Term of the District, which if it starts effective January 1, 2024, would include the last six months of FY 2023/24 and the first six months of FY 2024/25. The actual funds available will depend on assessment collections, which may vary from this projection. The categories of expenditures, however, including the proportionate share of the 2024 budget allocated to each category, shall be as presented here. If the Commencement Date of the renewed District is later than January 1, 2024, the first year’s budget shall apply to the 12-month period following the Commencement Date. Further, due to the time lag between levy of the assessment beginning on January 1, 2024, collection of assessment funds by the City of San Francisco, and disbursement of those funds by the City to the District, there will be an initial delay of several months before assessment funds become available.

⁷ A supermajority of the SFTIDMC Board will have the authority to increase assessment rates by no more than an additional 1% in each zone; actual increases, if any, may be less than 1%. See p.12, below.

Management Plan.)		
Administration and Personnel of San Francisco Travel, including associated expenses for staffing of operations, administrative services, professional support services performed by and for San Francisco Travel, and related costs.	22%	\$9,017,000
Industry Special Events, Administration of the TID, and Operating Contingency Reserve These funds will be used to cover hosting major industry events in San Francisco, and administrative costs and expenses related to the formation, operation and administration of the District, including, for example: Hospitality industry special events that provide specific benefits to businesses that pay the TID assessment. Administrative, operational and professional support services, and related costs, of the District and SFTIDMC, the non-profit corporation that administers the District. This also includes the costs of support services provided by the San Francisco Tax Collector's office for collection, tracking and enforcement of the TID assessment, and the establishment and maintenance of contingency and reserve funds. "Renewal Costs," as defined in this plan. Surplus funds in this category may be transferred to other TID categories of expenditures, including the Moscone Convention Center Buy-Down Fund, upon a majority vote of the Board of Directors of SFTIDMC, in its capacity as the owners' association of the District.	8%	\$3,279,000
SUBTOTAL	100% of budgeted funds excluding Moscone Center buy-down fund	\$40,986,000
Moscone Convention Center Buy-Down Fund for qualifying events	0.25% of Net Assessment Funds	\$10,415,000
TOTAL	100%	\$51,401,000

Renewal Costs

Up to \$800,000 may be expended on the costs of renewing the District (*Renewal Costs*). These expenses may be funded by assessments collected from either the existing TID or the renewed TID. Renewal Costs are being paid as incurred. In the event that a legal action is filed with respect to the validity of the TID and/or its renewal, or if it is determined that a general election is required for approval of the renewed TID assessment, the TID Board of Directors shall have the authority to increase the amount of TID assessment funds allocated to pay for Renewal Costs, up to 20% of all gross assessment revenue for the first year of the renewed TID. In that event, the TID Board of Directors can authorize that the existing TID can advance funds in excess of the \$800,000 for that purpose. All funds from the existing TID used to pay for Renewal Costs may be reimbursed to the existing TID from the renewed TID.

Renewal Costs include actual costs incurred by the San Francisco Travel Advisory Committee, the San Francisco Tourism Improvement District, San Francisco Travel Association, and by the City and County of San Francisco arising out of or related to the renewal process. Reimbursable Renewal Costs include, for example, (a) costs of preparation of the management district plan required by state law, including reports commissioned or obtained in support of the management district plan, (b) costs of circulating and submitting the petition to the Board of Supervisors seeking establishment of the renewed District, (c) costs of printing, advertising and giving of published, posted or mailed notices, (d) costs of engineering, consulting, legal and other professional services provided in support of renewal of the District, including, for example, project management of the renewal process, contract negotiation and drafting, and the provision of legal advice and representation with respect to renewal of the District, including, for example, analysis of legal issues, review and drafting of documents, and any validation or other legal suits or other proceedings, (e) costs of any and all voting and/or ballot proceedings required by law for approval of the renewal and increase of the assessment, and (f) reimbursement of actual costs incurred by the City Treasurer and Tax Collector, and the City's Department of Elections, all consistent with Section 1511(d) of the San Francisco Business and Tax Regulations Code. The basis for determining the amount of Renewal Costs payable by the TID assessment shall be actual costs incurred.

Assessment and Assessment Methodology

Assessment Method - Gross Revenue from Tourist Rooms

Tourist hotels and short-term residential rentals within the District will pay assessments on the basis of the estimated benefit to those hotels and short-term residential rentals. Assessments will be based on gross revenue from tourist rooms using the formula set forth below. During the life of the District, the benefits that will accrue to each assessed business within each zone will correlate directly to the rate of assessments in that zone.

- Zone 1: With respect to gross revenue from tourist hotel rooms and short-term residential rentals generated during the period beginning January 1, 2024, or the effective Commencement Date of the assessment, if later, through the end of the

Renewed Term, which is expected to be December 31, 2038, the assessment shall be 1.25% of gross revenue from tourist rooms.

- Zone 2: With respect to gross revenue from tourist hotel rooms and short-term residential rentals generated during the period beginning January 1, 2024, or the effective Commencement Date of the assessment, if later, through the end of the Renewed Term, which is expected to be December 31, 2038, the assessment shall be 1% of gross revenue from tourist rooms.

Annual revenues generated from assessments will fluctuate over the life of the District based on actual gross revenues from tourist hotel rooms and short-term residential rentals, subject to the maximum assessments set forth in the Management District Plan. Any annual budget surplus or deficit will be rolled into the following year's TID budget.

Also, for clarity, revenue collected from visitors and remitted to the City by tourist hotels or short-term residential rentals (including by a hosting platform on behalf of the short-term residential rentals) for payment of the City's Transient Occupancy Tax or the Moscone Expansion District assessment shall not constitute "Gross revenue from tourist rooms."

The SFTIDMC Board of Directors (*TID Board*) will have the authority to alter the assessment rates, subject to the following: (i) assessment rates shall not be increased by more than 1% in either zone (*i.e.*, a cap of 2.25% in Zone 1 and of 2% in Zone 2), and shall not be reduced below the renewed District's initial rates (*i.e.*, a floor of 1.25% in Zone 1 and 1% in Zone 2); (ii) assessment rates may, but need not be changed in both Zones, but rates in Zone 1 must be at least 0.25% greater than rates in Zone 2; (iii) any changes in assessment rates shall be subject to approval by a supermajority of the TID Board, based on TID Board determination that additional assessment funds are needed to meet unforeseen or critical needs and costs of business attraction and retention for the specific benefit of the assessed business; and (iv) the TID Board must reevaluate annually the basis of a decision to increase assessment rates. "Supermajority" for these purposes means 2/3 of the TID Board, including not less than a majority of the hotel representatives on the TID Board.

Exemptions

Except as noted below, the exemptions that apply to the San Francisco Transient Occupancy Tax (*TOT*) shall also apply to the TID assessment. As of the effective date of this Plan, those exemptions are set forth in the San Francisco Business and Tax Regulations Code, Article 7, §506(a) – (c). To the extent that the *TOT* exemptions may be modified from time to time, including by any amendments to section 506, those modifications shall also apply to the TID assessment exemptions. Thus, as of the date of this Plan, no TID assessment shall be imposed hereunder:

- a. Upon a permanent resident, currently defined in San Francisco Business and Tax Regulations Code, Article 7, §501(g) as: "Any occupant as of a given date who has or shall have occupied, or has or shall have the right of occupancy, of any guest room in a hotel for at least 30 consecutive days next preceding such date";

- b. Upon a corporation or association having a formally recognized exemption from income taxation pursuant to Section 501(c) or 501(d) or 401(a) of Title 26 of the United States Code as qualified by Sections 502, 503, 504 and 508 of Title 26 of the United States Code; or
- c. Where the rent is less than the rate of \$52 a day or \$130 per week. For multiple occupancy guest rooms where the hotel determines who will share the rooms, this exemption shall be based on the rent charged per person.

In addition, revenue from the lodging of airline crews shall be exempt from the TID assessment.

Method of Collecting Assessments

The TID assessment will be collected and enforced by the Treasurer and Tax Collector of the City (*Treasurer and Tax Collector*). The Treasurer and Tax Collector shall transfer assessment payments on a monthly basis to SFTIDMC. Nonpayment and delinquent payment of assessments shall be subject to interest and penalties and the enforcement procedures set forth in Article 6 of the Business and Tax Regulations Code, as it may be amended from time to time. The Treasurer and Tax Collector shall enforce imposition of interest and penalties and collection of assessments pursuant to the 1994 Act, Article 15 and the San Francisco Business and Tax Regulation Code Article 6, as each may be amended from time to time.

SFTIDMC will continue to manage and administer the TID pursuant to a management contract with the City, as approved by the Board of Supervisors. The management contract will also include provisions identifying and defining procedures for collection and enforcement of the assessment, including, for example, hotel and short-term residential rental recordkeeping requirements, audits, assessment of penalties and interest, claims, and refunds. No bonds will be issued to fund the renewed TID.

Number of Years Assessments will be Levied

The renewed District will begin imposing assessments on tourist room revenue as of the Commencement Date, and for the 15-year duration of the Renewed Term of the District. Expenditure of collected assessments may continue after expiration of the Renewed Term.

Maximum Annual Assessment Revenue Projections

Table 2, below (3rd column), shows the maximum annual assessment revenues assuming that (a) the initial assessment rates of 1.25% in Zone 1 and 1% in Zone 2 remain constant for the duration of the Renewed Term, and (b) each year during the Renewed Term assessment revenue collections increase by 10% over the prior year.

Table 2 (4th column) also shows the maximum annual assessment revenues assuming that (a) a supermajority of the TID Board were to approve an increase in assessment rates to 2.25% in Zone 1 and 2% in Zone 2 beginning in 2025, (b) those increased rates were to remain constant for the duration of the Renewed Term, and (c) each year during the Renewed Term assessment revenue collections increase by 10% over the prior year. *Note that these are projections of maximum annual assessment revenues based on the above assumptions. Actual annual assessment revenues may differ, depending on actual assessment rates, numbers of tourist rooms in San Francisco, and market conditions.*

TABLE 2
Maximum Annual Assessment Revenue Projections

Year	Calendar Year	Maximum Revenues Based on Initial Rates ⁸	Maximum Revenues Based on Increased Rates ⁹
1	2024	\$51,401,000	\$51,401,000
2	2025	\$56,542,000	\$96,434,000
3	2026	\$62,196,000	\$106,077,000
4	2027	\$68,415,000	\$116,685,000
5	2028	\$75,257,000	\$128,354,000
6	2029	\$82,782,000	\$141,189,000
7	2030	\$91,061,000	\$155,308,000
8	2031	\$100,167,000	\$170,839,000
9	2032	\$110,183,000	\$187,923,000
10	2033	\$121,202,000	\$206,715,000
11	2034	\$133,322,000	\$227,387,000
12	2035	\$146,654,000	\$250,126,000
13	2036	\$161,320,000	\$275,138,000
14	2037	\$177,452,000	\$302,652,000
15	2038	\$195,197,000	\$332,918,000
		\$1,633,151,000	\$2,749,146,000

⁸ Projected Assessment revenues based on assessment rates of 1.25% in Zone 1 and 1% in Zone 2, with no increase in rates for remainder of Renewed Term, and 10% annual increase in collections beginning year 2.

⁹ Projected Assessment revenues if a supermajority of TID Board were to increase assessment rates in Year 2 to 2.25% in Zone 1 and to 2% in Zone2, and maintain those rates for remainder of Renewed Term. The increase from Year 1 to Year 2 reflects solely an upward adjustment in rates. Each of Years 3 – 15 reflects a 10% annual increase in collections.

Use of TID Revenue Upon Renewal

Any assessment revenues from the original TID that are attributable to occupancy of tourist rooms prior to the Commencement Date, and revenues derived from the sale of assets acquired with those remaining revenues, shall be transferred to the renewed district. As the renewed district includes additional businesses (short-term residential rentals) not included in the TID prior to renewal, the remaining revenues shall be spent to benefit only the businesses included in the TID prior to the Commencement Date of the renewal. These remaining revenues are not subject to the “maximum collections” table in the prior TID Management Plan, and as such would be in addition to the maximum collections set forth in Table 2, above.

Implementation Timeline

Approval of Renewal of the District

Renewal of the District for an additional 15-year term requires submission to the San Francisco Board of Supervisors of written petitions signed by the owners of tourist hotels and short-term residential rentals in the District that, in the aggregate, will pay more than 30% of the assessments proposed to be levied. After submission of those petitions, the San Francisco Board of Supervisors may approve a Resolution of Intention to renew the District and to levy the assessments for the 15 years of the Renewed Term.

If this Resolution of Intention is approved by the Board of Supervisors, the City’s Department of Elections will distribute assessment ballots to all tourist hotels and short-term residential rentals that would be subject to assessment during the Renewed Term of the proposed renewed District. The Board of Supervisors will hold a public hearing 45 days or more after adopting the Resolution of Intention. After close of the public hearing, the returned assessment ballots will be tabulated. The ballots are counted based on a weighted-voting formula, with votes weighted according to each business owner’s (*i.e.*, each tourist hotel and short-term residential rental in the District) estimated assessments in relation to the total estimated assessments proposed to be levied on all business owners in the proposed renewed district. The estimated assessments shall be based on TID assessment collections from tourist hotels during 2019, and an extrapolation from TOT collections from short-term residential rentals during 2019. The weighted vote allocated to tourist hotels that did not exist in 2019, but which exist at the time of the balloting (if any), shall be based on the average TID assessment paid by each tourist hotel in 2019 on a per-room basis. The weighted vote allocated to short-term residential rentals that did not exist in 2019, but which exist at the time of the balloting (if any), shall be based on the average TID assessment that would have been paid by each short-term residential rental had the TID assessment applied to short-term residential rentals in 2019. If and to the extent allowed by law, “Hosting Platforms” may vote on behalf of short-term residential rentals on whose behalf the Hosting Platform provides, collects or receives a fee for “Booking Services.” (“*Hosting Platform*” and “*Booking Services*” are defined in the glossary to this Plan.) If the weighted assessment ballots cast in opposition

exceed the weighted assessment ballots cast in support, there will be a “majority protest” and the Board of Supervisors may not renew the District.

Disestablishment

If there is no indebtedness incurred to accomplish any of the purposes of the District that is outstanding and unpaid, the District may be disestablished under any of the following circumstances, consistent with California Streets and Highways Code Section 36670 and San Francisco Business and Taxations Code Section 1511:

(1) By a majority vote of six or more members of the Board of Supervisors if they find that there has been a misappropriation of funds, malfeasance, or a violation of law in connection with management of the District;

(2) During the operation of the District, there shall be a 30-day period each year in which assesses may request disestablishment of the District. The first such period shall begin one year after the date of establishment of the renewed District and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the renewed District. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of businesses in the District who pay 50 percent (50%) or more of the assessments levied, the Board of Supervisors shall pass a resolution of intention to disestablish the District. The Board of Supervisors shall notice a hearing on disestablishment; or

(3) A supermajority of eight or more members of the Board of Supervisors may initiate disestablishment proceedings for any reason.

All outstanding indebtedness, if any, must be paid prior to disestablishment of the District.

Renewal Schedule

Task	Estimated Date of Completion
Final approval of Management District Plan by TID Renewal Advisory Committee and SFTIDMC Board of Directors	March 2022
Distribute petitions endorsing plan to affected TID hotel and short-term residential rentals business owners/operators, including to Hosting Platforms, as applicable.	March 2022
Submit minimum 30% weighted petitions endorsing Plan and proposed assessments to the Board of Supervisors (BOS)	April 2022
Introduce BOS Resolution of Intention to renew the TID, with final Management District Plan and supporting documents	April/May 2022
BOS Committee hearings	May/June 2022
BOS vote on Resolution of Intention at public hearing	June/July 2022
Department of Elections distributes ballots, 45-Day Ballot Election Period Initiated	July 29, 2022
BOS Committee hearing/meeting and final public hearing at BOS, on Resolution of Formation/Establishment to renew District and levy assessments; ballots due and counted; District renewed	September 13, 2022
Management contract with City reviewed and renewed	October/December 2022
TID Assessment renewal becomes effective	January 1, 2024 ¹⁰
First monthly TID Assessment payment transferred to SFTIDMC following renewal	Not later than 45 days after the monthly filing deadline following the Commencement Date, above.

¹⁰ The renewed District will begin imposing assessments on tourist room revenue beginning January 1, 2024, or the effective date of the TID assessment proposed in this Plan, if later (the *Commencement Date*).

Task	Estimated Date of Completion
TID services initiated during the Renewed Term	Assuming no gap between expiration of the existing term of the TID and the Renewed Term, TID services are expected to continue without interruption. If there is such a gap, TID services during the Renewed Term shall be initiated no later than 30 days following the receipt by SFTIDMC, in its capacity as owners' association for the TID, of TID assessment funds from the City's Tax Collector after the Commencement Date.

Governance of the District

The District will continue to be managed by the San Francisco Tourism Improvement District Management Corporation, a 501c(6) non-profit corporation, which is currently designated as the “owners’ association” for the District under the terms of California’s Property and Business Improvement District Law of 1994, as amended. The SFTIDMC has been in operation since 2009 and has established policies and procedures to effectively manage the funds and business affairs of the District. SFTIDMC has a contract with the City, under which it has the authority to manage the District and to ensure that the activities described in this Plan are carried out. SFTIDMC and the City will enter into a new, updated contract to cover the Renewed Term. Under an agreement with SFTIDMC, San Francisco Travel currently provides administrative services in support of TID operations, and will continue to provide those services during the Renewed Term. Significant cost savings will be realized by not establishing a new organization to serve as owners’ association for the District.

The SFTIDMC is currently governed by a volunteer, 11-member Board of Directors. The majority of seats on the Board are reserved for representatives of the San Francisco hotel industry. Also, a majority of Board members are present or former directors of San Francisco Travel.

The SFTIDMC Board of Directors shall continue to be governed by a volunteer, 11-member

Board of Directors during the Renewed Term, and shall be structured as follows:

- Six seats will be reserved for representatives of tourist hotels, (i) a majority of which shall be no less senior than hotel general managers, and (ii) at least one of which shall be a representative of a tourist hotel in Zone 2;
- One seat will be reserved for the Chair of San Francisco Travel Association;
- One seat will be reserved for the City Administrator;
- One seat will be reserved for the City Controller;
- One seat will be reserved for a representative of the short-term residential rentals that are subject to the assessment and shall not be a hosting platform; and
- One seat will be reserved for an at-large member of the tourism business community of San Francisco.

A majority of the authorized number of directors shall at all times be individuals who represent businesses that are not delinquent in payment of any TID assessments. Further, a majority of the authorized number of directors shall at all times be individuals who are present or former members of the Board of Directors of San Francisco Travel. Meetings of the SFTIDMC Board are open to the public. Notice is posted on www.sftid.com and at the San Francisco Public Library, Main Branch.

SFTIDMC will provide an advanced copy of its draft budget to the City Administrator and the City Controller, who sit on the SFTIDMC Board of Directors, to allow for feedback on the draft budget before it is submitted for approval of the SFTIDMC Board of Directors. The advanced copy will be provided with meaningful time to be reviewed, as will be stipulated in the administration agreement between SFTIDMC and the City.

In connection with SFTIDMC's retention of San Francisco Travel to provide the services outlined in this management plan during the renewed term, San Francisco Travel is entering into an agreement with the City providing that three unelected representatives of the City, consisting of (i) the Director of the City's Office of Economic and Workforce Development, (ii) the Director of the City's Convention Facilities, and (iii) the General Manager of the Moscone Convention Center, shall have the right to attend and participate in meetings of the San Francisco Travel Board of Directors, without vote. In addition, two unelected representatives of the City shall serve as voting members of the San Francisco Travel Board of Directors in accordance with its bylaws, consisting of (a) a seat currently occupied by the Airport Director of San Francisco International Airport, and (b) a seat reserved for the City Administrator.

With respect to any agreement between SFTIDMC, in its capacity as owners' association for the District, and a third party for the provision of services called for in this management plan (the "*Subcontractor*"), that agreement shall require that the Subcontractor accurately report how all TID assessment funds are spent in accordance with this management plan's service categories. All expenditures made shall be done in accordance with this management plan and will be subject to the administration agreement between SFTIDMC and the City.

Appendices

- A. List of Assessed Businesses, including tourist hotels and short-term residential rentals
- B. Glossary
- C. San Francisco Tourism Improvement District Analysis of Impact on Short-Term Rental Demand, Tourism Economics, March 2021
- D. A Performance Analysis of the San Francisco Tourism Improvement District, Tourism Economics, January 2020
- E. 2018 San Francisco City/County Travel Spending report, SF Travel, Tourism Economics, Longwood International, Destination Analysts, STR
- F. Destination Promotion: An Engine of Economic Development, Oxford Economics for Destinations International, 2014

Appendix A – List of Assessed Businesses

All tourist hotels and short-term residential rentals operating in the City and County of San Francisco that generate revenue from tourist rooms shall be included in the TID and assessed throughout the Renewed Term of the TID, as more specifically provided for in this plan. The following is a list of hotels and short-term residential rentals known at the time of adoption of this plan, which generate revenue from tourist rooms. A list of the short-term residential rentals known at the time of adoption of this plan, and identified by registration numbers assigned by the City’s Office of Short-Term Rentals, is included in Appendix A. Because this is a business-based District, hotels and short-term residential rentals that generate revenue from tourist rooms that open for business within the District in the future will also be included in the TID and subject to the assessment. Any short-term residential rental not identified in Appendix A, but which is registered as a host with the City’s Office of Short-Term Rentals as of the time of adoption of this Plan or later, including any successor to the City’s Office of Short-Term Rentals, shall also be included in the TID and subject to the assessment.

Hotel Name	Address	Zone
ABIGAIL HOTEL	246 MCALLISTER ST	1
ABVISOMA	10 HALLAM ST	1
ADANTE HOTEL	610 GEARY ST	1
ADELAIDE HOSTEL LLC	5 ISADORA DUNCAN LN	1
ADMIRAL HOTEL	608 OFARRELL ST	1
ADRIAN HOTEL	493 EDDY ST	1
ADRIENNE KIMBALL	1000 PINE ST	1
ADRIENNE KIMBALL	441 MASON ST	1
AIDA PLAZA HOTEL	1087 MARKET ST	1
ALDRICH HOTEL	439 JONES ST	1
ALEXIS PARK SAN FRANCISCO	825 POLK ST	1
AMERICA HOTEL	1075 POST ST	1
AMERICANIA HOTEL	121 7TH ST	1
AMSTERDAM HOSTEL	749 TAYLOR ST	1
ANDREWS HOTEL THE	624 POST ST	1
ARGONAUT HOTEL	495 JEFFERSON ST	1
AXIOM	28 CYRIL MAGNIN ST	1
BALBOA HOTEL	120 HYDE ST	1
BAY BRIDGE INN	966 HARRISON ST	1
BAY HOTEL	128 JONES ST	1
BEACON GRAND	450 POWELL ST	1
BEI SAN FRANCISCO	50 8TH ST	1
BEL-AIR HOTEL	344 JONES ST	1
BERESFORD ARMS HOTEL	701 POST ST	1
BERESFORD HOTEL	635 SUTTER ST	1
BEST OF 52 LLC	900 NORTH POINT ST 315	1
BEST WESTERN CIVIC CENTER	364 9TH ST	1
BEST WESTERN GLO	415 O'FARRELL ST	1

Best Western Red Coach Inn	700 EDDY ST	1
BOHEMIAN CLUB	624 TAYLOR ST	1
BOSTON HOTEL	140 TURK ST	1
CABLE CAR HOTEL	1388 CALIFORNIA ST	1
CALISTA ORGANIC HOTEL	1485 BUSH ST	1
CARRIAGE INN	140 7TH ST	1
CASA MELISSA	615 UNION ST	1
CASTLE INN	1565 BROADWAY	1
CASTRO HOTEL INC	705 VALLEJO ST	1
CHANCELLOR HOTEL	433 POWELL ST	1
CHAPTER HOSTEL	655 ELLIS ST	1
CHAPTER SAN FRANCISCO	655 ELLIS ST	1
CHASE HOTEL	1278 MARKET ST	1
CITIZENM SAN FRANCISCO UNION SQUARE	72 ELLIS ST	1
CITY CENTER INN & SUITES	240 7TH ST	1
CIVIC CENTER INN	790 ELLIS ST	1
CIVIC CENTER INN	790 ELLIS ST	1
CLUB DONATELLO	501 POST ST	1
CLUB QUARTERS SAN FRANCISCO	424 CLAY STREET	1
COLUMBUS MOTOR INN	1075 COLUMBUS AVE	1
CORNELL HOTEL	715 BUSH ST	1
COURTYARD BY MARRIOTT AT FW	580 BEACH ST	1
COURTYARD SAN FRANCISCO UNION SQUARE	761 POST ST	1
COVA HOTEL	655 ELLIS ST	1
CW HOTEL	917 FOLSOM ST	1
DAKOTA HOTEL	606 POST ST	1
DESMOND HOTEL	42 6TH ST	1
DONATELLO HOTEL GROUP LLC	501 POST ST	1
DONNELLY HOTEL	1272 MARKET ST	1
EMBASSY U M A	610 POLK ST	1
ENTEELLA HOTEL	905 COLUMBUS AVE	1
EUROPA HOTEL	310 COLUMBUS AVE	1
EUROPEAN HOSTEL	761 MINNA ST	1
EXECUTIVE HOTEL VINTAGE CT LLC	650 BUSH ST	1
EXTRA HOLIDAYS CANTERBURY	750 SUTTER ST	1
EXTRA HOLIDAYS SAN FRAN 70289	590 BUSH ST	1
FAIRMONT HERITAGE PLACE, GS	900 POINT ST	1
FAIRMONT SAN FRANCISCO	950 MASON ST	1
FITZGERALD HOTEL LLC	620 POST ST	1
FOUND HOTEL SAN FRANCISCO	140 MASON ST	1
FOUR SEASONS HOTEL SAN FRANCISCO AT EMBARCADERO	222 SANSOME ST	1
FOUR SEASONS HOTEL SF	757 MARKET ST	1
GALLERIA PARK HOTEL	191 SUTTER ST	1
GALLERIA PARK HOTEL	191 SUTTER ST	1
GATEWAY INN	438 OFARRELL ST	1

GOLDEN GATE HALL	1412 MARKET ST	1
GOLDEN GATE HOTEL	775 BUSH ST	1
GOOD HOTEL	112 7TH ST	1
GRAND HYATT SAN FRANCISCO	345 STOCKTON ST	1
GRANT HOTEL INC	753 BUSH ST	1
GRANT PLAZA HOTEL	465 GRANT AVE	1
GREEN TORTOISE GUEST HOUSE	1118 KEARNY ST	1
HAMPTON INN SAN FRANCISCO DOWNTOWN CONVENTION CENTER	942 MISSION ST	1
HANDLERY UNION SQUARE HOTEL	351 GEARY ST	1
HANDLERY UNION SQUARE HOTEL	260 OFARRELL ST	1
HARBOR COURT HOTEL	165 STEUART ST	1
HARCOURT HOTEL	1105 LARKIN ST	1
HAVELI HOTEL	37 6TH ST	1
HELEN HOTEL	166 TURK ST	1
HERBERT HOTEL	161 POWELL ST	1
HI SF DOWNTOWN	312 MASON ST	1
HILTON SAN FRANCISCO	333 OFARRELL ST	1
HILTON SAN FRANCISCO UNION SQUARE	333 O'FARRELL ST	1
HOLIDAY INN EXP FISHERMANS WHA	550 POINT ST	1
HOLIDAY INN EXPRESS & SUITES FISHERMAN'S WHARF	550 POINT ST	1
HOLIDAY INN EXPRESS UNION SQUARE	235 OFARRELL ST	1
HOLIDAY INN GOLDEN GATEWAY	1500 VAN NESS AVE	1
HOTEL 32ONE	321 GRANT AVE	1
HOTEL 570	570 OFARRELL ST	1
HOTEL 964 LLC	964 HOWARD ST	1
HOTEL ABRI	127 ELLIS ST	1
HOTEL ADAGIO	550 GEARY ST	1
HOTEL ADAGIO	550 GEARY ST	1
HOTEL BIJOU	111 MASON ST	1
HOTEL BOHEME	444 COLUMBUS AVE	1
HOTEL CAZA	1300 COLUMBUS AVE	1
HOTEL DES ARTS	447 BUSH ST	1
HOTEL EDDY INC	640 EDDY ST	1
HOTEL EMBLEM	562 SUTTER ST	1
HOTEL FUSION	140 ELLIS ST	1
HOTEL G SAN FRANCISCO	386 GEARY ST	1
HOTEL GRIFFON	155 STEUART ST	1
HOTEL IKON	325 SUTTER ST	1
HOTEL LE STEINZEL	601 EDDY ST	1
HOTEL L'E STEINZEL	200 MAIN ST FL 6	1
HOTEL NIKKO SAN FRANCISCO	222 MASON ST	1
HOTEL PALOMAR	12 4TH ST	1
HOTEL SPERO	405 TAYLOR ST	1
HOTEL TRITON	342 GRANT AVE	1

HOTEL UNION SQUARE	100 POWELL ST	1
HOTEL UTAH	504 4TH ST	1
HOTEL VERTIGO	940 SUTTER ST	1
HOTEL VIA	138 KING ST STE B	1
HOTEL VITALE	8 MISSION ST	1
HOTEL WHITCOMB	1231 MARKET ST	1
HOTEL ZEPHYR	250 BEACH ST	1
HOTEL ZEPPELIN SAN FRANCISCO	545 POST ST	1
HOTEL ZETTA	55 5TH ST	1
HOTEL ZOE	425 NORTH POINT ST	1
HTL 587	587 EDDY ST	1
HUNTINGTON HOTEL SAN FRANCISCO	1075 CALIFORNIA ST	1
HYATT FISHERMAN'S WHARF	555 POINT ST	1
HYATT PLACE SAN FRANCISCO DOWNTOWN	701 THIRD ST	1
HYATT REGENCY SAN FRANCISCO	5 EMBARCADERO CTR	1
INN ON BROADWAY	2201 VAN NESS AVE	1
INN ON FOLSOM	1188 FOLSOM ST # #	1
INTERCONTINENTAL MARK HOPKINS	999 CALIFORNIA ST	1
INTERCONTINENTAL SAN FRANCISCO	888 HOWARD ST	1
JUSTICE INVESTORS	750 KEARNY ST LL	1
JW MARRIOTT SAN FRANCISCO UNION SQUARE	500 POST ST	1
KENSINGTON PARK HOTEL	450 POST ST	1
KIMPTON ALTON HOTEL	495 BEACH ST	1
KING GEORGE HOTEL	334 MASON ST	1
KRUPA HOTEL	700 JONES ST	1
LAYNE HOTEL	545 JONES ST	1
LE MERIDIEN SAN FRANCISCO	333 BATTERY ST	1
LE MERIDIEN SAN FRANCISCO	333 BATTERY ST	1
LUZ HOTEL	725 GEARY ST	1
MARINE MEMORIAL ASSN	609 SUTTER ST	1
MAYFLOWER HOTEL	975 BUSH ST	1
MERIT HOTEL	1105 POST ST	1
METROPOLITAN CLUB	640 SUTTER ST	1
MITHILA HOTEL	972 SUTTER ST	1
MOTEL 6	895 GEARY ST	1
MUSIC CITY HOTEL LP	1353 BUSH ST STE 112	1
MVC PULSE SAN FRANCISCO	2620 JONES ST	1
NAZARETH HOTEL	556 JONES ST	1
NEMA GUEST SUITES	8 10TH ST	1
NOB HILL HOTEL	835 HYDE ST	1
NOB HILL INN CITY PLAN ETC	1000 PINE ST	1
NOB HILL MOTOR INN	1630 PACIFIC AVE	1
NORTH BEACH HOTEL	935 KEARNY ST	1
OAKWOOD HOTEL	44 5TH ST	1
OLYMPIC CLUB THE	524 POST ST	1

OMNI SAN FRANCISCO HOTEL	500 CALIFORNIA ST	1
ORANGE VILLAGE HOTEL	411 OFARRELL ST	1
ORCHARD GARDEN HOTEL	466 BUSH ST	1
ORCHARD HOTEL	665 BUSH ST	1
PACIFIC UNION CLUB	1000 CALIFORNIA ST	1
PALACE HOTEL	2 NEW MONTGOMERY ST	1
PALIHOTEL SAN FRANCISCO	417 STOCKTON ST	1
PALO ALTO HOTEL	1685 SACRAMENTO ST	1
PARC 55 SAN FRANCISCO A HILTON HOTEL	55 CYRIL MAGNIN ST	1
PARC 55 SAN FRANCISCO A HILTON HOTEL	55 CYRIL MAGNIN ST	1
PARK CENTRAL HOTEL SAN FRANCISCO	50 THIRD ST	1
PETITE AUBERGE	863 BUSH ST	1
PHOENIX HOTEL	601 EDDY ST	1
PINEAPPLE HOSPITALITY COMPANY	580 GEARY ST	1
PLATINUM INTERCHANGE, INC.	730 POWELL ST	1
POTTER HOTEL	1288 MISSION ST	1
RAM'S HOTEL	80 9TH ST	1
RITZ CARLTON SAN FRANCISCO THE	600 STOCKTON ST	1
RIU PLAZA FISHERMAN'S WHARF	2500 MASON ST	1
RODEWAY INN	615 TAYLOR STREET	1
RODEWAY INN	860 EDDY ST	1
ROYAL INN RESIDENCY LLC	130 EDDY ST	1
ROYAL PACIFIC MOTOR INN	661 BROADWAY	1
SAM WONG HOTEL	615 BROADWAY	1
SAN FRANCISCO INN	385 9TH ST	1
SAN FRANCISCO MARRIOTT	55 4TH ST	1
SAN FRANCISCO MARRIOTT FISHERMAN'S WHARF	1250 COLUMBUS AVE	1
SAN FRANCISCO MARRIOTT UNION SQUARE	480 SUTTER ST	1
SAN FRANCISCO PROPER HOTEL	1100 MARKET STREET	1
SAN REMO HOTEL	2237 MASON ST	1
SESTRI HOTEL	1411 STOCKTON ST	1
SF PLAZA HOTEL	510 BUSH ST	1
SF PROPERTY OWNERS ASSOC INC	750 SUTTER ST	1
SHIRLEY HOTEL	1544 POLK ST	1
SIGNATURE HOTEL SAN FRANCISCO	259 7 TH ST	1
SIMON WU	916 CLAY ST #920	1
SOMA PARK INN	101 9TH ST	1
SONDER HOSPITALITY USA INC.	140 MASON STREET	1
SONNY HOTEL	579 OFARRELL ST	1
SOUTH BEACH MARINA APTS	2 TOWNSEND ST	1
ST CLARE HOTEL	1334 VAN NESS AVE	1
ST CLOUD HOTEL	170 6TH ST	1
ST MORITZ HOTEL	190 OFARRELL ST	1
ST. REGIS HOTEL SAN FRANCISCO	125 3RD ST	1
STANFORD COURT HOTEL	905 CALIFORNIA ST	1

STANLEY HOTEL	1544 CALIFORNIA ST	1
STATFORD HOTEL	240 OFARRELL STREET	1
SUITES AT FISHERMANS WHARF O/A	2655 HYDE ST	1
SUNNYSIDE HOTEL	135 6TH ST	1
SUNSET HOTEL	161 6TH ST	1
SUTTER/LARKIN HOTEL	1048 LARKIN ST	1
SWEDEN HOUSE HOTEL	570 O'FARRELL ST	1
TAJ CAMPTON PLACE	340 STOCKTON ST	1
THE BARTLETT HOTEL & GUESTHOUSE	240 O'FARRELL ST	1
THE BATTERY	717 BATTERY ST	1
THE CARTWRIGHT HOTEL-UNION SQU	524 SUTTER ST	1
THE CLANCY, AUTOGRAPH COLLECTION	299 SECOND ST	1
THE CLIFT ROYAL SONESTA HOTEL	495 GEARY ST	1
THE FRANCISCA CLUB	595 SUTTER ST	1
THE HOTEL MARKER SAN FRANCISCO	501 GEARY ST	1
THE INN AT UNION SQUARE	440 POST ST	1
THE MONARCH HOTEL	1015 GEARY ST	1
THE MOSSER HOTEL	54 4TH ST	1
THE OPAL SAN FRANCISCO	1050 VAN NESS AVE	1
THE PICKWICK HOTEL	85 5TH ST	1
THE RITZ-CARLTON CLUB	690 MARKET ST	1
TILDEN HOTEL	345 TAYLOR ST	1
TOUCHSTONE CITY CENTER HOTEL	480 GEARY ST	1
TOUCHSTONE HOTEL	70 DERBY ST	1
TRAVELODGE AT WHARF	1201 COLUMBUS AVE	1
UNION SQUARE PLAZA HOTEL	432 GEARY ST	1
UNIVERSITY CLUB	800 POWELL ST	1
VAN NESS MOTEL	2850 VAN NESS AVE	1
VERONA PLAZA HOTEL	1087 MARKET ST	1
VILLA FLORENCE	225 POWELL ST	1
VIRGIN HOTELS SAN FRANCISCO	250 FOURTH ST	1
W HOTEL SAN FRANCISCO	181 3RD ST	1
WARFIELD HOTEL INC	118 TAYLOR ST	1
WARWICK SAN FRANCISCO HOTEL	490 GEARY ST	1
WASHINGTON SQUARE INN	1660 STOCKTON ST	1
WESTERN HOTEL	335 LEAVENWORTH ST	1
WESTIN ST FRANCIS THE	335 POWELL ST	1
WHARF INN	2601 MASON ST	1
WHITE SWAN INN	845 BUSH ST	1
WINSOR HOTEL	20 6TH ST	1
WORLDMARK THE CLUB	590 BUSH ST	1
WORTH HOTEL	641 POST ST	1
WOW VO INC	750 SUTTER ST	1
YOTEL SAN FRANCISCO	1095 1095 MARKET ST	1
1625 P LLC	1625 POLK ST	2

16TH STREET HOTEL	3161 16TH ST	2
1906 MISSION	1906 MISSION ST	2
ADRIENNE KIMBALL	327 FULTON ST	2
ALPHA INN & SUITES	2505 LOMBARD ST	2
AMAZON MOTEL	5060 MISSION ST	2
AMIT HOTEL	2060 MISSION ST	2
ASCOT HOTEL	1657 MARKET ST	2
AT THE PRESIDIO TRAVELODGE	2755 LOMBARD ST	2
BEACH MOTEL	4211 JUDAH ST	2
BECKS MOTOR LODGE	2222 MARKET ST	2
BRIDGE MOTEL	2524 LOMBARD ST	2
BROADMOOR HOTEL THE	1499 SUTTER ST	2
BUENA VISTA MOTOR INN	1599 LOMBARD ST	2
CASA LOMA HOTEL	610 FILLMORE ST	2
CHATEAU TIVOLI	1057 STEINER ST #9	2
CHELSEA MOTOR INN	2095 LOMBARD ST	2
COVENTRY MOTOR INN	1901 LOMBARD ST	2
COW HOLLOW MOTOR INN	2190 LOMBARD ST	2
CRYSTAL HOTEL	2766 MISSION ST	2
DAYS INN LOMBARD	2358 LOMBARD ST	2
DAYS INN SLOAT	2600 SLOAT BLVD	2
ECONOMY INN	1 RICHARDSON AVE	2
EDWARDIAN HOTEL	1668 MARKET ST	2
EL CAPITAN HOTEL	2361 MISSION ST	2
FACTORY 1000 HOTEL	1000 FULTON ST	2
FRANCISCO BAY INN	1501 LOMBARD ST	2
GEARY PARKWAY MOTEL	4750 GEARY BLVD	2
GREENWICH INN	3201 STEINER ST	2
HAYES VALLEY INN	417 GOUGH ST	2
HOTEL DEL SOL	3100 WEBSTER ST	2
HOTEL DRISCO	2901 PACIFIC AVE	2
HOTEL KABUKI	1625 POST ST	2
HOTEL MAJESTIC	1500 SUTTER ST	2
HOTEL SUNRISE	447 VALENCIA ST	2
HOTEL TROPICA	663 VALENCIA ST	2
HOWARD JOHNSON - GOLDEN GATE	1940 LOMBARD ST	2
INFINITY SAN FRANCISCO	2322 LOMBARD ST	2
INN AT GOLDEN GATE	2707 LOMBARD ST	2
INN AT THE OPERA	333 FULTON ST	2
INN ON GROVE	465 Grove ST	2
JACKSON COURT CITY SHARES	2198 JACKSON ST	2
JERRY HOTEL	3032 16TH ST	2
KENMORE RESIDENCE CLUB	1570 SUTTER ST	2
KNIGHTS INN	1 RICHARDSON AVE	2
KRISHNA HOTEL	2032 MISSION ST	2

LA LUNA INN	2555 LOMBARD ST	2
LAUREL INN	444 PRESIDIO AVE	2
LOMBARD MOTOR INN	1475 LOMBARD ST	2
LOMBARD PLAZA MOTEL	2026 LOMBARD ST	2
MANSION ON SUTTER	1409 SUTTER ST	2
MARINA INN	3110 OCTAVIA ST	2
MARINA INN	3110 OCTAVIA ST	2
MARINA MOTEL	2576 LOMBARD ST	2
METRO HOTEL THE	319 DIVISADERO ST	2
MISSION INN	5630 MISSION ST	2
MONTE CRISTO THE	600 PRESIDIO AVE	2
MOTEL CAPRI	2015 GREENWICH ST	2
MY ROSEGARDEN GUEST ROOMS	75 20TH AVE	2
NOE'S NEST BED & BREAKFAST	1257 GUERRERO ST	2
OAK HOTEL	171 FELL ST	2
OASIS INN UMA	900 FRANKLIN ST	2
OCEAN PARK MOTEL	2690 46TH AVE	2
PACIFIC HEIGHTS INN	1555 UNION ST	2
PARKER GUEST HOUSE	520 CHURCH ST	2
PERRAMONT HOTEL	2162 MARKET ST	2
PRESIDIO INN	2361 LOMBARD ST	2
QUALITY INN-SAN FRANCISCO	2775 VAN NESS AVE	2
QUEEN ANNE HOTEL	1590 SUTTER ST	2
RADHA HOTEL	2042 MISSION ST	2
REDWOOD INN	1530 LOMBARD ST	2
ROADWAY INN & SUITES SF	1234 GREAT HWY	2
SAMESUN SAN FRANCISCO	1475 LOMBARD STREET	2
SEAL ROCK INN MOTEL	545 POINT LOBOS AVE	2
SEASIDE INN	1750 LOMBARD ST	2
SONDER USA INC	135 GOUGH ST BLDG	2
STANYAN PARK HOTEL	750 STANYAN ST	2
SUPER 8 MOTEL	2440 LOMBARD ST	2
SURF MOTEL	2265 LOMBARD ST	2
THE ANNEX AT HAYES VALLEY	412 HAYES ST	2
THE ANNEX AT HAYES VALLEY	319 IVY ST	2
THE BUCHANAN HOTEL	1800 SUTTER ST	2
THE GROVE INN	890 GROVE ST	2
THE INN SAN FRANCISCO	943 VAN NESS AVE	2
THE PARSONAGE	198 HAIGHT ST	2
THE SEA SCAPE INN	4340 JUDAH ST	2
THE WILLOWS INN	710 14TH ST	2
TOWN HOUSE MOTEL	1650 LOMBARD ST	2
TRAVEL INN	2230 LOMBARD ST	2
TRAVELODGE BY THE BAY THE	1450 LOMBARD ST	2
TRAVELODGE CENTRAL	1707 MARKET ST	2

TRAVELODGE GOLDEN GATE	2230 LOMBARD ST	2
TWIN PEAKS HOTEL	2160 MARKET ST	2
UNION HOTEL	2030 MISSION ST	2
UNION STREET INN	2229 UNION ST	2
VANTAGGIO SUITES	835 TURK ST	2
WESTMAN HOTEL	2056 MISSION ST	2

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2022-000381STR	2
2022-000384STR	2
2022-000385STR	2
2022-002138STR	2

2022-002140STR	2
2022-002142STR	2
2022-002143STR	2
2022-002144STR	2
2022-002146STR	2
2022-002147STR	2
2022-002148STR	2
2022-002149STR	2
2022-002150STR	2
2022-002151STR	2
2022-002152STR	2
2022-002153STR	2
2022-002154STR	2
2022-002155STR	2
2022-002156STR	2
2022-002158STR	2
2022-002159STR	2
2022-002160STR	2
2022-002161STR	2

Appendix B – Glossary

“Booking Services” means the services as defined in section 41A.4 of the San Francisco Administrative Code, as it may be amended from time to time.

“BOS” means the San Francisco Board of Supervisors.

“City” means the City and County of San Francisco.

“Commencement Date” means January 1, 2024, or the effective date of the TID assessment proposed in this Plan, if later.

“District” or *“TID”* or *“SFTID”* means the San Francisco Tourism Improvement District.

“Gross revenue from tourist rooms” means “Rent” as set forth in San Francisco Business and Tax Regulations Code, §501(f), as it may be amended from time to time. (“The consideration received for occupancy valued in money, whether received in money or otherwise, including all receipts, cash, credits, and property of any kind or nature, without any deduction therefrom whatsoever”). It is intended that for the duration of the Renewed Term, the calculation of “gross revenue from tourist rooms” that is subject to the TID assessment effective beginning the Commencement Date shall be the same sum as is used to calculate San Francisco’s transient occupancy tax (*TOT*), and this Plan shall be interpreted accordingly. Gross revenue from tourist rooms will include the following charges, regardless of how such charges are characterized:

- a) Charges for a guest room (including non-refundable deposits) regardless of whether the guest uses the room;
- b) Charges for additional guests to occupy the room;
- c) Charges for guaranteeing the availability of a room (sometimes referred to as guaranteed “no-show” charges), regardless of whether the guest uses the room (excluding event attrition fees and event cancellation fees paid by event organizers)

For purposes of this Plan, “tourist room” and “guest room” are used interchangeably.

“Hosting Platform” means those persons or entities as defined in section 41A.4 of the San Francisco Administrative Code, as it may be amended from time to time.

“Renewal Costs” means the costs incurred in renewing the District and eligible for recovery through TID assessments, as set forth in this Plan.

“Renewed Term” means the 15-year term of the District following its Commencement Date.

“Revenue from the Lodging of Airline Crews” means lodging provided to airline cockpit and/or cabin crews pursuant to an agreement between a hotel or short-term residential rental and an airline, which is in furtherance of or to facilitate the crews’ performance of their jobs for the airline, including layovers between flights.

“Short-term residential rentals” means those businesses as defined in section 41A.4 of the San Francisco Administrative Code, as it may be amended from time to time.

“SFTIDMC” means the San Francisco Tourism Improvement District Management Corporation, a California non-profit, mutual-benefit corporation.

“Tourist room(s)” means (a) with respect to hotels, rooms in hotels occupied by tourists or transient visitors, and (b) with respect to Short-term Residential Rentals, any Residential Unit used for *“Tourist or Transient Use”* as defined in section 41A.4 of the San Francisco Administrative Code, as it may be amended from time to time.

“Treasurer and Tax Collector” means the Treasurer and Tax Collector of the City and County of San Francisco.

Appendix C- San Francisco Tourism Improvement District Analysis of Short-Term Rental Demand, Tourism Economics, March 2021

Link to study: <https://sftravel.box.com/s/rv3n9cc6m2w1w71vb6zoxv2abi7r7mee>

Appendix D – A Performance Analysis of the San Francisco Tourism Improvement District

Link to study: <https://sftravel.box.com/s/lte1bo9nf7abvmqxtejag8yrzutahsm9>

Appendix E – 2018 San Francisco City/County Travel Spending report

San Francisco City/County Travel Spending	
Travel Spending Segments	2018
Total Visitor Spending	\$9,311,316,163
Day	\$1,235,799,544
Business	\$224,284,371
% of day visitor spend	18.1%
Leisure	\$1,011,515,173
% of day visitor spend	81.9%
Overnight	\$8,075,516,619
International	\$4,960,388,357
% of total overnight visitor spend	61.4%
Domestic	\$3,115,128,262
% of total overnight visitor spend	38.6%
Business	\$1,954,887,253
% of total overnight visitor spend	24.2%
% of domestic overnight visitor spend	62.8%
Leisure	\$1,160,241,008
% of total overnight visitor spend	14.4%
% of domestic overnight visitor spend	37.2%
Hotel Room Revenue	\$2,697,330,821
% of total overnight visitor spend	33.4%
Group	\$557,853,717
% of total overnight visitor spend	6.9%
% of hotel room revenue	20.7%
Transient	\$2,139,477,103
% of total overnight visitor spend	26.5%
% of hotel room revenue	79.3%
International	\$1,051,393,750
% of hotel room revenue	39.0%
Domestic	\$1,645,937,071
% of hotel room revenue	61.0%

Source: San Francisco Travel Association, Tourism Economics, Longwoods International, Destination Analysts, STR

Appendix F- Destination Promotion: An Engine of Economic Development, Oxford Economics for Destinations International, 2014

Link to Study: <https://sftravel.box.com/s/4uaz4aacadof5o6re1xpt5vrjwpvgtl6>

Please print clearly the full business contact details below:

Business Name: San Francisco Lessee, LLC

D/B/A: Hilton San Francisco Union Square

Address of Business: 333 O'Farrell Street, San Francisco, CA 94102

Business Registration Certificate (Business License) Name: 1063162 Hilton San Francisco Union Square

Business Owner's Name: Park Hotels and Resorts

Business Owner's Address: 1775 Tysons Blvd. 7th Floor, Tysons, VA22102

 X Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

 No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

Therese Lewis

Signature of Business Owner or Authorized Representative

Therese Lewis

Print Name of Business Owner or Authorized Representative

April 20, 2022

Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions

Attn: Paul Frentsos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

Please print clearly the full business contact details below:

Business Name: Parc 55 Lessee, LLC

D/B/A: Parc 55 San Francisco, A Hilton Hotel

Address of Business: 55 Cyril Magnin Street, San Francisco, CA 94102

Business Registration Certificate (Business License) Name: 1066185 Parc 55 San Francisco, A Hilton Hotel

Business Owner's Name: Park Hotels and Resorts

Business Owner's Address: 1775 Tysons Blvd. 7th Floor, Tysons, VA22102

 X Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

 No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

Therese Lewis

Signature of Business Owner or Authorized Representative

Therese Lewis

Print Name of Business Owner or Authorized Representative

April 20, 2022

Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions

Attn: Paul Frentzos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

Please print clearly the full business contact details below:

Business Name: KSSF Enterprises LTD

D/B/A: W San Francisco

Address of Business: 181 3rd Street, San Francisco, CA 94103

Business Registration Certificate (Business License) Name: KSSF Enterprises LTD

Business Owner's Name: Keck Seng Investment (HK) LTD

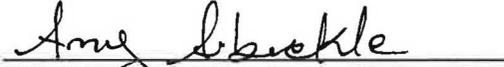
Business Owner's Address: Room 2902 West Tower, Shun Tak Centre,

168 – 200 Connaught Road, Central, Hong Kong

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative


Print Name of Business Owner or Authorized Representative

4/7/22
Date Signed

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: St. Regis San Francisco

D/B/A: St. Regis San Francisco

Address of Business: 125 3RD ST. SAN FRANCISCO, CA 94103

Business Registration Certificate (Business License) Name: ST. REGIS HOTEL SAN FRANCISCO

Business Owner's Name: QIA

Business Owner's Address: _____

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

[Signature]
Signature of Business Owner or Authorized Representative

Roger Haldi
Print Name of Business Owner or Authorized Representative

4/8/2022
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions
Attn: Paul Frentos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: Hyatt Hotels Corporation

D/B/A: Hyatt Regency San Francisco

Address of Business: 5 Embarcadero Center

Business Registration Certificate (Business License) Name: Sunstone EC5 LLC

Business Owner's Name: Sunstone Hotels

Business Owner's Address: 200 Spectrum Center Dr. Irvine, CA 92618

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

Matt Humphrey

Print Name of Business Owner or Authorized Representative

4/11/22

Date Signed

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

San Francisco Travel Association – TID Petitions

Attn: Paul Frentsos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

Please print clearly the full business contact details below:

Business Name: DTRS/St Francis LLC

D/B/A: The Westin St. Francis

Address of Business: 335 Powell Street, San Francisco, CA 94102

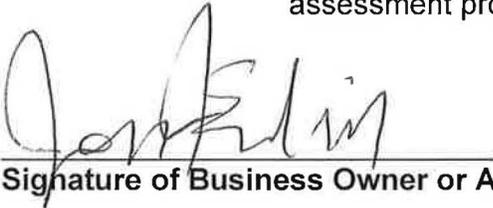
Business Registration Certificate (Business License) Name: The Westin St. Francis

Business Owner's Name: Strategic Hotels & Resorts

Business Owner's Address: 150 North Riverside Plaza, Suite 4270, Chicago, IL 60606

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

Jon Kimball

Print Name of Business Owner or Authorized Representative

April 8, 2022

Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions

Attn: Paul Frentsos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: GRAND HYATT SF 1019827

D/B/A: GRAND HYATT SF ON UNION SQUARE

Address of Business: 345 STOCKTON ST

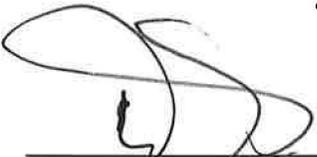
Business Registration Certificate (Business License) Name: ROCKLEDGE PROPERTIES INC

Business Owner's Name: HOST HOTELS & RESORTS

Business Owner's Address: 4747 BETHESDA AVE
BETHESDA MD 20814

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

DAVID LEWIN

Print Name of Business Owner or Authorized Representative

4/5/2022

Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: San Francisco Marriott Union Square

D/B/A: Marriott SF Union Square

Address of Business: 480 Sutter St San Francisco CA 94108

Business Registration Certificate (Business License) Name:

Business Owner's Name: Felcor Union Square Lessee, LLC

Business Owner's Address: 3 Bethesda Metro CTR Ste 1000
Bethesda, Maryland (MD) 20814-6347

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

A. Clifton
Signature of Business Owner or Authorized Representative

Angie Clifton, General Manager
Print Name of Business Owner or Authorized Representative

April 8, 2022
Date Signed

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: Ritz-Carlton San Francisco

D/B/A:

Address of Business: 600 Stockton Street

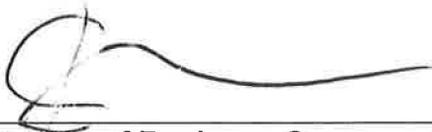
Business Registration Certificate (Business License) Name:

Business Owner's Name: Watermark REIT

Business Owner's Address: 150 North Riverside Plaza Suite 4200 Chicago, ILL 60606

___XXX___ Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

_____ No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

_____ Stephen Power

Print Name of Business Owner or Authorized Representative

4/13/2022

_____ **Date Signed**

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

San Francisco Travel Association – TID Petitions

Attn: Paul Frentzos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: CDC San Francisco LLC

D/B/A: InterContinental San Francisco

Address of Business: 888 Howard Street, San Francisco, CA 94103

Business Registration Certificate (Business License) Name: CDC San Francisco LLC

Business Owner's Name: CDC San Francisco LLC

Business Owner's Address: 3 Ravinia Drive, Suite 100, Atlanta, GA 30346

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative

RAYMOND VERMEULEN
Print Name of Business Owner or Authorized Representative

4/12/22
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY 4, 12, 2022 TO:

San Francisco Travel Association – TID Petitions

Attn: Paul Frentzos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

Please print clearly the full business contact details below:

Business Name: Hotel Nikko San Francisco

D/B/A: Hotel Nikko San Francisco

Address of Business: 222 MASON Street San Francisco CA 94102

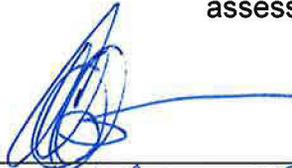
Business Registration Certificate (Business License) Name: Hotel Nikko San Francisco

Business Owner's Name: Datam SF LLC

Business Owner's Address: 222 Mason St. San Francisco, CA 94102

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative

Anna Marie Presutti
Print Name of Business Owner or Authorized Representative

4.12.2022
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: Palace San Francisco, A Luxury Collection Hotel

D/B/A: Palace Hotel

Address of Business: 2 New Montgomery, SF, CA 94105

Business Registration Certificate (Business License) Name: Kyo-ya Hotels & Resorts LP; Business License Account # 0395887

Business Owner's Name: Kyo-ya Hotels & Resorts

Business Owner's Address: Kyo-Ya Hotels and Resorts, LP; Sheraton Waikiki Hotel, 2nd Floor, 2255 Kalakaua Avenue, Honolulu, HI 96815

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

Signature of Business Owner or Authorized Representative

Clayton Clark - General Manager

Print Name of Business Owner or Authorized Representative

4-14-22

Date Signed

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

San Francisco Travel Association – TID Petitions

Attn: Paul Frentsos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Please print clearly the full business contact details below:

Business Name: The Clancy, an Autograph Collection Hotel

D/B/A: Ashfrod TRS Sapphire III LLC DBA The Clancy, an Autograph Collection Hotel

Address of Business: 299 2nd street San Francisco CA 94105

Business Registration Certificate (Business License) Name: Ashford TRS Sapphire III LLC

Business Owner's Name: ASHFORD

Business Owner's Address:
14185 Dallas Parkway, Suite 1100
Dallas, TX 75254
Direct Line: 972-778-9494

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

Nany Fullmore
Print Name of Business Owner or Authorized Representative

4/11/2022
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Please print clearly the full business contact details below:

Business Name: 50 Third Street Owner LP

D/B/A: Hyatt Regency San Francisco Downtown Soma

Address of Business: 50 Third Street San Francisco CA 94103

Business Registration Certificate (Business License) Name: 50 Third Street Owner, LP

Business Owner's Name: Highgate Hotels, L.P.

Business Owner's Address: 870 7th Avenue, 2nd Floor, New York, NY 10019

X Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

_____ No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

Michael P. Baier
Signature of Business Owner or Authorized Representative

Michael P. Baier
Print Name of Business Owner or Authorized Representative

4/12/2022
Date Signed

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

**San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com**

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

**PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT**

Please print clearly the full business contact details below:

Business Name: Wildcats Lessee LLC

D/B/A: Argonaut Hotel

Address of Business: 495 Jefferson Street, S.F. CA 94109

Business Registration Certificate (Business License) Name: 0456663

Business Owner's Name: _____

Business Owner's Address: _____

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative

STEFAN MÜHLE
Print Name of Business Owner or Authorized Representative

APRIL 1, 2022
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions
Attn: Paul Frentos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: Creedence Lessee, LLC

D/B/A: Hotel Zoe

Address of Business: 425 North Point Street, S.F. CA 94133

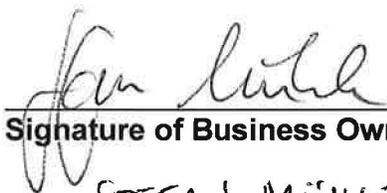
Business Registration Certificate (Business License) Name: 1014383

Business Owner's Name: _____

Business Owner's Address: _____

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.


Signature of Business Owner or Authorized Representative

STEFAN MÜHLE
Print Name of Business Owner or Authorized Representative

APRIL 1, 2022
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions

Attn: Paul Frentos

TEL: 415 227-2606

FAX: 415 541-0228

Email: paul@sftravel.com

Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

Please print clearly the full business contact details below:

Business Name: Mason Street OPCO LLC

D/B/A: Fairmont San Francisco

Address of Business: 950 Mason Street, San Francisco, CA 94108

Business Registration Certificate (Business License) Name: 1021268

Business Owner's Name: Mason Street OPCO LLC

Business Owner's Address: East Tower 20F, Mirae Asset Center1, 26, Eulji-ro 5-gil,
Jung-gu – Seoul 100-210, Republic of Korea

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

M. Treppenbauer - General Manager

Print Name of Business Owner or Authorized Representative

4.5.22

Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

Please print clearly the full business contact details below:

Business Name: CHSP TRS LLC

D/B/A: JW Marriott San Francisco

Address of Business: 500 Post Street

Business Registration Certificate (Business License) Name: 1022749

Business Owner's Name: Park Hotels and Resorts

Business Owner's Address:
1775 Tysons Blvd., 7th Floor
Tysons, VA 22102

 X Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

 No, I do not petition the Board of Supervisors to initiate special assessment proceedings.

John Anderson

Signature of Business Owner or Authorized Representative

John Anderson - General Manager

Print Name of Business Owner or Authorized Representative

 4/6/2022
Date Signed

**PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:**

San Francisco Travel Association – TID Petitions
Attn: Paul Frentsos
TEL: 415 227-2606
FAX: 415 541-0228
Email: paul@sftravel.com
Alt email: cassandra@sftravel.com

Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

Please print clearly the full business contact details below:

Business Name: Marriott Hotel Services, Inc.

D/B/A: San Francisco Marriott Marquis

Address of Business: 55 Fourth Street, San Francisco, CA 94103

Business Registration Certificate (Business License) Name: San Francisco Marriott Marquis

Business Owner's Name: Marriott Hotel Services, Inc.

Business Owner's Address: 55 Fourth Street, San Francisco, CA 94103

Yes, I petition the Board of Supervisors to initiate special assessment proceedings.

No, I do not petition the Board of Supervisors to initiate special assessment proceedings.



Signature of Business Owner or Authorized Representative

Richard M. Morse
Print Name of Business Owner or Authorized Representative

4/1/2022
Date Signed

PLEASE SIGN AND RETURN BY EMAIL OR FAX
BY _____, _____, 2022 TO:

San Francisco Travel Association – TID Petitions

Attn: Paul Frentsos

TEL: 415 227-2606

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Petitions will be submitted to the Clerk of the Board of Supervisors by the end of the day on _____, 2022, for the introduction of a Resolution of Intent to Form an Assessment District at the Board meeting on or about _____, 2022.

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS TO RENEW AND EXPAND THE
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT



DATE: May 5, 2022

FROM: Greg Kato, Compliance Director

TO: Chris Corgas, Office of Economic and Workforce Development

RE: Proposed Tourism Improvement District Petition Tabulation

Petitions for the proposed Tourism Improvement District (District) were delivered to the Office of the Treasurer & Tax Collector on April 25, 2022 at Room 140 of City Hall, One Dr. Carlton B. Goodlett Place, San Francisco, California. The Office of the Treasurer & Tax Collector assigned a weight to each tourist hotel and short-term residential rental business in the proposed District, and tabulated the weight for the petitions that were submitted.

As provided by the Management District Plan, the “weight” calculated for the petition vote is determined by the assessment each tourist hotel and short-term residential rental business will pay into the District compared to the total assessments estimated to be collected in Year One, for this business-based District. Year One maximum assessment collection estimates are based on 12 months of projected collections at the assessment formula of 1.25% and 1% for tourist hotels located in Zones 1 and 2 respectively, calculated on the assessable gross room revenue from tourist rooms for calendar year 2019 as reported by hotels and short-term residential rentals. The estimated assessments shall be based on TID assessment collections from tourist hotels during 2019, and an extrapolation from TOT collections from short-terms residential rentals during 2019. The weighted vote allocated to tourist hotels that did not exist in 2019, but which exist at the time of the balloting (if any), shall be based on the average TID assessment paid by each tourist hotel in 2019 on a per-room basis. The weighted vote allocated to short-term residential rentals that did not exist in 2019, but which exist at the time of the

balloting (if any), shall be based on the average TID assessment that would have been paid by each short-term residential rental had the TID assessment applied to short-term residential rentals in 2019.

Will the Petitioners Pay More than 30% of the Proposed Assessments?

Do the total weighted YES petitions exceed 30% of the total proposed Assessments in the District?

Total proposed Assessments in the District for Year One: \$34,189,754.22

Total weighted YES petitions, on whether to call an election to form the District and levy the Assessments:

\$15,249,437.84

44.6% of total proposed Assessments in the District.

Total weighted NO petitions, on whether to call an election to form the District and levy the Assessments:

\$0

0% of total proposed Assessments in the District.

X YES, there IS at least thirty percent (30%) support by weighted petitions submitted, to call an election for formation of the District and levy of the Assessments.

NO, there IS NOT at least thirty percent (30%) support by weighted petitions submitted, to call an election for formation of the District and levy of the Assessments.

Ballot on Assessment for the renewal and expansion of the business-based business improvement district known as the “Tourism Improvement District”

«Barcode»

Business Name: _____ Address of Business: _____

Business Owner’s Name: _____

Benefit Zone Where Businesses is Located: _____

Proposed Assessment Formula:

The renewed and expanded business-based assessment district to be known as the Tourism Improvement District (TID) will have a duration of 15 years, commencing January 1, 2024. The term of the district is 15 years after the Commencement Date. The District shall include all tourist hotels and short-term residential rentals (STRs) operating in the City & County of San Francisco, and which are located in the following geographic areas:

Zone 1: Tourist hotels and short-term residential rentals 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 and short-term residential rentals 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 and short-term residential rentals with addresses:

- West of Van Ness Avenue and South Van Ness Avenue, and
- South of 16th Street.

Assessments will be based on the estimated amount that each tourist hotel or STR will benefit from the District. Tourist hotels and STRs in Zone 1 will pay a higher assessment than those in Zone 2 because it is expected that assessed businesses in Zone 1 will benefit from a greater positive impact on revenue per available room. A map of the District and a list of existing tourist hotels and short-term residential rentals (with the latter identified by registration number of each short-term rental) within the District are set forth in the Management District Plan. The list of tourist hotels and short-term residential rentals will be updated each year to ensure the list is accurate.

Assessments will be calculated as 1.125% of gross revenue for tourist hotels and STRs in Zone 1, and 1% of gross revenue for those in Zone 2. **The estimated TID assessment for your hotel or short-term residential rental (based on 2019 data) is listed on the attached confidential *Notice of Estimated Assessment* prepared by the City and County of San Francisco’s Office of the Treasurer and Tax Collector. Further detail is available in the Management District Plan. DO NOT return this confidential *Notice of Estimated Assessment* with your Ballot.**

The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) oversees the District and will have the authority to alter the assessment rates, subject to the following: (i) assessment rates shall not be increased by more than 1% in either zone (i.e., a cap of 2.25% in Zone 1 and of 2% in Zone 2), and shall not be reduced below the renewed District’s initial rates (i.e., a floor of 1.25% in Zone 1 and 1% in Zone 2); (ii) assessment rates may, but need not be changed in both Zones, but rates in Zone 1 must be at least 0.25% greater than rates in Zone 2; (iii) any changes in assessment rates shall be subject to approval by a supermajority of the TID Board, based on TID Board determination that additional assessment funds are needed to meet unforeseen or critical needs and costs of business attraction and retention for the specific benefit of the assessed business; and (iv) the TID Board must reevaluate annually the basis of a decision to increase assessment rates. “Supermajority” for these purposes means 2/3 of the TID Board, including not less than a majority of the hotel representatives on the TID Board.

For purposes of calculating the TID assessment, “gross revenue from tourist rooms” means: the consideration received for occupancy valued in money, whether received in money or otherwise, including all receipts, cash, credits, and property of any kind or nature, without any deduction therefrom whatsoever. Gross revenue from tourist rooms will include only the following charges, regardless of how such charges are characterized:

- a) Charges for a guest room (including non-refundable deposits) regardless of whether the guest uses the room;
- b) Charges for additional guests to occupy the room;
- c) Charges for guaranteeing the availability of a room (sometimes referred to as guaranteed “no-show” charges), regardless of whether the guest uses the room (excluding event attrition fees and event cancellation fees paid by event organizers)

The following charges and revenues shall be exempt from payment of the assessments:

- a) Charges for guest rooms occupied by permanent residents, defined as: “Any occupant as of a given date who has or shall have occupied, or has or shall have the right of occupancy, of any guest room in a hotel for at least 30 consecutive days next preceding such date;”
- b) Revenue from the lodging of airline crews, *i.e.*, lodging provided to airline cockpit and/or cabin crews pursuant to an agreement between a hotel and an airline, which is furtherance of or to facilitate such crews’ performance of their jobs for the airline, including layovers between flights; or
- c) The City’s Transient Occupancy Tax collected on the room rent and remitted to the City;
- d) Revenue from the San Francisco Moscone Expansion District assessment established in 2013, including any renewals or extensions thereof;
- e) Charges for guest rooms located in youth hostels that are owned and operated exclusively by and for non-profit entities;
- f) Charges for guest rooms that are subject to the room rate exemption for the San Francisco Transient Occupancy Tax under Article 7, section 506(c) of the San Francisco Business and Tax Regulations code, as amended from time to time; and
- g) Charges for guest rooms located in non-profit, purely private social clubs that make guest rooms available only for the use of their members. The term “purely private social clubs” means nonprofit, private membership clubs, whose primary purpose is social, which are owned by a limited membership, and which do not advertise or promote the use of their facilities by the public. Further, entities that allow guest rooms to be occupied by non-members, including via reciprocal arrangements with other clubs or organizations or upon referral of a member, shall not constitute “purely private social clubs” as defined herein.

Annual revenues generated from assessments will fluctuate over the life of the District based on actual gross revenues from tourist hotel rooms and short-term residential rentals, subject to the maximum assessments set forth in the Management District Plan.



Instructions for Completing and Delivering this Ballot

*To express your view on the proposed assessment and the proposed range adjustment process, check above the line before the word "YES" or "NO" below, then sign and date the ballot.

_____ Yes, I approve the proposed annual assessment described above on the parcel identified in this ballot, and I understand that my assessment could be subject to the inflation adjustment formula described above.

_____ No, I do not approve the proposed annual assessment, on the parcel identified in this ballot, nor the inflation adjustment formula described above.

I hereby declare by penalty of perjury that I am a record owner or authorized agent for the record owner of the parcel listed above.

Business Name: _____ Address of Business: _____

Signature of Record Owner or Authorized Agent _____ Date

Print Name of Signatory

***After completing your ballot, please mail to:**
Director
Department of Elections
P.O. Box _____
San Francisco, CA 94142-2189

To hand deliver, please use the following address:
Director
Department of Elections
City Hall
1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102

Ballots may also be delivered to the Director at the Public Hearing prior to the close of public testimony.

*Ballots may be sent or delivered to the Director at any time, but MUST be received in the mail not later than 12 P.M. (noontime) on the day of the public hearing or in person before the conclusion of the public testimony portion of the public hearing on the proposed assessment and assessment range. That hearing is set for 3:00 p.m. on September 13, 2022. Ballots received after that time will only be counted if the Board elects to continue public comment until a later date.

DO NOT RETURN the confidential *Notice of Estimated Assessment* with your hotel's or short term residential rental's completed Ballot and Affidavit of Identification.

AFFIDAVIT of Identification (Business Owner)

I, _____, the undersigned, declare that I am authorized to cast a ballot for the following business identified as:

_____, as either (1) the sole owner or agent, or (2) co-owner or agent to payment of the assessment which will be levied for the proposed Property and Business Improvement District to be known as the "Tourism Improvement District."

I declare under penalty of perjury under the laws of the State of California that this declaration made this ____ the day of _____, 20__, in the City and County of San Francisco, is true and correct.

Signature Business Owner/Authorized Agent

Print Name Business Owner/Authorized Agent

OWNER: «Ownership_Name»
DBA: «Hotel_STR_Name»
SITE ADDRESS: «Site_Address»
«Bar_Code»

*****CONFIDENTIAL TO YOUR HOTEL/SHORT-TERM RENTAL*****

Notice of Estimate of Proposed Tourism Improvement District Assessment

The following information is an estimate of your hotel or short-term rental's proposed assessment under the Tourism Improvement District. The following information is provided by the Office of Treasurer and Tax Collector and is considered confidential to your hotel or short-term rental.

Ballot number: «Ballot_Number»
Hotel/Short-Term Rental name: «Hotel_STR_Name»
Address: «Site_Address»

2019 Eligible Net Revenues: \$«T_2019_Revenue»
TID Zone: «Zone»
Proposed Year One Assessment Rate: «Assessment_Rate»
Proposed Year One Assessment Based on 2019 Eligible Net Revenue:
\$ «Weighted_Vote»

This is only an estimate; your actual assessment will be computed as provided in the Tourism Improvement District Management Plan.

**Should you have any questions, please call or write to: Mr. Cuong Quach,
Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San
Francisco, California, 94102. Telephone: (415) 554-4342, cuong.quach@sfgov.org.**

*****Please DO NOT return this form with your ballot*****



NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO: San Francisco Hotels and Short-term Residential Rentals

FROM: John Arntz, Director
Department of Elections
City and County of San Francisco

SUBJECT: Notice of Public Hearing and Assessment Ballot Proceeding to consider renewal and expansion of the business-based special assessment district, to be known as the “Tourism Improvement District”

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect the business that you own. This notice is being sent to you in accordance with Resolution No. ____-____, passed by the Board of Supervisors (a copy of which is enclosed), the Property and Business Improvement District Law of 1994 (California Streets and Highways Code §§ 36600 *et seq.*), California Government Code Section 54954.6, and San Francisco Business ad Tax Regulations Code Article 15.

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on September 13, 2022 or as soon thereafter as the matter may be heard, in the Board’s Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to fund the business-based business improvement district (community benefit district) known as the “Tourism Improvement District”. The annual assessments would last for 15 years (January 1, 2024-December 31, 2038), the services will be implemented through December 31, 2038. The boundaries of the Tourism Improvement District are described in the enclosed Resolution passed by the Board of Supervisors.
- In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the Public Meeting or Public Hearing on this matter may submit written comments to the City prior to the time the Public Meeting or Public Hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.
- The reason for the assessment is to renew and expand a Property and Business Improvement District to be known as the “Tourism Improvement District” and levy a multi-year assessment on identified hotel and short-term residential rental businesses in the district. The



annual assessments would last for 15 years. The boundaries of the proposed Tourism Improvement District are described in the enclosed Resolution of Intention passed by the Board of Supervisors.

- The Tourism Improvement District will fund the business-related services, improvements and activities for the District:
 - 1) Sales, marketing, and promotional programs
 - 2) Administration and Personnel
 - 3) Industry Special Events, Administration of the TID, and Operating Contingency Reserve
 - 4) Moscone Convention Center Buy-Down Fund for Qualifying Events
- Examples of services, improvements, and activities to be funded under the budget category “Sales, Marketing, and Promotional programs” includes, but is not limited to: ad creation and media placement, meetings and convention sales, tourism programs and market research, administration and staffing of personnel responsible for providing this category of services, including without limitation to its satellite and contract offices and related costs, establishment and maintenance of adequate reserve funds.
- Examples of services, improvements, and activities to be funded under the budget category “Administrative and Personnel” include: expenses for staffing of operations, administrative services, professional support services and related costs.
- Examples of services, improvements and activities to be funded under the budget category “Industry Special Events, Administration of the TID, and Operating Contingency Reserve” include: hosting major industry events in San Francisco, and administrative costs and expenses related to the formation, renewal, operation and administration of the District. This includes hospitality industry special events, administrative, operation and professional support costs of the District and the non-profit corporation that administers the District, support services provided by the San Francisco Tax Collector’s office for collection, tracking and enforcement of the TID assessment, and the establishment and maintenance of contingency and reserve funds.
- Examples of services, improvements and activities to be funded under the budget category “Moscone Convention Center Buy-Down Fund for Qualifying Events” includes: funds to attract and provide support for qualifying events at the Moscone Convention Center.
- The proposed Tourism Improvement District will have a duration of 15 years, beginning on January 1, 2024. The term of the District is 15 years after the Commencement Date. The City’s tourist hotels and short-term residential rentals will be divided into two zones, based largely on geographic proximity to the Moscone Convention Center, including the anticipated increase on occupancy and room rates from the Convention Center and convention-related activities on tourist hotels within the two zones, and access and proximity to the regional and City transportation infrastructure.

Zone 1: Tourist hotels and short-term residential rentals 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 and short-term residential rentals 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 and short-term residential rentals with addresses:

- West of Van Ness Avenue and South Van Ness Avenue, and
 - South of 16th Street.
- Tourist hotels and short-term residential rentals within the District will pay assessments based on the following formula. During the life of the District, the benefits that will accrue to each assessed business within each zone will correlate directly to the rate of assessments in that zone.

Zone1:

- With respect to gross revenue from tourist hotel rooms and short-term residential rentals generated during the period beginning January 1, 2024, or the effective Commencement Date of the assessment, if later, through the end of the Renewed Term, which is expected to be December 31, 2038, the assessment shall be 1.25% of gross revenue from tourist rooms.

Zone2:

- With respect to gross revenue from tourist hotel rooms and short-term residential rentals generated during the period beginning January 1, 2024, or the effective Commencement Date of the assessment, if later, through the end of the Renewed Term, which is expected to be December 31, 2038, the assessment shall be 1% of gross revenue from tourist rooms

Annual revenues generated from assessments will fluctuate over the life of the District based on actual gross revenues from tourist hotel rooms and short-term residential rentals, subject to the maximum assessments set forth in the Management District Plan. Any annual budget surplus or deficit will be rolled into the following year's TID budget.

The SFTIDMC Board of Directors (*TID Board*) will have the authority to alter the assessment rates, subject to the following: (i) assessment rates shall not be increased by more than 1% in either zone (*i.e.*, a cap of 2.25% in Zone 1 and of 2% in Zone 2), and shall not be reduced below the renewed District's initial rates (*i.e.*, a floor of 1.25% in Zone 1 and 1% in Zone 2); (ii) assessment rates may, but need not be changed in both Zones, but rates in Zone 1 must be at least 0.25% greater than rates in Zone 2; (iii) any changes in assessment rates shall be subject to approval by a supermajority of the TID Board, based on TID Board determination that additional assessment funds are needed to meet unforeseen or critical needs and costs of business attraction and retention for the specific benefit of the assessed business; and (iv) the TID Board must



reevaluate annually the basis of a decision to increase assessment rates. “Supermajority” for these purposes means 2/3 of the TID Board, including not less than a majority of the hotel representatives on the TID Board.

For purposes of calculating the TID assessment, “gross revenue from tourist rooms” means: the consideration received for occupancy valued in money, whether received in money or otherwise, including all receipts, cash, credits, and property of any kind or nature, without any deduction therefrom whatsoever. Gross revenue from tourist rooms will include only the following charges, regardless of how such charges are characterized:

- Charges for a guest room (including non-refundable deposits) regardless of whether the guest uses the room;
 - Charges for additional guests to occupy the room;
 - Charges for guaranteeing the availability of a room (sometimes referred to as guaranteed “no-show” charges), regardless of whether the guest uses the room (excluding event attrition fees and event cancellation fees paid by event organizers)
- Gross revenue from guest rooms does include:
 - Charges for guest rooms occupied by permanent residents, defined as: “Any occupant as of a given date who has or shall have occupied, or has or shall have the right of occupancy, of any guest room in a hotel for at least 30 consecutive days next preceding such date;”
 - Revenue from the lodging of airline crews, *i.e.*, lodging provided to airline cockpit and/or cabin crews pursuant to an agreement between a hotel and an airline, which is furtherance of or to facilitate such crews’ performance of their jobs for the airline, including layovers between flights; or
 - The City’s Transient Occupancy Tax collected on the room rent and remitted to the City;
 - Revenue from the San Francisco Moscone Expansion District assessment established in 2013, including any renewals or extensions thereof;
 - Charges for guest rooms located in youth hostels that are owned and operated exclusively by and for non-profit entities;
 - Charges for guest rooms that are subject to the room rate exemption for the San Francisco Transient Occupancy Tax under Article 7, section 506(c) of the San Francisco Business and Tax Regulations code, as amended from time to time; and
 - Charges for guest rooms located in non-profit, purely private social clubs that make guest rooms available only for the use of their members. The term “purely private social clubs” means nonprofit, private membership clubs, whose primary purpose is social, which are owned by a limited membership, and which do not advertise or promote the use of their facilities by the public. Further, entities that allow guest rooms to be occupied by non-members, including via reciprocal arrangements with other clubs or organizations or upon referral of a member, shall not constitute “purely private social clubs” as defined herein.
 - The estimated assessments shall be based on TID assessment collections from tourist hotels during 2019, and an extrapolation from TOT collections from short-term residential rentals during 2019. The weighted vote allocated to tourist hotels that did not exist in 2019, but which exist at the time of the balloting (if any), shall be based on the average TID assessment



paid by each tourist hotel in 2019 on a per-room basis. The weighted vote allocated to short-term residential rentals that did not exist in 2019, but which exist at the time of the balloting (if any), shall be based on the average TID assessment that would have been paid by each short-term residential rental had the TID assessment applied to short-term residential rentals in 2019.

- The estimated assessment is listed on the attached confidential *Notice of Estimated Assessment* prepared by the City and County of San Francisco, Office of the Treasurer/Tax Collector. **DO NOT** return this confidential *Notice of Estimated Assessment* with your ballot. The ballot and affidavit must be returned in the ballot envelope provided to the City and County of San Francisco by 12 Noon if delivered by mail to the address printed on the ballot return envelope, or by 3 PM if delivered in person at the Public Hearing on September 13, 2022.
- The assessment is estimated to generate approximately \$51,401,000 during the first year, with a maximum total assessment for years 1 through 15 of the District based on initial rates is \$1,633,151,000.00. The total maximum assessment that could be collected for years 1 through 15 of the District based on increased rates is \$2,749,146,000.00.

TOTAL MAXIMUM AMOUNT OF ASSESSMENTS ON ALL PARCELS INCLUDED IN THE PROPOSED DISTRICT FOR EACH FISCAL YEAR, IN YEARS 2 THROUGH 15

YEAR	FISCAL YEAR	TOTAL MAXIMUM ANNUAL ASSESSMENT REVENUE BASED ON CURRENT RATES	TOTAL MAXIMUM ANNUAL ASSESSMENT REVENUE BASED ON INCREASED RATES
1	2024	\$51,401,000	\$51,401,000
2	2025	\$56,542,000	\$96,434,000
3	2026	\$62,196,000	\$106,077,000
4	2027	\$68,415,000	\$116,685,000
5	2028	\$75,257,000	\$128,354,000
6	2029	\$82,782,000	\$141,189,000
7	2030	\$91,061,000	\$155,308,000



8	2031	\$100,167,000	\$170,839,000
9	2032	\$110,183,000	\$187,923,000
10	2033	\$121,202,000	\$206,715,000
11	2034	\$133,322,000	\$227,387,000
12	2035	\$146,654,000	\$250,126,000
13	2036	\$161,320,000	\$275,138,000
14	2037	\$177,452,000	\$302,652,000
15	2038	\$195,197,000	\$332,918,000
Total		\$1,633,151,000	\$2,749,146,000

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the enclosed “Procedures for the Completion, Return and Tabulation of Ballots,” which is also available on the City’s website at www.sfelections.org.

1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but **MUST** be received by the Director of Elections not later than the conclusion of the public input portion of the public hearing on September 13, 2022 in the Board’s Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.



3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on September 13, 2022. Mailed ballots received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.
4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable "yes" or "no" vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.
8. The Board of Supervisors will not impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. Ballots shall be weighted according to the proposed financial obligation of the affected business.

Should you have any questions, please call or write to: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.

MEMO

To: Aaron Peskin, District 6 Supervisor
CC: London N. Breed, Mayor of the City and County of San Francisco
San Francisco Board of Supervisors
From: Chris Corgas; Program Director, OEWD
RE: Tourism Improvement District Renewal and Expansion
Date: May 16, 2022

Dear Supervisor Peskin,

Enclosed for your review and legislative submittal are the materials related to the proposed renewal and expansion of the San Francisco Tourism Improvement District (TID), those materials include:

- Resolution of Intention to renew and expand the TID
- TID Management Plan
- Memo from the Office of the Treasurer and Tax Collector
- Petitions submitted regarding the renewal and expansion of the TID
- Ballot
- Notice of Estimate
- Ballot Affidavit
- Notice of Public Hearing and Assessment Ballot Proceeding

The TID renewal and expansion will levy a multi-year assessment on identified hotels and short-term residential rental businesses in the district and would last for 15 year, beginning on January 1, 2024 and sunseting on December 31, 2038. The TID will fund business-related services, improvements, and activities for the district.

There are four changes to the TID in this renewal and expansion:

- Increasing the current assessment on ratepayers by 0.25%.
- Including short-term residential rentals as ratepayers.
- Allowing for the possibility of an increase in TID assessments of up to 1%, which need approval by a high threshold of the TID Board.
- Modifying the TID Board to better reflect its constituency.

The assessment is estimated to generate approximately \$51,401,000 during the first year, with a maximum total assessment for years 1 through 15, based on initial rates, of \$1,633,151,000.00. The total maximum assessment that could be collected for years 1 through 15 based on increased rates is \$2,749,146,000.00.

If you should have any questions regarding the materials enclosed or the formation process please do not hesitate to contact me. I look forward to the introduction of the Resolution on Tuesday May 17, 2022.