



## Annual Report | 2019-2020

The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) is the owner's association group that oversees the San Francisco Tourism Improvement District (TID) and the San Francisco Moscone Expansion District (MED). The San Francisco Tourism Improvement District Management Corporation, governed by a board of industry representatives, ensures that the funds are used to benefit the assessed businesses by allocating them to San Francisco Travel programs that draw conventions, meetings, events and leisure travelers to San Francisco, and by keeping the city's convention facilities competitive with those of other major cities.

### **San Francisco Tourism Improvement District**

The San Francisco Tourism Improvement District ensures that funding for the San Francisco Travel Association's selling, marketing and promotion of San Francisco as a visitor destination.





objectives is to generate visitor-related economic impact to San Francisco and the region. SFTIDMC contracts the services of the San Francisco Travel Association which, with more than 110 years of expertise, is well positioned to fulfill this goal.

With the benefit of the TID funding, San Francisco Travel has been able to conduct a comprehensive review and strategic analysis of the industry, as well as created a plan that focuses on being proactive and setting new, visionary strategies to lead San Francisco's tourism industry.

Highlights of **San Francisco Travel** activity during FY July 1, 2019 to December 31, 2019:

### **Convention and Meeting Sales**

- 881,521 million room nights booked  
Over 745 meetings held in San Francisco
- Sales mission to Washington, DC and Chicago reaching over with over 257 meeting planners
- Attended over 27 trade shows and events

**881,521**  
Total room nights booked

### **Marketing Promotion**

San Francisco's balanced mix of convention/meetings travel, leisure/consumer travel and business travel, means the city isn't as vulnerable to swings in any one market as some other destinations. Leisure visitors comprise 60% of all trips to San Francisco. San Francisco Travel's leisure marketing team has the enviable task of building relationships with, inviting, converting and retaining potential and existing San Francisco leisure travelers.

### **Visitor Information Center (ViC)**

172,000 visitors per year to Moscone location  
12 languages spoken by staff and volunteers  
MYSF has trained over 770 people in the visitor industry

### **www.sftravel.com**

2.2+ million unique visitors to the website  
\$103,813,598 million in economic impact

### **Social Media**

Facebook | The Official Guide 695,000+ followers  
Twitter @onlyinSF 275,000+ followers  
Instagram onlyinsf 250,000+ followers

**26.2 Million visitors to  
San Francisco in 2019**



### Key Themes & Programs

- Only in SF Events
- I am San Francisco | San Francisco Welcomes All Campaign
- Never the Same. Always San Francisco.
- Ahead of the Curve
- IconicSF
- Arts & Culture
- Food & Wine

### Tourism Sales and Marketing

- SFO had 8.1 million international travelers 7/1 – 12/31/2019
- Representation in 14 international offices in 13 countries
- Partnered with SFO on new air service
- 68 new tourism programs
- San Francisco Travel hosted over 1,630 travel professionals
- Attended 17 International and Domestic trade shows
- San Francisco hosted 900+ journalists
- Media Coverage
  - 8.7 billion impressions
  - \$394+ million value

**\$9.6 billion in visitor  
spending in 2019**

## **MOSCONE EXPANSION DISTRICT**





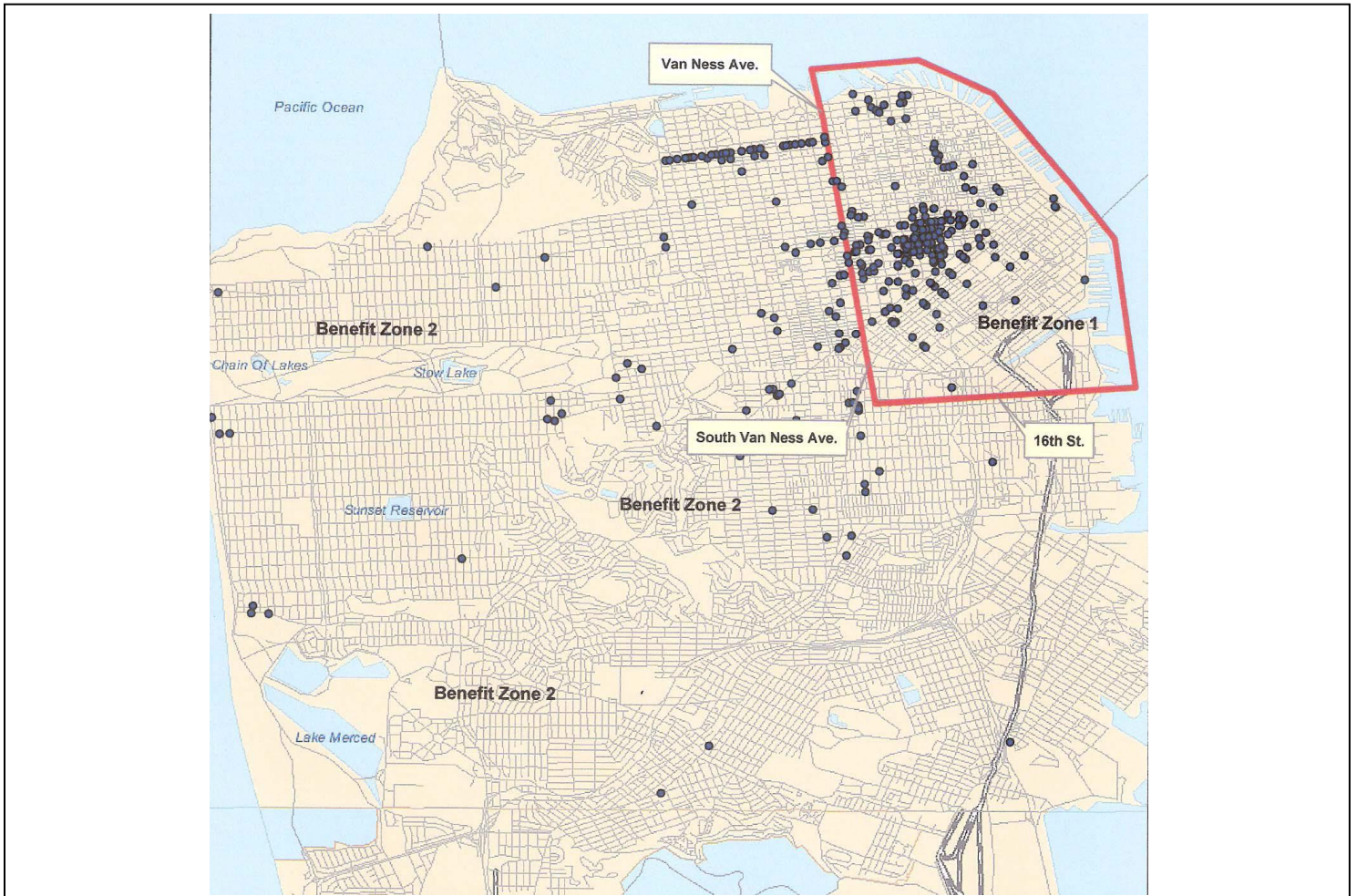


### TID and MED COLLECTION METHODOLOGY

Tourist hotels are broken up into two zones. The zones are the same for the TID and MED assessments. Tourist hotels in Zone 1 are assessed 1% of gross revenue from tourist rooms for the TID and 1.25% for the MED. Tourist hotels in Zone 2 are assessed 75% of gross revenue from tourist rooms for TID and .3125 for the MED.

**Zone 1 Tourist hotels:** All tourist hotels with addresses on or east of Van Ness Avenue, on or east of South Van Ness Avenue, and on or north of 16<sup>th</sup> Street from South Van Ness to the Bay, including all tourist hotels east of Van Ness Avenue as if it continued north to the Bay, and north of 16<sup>th</sup> Street as if it continued east to the Bay.

**Zone 2 Tourist hotels:** All tourist hotels with addresses west of Van Ness Avenue and South Van Ness Avenue, and all tourist hotels south of 16<sup>th</sup> Street.





**San Francisco Tourism Improvement District Management Corporation (SFTIDMC)  
BUDGET & BALANCE SHEET**

<b>JULY 2019-JUNE 2020 ACTUAL</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>
<b>INCOME</b>			
Assessment Fee	\$17,262,280	\$21,354,024	\$38,616,304
Interest Income	\$20,672	\$1,059	\$21,731
<b>TOTAL INCOME</b>	<b>\$17,282,952</b>	<b>\$21,355,083</b>	<b>\$38,638,035</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$21,535,500	\$0	\$21,535,500
Moscone Convention Center Development and Expansion	\$17,264	\$1,191,638	\$1,208,902
Moscone Convention Center Capital Fund	\$0	\$0	\$0
Moscone Convention Center Incentive Fund	\$0	\$3,148,421	\$3,148,421
Convention Sales/Marketing Fund	\$0	\$215,083	\$215,083
Debt Service and Stabilization Fund	\$0	\$14,891,570	\$14,891,570
SFTIDMC Administration and Operating Expenses	\$496,026	\$640,829	\$1,136,855
	\$22,048,79		
<b>TOTAL EXPENSES</b>	<b>0</b>	<b>\$20,087,541</b>	<b>\$42,136,331</b>
<b>NET INCOME</b>	<b>(\$4,765,838)</b>	<b>\$1,267,542</b>	<b>(\$3,498,296)</b>
<b>JULY 2019-JUNE 2020 BALANCE SHEET</b>			
<b>ASSETS</b>			
Cash	\$1,775,900	\$4,200,972	\$5,976,872
Accounts Receivable, Net	\$0	\$0	\$0
<b>TOTAL ASSETS</b>	<b>\$1,775,900</b>	<b>\$4,200,972</b>	<b>\$5,976,872</b>
<b>LIABILITIES</b>			
Accounts Payable	\$22,024	\$2,664,364	\$2,686,388
Line of Credit	\$0	\$5,000,000	\$5,000,000
Long-Term Liabilities - Construction Retention	\$0	\$33,889	\$33,889
<b>TOTAL LIABILITIES</b>	<b>\$22,024</b>	<b>\$7,698,253</b>	<b>\$7,720,277</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$1,753,876</b>	<b>(\$3,497,281)</b>	<b>(\$1,743,405)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,775,900</b>	<b>\$4,200,972</b>	<b>\$5,976,872</b>



<b>JULY 2020- JUNE 2021 BUDGET</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>
<b>INCOME</b>			
Assessment Fee	\$7,486,000	\$9,271,100	\$16,757,100
Interest Income	\$0	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$7,486,000</b>	<b>\$9,271,100</b>	<b>\$16,757,100</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$8,744,000	\$0	\$8,744,000
Moscone Convention Center Capital Fund	\$0	\$92,700	\$92,700
Moscone Convention Center Incentive Fund	\$0	\$834,400	\$834,400
Convention Sales & Marketing Fund	\$0	\$92,700	\$92,700
Debt Service and Stabilization Fund	\$0	\$7,802,300	\$7,802,300
SFTIDMC Administration	\$422,000	\$699,000	\$1,121,000
<b>TOTAL EXPENSES</b>	<b>\$9,166,000</b>	<b>\$9,521,100</b>	<b>\$18,687,100</b>
<b>NET INCOME</b>	<b>(\$1,680,000)</b>	<b>(\$250,000)</b>	<b>(\$1,930,000)</b>

<b>PROJECTED CARRYOVER DISBURSEMENT</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>	<b>TO BE USED IN FY 2020- 2021</b>	<b>TO BE USED IN FUTURE YEARS</b>
SFTA Marketing & Operations	\$276,671	\$0	\$276,671	\$276,261	\$0
Moscone Convention Center Development and Expansion	\$0	(\$5,236,850)	(\$5,236,850)	\$0	(\$5,236,850)
Moscone Convention Center Capital Fund	\$175,325	\$245,173	\$420,498	\$0	\$420,498
Moscone Convention Center Incentive Fund	\$694,890	\$435,061	\$1,129,951	\$680,000	\$449,951
Contingency/Reserve	\$606,990	\$1,059,335	\$1,666,325	\$834,669	\$831,656
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$1,753,876</b>	<b>(\$3,497,281)</b>	<b>(\$1,743,405)</b>	<b>\$1,791,340</b>	<b>(\$3,534,745)</b>



## **SFTIDMC Board of Directors | FY 2019-20**

### **BOARD CHAIR**

Stefan Mühle, Noble Hotels

### **BOARD VICE-CHAIR**

James Lim, Omni Hotels

### **SECRETARY/TREASURER**

Kathy Paver, Pier 39

### **Board Members**

Jon Kimball, Marriott Hotels

Peter Koehler, Intercontinental Hotels

Janet Griggs, Taste Catering

Suzy Yang, Joie de Vivre Hotels

Kathy Paver, PEIR 39

Cathy Maupin, Yerba Buena Community Benefits District

Ken Bukowski, City & County of San Francisco

Matt Humphreys, Hyatt Hotels

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