

From: [Stefan Muhle](#)
To: [Board of Supervisors, \(BOS\)](#); [Calvillo, Angela \(BOS\)](#)
Cc: [DPH - cassandra](#); [Stefan Muhle](#)
Subject: Letter of Support for Tourism Improvement District Renewal
Date: Monday, August 8, 2022 6:24:23 PM
Attachments: [ATT00001.png](#)
[ATT00002.png](#)
[ATT00003.png](#)
[ATT00004.png](#)
[ATT00005.png](#)

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

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

I am writing today on behalf of Noble House Hotels & Resorts to urge you to approve the renewal and expansion of the Tourism Improvement District (TID).

The TID transformed how San Francisco competes against comparable destinations for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year, prior to the pandemic, for San Francisco to market and attract domestic and international travelers. Through the increased sales and promotions attributed to the TID, San Francisco went from being in the mid-range to the top of the leading 25 markets in the United States, bringing in more visitors and economic impact to San Francisco than ever before.

The TID funds the San Francisco Travel Association, which promotes San Francisco for leisure and business travel and books small and large conventions in the city owned Moscone Center. Our small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions rely on these leisure and business visitors for their operations. Thanks to the funding from the TID, San Francisco welcomed over 26 million visitors who spent over \$10.2 billion pre-pandemic in our local economy, making tourism San Francisco's number one industry. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes supporting essential city services.

The pandemic impacted the tourism and hospitality industry harder than any other sector and our recovery is also lagging any other industry sector in other US markets. Renewal of the TID is imperative on San Francisco's ability to recover, regain our market share and thrive into future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer all while supporting an important local economic and workforce base.

Sincerely,

Stefan Muhle

Stefan Muhle

VP, Regional Managing Director

N^oBLE HOUSE
HOTELS & RESORTS

Argonaut Hotel

Hotel Zoe Fisherman's Wharf

495 Jefferson Street, San Francisco, CA 94109

(o) 415-345-5505 | (f) 415-563-2800

smuhle@noblehousehotels.com



From: [Huldi, Roger](#)
To: [Board of Supervisors. \(BOS\); Calvillo, Angela \(BOS\)](#)
Cc: [DPH - cassandra](#)
Subject: Tourism Improvement District Renewal
Date: Tuesday, August 9, 2022 12:40:29 PM
Attachments: [image002.png](#)
[TID Renewal.pdf](#)

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

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

I am writing today on behalf of St. Regis San Francisco to urge you to approve the renewal and expansion of the Tourism Improvement District (TID).

Warm regards,

Roger Huldi
General Manager

The St. Regis San Francisco
125 Third Street San Francisco, California 94103
o. +1 415 284 4050
m. +1 415 846 0941
stregissanfrancisco.com



From: [Brittney Beck](#)
To: [Board of Supervisors, \(BOS\)](#); [Calvillo, Angela \(BOS\)](#)
Cc: [DPH - cassandra](#)
Subject: Tourism Improvement District Renewal
Date: Wednesday, August 10, 2022 10:48:00 AM

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

Committee of the Whole Hearing, September 13, 2022
Special Order, 3pm

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

I am writing today on behalf of Beck's Motor Lodge to urge you to approve the renewal and expansion of the Tourism Improvement District (TID).

The TID transformed how San Francisco competes against comparable destinations for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year, prior to the pandemic, for San Francisco to market and attract domestic and international travelers. Through the increased sales and promotions attributed to the TID, San Francisco went from being in the mid-range to the top of the leading 25 markets in the United States, bringing in more visitors and economic impact to San Francisco than ever before.

The TID funds the San Francisco Travel Association, which promotes San Francisco for leisure and business travel and books small and large conventions in the city-owned Moscone Center. Our small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions rely on these leisure and business visitors for their operations. Thanks to the funding from the TID, San Francisco welcomed over 26 million visitors who spent over \$10.2 billion pre-pandemic in our local economy, making tourism San Francisco's number one industry. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes supporting essential city services. The pandemic impacted the tourism and hospitality industry harder than any other sector and our recovery is also lagging behind any other industry sector in other US markets. Renewal of the TID is imperative on San Francisco's ability to recover, regain our market share and thrive into future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer all while supporting an important local economic and workforce base.

Thank you for your time.



Brittney Beck
2222 Market St.,
San Francisco | CA | 94114
p: 415-621-8212

From: [Kimball, Jon](#)
To: [Board of Supervisors, \(BOS\)](#); [Calvillo, Angela \(BOS\)](#)
Subject: Support for Tourism Improvement District Renewal
Date: Wednesday, August 10, 2022 10:55:11 AM
Attachments: [image001.png](#)

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

RE: Tourism Improvement District Renewal
Committee of the Whole Hearing, September 13, 2022
Special Order, 3pm

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

I am writing today on behalf of The Westin St. Francis and Marriott International to urge you to approve the renewal and expansion of the Tourism Improvement District (TID). The Westin St. Francis employs over 600 associates, many of which have been working here for 25 years and longer. We are so proud of being an integral part of San Francisco for over 118 years.

The TID transformed how San Francisco competes against comparable destinations for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year, prior to the pandemic, for San Francisco to market and attract domestic and international travelers. Through the increased sales and promotions attributed to the TID, San Francisco went from being in the mid-range to the top of the leading 25 markets in the United States, bringing in more visitors and economic impact to San Francisco than ever before.

The TID funds the San Francisco Travel Association, which promotes San Francisco for leisure and business travel and books small and large conventions in the city owned Moscone Center. Our small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions rely on these leisure and business visitors for their operations. Thanks to the funding from the TID, San Francisco welcomed over 26 million visitors who spent over \$10.2 billion pre-pandemic in our local economy, making tourism San Francisco's number one industry. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes supporting essential city services.

The pandemic impacted the tourism and hospitality industry harder than any other sector and our recovery is also lagging behind any other industry sector in other US markets. Renewal of the TID is imperative on San Francisco's ability to recover, regain our market share and thrive into future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer all while supporting an important local economic and workforce base.

Sincerely,

Jon Kimball

Area General Manager

THE WESTIN ST. FRANCIS SAN FRANCISCO ON UNION SQUARE

335 Powell Street, San Francisco, CA 94102

T 415.774.0101 M 415.725.1089

www.westinstfrancis.com

[Marriott Bonvoy](#) > [Facebook](#) > [Instagram](#) > [Hotel Video](#) > [Virtual Tour](#)



From: [Fullmore, Nany](#)
To: [Board of Supervisors. \(BOS\)](#)
Cc: [DPH - cassandra](#)
Subject: Support for Tourism Improvement District Renewal
Date: Thursday, August 11, 2022 3:55:05 PM
Attachments: [image001.png](#)
[TID_Support Letter.pdf](#)

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

OUT OF OFFICE ALERT AUGUST 30th – SEPTEMBER 8TH

Nany Fullmore

General Manager

Bring your best to the moment

O: 415-486-6401

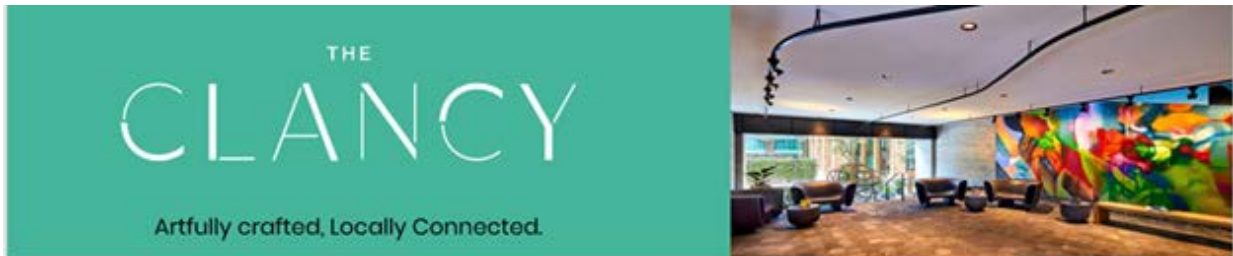
The Clancy, Autograph Collection

299 2ND St.

San Francisco, CA 94105

www.marriott.com/sfoaw | [Instagram](#)

The Clancy, a member of Marriott International's extraordinary Autograph Collection.



This communication contains information from Marriott International, Inc. that may be confidential. Except for personal use by the intended recipient, or as expressly authorized by the sender, any person who receives this information is prohibited from disclosing, copying, distributing, and/or using it. If you have received this communication in error, please immediately delete it and all copies, and promptly notify the sender. Nothing in this communication is intended to operate as an electronic signature under applicable law.

From: [Board of Supervisors, \(BOS\)](#)
To: [BOS-Supervisors](#); [BOS-Legislative Aides](#)
Cc: [Calvillo, Angela \(BOS\)](#); [Somera, Alisa \(BOS\)](#); [De Asis, Edward \(BOS\)](#); [Entezari, Mehran \(BOS\)](#); [Ng, Wilson \(BOS\)](#); [BOS Legislation, \(BOS\)](#)
Subject: FW: Support for Tourism Improvement District Renewal
Date: Friday, August 12, 2022 9:16:31 AM
Attachments: [image001.png](#)

Dear Supervisors,

Please see the letter below regarding File No. 220784 - Resolution to Establish (Renew and Expand) - Tourism Improvement District.

Thank you,

Eileen McHugh
Executive Assistant
Office of the Clerk of the Board
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102-4689
Phone: (415) 554-5184 | Fax: (415) 554-5163
eileen.e.mchugh@sfgov.org | www.sfbos.org

From: Kimball, Jon <Jon.Kimball@marriott.com>
Sent: Wednesday, August 10, 2022 10:55 AM
To: Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>; Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>
Subject: Support for Tourism Improvement District Renewal

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

RE: Tourism Improvement District Renewal
Committee of the Whole Hearing, September 13, 2022
Special Order, 3pm

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

I am writing today on behalf of The Westin St. Francis and Marriott International to urge you to approve the renewal and expansion of the Tourism Improvement District (TID). The Westin St. Francis employs over 600 associates, many of which have been working here for 25 years and longer. We are so proud of being an integral part of San Francisco for over 118 years.

The TID transformed how San Francisco competes against comparable destinations for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year, prior to the pandemic, for San Francisco to market and attract domestic and international travelers. Through the increased sales and promotions attributed to the TID, San Francisco went from being in the mid-range to the top of the leading 25 markets in the United States, bringing in more visitors and economic impact to San Francisco than ever before.

The TID funds the San Francisco Travel Association, which promotes San Francisco for leisure and business travel and books small and large conventions in the city owned Moscone Center. Our small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions rely on these leisure and business visitors for their operations. Thanks to the funding from the TID, San Francisco welcomed over 26 million visitors who spent over \$10.2 billion pre-pandemic in our local economy, making tourism San Francisco's number one industry. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes supporting essential city services.

The pandemic impacted the tourism and hospitality industry harder than any other sector and our recovery is also lagging behind any other industry sector in other US markets. Renewal of the TID is imperative on San Francisco's ability to recover, regain our market share and thrive into future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer all while supporting an important local economic and workforce base.

Sincerely,

Jon Kimball

Area General Manager

THE WESTIN ST. FRANCIS SAN FRANCISCO ON UNION SQUARE

335 Powell Street, San Francisco, CA 94102

T 415.774.0101 M 415.725.1089

www.westinstfrancis.com

[Marriott Bonvoy](#) > [Facebook](#) > [Instagram](#) > [Hotel Video](#) > [Virtual Tour](#)



From: [Board of Supervisors, \(BOS\)](#)
To: [BOS-Supervisors](#); [BOS-Legislative Aides](#)
Cc: [Calvillo, Angela \(BOS\)](#); [Somera, Alisa \(BOS\)](#); [Ng, Wilson \(BOS\)](#); [De Asis, Edward \(BOS\)](#); [Entezari, Mehran \(BOS\)](#); [BOS Legislation, \(BOS\)](#)
Subject: FW: Support for Tourism Improvement District Renewal
Date: Friday, August 12, 2022 9:11:37 AM
Attachments: [image001.png](#)
[TID_Support Letter.pdf](#)

Dear Supervisors,

Please see the attached letter regarding File No. 220784 - Resolution to Establish (Renew and Expand) - Tourism Improvement District.

Thank you,

Eileen McHugh
Executive Assistant
Office of the Clerk of the Board
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102-4689
Phone: (415) 554-5184 | Fax: (415) 554-5163
eileen.e.mchugh@sfgov.org | www.sfbos.org

From: Fullmore, Nany <Nany.Fullmore@marriott.com>
Sent: Thursday, August 11, 2022 3:55 PM
To: Calvillo, Angela (BOS) <angela.calvillo@sfgov.org>
Cc: DPH - cassandra <cassandra@sfttravel.com>
Subject: Support for Tourism Improvement District Renewal

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

OUT OF OFFICE ALERT AUGUST 30th – SEPTEMBER 8TH

Nany Fullmore

General Manager

Bring your best to the moment

O: 415-486-6401

The Clancy, Autograph Collection

299 2ND St.

San Francisco, CA 94105

www.marriott.com/sfoaw | [Instagram](#)

The Clancy, a member of Marriott International's extraordinary Autograph Collection.



This communication contains information from Marriott International, Inc. that may be confidential. Except for personal use by the intended recipient, or as expressly authorized by the sender, any person who receives this information is prohibited from disclosing, copying, distributing, and/or using it. If you have received this communication in error, please immediately delete it and all copies, and promptly notify the sender. Nothing in this communication is intended to operate as an electronic signature under applicable law.

RE: Tourism Improvement District Renewal
Committee of the Whole Hearing, September 13, 2022
Special Order, 3pm

September 8, 2022

Dear President Walton and Members of the San Francisco Board of Supervisors,
I am writing today on behalf of The Clancy, Autograph Collection by Marriott to urge you to approve the renewal and expansion of the Tourism Improvement District (TID).

The TID transformed how San Francisco competes against comparable destinations for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year, prior to the pandemic, for San Francisco to market and attract domestic and international travelers. Through the increased sales and promotions attributed to the TID, San Francisco went from being in the mid-range to the top of the leading 25 markets in the United States, bringing in more visitors and economic impact to San Francisco than ever before.

The TID funds the San Francisco Travel Association, which promotes San Francisco for leisure and business travel and books small and large conventions in the city owned Moscone Center. Our small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions rely on these leisure and business visitors for their operations. Thanks to the funding from the TID, San Francisco welcomed over 26 million visitors who spent over \$10.2 billion pre-pandemic in our local economy, making tourism San Francisco's number one industry. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes supporting essential city services.

The pandemic impacted the tourism and hospitality industry harder than any other sector and our recovery is also lagging behind any other industry sector in other US markets. Renewal of the TID is imperative on San Francisco's ability to recover, regain our market share and thrive into future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer all while supporting an important local economic and workforce base.

Sincerely,

your name
Hiwot Fullmore