

From: [Chris Wright](#)
To: [Chan, Connie \(BOS\)](#); [Stefani, Catherine \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Mar, Gordon \(BOS\)](#); [Preston, Dean \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Dorsey, Matt \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Melgar, Myrna \(BOS\)](#)
Cc: [Breed, Mayor London \(MYR\)](#); [Wade Rose](#); [Board of Supervisors, \(BOS\)](#)
Subject: Letter in Support of File #220783 - Renewal and Expansion - Tourism Improvement District
Date: Tuesday, September 13, 2022 12:00:44 PM
Attachments: [SF Partnership Letter in Support of File#220783 - Toursim Improvement District.pdf](#)

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

Hello,

Please see the attached letter in support of File #220783 - Renewal and Expansion - Tourism Improvement District from the SF Partnership.

Thank you.

Chris

Chris Wright

SF Partnership

235 Montgomery Street, Suite 965

San Francisco, CA 94104

Work: 415-956-1007

Email: chris@sfpartnership.org



September 13, 2022

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

Re: File # #220783 - Renewal and Expansion - Tourism Improvement District

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

We are writing today on behalf of the SF Partnership to urge you to approve the renewal and expansion of the Tourism Improvement District (TID), File #220783. The SF Partnership is an organization made up of the City's leading employers and is focused on the economic vitality and livability of San Francisco. Our mission is to be a leading voice in efforts to make the City an affordable, thriving place for everyone.

Right now, San Francisco's Economic Core (e.g., the Financial District, East Cut, Union Square, Yerba Buena, Embarcadero, Market Street, and Mission Bay), the economic driver for our city and region, faces unprecedented challenges. With office vacancies hovering at around 22% and fewer than half of San Francisco's 570,000 office jobs expected to return in-person five days a week, our downtown area needs to pursue many solutions, and the renewal and expansion of the Tourism Improvement District (TID) is an essential one.

Through the increased sales and promotions attributed to the TID, San Francisco went from being mid-range to the top of the leading 25 tourist destination markets in the United States, bringing in more visitors and economic vitality to San Francisco than ever before.

The TID funds SF Travel, which promotes San Francisco for leisure and business travel and books small and large conventions. The City's small businesses, accommodations, restaurants, attractions, retail establishments, and cultural institutions, including those in the Economic Core, rely significantly on these leisure and business visitors for their operations. Thanks to the funding from the TID, the City welcomed over 26 million visitors who spent over \$10.2 billion in our local economy. The travel and tourism industry also supported over 86,000 good jobs and brought in over \$750 million in local taxes that fund essential city services.

Renewing the TID is imperative for the City to recover and thrive in future years by bringing visitors back from all over the world to enjoy what San Francisco has to offer, all while supporting a significant local economic and workforce base. We ask that you support the renewal and expansion of the Tourism Improvement District.

Sincerely,

A handwritten signature in black ink, appearing to read "Wade Rose". The signature is fluid and cursive, with the first name "Wade" written in a larger, more prominent script than the last name "Rose".

Wade Rose
President

From: [Amy Cleary](#)
To: [Board of Supervisors, \(BOS\)](#)
Cc: [Laurie Thomas](#)
Subject: GGRA Letter of Support for TID Approval
Date: Tuesday, September 13, 2022 11:58:02 AM
Attachments: [TID Letter of Support.pdf](#)

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

September 13, 2022

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

I am writing today on behalf of the Golden Gate Restaurant Association 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. 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.

As our decimated hospitality industry continues to recover from the devastating effects of the covid pandemic and related closures, our downtown restaurants, cafes, and bars have been impacted the most as they rely on these leisure and business visitors. 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,



Laurie Thomas, Executive Director
Golden Gate Restaurant Association

Board members:

Marie Trimble Holvick (Partner) Gordon & Rees
Steven Grant (Director of Food and Beverage) Hotel Nikko
Bryan Tublin (Owner) Kitava
Andy Chun(Owner) Press Club, Schroeders and Elite
Andrew Freeman (Founder) AF&CO and Carbonate
Benson Wang (Owner) Blue Plantain, LLC
Bob Partrite (Chief Operating Officer) Simco Restaurants
Cassie Corless (Director of Business Operations) Tastes on the Fly
Denise Tran (Founder / CEO) Bun Mee LLC
Doug Collister (Partner, Director of Marketing & IT) China Live Ventures
Douglas Marschke (CEO) Underdogs Too, Underdogs Tres, Tacko
Dylan MacNiven (Executive Director) Woodhouse Fish Co/Wooden Spoon/West of Pecos/Cafe Du Nord
Evan Kidera (Owner), Senor Sisig
Hanson Li (Managing Partner) Salt Partners
Jenna Johnson (Client Executive) NFP
John Konstin (Proprietor) John's Grill
Josh Harris (Owner) BV Hospitality
Justin Richardson (President) The City POS
Keba Konte (Founder/CEO) Red Bay Coffee Company
Lee Gregory (Executive Vice President) McCalls Catering
Lindsay Tusk (Owner) Quince & Co.
Margie Butler (Development & Marketing) Perry's San Francisco
Nghia Tran (COO) Burma Inc
Patric Yumul (CEO) Tableone Hospitality
Rachel Herbert (Owner) Park Cafe Group
Ranjan Dey (President) New Delhi Restaurant
Roberta Economidis (Partner) GE Law Group
Steve Sarver (Treasurer) Ladle & Leaf
Tony Marcell (Director of Operations) Wayfare Tavern

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Amy Cleary
Director of Public Policy and Media Relations
Golden Gate Restaurant Association
415.370.9056
amy@ggra.org

September 13, 2022

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

I am writing today on behalf of the Golden Gate Restaurant Association 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.

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Sincerely,

A handwritten signature in cursive script that reads "Laurie Thomas". The signature is written in dark ink and is positioned at the bottom left of the letter.

Laurie Thomas, Executive Director
Golden Gate Restaurant Association

Board members:

Marie Trimble Holvick (Partner) Gordon & Rees
Steven Grant (Director of Food and Beverage) Hotel Nikko
Bryan Tublin (Owner) Kitava
Andy Chun(Owner) Press Club, Schroeders and Elite
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Roberta Economidis (Partner) GE Law Group
Steve Sarver (Treasurer) Ladle & Leaf
Tony Marcell (Director of Operations) Wayfare Tavern

From: [Alison Price](#)
To: [Board of Supervisors, \(BOS\)](#)
Subject: TID Ballot
Date: Tuesday, September 13, 2022 11:30:03 AM

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

Dear Clerk of the Board of Supervisor ,

I'm writing to give my opinion of the TID Ballot since I can't be there to speak.

I'm concerned that votes mailed in between July 29th and August 26th were based on incorrect and misleading information therefore disqualifying this election. Misinformation was initially sent out by the Dept. of Elections and then correct information was sent a month later, a few weeks before voting ended. The misinformation was on page under "Gross revenue from guest rooms does include", page 4 , and subsequently changed to DOES NOT.

I'm also concerned that the ballots are weighted incorrectly as I know mine was. I'm trying to correct that before noon. An average weighting is only correct if everyone that was averaged votes.

Finally , I haven't seen enough transparency in the S F Travel or the SF TID board meeting minutes and financial statements. I was able to find that SF Travel is deeply in debt and losing money though. It seems for such a large amount of money more oversight and transparency is needed.

Sincerely ,

Alison Price

From: [LF](#)
To: [Board of Supervisors, \(BOS\)](#)
Cc: [greg.miller](#)
Subject: Tourism Improvement District comment
Date: Tuesday, September 13, 2022 11:13:43 AM

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

Hello,

I have been a San Francisco resident for over 22 years (my husband 16yrs) and are fortunate to own a house in bernal Heights. Our house has been a part of the short term rental program since it's inception and we rely on this program to help make ends meet, as a public-school family living in San Francisco with normal jobs, not tech millionaires.

We are against the City's proposal to create a broad sweeping tourism improvement district that would tax independent residences the same as commercial hotels. Individual homeowner residence that do short term rental (max allowed 90 days a year) do not need or benefit from the programs outlined in the legislation for TID revenues. We do not need or benefit from sales, marketing, promotional programs. We do not need or benefit from administration and personnel of San Francisco travel. Or the industry special event. We also already pay the City's annual business license fees, short term rental permit fees, Airbnb fees, and income tax on all of our short term rentals. Not to mention high property taxes & special assessments. With the cities restrictions on how often we can rent via STR program you can understand that any income we hope to make to support raising a family here is already very chipped away.

In fact, the city of San Francisco has worked very hard that it's short term rental program does not become a hotel oriented as it exists in residential neighborhoods. So this legislation seems completely counterintuitive to the role, tone, and skill of individual residence participating in the short term rental program versus our commercial hotels and other visitor services. I request that you redirect legislation to commercial businesses that may in fact see benefits from these programs that they will then contribute to.

Thank you
Neighbor Lisa

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

Thank you

Lyle
415-602-8817

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

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

ERICA MAJOR

Assistant Clerk

Board of Supervisors

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

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

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

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

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

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

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

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**Disclosures:** *Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers,*

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

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

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

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

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

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

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

Angela,

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

Thank you,  
Lyle

--

Lyle Sweeney  
San Francisco, CA

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

**ATTENTION:**

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

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

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

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

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

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

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



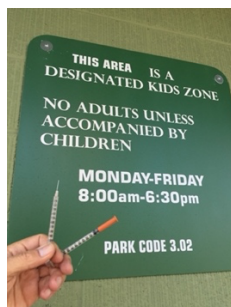
Needles collected from the playground



Needles left by illegal campers



Human shit next to a locked public toilet



Needles left in "Kids Zone"



More human shit



This woman dumps rotting food on the street daily



Dead rat next piles of food



More human shit

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

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

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

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

Hello,

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

Thank you,

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

Information and opinions provided by SFAA staff is not legal advice and may not be construed as such. SFAA staff members are not legal advisors or attorneys. No legal advice is conveyed by this email or through any telephone conversation between you and SFAA staff. Transmitted information and opinions are derived from industry customs and practices but are not to be construed or relied upon as representations of law or legal advice. You should confirm all information and opinions with your own attorney.



## San Francisco Apartment Association

September 12, 2022

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

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

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

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

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

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

Sincerely,

Charley Goss  
Government and Community Affairs  
San Francisco Apartment Association

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

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

Angela Calvillo,

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

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

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

Sincerely,

Dennis Montalto





## HANDLERY UNION SQUARE HOTEL

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

SEP 12 2021  
CITY CLERK  
ANGELA CALVILLO

Dear Ms. Calvillo,

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

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

### 1. MOSCONE "BUY DOWN"

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

### 2. INCREASE FOR CRITICAL AND UNFORESEEN CIRCUMSTANCES



## HANDLERY UNION SQUARE HOTEL

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

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

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

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

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

Sincerely,

Jon S. Handlery

General Manager, Handlery Union Square Hotel

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

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Angela,

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

Thank you,  
Lyle

--

Lyle Sweeney  
San Francisco, CA



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

**ATTENTION:**

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

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

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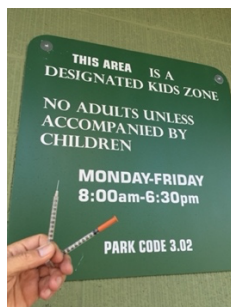
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