

A scenic photograph of the Golden Gate Bridge in San Francisco at sunrise. The bridge's iconic orange-red towers and suspension cables are silhouetted against a soft, hazy sky with warm orange and pink tones. A thick layer of fog or low clouds fills the valley below the bridge, partially obscuring the city skyline in the background. In the foreground, a dark, grassy hillside slopes down towards the bridge.

# Tourism Improvement District Renewal

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**SAN FRANCISCO | 2024-2039**

# THE TOURISM IMPROVEMENT DISTRICT

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The **San Francisco Tourism Improvement District (TID)** is an assessment levied on gross room revenue to ensure that funding for the San Francisco Travel Association's sales, marketing, and promotion of San Francisco as a global destination are maintained at competitive levels.



# WHAT HAS TID ENABLED US TO DO?



Greatly expand our impact on marketing and sales efforts



Host events and meetings that generate room nights and economic impact



Be a more competitive destination

# PROPOSED CHANGES TO TID PLAN

- ▶ Increase assessment rate by 0.25% to build a \$10M fund to attract, retain, and incentivize businesses to book Moscone Center
- ▶ Assessment can be passed onto guest



## Zone 1 Hotels (30,206 rooms)

**Assessment Rate**  
Current: 1%  
Proposed: 1.25%



## Zone 2 Hotels (3,319 rooms)

**Assessment Rate**  
Current: 0.75%  
Proposed: 1.0%



# PROPOSED CHANGES TO TID PLAN



- ▶ Add operational flexibility to increase TID assessments by up to 1% in times of critical or unforeseen circumstances
- ▶ Expand assessed businesses to include short-term rental hosts who use platforms such as Airbnb, Booking.com, and Expedia
- ▶ Modify the TIDMC Board composition



# COMPRESSION ON ACCOMMODATIONS



- ▶ Conventions and large events that attract visitors to San Francisco cause compression
- ▶ Compression occurs when visitor lodging reach near capacity
- ▶ Compression creates an opportunity for visitors to explore and book accommodations in different neighborhoods across the City

# QUESTIONS