



## Annual Report | 2018-2019

The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) is the owner's association group that over sees 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.







The objective 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 100 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, and has 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 2018-2019:

### **Convention and Meeting Sales**

- 1,762,649 million room nights booked  
Over 1,600 meetings held in San Francisco
- Sales mission to Washington, DC and Chicago reaching over with over 240 meeting planners
- Attended over 50 trade shows and events

**1.76 million**

Total room nights booked

### **Marketing Promotion**

San Francisco's balanced mix of convention/meetings travel, leisure/consumer travel and business travel means that 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)**

550,000 visitors per year to Hallidie Plaza/Moscone location  
12 languages spoken by staff and volunteers  
MYSF has trained over 650 people in the visitor industry

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

3.9+ million unique visitors to the website  
\$146,422,100 million in economic impact

### **Social Media**

Facebook  
San Francisco | The Official Guide  
SFMeetings  
SFTravel  
Twitter @onlyinSF 275,000+ followers  
Instagram onlyinsf 250,000+ followers

**25.8 Million visitors to  
San Francisco**





### **Key Themes & Programs**

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

### **Tourism Sales and Marketing**

- SFO had 14.6 million international travelers fly in and out
- Representation in 14 international offices in 13 countries
- Partnered with SFO on new air service
- 145 new tourism programs
- San Francisco Travel hosted over 1,430 travel professionals
- Attended 17 International and Domestic trade shows
- San Francisco hosted 900+ journalists
- Media Coverage
  - 8.7 billion impressions
  - \$400+ million value

**\$9.3 billion in visitor  
spending**





## MOSCONE EXPANSION DISTRICT



- Project completed on time, on budget, as of December 31, 2018
- January 3, 2019 Gala to celebrate the opening of the new Moscone Center
- Tremendously positive feedback from our meeting planners and attendees
- Over \$2.5 million was utilized to provide convention customers with rental incentives to attract conventions to San Francisco.



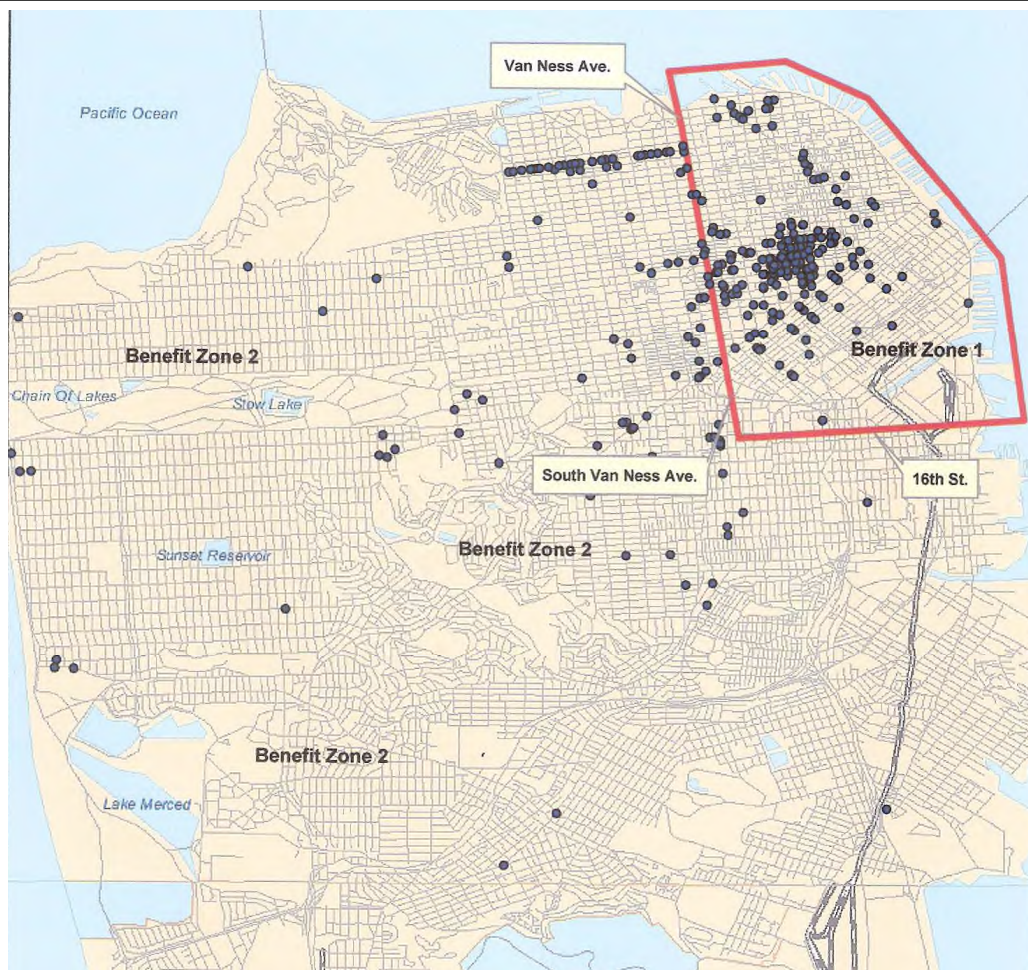


### TID and MED COLLECTION METHODOLOGY

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 2018-JUNE 2019 ACTUAL</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>
<b>INCOME</b>			
Assessment Fee	\$27,014,407	\$32,086,405	\$59,100,812
Interest Income	\$68,235	\$133,020	\$201,255
<b>TOTAL INCOME</b>	<b>\$27,082,642</b>	<b>\$32,219,425</b>	<b>\$59,302,067</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$28,075,000	\$0	\$28,075,000
Moscone Convention Center Development and Expansion	\$0	\$23,507,453	\$23,507,453
Moscone Convention Center Capital Fund	\$0	\$0	\$0
Moscone Convention Center Incentive Fund	\$0	\$3,234,534	\$3,234,534
Convention Sales/Marketing Fund	\$2,335,512	\$319,000	\$2,654,512
Debt Service and Stabilization Fund	\$0	\$27,626,631	\$27,626,631
SFTIDMC Administration and Operating Expenses	\$403,336	\$1,019,386	\$1,422,722
<b>TOTAL EXPENSES</b>	<b>\$30,813,848</b>	<b>\$55,707,004</b>	<b>\$86,520,852</b>
<b>NET INCOME</b>	<b>(\$3,731,206)</b>	<b>(\$23,487,579)</b>	<b>(\$27,218,785)</b>
<b>JULY 2018-JUNE 2019 BALANCE SHEET</b>			
<b>ASSETS</b>			
Cash	\$1,812,651	\$3,756,931	\$5,569,582
Accounts Receivable, Net	\$7,589,557	\$1,218,571	\$8,808,128
<b>TOTAL ASSETS</b>	<b>\$9,402,208</b>	<b>\$4,975,502</b>	<b>\$14,377,710</b>
<b>LIABILITIES</b>			
Accounts Payable	\$2,882,494	\$6,550,084	\$9,432,578
Line of Credit	\$0	\$3,000,000	\$3,000,000
Long-Term Liabilities - Construction Retention	\$0	\$190,241	\$190,241
<b>TOTAL LIABILITIES</b>	<b>\$2,882,494</b>	<b>\$9,740,325</b>	<b>\$12,622,819</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$6,519,714</b>	<b>(\$4,764,823)</b>	<b>\$1,754,891</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$9,402,208</b>	<b>\$4,975,502</b>	<b>\$14,377,710</b>





<b>JULY 2019- JUNE 2020 BUDGET</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>
<b>INCOME</b>			
Assessment Fee	\$28,296,300	\$4,548,950	\$32,845,250
Interest Income	\$0	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$28,296,300</b>	<b>\$4,548,950</b>	<b>\$32,845,250</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$28,315,300	\$0	\$28,315,300
Moscone Convention Center Development and Expansion	\$0	\$0	\$0
Moscone Convention Center Capital Fund	\$0	\$335,100	\$335,100
Moscone Convention Center Incentive Fund	\$0	\$3,040,950	\$3,040,950
Convention Sales & Marketing Fund	\$0	\$335,100	\$335,100
Debt Service and Stabilization Fund	\$0	\$0	\$0
SFTIDMC Administration	\$518,000	\$837,800	\$1,355,800
<b>TOTAL EXPENSES</b>	<b>\$28,833,300</b>	<b>\$4,548,950</b>	<b>\$33,382,250</b>
<b>NET INCOME</b>	<b>(\$537,000)</b>	<b>\$0</b>	<b>(\$537,000)</b>

<b>PROJECTED CARRYOVER DISBURSEMENT</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>	<b>TO BE USED IN FY 2019-2020</b>	<b>TO BE USED IN FUTURE YEARS</b>
SFTA Marketing & Operations	\$4,944,893	\$0	\$4,944,893	\$537,000	\$4,407,893
Moscone Convention Center Development and Expansion	\$0	(\$7,470,665)	(\$7,470,665)	\$0	(\$7,470,665)
Moscone Convention Center Capital Fund	\$191,901	\$31,503	\$223,404	\$0	\$223,404
Moscone Convention Center Incentive Fund	\$685,033	\$1,660,931	\$2,345,964	\$0	\$2,345,964
Contingency/Reserve	\$697,887	\$1,013,408	\$1,711,295	\$0	\$1,711,295
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$6,519,714</b>	<b>(\$4,764,823)</b>	<b>\$1,754,891</b>	<b>\$537,000</b>	<b>\$1,217,891</b>





## **SFTID Board of Directors | FY 2018-19**

### **BOARD CHAIR**

Rick Swig

### **BOARD VICE-CHAIR**

Ingrid Summerfield, Filament Hospitality

### **SECRETARY/TREASURER**

James Lim, Omni Hotel

### **Board Members**

Stefan Muhle, Noble Hotels

James Lim, Omni Hotel

John Noguchi, City and County of San Francisco

Kathy Paver, PEIR 39

Cathy Maupin, Yerba Buena Community Benefits District

Ken Bukowski, City & County of San Francisco

Matt Humphreys, Hyatt Hotels

Peter Gamez, Hunter Hospitality