



## Annual Report | 2023-2024

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 funding for the San Francisco Travel Association's selling, marketing and promotion of San Francisco as a visitor destination.





## SALES AND MARKETING PROGRAM

The purpose of the sales and marketing program of work is to set industry standards and position San Francisco as the most compelling destination in the world. One of the primary 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 January 1, 2023 to December 31, 2023:

### Convention and Meeting Sales

- 868,399 room nights booked for current year and future years
- 20 Citywide meetings were booked at Moscone Center

**868,399**

Total room nights booked

### Marketing Promotion

San Francisco's balanced mix of convention/meetings travel, leisure/consumer travel and business travel, means the city typically isn't as vulnerable to swings in any one market as some other destinations. The segment mix in 2023 reflects 67% Leisure visitors, and 32% Business. 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.

### [www.sftravel.com](http://www.sftravel.com)

- 2,560,000 engaged sessions in 2023. (Google moved to new analytics format GA4)
- \$168,677,176 in economic impact.



### **Social Media**

- Facebook @onlyinSF 689k followers
- Twitter (X) @onlyinSF 192k followers
- Instagram @onlyinsf 324k followers
- Tik Tok 16,454 followers
- Threads 62,000 followers
- YouTube 2,330 followers
- LinkedIn 11,771 followers

**23.1 Million visitors to  
San Francisco in 2023**

### **Key Themes & Programs**

- Always San Francisco
- Step Into San Francisco
- Destination 101/IconicSF
- Culinary
- Arts & Culture
- Diversity
- Accessibility

**\$8.8 billion in visitor  
spending in 2023**

### **Tourism Sales and Marketing**

- SFO had 14.0 million international enplanements in 2023
- In-market representation offices in 11 countries (2023)
- Participated in international and domestic trade shows
- Hosted over 20 FAM trips for top travel trade clients, influencers and airlines
- San Francisco hosted 200+ journalists (2023)
- Media Coverage (2023)
  - Secured 3,051 pieces of earned media coverage in US and international markets with nearly 11 billion audience “opportunities to see” (based on outlets’ print circulation, digital unique visitors per month, and broadcast/radio audience sizes).





## MOSCONE EXPANSION DISTRICT



- \$1,087,035 was utilized to provide convention customers with rental incentives to attract conventions to San Francisco.
- The City of San Francisco provided up to \$4.6M in incentive discounts to attract new business to Moscone Center and has extended to June 2024.

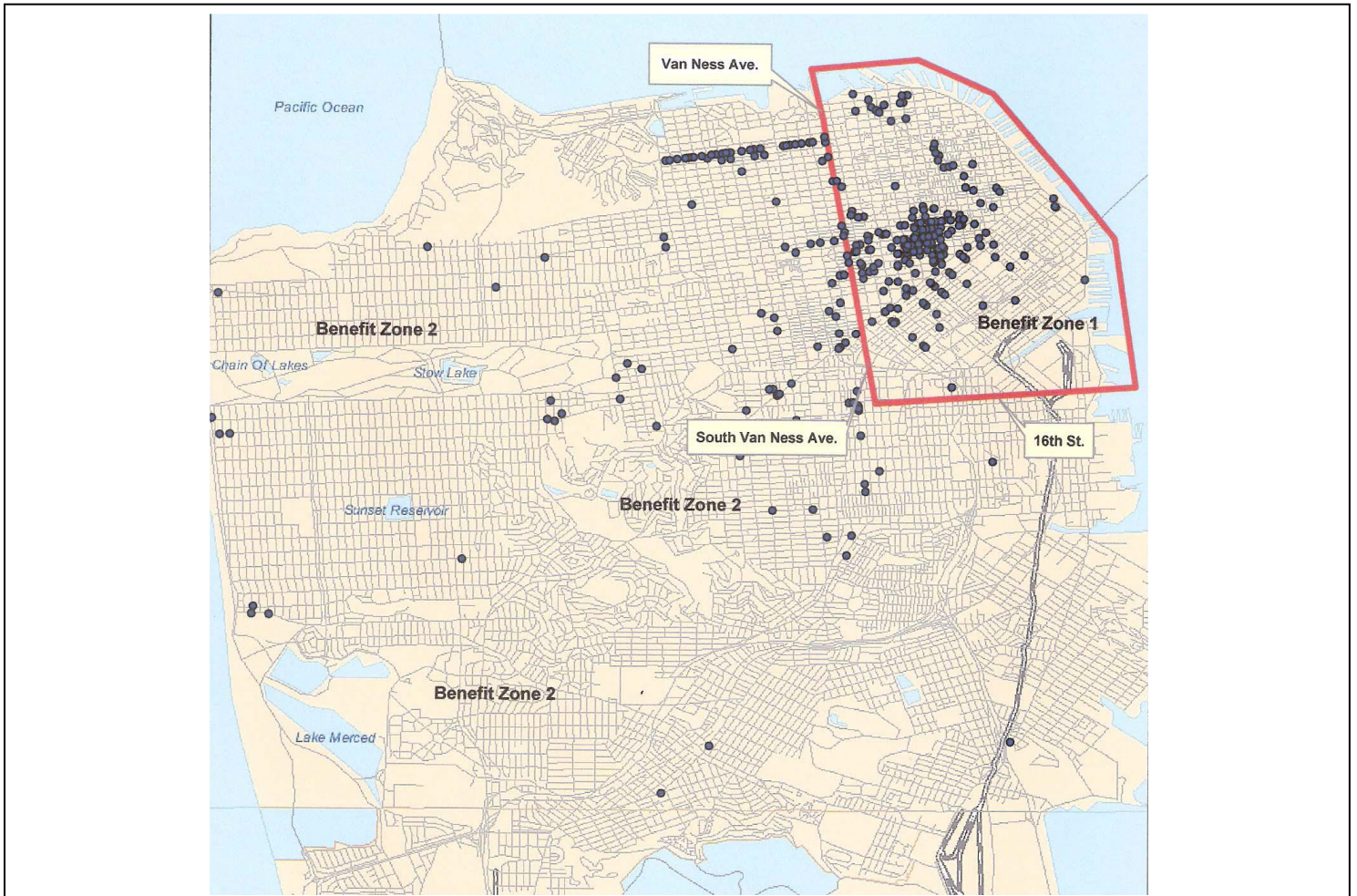


### **TID and MED COLLECTION METHODOLOGY Effective January 1, 2024**

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 1.25% of gross revenue from tourist rooms for the TID and 1.25% for the MED. Tourist hotels in Zone 2 are assessed 1.00% 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 2023-JUNE 2024 ACTUAL</b>	<b>TID</b>	<b>MED</b>	<b>AMB</b>	<b>TOTAL</b>
<b>INCOME</b>				
Assessment Fee	\$20,044,820	\$22,896,618	\$0	\$42,941,438
Government Grant	\$0	\$0	\$5,354,596	\$5,354,596
Interest Income	\$36,597	\$4,235	\$0	\$40,832
<b>TOTAL INCOME</b>	<b>\$20,081,417</b>	<b>\$22,900,853</b>	<b>\$5,354,596</b>	<b>\$48,336,866</b>
<b>EXPENSES</b>				
SFTA Marketing & Operations	\$18,538,345	\$0	\$0	\$18,538,345
Mosccone Convention Center Development and Expansion	\$0	\$0	\$0	\$0
Mosccone Convention Center Capital Fund	\$0	\$0	\$0	\$0
Mosccone Convention Center Incentive Fund	\$0	\$1,162,035	\$0	\$1,162,035
Convention Sales/Marketing Fund	\$0	\$236,116	\$0	\$236,116
Debt Service and Stabilization Fund	\$0	\$18,708,581	\$0	\$18,708,581
Ambassador Program	\$0	\$0	\$5,009,339	\$5,009,339
SFTIDMC Administration and Operating Expenses	\$479,150	\$710,567	\$345,257	\$1,534,974
<b>TOTAL EXPENSES</b>	<b>\$19,017,495</b>	<b>\$20,817,299</b>	<b>\$5,354,596</b>	<b>\$45,189,390</b>
<b>NET INCOME</b>	<b>\$1,063,922</b>	<b>\$2,083,554</b>	<b>\$0</b>	<b>\$3,147,476</b>





<b>JULY 2023-JUNE 2024 BALANCE SHEET</b>	<b>TID</b>	<b>MED</b>	<b>AMB</b>	<b>TOTAL</b>
<b>ASSETS</b>				
Cash	\$2,243,722	\$3,061,619	\$853,544	\$6,158,885
Accounts Receivable, Net	\$0	\$0	\$650,000	\$650,000
Security Deposit	\$0	\$2,638	\$6,188	\$8,826
<b>TOTAL ASSETS</b>	<b>\$2,243,722</b>	<b>\$3,064,257</b>	<b>\$1,509,732</b>	<b>\$6,817,711</b>
<b>LIABILITIES</b>				
Accounts Payable – San Francisco Travel	\$320,825	\$5,132	\$0	\$325,978
Accounts Payable – Ambassador Program	\$0	\$0	\$340,970	\$340,970
Accounts Payable - MED	\$0	\$920,676	\$0	\$920,676
Line of Credit	\$0	\$1,509,876	\$0	\$1,509,876
Accrued Liabilities	\$0	\$35,521	\$8,602	\$44,123
Deferred Revenue	\$0	\$0	\$1,160,160	\$1,160,160
Business Loan Payable	\$0	\$489,316	\$0	\$489,316
<b>TOTAL LIABILITIES</b>	<b>\$320,825</b>	<b>\$2,960,520</b>	<b>\$1,509,732</b>	<b>\$4,791,099</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$1,922,897</b>	<b>\$103,737</b>	<b>\$0</b>	<b>\$2,026,634</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$2,243,722</b>	<b>\$3,064,257</b>	<b>\$1,509,732</b>	<b>\$6,817,711</b>

<b>JULY 2024- JUNE 2025 BUDGET</b>	<b>TID</b>	<b>MED</b>	<b>AMB</b>	<b>TOTAL</b>
<b>INCOME</b>				
Assessment Fee	\$21,236,479	\$19,707,453	\$0	\$40,943,932
Government Grant	\$0	\$0	\$4,000,000	\$4,000,000
Interest Income	\$0	\$0	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$21,236,479</b>	<b>\$19,707,453</b>	<b>\$4,000,000</b>	<b>\$44,943,932</b>
<b>EXPENSES</b>				
SFTA Marketing & Operations	\$16,578,958	\$195,160	\$0	\$16,774,118
TID Assessment Fund	\$4,247,296	\$0	\$0	\$4,247,296
Moscone Convention Center Capital Fund	\$0	\$1,170,957	\$0	\$1,170,957
Moscone Convention Center Incentive Fund	\$0	\$1,561,276	\$0	\$1,561,276
Convention Sales & Marketing Fund	\$0	\$269,174	\$0	\$269,174
Debt Service and Stabilization Fund	\$0	\$16,100,661	\$0	\$16,100,661
Ambassador Program	\$0	\$0	\$3,800,000	\$3,800,000
SFTIDMC Administration	\$410,225	\$410,225	\$200,000	\$1,020,450
<b>TOTAL EXPENSES</b>	<b>\$21,236,479</b>	<b>\$19,707,453</b>	<b>\$4,000,000</b>	<b>\$44,943,932</b>
<b>NET INCOME</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>



<b>PROJECTED CARRYOVER DISBURSEMENT</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>	<b>TO BE USED IN FY 2023- 2024</b>	<b>TO BE USED IN FUTURE YEARS</b>
SFTA Marketing & Operations	\$373,758	\$0	\$373,758	\$373,758	\$0
TID Incentive Fund	\$1,143,326	\$0	\$1,143,326	\$0	\$1,143,326
Moscone Convention Center Development and Expansion	\$0	\$12,668	\$12,668	\$0	\$12,668
Moscone Convention Center Capital Fund	\$198,741	\$534,540	\$733,281	\$0	\$733,281
Moscone Convention Center Incentive Fund	\$16,206	\$1,889,239	\$1,905,445	\$6,250	\$1,899,195
Contingency/Reserve	\$511,691	\$627,810	\$1,139,501	\$475,954	\$663,547
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$2,243,722</b>	<b>\$3,064,257</b>	<b>\$5,307,979</b>	<b>\$855,962</b>	<b>\$4,452,017</b>





## **SFTIDMC Board of Directors**

**FY 2023-2024 | July 1, 2023-June 30, 2024**

### **BOARD CHAIR**

John Anderson, Marriott Marquis

### **BOARD VICE-CHAIR**

Peter Hart, Parc 55, Hilton Hotels

### **SECRETARY/TREASURER**

Michael Baier, Hyatt Regency

### **Board Members**

Brittney Beck, Beck's Motor Lodge

Carmen Chu, City Administrator, City & County of San Francisco

Clif Clark, Marriott

Mariann Costello, Scoma's Restaurant

Keith Freedman, Short Term Rental Representative

Roger Huldi, St. Regis Hotel

Anna Marie Presutti, Hotel Nikko (SF Travel Board Chair)

Greg Wagner, City Controller, City & County of San Francisco

One Post Street, Suite 2700  
San Francisco, CA 94104  
415.227.2605  
info@sftid.com  
www.sftid.com