SFTID
SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT

SFMED
SAN FRANCISCO MOSCONE EXPANSION DISTRICT



SFTID | SFMED

2025 - 2026 ANNUAL REPORT

ANNUAL REPORT 2025-2026

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 Association 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.



Hotel – Construction Year	Under Renovation	Final Planning	Proposed	Deferred
COVA Hotel – 2027	96 rooms			
Langham Place – 2028		223 rooms		
Market Street – 2028		211 rooms		
Hearst Hotel – 2028		170 rooms		
NoMad – 2028		164 rooms		
Bay Street – 2028		16 rooms		
Hotel @ One Vassar – 2029			468 rooms	
Rosewood – 2029			180 rooms	
AC Hotel – 2029			130 rooms	
Moxy Hayes Valley – 2029			118 rooms	
Candlestick Point – 2030			220 rooms	
Related California – 2030			200 rooms	
Freedom West Hotel – 2032			150 rooms	
TOTAL: 14 – 2,531 ROOMS	1 – 96 ROOMS	5 – 784 ROOMS	7 – 1,466 ROOMS	1 – 185 ROOMS

2026 SF Travel Visitor Impact Summit

SALES AND MARKETING PROGRAMS

The purpose of the sales and marketing programs 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.

Highlights of **San Francisco Travel** activity during for period January 1, 2025 to December 31, 2025:

Convention and Meeting Sales

- 23.77MM visitors to San Francisco
- 1,177,982 room nights booked
- 34 Moscone events

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. In 2025, the mix reflects 46% Leisure, 26% Business, and 23% Group Business, helped by increased convention business year over year.

www.sftravel.com

3.7 million active users to the website

Social Media

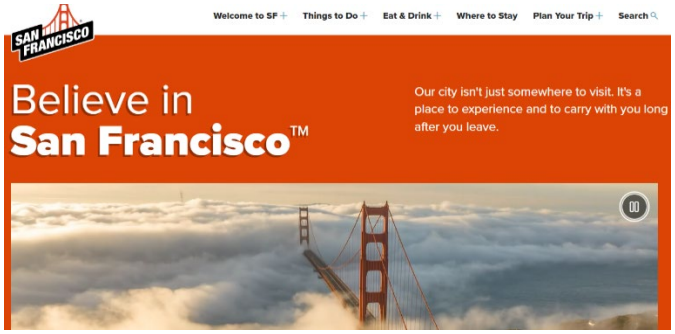
- Facebook @onlyinSF 714k followers
- Twitter (X) @onlyinSF 170k followers
- Instagram @onlyinsf 374k followers
- Tik Tok 65K followers
- Threads 68.5k followers
- YouTube 2.6K followers
- LinkedIn 15.6k followers

23.77MM
visitors to
San Francisco in 2025

1.18MM
total room nights booked

Key Themes and Programs

- Believe in San Francisco – Leisure and Group
- Heart of the City neighborhood series
- Beat the Heat Summer Campaign
- Domestic OTA Campaign
- Tournament of Roses Rose Parade
- Destination 101/Iconic SF
- Culinary
- Arts & Culture
- Diversity
- Accessibility



Tourism Sales and Marketing

- SFO had 54.1 million passengers, including 16 million from outside the United States
- Represented in 12 countries by 10 international offices
- Attended international and domestic trade shows
- San Francisco hosted 200+ journalists and 82 tour operators
- Media Coverage
  - Over 10 billion impressions
  - 2,481 pieces of earned coverage globally

$9.43B
in visitor spending in 2025



TID AND MED

In FY 25/26, $7.9MM was utilized from TID funds to support 27 groups holding conventions at Moscone Center. The 27 groups brought almost $1 billion worth of economic impact to San Francisco. The average economic impact for each of these citywide groups is about $37MM.



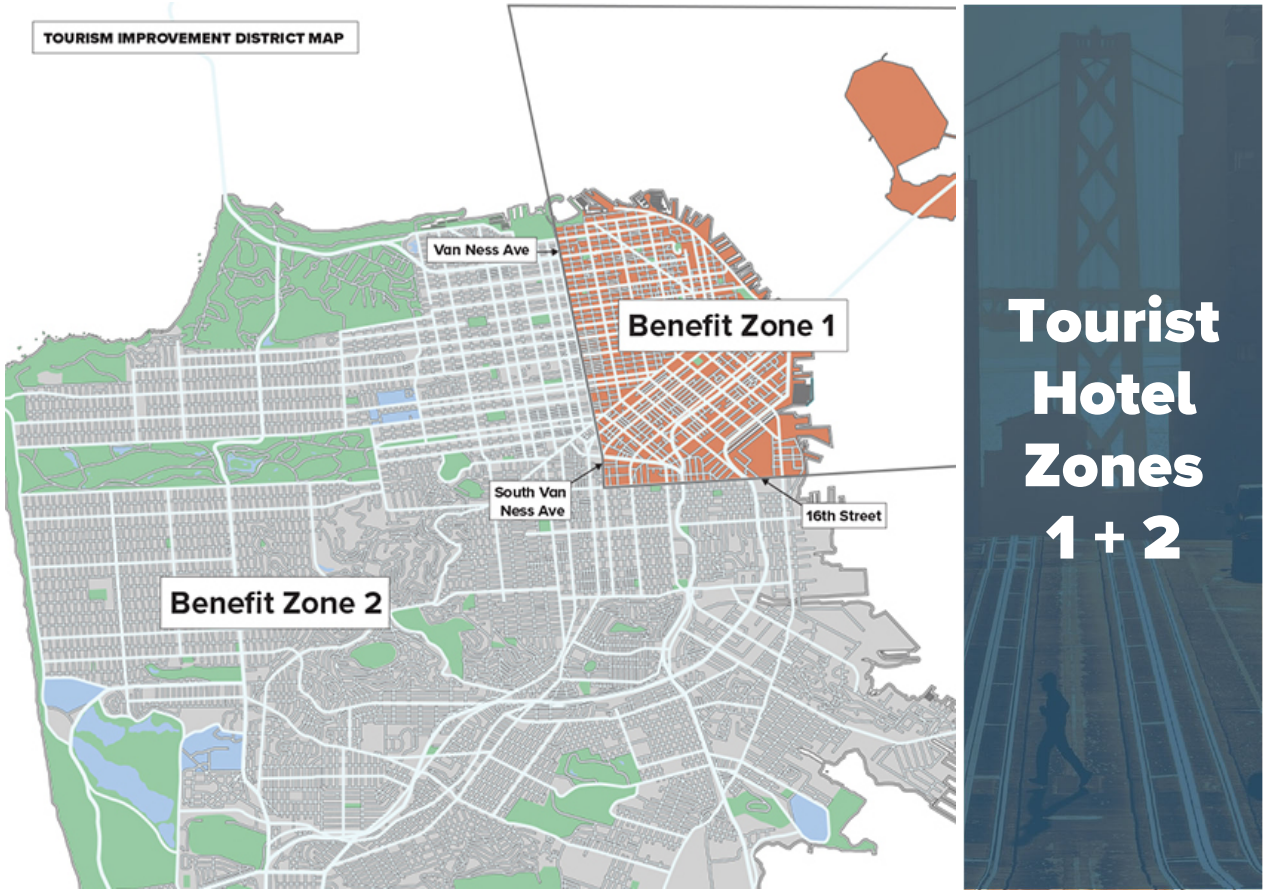


TID AND MED COLLECTION METHODOLOGY

Tourist hotels are broken into two zones. The zones are the same for the TID and MED assessments. Tourist hotels in Zone 1 are assessed 2.25% of gross revenue from tourist rooms for the TID and 1.25% for the MED. Tourist hotels in Zone 2 are assessed 2.00% of gross revenue from tourist rooms for the TID and .3125% for the MED. Short-term rentals are assessed at 2.25% of gross revenue in Zone 1 and 2.00% of gross revenue in Zone 2 for the TID, and are not assessed for the MED. As outlined in the TIDMC Management Plan, the extension of the increased rate is effective until October 31, 2027, and a decision to continue the raised assessment must be voted on by the TIDMC Board before then.

Zone 1 Tourist hotels/short-term rentals: All tourist hotels and short-term rentals with addresses on or east of Van Ness Avenue, on or east of South Van Ness Avenue, and on or north of 16th Street from South Van Ness to the Bay, including all tourist hotels and short-term rentals east of Van Ness Avenue as if it continued north to the Bay, and north of 16th Street as if it continued east to the Bay.

Zone 2 Tourist hotels/short-term rentals: All tourist hotels and short-term rentals with addresses west of Van Ness Avenue and South Van Ness Avenue, and all tourist hotels and short-term rentals south of 16th Street.



SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT MANAGEMENT CORPORATION (SFTIDMC) BUDGET & BALANCE SHEET

JULY 2025-JUNE 2026 ACTUAL

	TID	MED	AMB	TOTAL
INCOME				
Assessment Fee / Grants	$54,599,850	$27,219,150	$22,409	$81,841,409
Interest Income	$271,188	$47,976	$0	$319,164
TOTAL INCOME	$54,871,038	$27,267,126	$22,409	$82,160,573
EXPENSES				
SF Travel Marketing & Operations	$38,850,932	$190,829	$0	$39,041,761
Moscone Convention Center Development and Expansion	$0	$0	$0	$0
Moscone Convention Center Capital Fund	$0	$0	$0	$0
Moscone Convention Center Incentive Fund	$5,827,025	$2,077,658	$0	$7,904,683
Convention Sales/Marketing Fund	$0	$0	$0	$0
Debt Service and Stabilization Fund	$0	$22,256,415	$0	$22,256,415
Ambassador Program	$0	$0	$0	$0
SFTIDMC Administration, Operating and Misc. Expenses	$522,149	$520,833	$22,409	$1,065,391
TOTAL EXPENSES	$45,200,106	$25,045,735	$22,409	$70,268,250
NET INCOME	**$9,670,932**	**$2,221,391**	**$0**	**$11,892,323**

JULY 2025-JUNE 2026 BALANCE SHEET

	TID	MED	TOTAL
ASSETS			
Cash	$16,059,787	$5,389,672	$21,449,459
Accounts Receivable, Net	$0	$0	$0
Security Deposit	$0	$0	$0
TOTAL ASSETS	$16,059,787	$5,389,672	$21,449,459
LIABILITIES			
Accounts Payable - San Francisco Travel	$1,269	$1,269	$2,538
Accounts Payable - MED	$0	$438,490	$438,490
Accounts Payable - TID Incentive Fund	$1,204,250	$0	$1,204,250
Accrued Liabilities	$0	$32,132	$32,132
Business Loan Payable	$0	$479,105	$479,105
TOTAL LIABILITIES	$1,205,519	$950,996	$2,156,515
TOTAL NET ASSETS (DEFICIT)	$14,854,268	$4,438,676	$19,292,944
TOTAL LIABILITIES & NET ASSETS	**$16,059,787**	**$5,389,672**	**$21,449,459**

JULY 2026- JUNE 2027 BUDGET

	TID	MED	TOTAL
INCOME			
Assessment Fee	$35,803,622	$22,002,265	$57,805,887
Interest Income	$0	$0	$0
TOTAL INCOME	$35,803,622	$22,002,265	$57,805,887
EXPENSES			
SF Travel Marketing & Operations	$30,294,250	$220,023	$30,514,273
Moscone Convention Center Capital Fund	$0	$1,320,136	$1,320,136
Moscone Convention Center Incentive Fund	$4,973,764	$1,760,181	$6,733,945
Debt Service and Stabilization Fund	$0	$18,151,869	$18,151,869
SFTIDMC Administration	$535,608	$550,056	$1,085,664
TOTAL EXPENSES	$35,803,622	$22,002,265	$57,805,887
NET INCOME	**$0**	**$0**	**$0**

PROJECTED CARRYOVER DISBURSEMENT

PROJECTED CARRYOVER DISBURSEMENT	TID	MED	TOTAL	TO BE USED IN FY 2026-2027	TO BE USED IN FUTURE YEARS
SF Travel Marketing & Operations	$4,034,899	$0	$4,034,899	$1,269	$4,033,630
Moscone Convention Center Development and Expansion	$0	$12,700	$12,700	$0	$12,700
Moscone Convention Center Capital Fund	$211,889	$939,174	$1,151,063	$0	$1,151,063
Moscone Convention Center Incentive Fund	$11,254,954	$3,175,998	$14,430,952	$1,642,740	$12,788,212
Contingency/Reserve	$558,045	$1,261,800	$1,819,845	$472,091	$1,347,754
TOTAL CARRYOVER DISBURSEMENT	**$16,059,787**	**$5,389,672**	**$21,449,459**	**$2,116,100**	**$19,333,359**

SFTIDMC BOARD OF DIRECTORS FY 2025-2026

BOARD CHAIR
Markus Treppenhauer, Fairmont San Francisco

BOARD VICE-CHAIR
Roger Huldi, St. Regis San Francisco

SECRETARY/TREASURER
Mariann Costello, Scoma's Restaurant

Board Members
John Anderson, Marriott Marquis
Carmen Chu, City Administrator
Angie Clifton, Palace Hotel
Keith Freedman, Short-Term Rental Host Representative
Sebastien Pfeiffer, Beacon Grand
Tony Roumph, Nobel House Hotels
Greg Wagner, City Controller
Melony Williams, Hotel Del Sol (Zone 2)