



## Annual Report | 2020-2021

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 that 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, 2020 to December 31, 2020:

### Convention and Meeting Sales

- 485,000 room nights booked  
Over 355 meetings held in San Francisco
- Attended over 20 virtual events and 12 in person events

**485,000**

Total room nights booked

### Marketing Promotion

San Francisco's balanced mix of convention/meetings travel, leisure/consumer travel and business travel, means the city isn't as vulnerable to swings in any one market as some other destinations. Leisure visitors comprise 91% 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)

- 2,000 visitors to Moscone location in 2020
- 12 languages spoken by staff and volunteers
- MYSF has trained over 770 people in the visitor industry

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

- 2.9 million unique visitors to the website
- \$82,687,507.89 million in economic impact

### Social Media

- Facebook @onlyinSF 610k followers
- Twitter @onlyinSF 201k followers
- Instagram @onlyinsf 285k followers

**11.8 Million visitors to  
San Francisco in 2020**



### **Key Themes & Programs**

- I am San Francisco | San Francisco Welcomes All Campaign
- Our Gate is Open
- Destination 101/IconicSF
- Culinary
- Arts & Culture
- Diversity

### **Tourism Sales and Marketing**

- SFO had 16,427,801 million international travelers in 2020
- Represented in 14 international offices in 13 countries (2019)
- Attended International and Domestic virtual trade shows
- San Francisco hosted 900+ journalists (2019)
- Media Coverage (2019)
  - 8.7 billion impressions
  - \$394+ million value

**\$2.7 billion in visitor  
spending in 2020**





## MOSCONE EXPANSION DISTRICT



- Project completed on time, on budget, as of December 31, 2018
- Hosted PCMA (Professional Convention Management Association) 2020. Over 4,800 attendees who focus on booking meetings in destination around the US, including San Francisco.
- Tremendously positive feedback from our meeting planners and attendees
- Over \$800,000 was utilized to provide convention customers with rental incentives to attract conventions to San Francisco

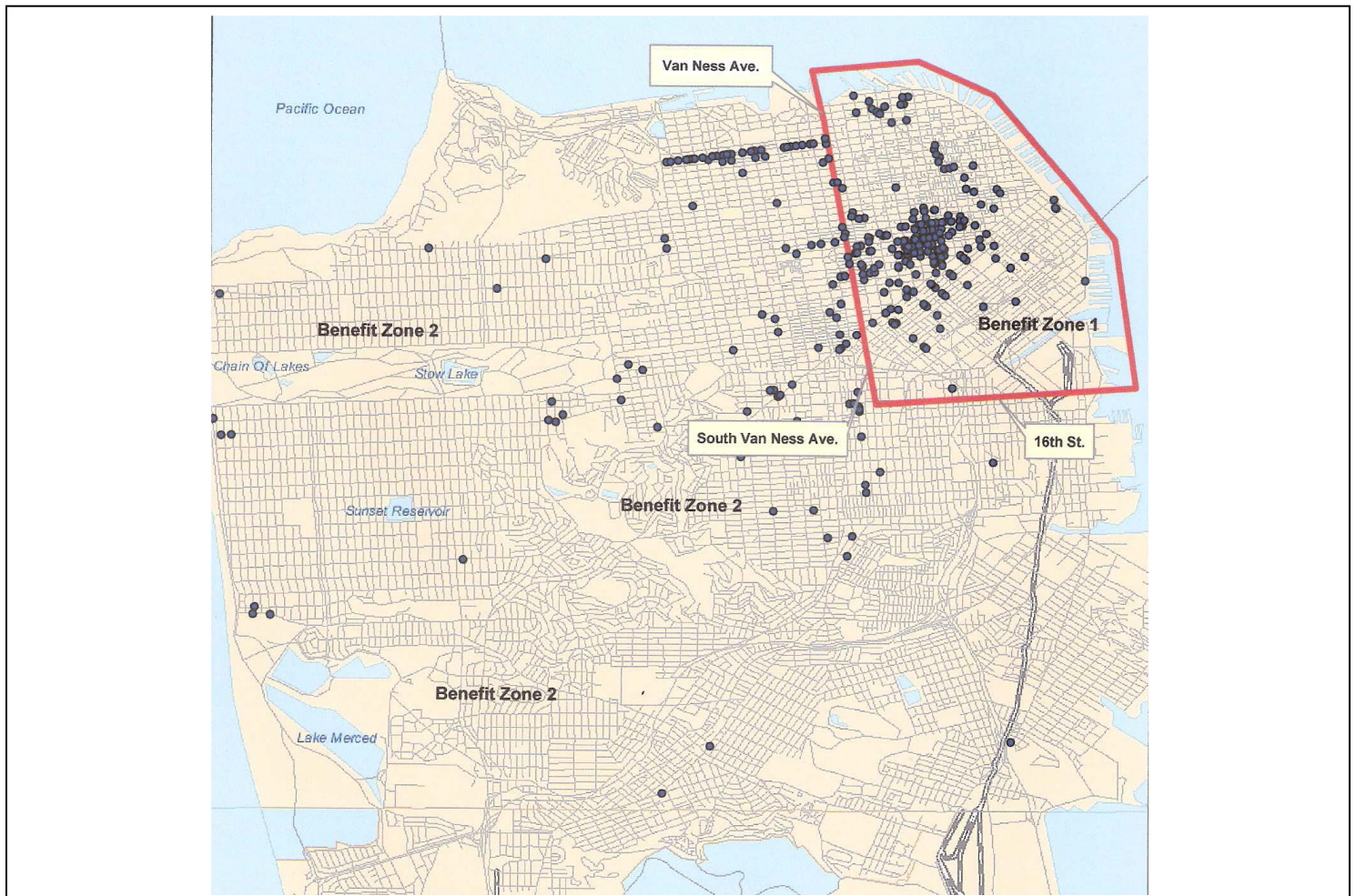


### TID and MED COLLECTION METHODOLOGY

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 2020-JUNE 2021 ACTUAL</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>
<b>INCOME</b>			
Assessment Fee	\$2,165,160	\$2,440,507	\$4,605,667
Interest Income	\$228	\$246	\$474
<b>TOTAL INCOME</b>	<b>\$2,165,388</b>	<b>\$2,440,753</b>	<b>\$4,606,141</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$2,638,500	\$0	\$2,638,500
Moscone Convention Center Development and Expansion	\$0	\$0	\$0
Moscone Convention Center Capital Fund	\$0	\$0	\$0
Moscone Convention Center Incentive Fund	\$0	\$0	\$0
Convention Sales/Marketing Fund	\$0	\$20,600	\$20,600
Debt Service and Stabilization Fund	\$0	\$1,917,882	\$1,917,882
SFTIDMC Administration and Operating Expenses	\$416,545	\$657,243	\$1,073,788
<b>TOTAL EXPENSES</b>	<b>\$3,055,045</b>	<b>\$2,595,725</b>	<b>\$5,650,770</b>
<b>NET INCOME</b>	<b>(\$889,657)</b>	<b>(\$154,972)</b>	<b>(\$1,044,629)</b>
<b>JULY 2020-JUNE 2021 BALANCE SHEET</b>			
<b>ASSETS</b>			
Cash	\$867,786	\$2,585,683	\$3,453,469
Accounts Receivable, Net	\$0	\$0	\$0
<b>TOTAL ASSETS</b>	<b>\$867,786</b>	<b>\$2,585,683</b>	<b>\$3,453,469</b>
<b>LIABILITIES</b>			
Accounts Payable	\$3,567	\$1,203,665	\$1,207,232
Line of Credit	\$0	\$5,000,000	\$5,000,000
Long-Term Liabilities - Construction Retention	\$0	\$34,271	\$34,271
<b>TOTAL LIABILITIES</b>	<b>\$3,567</b>	<b>\$6,237,936</b>	<b>\$6,241,503</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$864,219</b>	<b>(\$3,652,253)</b>	<b>(\$2,788,034)</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$867,786</b>	<b>\$2,585,683</b>	<b>\$3,453,469</b>





<b>JULY 2021- JUNE 2022 BUDGET</b>	<b>TID</b>	<b>MED</b>	<b>TOTAL</b>
<b>INCOME</b>			
Assessment Fee	\$15,323,000	\$18,540,800	\$33,863,800
Interest Income	\$0	\$0	\$0
<b>TOTAL INCOME</b>	<b>\$15,323,000</b>	<b>\$18,540,800</b>	<b>\$33,863,800</b>
<b>EXPENSES</b>			
SFTA Marketing & Operations	\$14,910,000	\$183,100	\$15,093,100
Moscone Convention Center Capital Fund	\$0	\$183,100	\$183,100
Moscone Convention Center Incentive Fund	\$0	\$1,648,300	\$1,648,300
Convention Sales & Marketing Fund	\$0	\$273,800	\$273,800
Debt Service and Stabilization Fund	\$0	\$15,842,300	\$15,842,300
SFTIDMC Administration	\$413,000	\$410,200	\$823,200
<b>TOTAL EXPENSES</b>	<b>\$15,323,000</b>	<b>\$18,540,800</b>	<b>\$33,863,800</b>
<b>NET INCOME</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 2021-2022</b>	<b>TO BE USED IN FUTURE YEARS</b>
SFTA Marketing & Operations	\$106,834	\$1,572	\$108,406	(\$108,406)	\$0
Moscone Convention Center Development and Expansion	\$0	\$1,009,127	\$1,009,127	(\$1,009,127)	\$0
Moscone Convention Center Capital Fund	\$186,003	\$261,536	\$447,539	\$0	\$447,539
Moscone Convention Center Incentive Fund	\$14,962	\$582,179	\$597,141	(\$75,000)	\$522,141
Contingency/Reserve	\$559,987	\$731,269	\$1,291,256	(\$580,380)	\$710,876
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$867,786</b>	<b>\$2,585,683</b>	<b>\$3,453,469</b>	<b>(\$1,772,913)</b>	<b>\$1,680,556</b>



## **SFTIDMC Board of Directors | FY 2020-2021**

### **BOARD CHAIR**

Stefan Mühle, Noble Hotels

### **BOARD VICE-CHAIR**

Ingrid Summerfield, Ingrid Summerfield Hospitality

### **SECRETARY/TREASURER**

Matt Humphreys, Hyatt Regency

### **Board Members**

Jon Kimball, Marriott Hotels

Brittney Beck, Beck's Motor Lodge

Janet Griggs, Taste Catering

Clif Clark, Palace Hotel

John Anderson, JW Marriott

Cathy Maupin, Yerba Buena Community Benefit District

Ken Bukowski, City & County of San Francisco

Taylor Safford, Pier 39

One Front Street, Suite 2900  
San Francisco, CA 94111  
415.227.2605  
info@sftid.com  
www.sftid.com