



Annual Report | 2022-2023

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, 2022 to December 31, 2022:

Convention and Meeting Sales

- 705,301 room nights booked
Over 1300 meetings held in San Francisco
- Attended over 27 virtual events and 31 in person events

705,301
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. In 2022, reflects 69% Leisure Business, and 31% Business, helped by increased convention business year over year. 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)

- Center closed due to lack of funding – Covid impact. SF Travel's lease with the city for the Moscone Visitor Center space ended February 2023.

www.sftravel.com

- 3.35 million unique visitors to the website; up 250,000 from previous year
- \$105,172,176 million in economic impact.

Social Media

**21.9 Million visitors to
San Francisco in 2022**



- Facebook @onlyinSF 703k followers
- Twitter (X) @onlyinSF 193k followers
- Instagram @onlyinsf 309k followers
- Tik Tok 6,216 followers
- Threads 35,400 followers
- YouTube 2,270 followers
- LinkedIn 10,355 followers

Key Themes & Programs

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

Tourism Sales and Marketing

- SFO had 9,938,087 million international travelers in 2022
- Represented in 14 international offices in 13 countries (2022)
- Attended International and Domestic virtual trade shows
- San Francisco hosted 300+ journalists (2022)
- Media Coverage (2022)
 - 1.5 billion impressions
 - \$96+ million value
 - Generated nearly 1600 pieces of earned coverage globally

**\$7.5 billion in visitor
spending in 2022**



MOSCONE EXPANSION DISTRICT



- \$962,918.55 was utilized to provide convention customers with rental incentives to attract conventions to San Francisco
- The City of San Francisco provided up to \$4.6MM in incentive discounts to attract new business to Moscone Center, and has extended to June 2023.

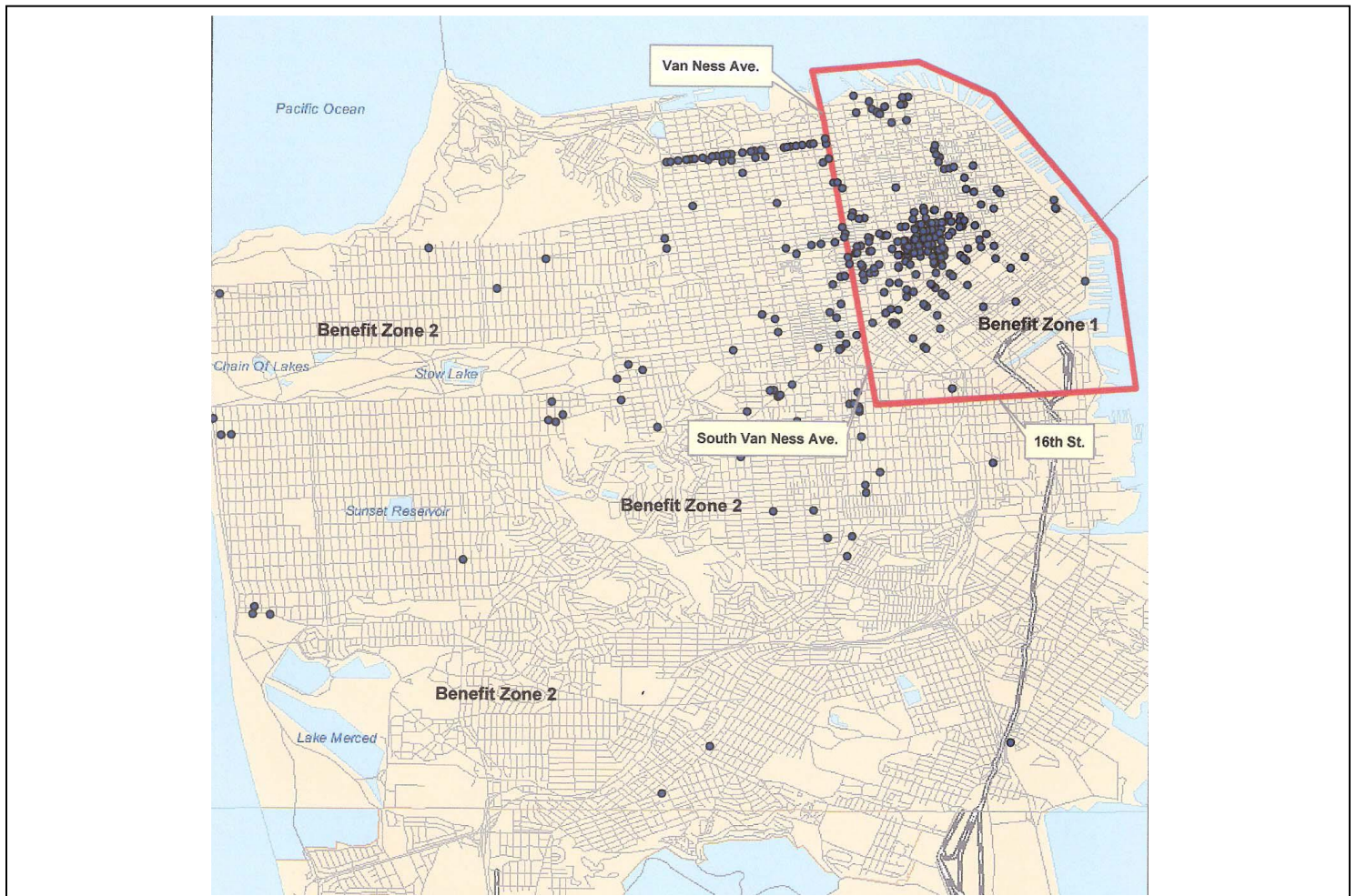


TID and MED COLLECTION METHODOLOGY

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 16th 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 16th 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 16th Street.





**San Francisco Tourism Improvement District Management Corporation (SFTIDMC)
BUDGET & BALANCE SHEET**

JULY 2022-JUNE 2023 ACTUAL	TID	MED	AMB	TOTAL
INCOME				
Assessment Fee	\$18,371,469	\$21,826,271	\$6,310,299	\$46,508,039
Interest Income	\$22,206	\$1,440	\$0	\$23,646
TOTAL INCOME	\$18,393,675	\$21,827,711	\$6,310,299	\$46,531,685
EXPENSES				
SFTA Marketing & Operations	\$18,319,000	\$0	\$0	\$18,319,000
Moscone Convention Center Development and Expansion	\$0	\$0	\$0	\$0
Moscone Convention Center Capital Fund	\$0	(\$33,432)	\$0	(\$33,432)
Moscone Convention Center Incentive Fund	\$0	\$1,037,919	\$0	\$1,037,919
Convention Sales/Marketing Fund	\$0	\$211,000	\$0	\$211,000
Debt Service and Stabilization Fund	\$0	\$18,028,940	\$0	\$18,028,940
Ambassador Program	\$0	\$0	\$5,912,237	\$5,912,237
SFTIDMC Administration and Operating Expenses	\$343,958	\$670,914	\$398,062	\$1,412,934
TOTAL EXPENSES	\$18,662,958	\$19,915,341	\$6,310,299	\$44,888,598
NET INCOME	(\$269,283)	\$1,912,370	\$0	\$1,643,087



JULY 2022-JUNE 2023 BALANCE SHEET	TID	MED	AMB	TOTAL
ASSETS				
Cash	\$859,872	\$2,347,693	\$1,159,173	\$4,366,738
Accounts Receivable, Net	\$0	\$0	\$1,800,000	\$1,800,000
Security Deposit	\$0	\$0	\$6,188	\$6,188
TOTAL ASSETS	\$859,872	\$2,347,693	\$2,965,361	\$6,172,926
LIABILITIES				
Accounts Payable – San Francisco Travel	\$897	\$898	\$0	\$1,795
Accounts Payable – Ambassador Program	\$0	\$0	\$443,325	\$443,325
Accounts Payable - MED	\$0	\$1,304,851	\$0	\$1,304,851
Line of Credit	\$0	\$2,500,000	\$0	\$2,500,000
Accrued Liabilities	\$0	\$21,771	\$7,280	\$29,051
Deferred Revenue	\$0	\$0	\$2,514,756	\$2,514,756
Business Loan Payable	\$0	\$500,000	\$0	\$500,000
TOTAL LIABILITIES	\$897	\$4,327,520	\$2,965,361	\$7,293,778
TOTAL NET ASSETS (CARRYOVER)	\$858,975	(\$1,979,827)	\$0	(\$1,120,852)
TOTAL LIABILITIES & NET ASSETS	\$859,872	\$2,347,693	\$2,965,361	\$6,172,926

JULY 2023- JUNE 2024 BUDGET	TID	MED	AMB	TOTAL
INCOME				
Assessment Fee	\$19,225,436	\$22,301,505	\$4,000,000	\$45,526,941
Interest Income	\$0	\$0	\$0	\$0
TOTAL INCOME	\$19,225,436	\$22,301,505	\$4,000,000	\$45,526,941
EXPENSES				
SFTA Marketing & Operations	\$18,801,436	\$221,265	\$0	\$19,022,701
Moscone Convention Center Capital Fund	\$0	\$1,327,590	\$0	\$1,327,590
Moscone Convention Center Incentive Fund	\$0	\$1,770,120	\$0	\$1,770,120
Convention Sales & Marketing Fund	\$0	\$290,413	\$0	\$290,413
Debt Service and Stabilization Fund	\$0	\$18,254,367	\$0	\$18,254,367
Ambassador Program	\$0	\$0	\$3,585,000	\$3,585,000
SFTIDMC Administration	\$424,000	\$437,750	\$415,000	\$1,276,750
TOTAL EXPENSES	\$19,225,436	\$22,301,505	\$4,000,000	\$45,526,941
NET INCOME	\$0	\$0	\$0	\$0



PROJECTED CARRYOVER DISBURSEMENT	TID	MED	TOTAL	TO BE USED IN FY 2023- 2024	TO BE USED IN FUTURE YEARS
SFTA Marketing & Operations	\$159,953	\$9,345	\$169,298	\$169,298	\$0
Moscone Convention Center Development and Expansion	\$0	\$12,655	\$12,655	\$0	\$12,655
Moscone Convention Center Capital Fund	\$190,887	\$472,650	\$663,537	\$0	\$663,537
Moscone Convention Center Incentive Fund	\$15,438	\$1,319,663	\$1,335,101	\$165,425	\$1,169,676
Contingency/Reserve	\$493,594	\$533,381	\$1,026,975	\$497,372	\$529,603
TOTAL CARRYOVER DISBURSEMENT	\$859,872	\$2,347,693	\$3,207,565	\$832,095	\$2,375,470



SFTIDMC Board of Directors | FY 2022-2023

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