

Dear Tourism Industry Partner:

The San Francisco Tourism Improvement District (TID) is due for renewal. You are receiving this ballot because your business is already an assessed business or is a proposed new business to be assessed within the TID. Your vote is vital to the future of San Francisco and its tourism industry.

Enclosed in this USB drive, you will find the following:

- TID Renewal Management Plan
- TID Renewal Management Plan Summary
- TID Frequently Asked Questions
- SFTID Presentation

The TID has transformed how San Francisco competes for leisure and business travel. Since the TID went into effect in 2009, the TID generated over \$20 million each year prior to the pandemic for San Francisco to market and attract visitors from across the United States and around the world.

The TID has provided a sustainable funding source for San Francisco Travel Association, which books conventions in Moscone Center and attracts leisure visitors to San Francisco that increase room rates, increase compression, and drive business to restaurants, arts and culture attractions, retail establishments, and neighborhoods.

The proposed renewed TID would go into effect in January 2024. Voting for renewal now will enable San Francisco Travel Association to continue its programs to help attract and retain business without interruption, as well as support our city's economic recovery. San Francisco would not be the world-class and sought-after destination that it is today without the TID.

Printed copies of the enclosed materials can also be mailed by request. Please contact Cassandra Costello, EVP of Public Policy and Executive Office Programs at [cassandra@sftravel.com](mailto:cassandra@sftravel.com) or 415-227-2655 to request a copy of these materials.

Sincerely,



**Joe D'Alessandro**  
**President & CEO**  
San Francisco Travel Association



**John Anderson**  
**Chair**  
San Francisco Tourism Improvement  
District Management Corporation  
**General Manager**  
Marriott Marquis



**Ike Kwon**  
**Chair**  
San Francisco Travel Association  
**Chief Operating Officer and Head of  
Government Affairs**  
California Academy of Sciences