

Hello,

At a special meeting of the Tourism Improvement District Management Corporation Board of Directors (TIDMC Board), held July 28th, 2026, the Board unanimously voted in favor of extending the 1% increase in TID assessments, effective November 1, 2026. This increase will be in effect until October 31st, 2027.

The original proposal to increase TID assessments by 1% was approved by the TIDMC Board in August 2024 and went into effect on November 1, 2024. The vote on July 28th marks the second extension of the 1% increase in assessments.

In 2025, the city hosted 34 citywide conferences and 23.7M visitors, with a hotel occupancy rate of 67.2%, a clear sign that we're on the path to recovery but not back to our pre-pandemic position. In the past year, the increased assessment rate enabled the San Francisco Travel Association to maintain positive momentum through a range of sales and marketing strategies. The organization contributed to large scale events like Super Bowl LX and continued iterating the *Believe* Campaign, which has garnered over 1.6 billion impressions, to showcase San Francisco and drive leisure and business travel to our city. The increased assessment rate also made it possible for staff to spend time with customers in-market, attending tradeshow, missions, and key industry events, to lock in critical citywide and self-contained business for years to come. As a result of SF Travel's work and your partnership, the city is forecasted to host 38 citywide conferences, 24.4M visitors, and reach 71.4% in hotel occupancy in 2026.

In 2027, we know we must continue the momentum gained since the 1% increase in assessments took effect. The Association will continue to boost the city's credibility by booking and capitalizing on major events like the WNBA All-Star Game. We will build on marketing programs by leaning into the 60th Anniversary of the Summer of Love and 2027 Rose Parade and driving positive media coverage of our city. The organization will also leverage key partnerships with United Airlines, the San Francisco 49ers, and the San Francisco Giants to boost visibility and reputation. Additionally, SF Travel will allocate a portion of the funds towards future special events and the Association's working capital reserve, to ensure the organization is best suited to promote our world-class hotels, restaurants, and attractions for years to come.

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.

We're incredibly grateful for your steadfast partnership and support of the Tourism Improvement District and are confident that this increased assessment will keep our city on its positive trajectory.

Sincerely,



Markus Treppenhauer
Chair, San Francisco TID Board of Directors