

Hello,

At a special meeting of the Tourism Improvement District Management Corporation Board of Directors (TIDMC Board), held in August 2025, the Board voted in favor of extending the 1% increase in TID assessments, effective November 1, 2025. This increase will be in effect until October 31st, 2026.

The original decision to increase the TID assessments by 1% was approved by a supermajority of the TIDMC Board in August 2024 and became effective November 1, 2024. The decision was made in order to position our City as a more competitive destination coming out of the pandemic.

As we looked forward to 2026, we knew that had to continue the incredible momentum we had gained since the 1% increase took effect. The additional funding allowed San Francisco Travel to ramp up sales and marketing efforts, successfully contribute to large scale events like the Laver Cup and the NBA All-Star Game, and garner terrific media coverage for our City.

While the original extension of the 1% was not a decision made lightly, we were cognizant of the additional work needed to spread the word that San Francisco is the best city in the world, especially with major events like Super Bowl LX and the FIFA World Cup on the horizon. So far, the extension has allowed San Francisco Travel to develop the nationally recognized *Believe* Campaign and showcase the best of our City in Times Square, the Rose Parade, and many more international hotspots. It has opened opportunities to build upon the international trade programs and familiarization trips that are critical in educating the world on what San Francisco has to offer. The Association was also able to develop a one-of-its-kind partnership with the 49ers, allowing for specialized marketing for audiences in Mexico and Australia.

To stay afloat during the pandemic, San Francisco Travel nearly depleted its reserve fund, forcing the organization to walk a financial tightrope. The extension of the 1% assessment increase will allow the organization to continue building up its reserve fund with the aim of returning it to pre-pandemic levels.

We are confident that the extension of the 1% increase in TID assessments will keep our City on its positive trajectory. As outlined in the TIDMC Management Plan, this extension is effective until October 31, 2026, and any decision to continue the raised assessment must be voted on before then.

We're incredibly grateful for the work you all continue to do to make San Francisco feel welcoming and safe for our visitors. Your support and love for our City is essential to its success.

Sincerely,



Markus Treppenhauer
Chair, San Francisco TID Board of Directors