ANNUAL REPORT
2018–2019
Achievement through Collaboration
Dear Hotel Council Member,

Thank you for your membership in the Hotel Council of San Francisco. Your support allows us to represent the hotel industry to elected officials and ensure our issues and concerns remain a top priority.

We have three key goals: to protect our industry, provide diverse education programs for our members and create business connections throughout the year. With your support this past year, the Hotel Council has:

Protected our Industry on Local, State and Federal Issues
• Our advocacy efforts with Mayor London Breed led in her naming homelessness and street cleanliness as the top priorities in her administration.
• Expanded CleanSafe365 membership, a coalition of 22 organizations and businesses to encourage our Mayor to fix the degraded street environment impacting our industry.
• Advocated for legislation to strengthen conservatorship laws, expand mental health facilities, provide more police officers on our streets and support local hotel development.

Delivered Powerful Events and Education Programs
• 5th Annual Women in Leadership Forum
• Inaugural Love our City Hospitality and Tourism Cleanup Day
• 28th Annual Charity Golf Tournament
• 16th Annual Hotel Hero Awards
• Annual Advocacy Breakfast
• Annual Economic Forecast, Food and Beverage and Human Resources Seminar

Created Valuable Networking Opportunities
• Our Board of Directors approved adding Allied Member representatives onto the board to collaborate on critical issues facing the hotel business community in San Francisco.
• The committees for major events—Hotel Hero Awards, Women in Leadership and Annual Charity Golf Tournament—provided opportunities for members to collaborate and network.
• The Young Professional Committee organized educational and networking events for hundreds of members.

We will continue to be at the forefront fighting on behalf of the hotel industry and finding ways to contribute to your company’s success.

KEVIN CARROLL
President & CEO

JAMES LIM
Chair of the Board
General Manager, Omni San Francisco
CleanSafe365 is a coalition founded by the Hotel Council of San Francisco that has grown to include 22 businesses and community organizations. The purpose of the coalition is to push our elected officials and department leaders to deliver clean and safe streets 365 days a year. The three goals of the coalition are: declaring a crisis on our streets, enforcing the laws on the books and increasing accountability for results.

Since elected, Mayor London Breed has made homelessness and clean streets her number one priority and immediately started announcing new programs, financial resources and accountability. In response, 1,500 homeless individuals have been placed in housing since Mayor London Breed took office, and every major tent encampment has been disbanded in San Francisco.

Mayor Breed has included every major category in her budget proposal, including:

- Increased Healthy Streets Operation Centers to coordinate response between departments
- Increased the number of beat officers on the street through funding five police academies a year
- Added four Navigation Centers to help get homeless off the streets and into housing
- Added additional mental health shelter beds
- Added $13 million in additional funds for street cleaning
- Created a new position of Director, Mental Health Reform to help address the situation on our streets
2 Advocating on the Local Level

The Hotel Council lobbied throughout the year for our industry on local legislative issues that impact us. As always, our goal is to support legislation that benefits our industry, while stopping or editing laws that don’t. We successfully advocated for an expanded conservatorship law that will require those with severe mental illness to receive treatment. The Council has also worked with Mayor London Breed to add additional funding for homelessness services, police officers and mental health resources, all of which will benefit our industry. Lastly, we have worked diligently on legislation for large refuse generators to ensure our industry would be able to efficiently implement the new requirements.

3 Advocating on the State Level

This year the Hotel Council continued to be involved in advocacy programs with our partners, the California Hotel and Lodging Association and Cal Travel. Our work on issues around homelessness, clean and safe streets, home sharing and transportation require us to meet frequently with our state legislators and representatives to make them aware of how these critical issues impact the hotel industry and tourism in California. This year we visited the state capital with CH&LA and Cal Travel and met with up to 20 legislators and staff members. These meetings allow for the concerns and perspectives of the Hotel Council members to be heard and recognized from key law-makers in California.
The Hotel Council celebrated the 5th anniversary of its Women in Leadership Program. 640 women came together around the theme “Know Your Power.” Workshop topics included Creating a Career Development Plan and Creating Cultural Change in the Workplace. Our keynote speakers were Malia Cohen, Chair of the State Board of Equalization, and Michele Dauber, a Stanford law professor who led a movement to strengthen sentencing laws for victims of sexual assault.

The Women in Leadership committee and Hotel Council members continue to grow the program and will host for the first time a series of three educational events per quarter, leading up to the annual conference. This year we will host:

- Congressman Jackie Speier speaking about her career
- A salary negotiation seminar
- A power speaking seminar offering tips for public speaking and communicating in a more polished manner

Collaborating with Partner Organizations

The Hotel Council continues to represent our industry daily through work with Mayor London Breed, the Board of Supervisors and City Departments. The Hotel Council sponsored and was a co-convener of the Chamber of Commerce’s City Hall Action Day. The event brought together hoteliers, along with many other businesses to meet with our elected officials, share our issues and learn about their concerns. The Hotel Council also participated by organizing a panel on Clean and Safe Streets that featured leaders from city departments including the SF Police Department, Public Works, Department of Public Health.
6 Growing Our Political Action Committee

The Hotel Council Board of Directors has identified increasing the strength of our political influence through building our Political Action Committee (PAC) resources. The purpose of our PAC is to support or oppose political campaigns that impact our industry.

7 Increasing Diversity in our Industry

The Equality and Inclusion program is designed to help with barriers to employment development. The Hotel Council continues to bring together hotel HR leaders, labor unions and the San Francisco Workforce Development Department.

8 Working to Improve Transportation and Reduce Congestion

The Council continues to work with the SFMTA on increasing transit options and reducing congestion on our streets. We have been actively participating on the Better Market Streets Plan as well as the 5th Street Improvements Projects and Safer Taylor Street to ensure the interests of our members are represented during the development of the plans. We have also been working closely with BART and advocating for additional safety resources on trains and in BART stations.
Committing to Sustainable Practices in Hospitality

The Hotel Council Sustainability Committee continues to educate and inspire our members to seek out sustainable alternatives in daily operations. The committee tours venues such as San Francisco International Airport, Oracle Park, Moscone Center and Recology to educate and expose members to the newest sustainable efforts.

Empowering Young Professionals

The Young Professionals Committee (YP) is a collective of dynamic San Francisco professionals focused on developing and advancing their careers. Through a variety of meetings, networking and social events, the Young Professional Committee aims to provide committee members a forum for professional development and leadership training.

We also provide a series of professional speakers who share their stories of their career path, and how those accomplished individuals were able to attain their current position. Past speakers included:

• Corinna Luebbe, General Manager, Taj Campton Place
• Oriana Branon, Director of Community & Public Relations, Bay Area at Alaska Airlines
• Oscar Rodriguez, Former General Manager of the Marriott Union Square
Love Our City: San Francisco Cleanup Day

The Hotel Council of San Francisco and San Francisco Travel partnered together to create the first ever “Love our City” event that took place in June 2019. This event was created to have the hospitality and tourism industries of San Francisco come together to clean up our shared public spaces for the city that we all love.

Mayor London Breed kicked off the event starting at Embarcadero Plaza, and from there, we had over 700 volunteers spread out to 5 different neighborhood locations. Each team was assigned to a neighborhood to work cleaning projects to improve the condition and reputation of San Francisco’s beloved neighborhoods. Cleaning projects included:

- Litter/Trash Pickup
- Cleaning/Painting
- Weeding/Planting

The Hotel Council is extremely proud of the volunteer and organizational efforts, and we cannot wait to see you at the 2nd Annual Love our City event in 2020.