



Santa Rosa Tourism Business Improvement Area Event Support Application

The Santa Rosa Tourism Business Improvement Area (SRTBIA) offers the opportunity for event planners and organizers to seek funding to support their events in Santa Rosa. These guidelines set forth the criteria for application to the SRTBIA. As the primary purpose of the SRTBIA is economic impact, all SRTBIA applications must detail how the proposed event will generate overnight stays.

To ensure the success of your application, please note the following:

- Applicants must use the attached Application Form.
(You may attach additional information to your application, if necessary.)
- Send completed forms and any additional material to Rafael Rivero with the City of Santa Rosa at RRivero@srcity.org with a copy to Tanya Rainey with Visit Santa Rosa at tanyar@visitsantarosa.com.
- You may apply at any time during the year, however, your application will not be reviewed until the next scheduled SRTBIA Board meeting following the receipt of your application. Your application must be received 7 working days prior to the meeting for consideration. The SRTBIA Board will review the application and vote on funding. SRTBIA Board meetings are held on the fourth Thursday of every other month. (Subject to change.)
- Questions should be addressed to the Executive Director of Visit Santa Rosa at 707-524-2116 or bradc@visitsantarosa.com.

Event Support Application Assessment Process

Applications will be reviewed by the SRTBIA board. Consideration for approval and the amount of funding awarded will be dependant on several factors. Overnight stays, new event or repeat event, media coverage, marketing & brand support for Santa Rosa, event time (season vs. off-season), organizational plans and potential for long term growth. Support is subject to available funds and at the discretion of the board.

Event Timing

The most important consideration will be event timing and special consideration will be given to events that are held during low occupancy. For an estimate of occupancies during your event contact the Executive Director of Visit Santa Rosa.

Timing

Event held during peak occupancy
Event held during shoulder period
Event held during low occupancy

Special Consideration

Low
Medium
Extremely High

Repeat Submissions:

Events may be funded more than one time; however, the intent is for events to become self sustaining. Organizations may submit applications for different events.

Post-Event Summary Report:

All expenditures *for items funded by SRTBIA* must be documented and a report must be received by the Executive Director of Visit Santa Rosa no later than 90 days following the last day of the funded event. The report should include:

1. A brief summary outlining estimated attendance
2. A zip code analysis or event attendance survey that details the number of attendees that are from out of the area
2. Information on advertising placed to promote the event (if applicable)
3. A general assessment of the event which addresses its success and any concerns or recommendations for changes.
4. Estimated room nights in Santa Rosa with methodology for calculation room nights.
5. Copies of checks issued for payment of services or copies of corresponding invoices equal to the amount of funding provided

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect final funding and considerations of future applications.

OVERVIEW OF EVENT SUPPORT TERMS

1. Include the Visit Santa Rosa logo and the City of Santa Rosa logo on printed materials, marketing materials, and link the Visit Santa Rosa logo to VisitSantaRosa.com and City logo to OutThereSR.com from the event/organization website.
2. Permitting the Visit Santa Rosa to hang signage at the event and be given sponsorship benefits as per the value of the event support.
3. Guarantee a complete and accurate report of the event's activity to the Visit Santa Rosa within 90 days of the event conclusion (including complete expense statement on reimbursable items, if applicable). Included in this documentation should be verification of total room nights, total event attendance, estimated attendance from out of the area and if possible estimated local spending by event organizer.
4. Agree to notify the Visit Santa Rosa immediately if the event is cancelled, rescheduled or downsized. Because of the importance of filling room nights over need times, if the dates of the event are changed, the contract becomes void and funding will no longer be guaranteed. The SRBIA Board must approve funding for the new dates.
5. Hold harmless the Santa Rosa Tourism Business Improvement Area, the Santa Rosa Metro Chamber of Commerce dba the Visit Santa Rosa, the City of Santa Rosa and staff and volunteers from said mentioned organizations from all claims, liabilities, causes of action and judgments arising out of the event.
6. Unless previously agreed upon or given a waiver, only Santa Rosa (within SRTBIA boundaries) room nights will be considered in the 'Room Night' counts for your application.
7. If event support is granted, a completed and signed W9 must be provided prior to payment.

Event Details	
Event Name	SANTA ROSA WEDNESDAY NIGHT FARMERS MARKET
Event Date(s)	MAY 18, 2022 to AUG 31, 2022
Event Description	SOCO'S PREMIUM MARKET AND STREET FAIR FOR OVER 30 YRS. PRODUCED BY A LOCAL NON-PROFIT GROUP OF VOLUNTEERS. INCLUDES AN ARRAY OF VENDORS
Event Location	DOWNTOWN SANTA ROSA - COURTHOUSE SQUARE 4th St from B St to D St. MENDOCINO from 5th St. to SQUARE
Is this a new or returning event?	RETURNING EVENT
Contact Name Phone Email Mailing Address	TINA CASTELLI 707-246-6741 MANAGER@WEDNESDAYNIGHTMARKET.ORG 613 FOURTH ST. STE 209, SR, CA 95404
Legally Responsible Organization	THURSDAY NIGHT MARKET ASSOCIATION, INC.
Total Event Cost	\$320,895 IN 2019
Amount Requested	\$6,000
How Will Funds from SRTBIA Be Used?	TO PAY FOR A STAGE TO BE INSTALLED AND REMOVED EACH WED. \$1,000 A WEEK, FUNDS WILL COVER 6 WEEKS OF THE 16 SCHEDULED.

SEE
Description
Attached

Event Description

Santa Rosa Wednesday Night Market

Santa Rosa's downtown Wednesday Night Market has been Sonoma County's premiere community Farmers Market and Street Fair for over 30 years. We hated to miss the last couple of years because of closures for large events, but Now, We Are BACK! Opening Day is Wednesday, May 18, 2022 and it continues every Wednesday night through August 31st.

The Market is produced by a non-profit group of local leaders and volunteers who give their time to make it all happen for our community every Wednesday night. We have an average nightly attendance of over 8,000 people and an average 16-week seasonal attendance of over 136,000 people!

Each Wednesday night in the Summer we bring together an array of vendors featuring a boutique Farmers Market, Sonoma County's finest fresh street foods, preserved foods and local artists and vintage treasures from all over the North Bay. We have spaces available to all local non-profit groups for free or at a reduced rate and many offer demonstrations and special activities for our guests. Our event Sponsors are local businesses and community angels who get premium free booth spaces available to them each week. We are Santa Rosa's community gathering place.

We are stepping it up for 2022 with a fantastic Concert Series line-up and lots of special guest activities for the whole family. Plus, a new vibe in the Beer & Wine Garden featuring local beers and an Exclusive local winery pouring each week.

General Event Information (Please answer all questions fully)

How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?	Potential for 100 rooms in each.
Who is the target audience for this event?	Families and individuals of all ages. something for everyone.
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	8,000 attendance per week 135,000 for the wk. run. 90% Sonoma City 10% out of So Co
What is the history of this event?	Open for 32 yrs. (except 2020 & 2021)
If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?	Unsure
Have you approached or contracted with any lodging establishments for the event for which you are requesting support? If so, who have you contacted and how many room nights have you requested?	No
If you receive event support from the SRTBIA, we ask that you use Visit Santa Rosa services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?	Yes, some of our new larger bands are requesting room nights close to event.
Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?	After being closed for 2 yrs. This is our 1st rebuilding year. We plan on growth to surpass our best years in the past.
How does this event support or re-affirm Santa Rosa's brand?	We are Santa Rosa's gathering place. We create a fun positive experience of So. Co life and lots of memories.

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>6 Local volunteers work the event. Sponsorships were \$27,000 in 2019. IN-KIND -> PRINTING, Alcohol, BANNER SPACE</p>
<p>How will this event be funded in the future?</p>	<p>Booth Fees ARE OUR MAIN SOURCE OF income. We would like to expand sponsorships.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>RADIO Commercials that reach Napa AND MARIN Counties. Visit SR. AND City of SR CAN be mentioned there AND printed on all marketing. OVER 5,000 FLYERS, 100 posters, Social Media</p>
<p>Will there be media coverage of this event? Local - Regional - National</p> <p>With this media coverage, describe who will be covering this event</p>	<p>So. Co Tourism has talked to us about marketing the event to FOOD + TRAVEL WRITERS AND we will be offering food & SWAG FOR THEM.</p>
<p>Additional information or comments.</p>	<p>The Stage is our big expense AND we want to present a positive professional place for big NAME groups to perform. Help with this would be big for us.</p>

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.