



## **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](mailto:RRivero@srcity.org) with a copy to Tanya Rainey with Visit Santa Rosa at [tanyar@visitsantarosa.com](mailto: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](mailto: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 Special Consideration**

Event held during peak occupancy Low

Event held during shoulder period Medium

Event held during low occupancy **Extremely High**

Other consideration will be given to events based upon the below chart.

### **Category Consideration**

#### **Confirmed room nights during non-peak occupancy**

The goal is to produce a minimum of 100 new or additional room nights within the city limits of Santa Rosa (excluding vendor and staff rooms) during need times. For new events: estimate room nights or provide supporting documentation from a similar event. For existing events provide supporting documentation including potential for expansion.

< 100 Low

101-500 Medium

>500 High

#### **Media Coverage**

Local Low

Regional or non-major Medium

Major outlet and/or national coverage High

#### **Long Term Growth Potential**

0-100 Room Nights Low

101-500 Room Nights Medium

>500 Room Nights High

#### **Marketing & Organizational Plan**

None Low

Minimal marketing plan Medium

Well thought-out & organized High

The SRTBIA board will evaluate each event separately and allowable expenditures will vary depending on many of the above factors. At its discretion the board may only allow one type of expenditure (such as marketing & advertising).

### **Example of Allowable Expenditures**

- Site fees and other related costs incurred within the city limits of Santa Rosa. *(Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc.)*
- Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino. These include but are not limited to promotional materials, trade shows, advertising and media buys.

### **Disallowed Expenditures**

- General operating or administrative salaries or wages.
- Advertising and marketing expenses in Sonoma County or the immediate surrounding counties. •

Site fees and other related costs incurred outside the city limits of Santa Rosa.

**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.

<b>Event Details</b>	
<b>Event Name</b>	<b>The 30th Annual Sonoma County Hot Air Balloon Classic</b>
<b>Event Date(s)</b>	June 4 & 5 2022
<b>Event Description</b>	The 30th Annual Sonoma County Hot Air Balloon Classic is a 501(c)(3) non-profit, heritage event in Sonoma County, California, dedicated to promoting the sport and history of Hot Air Ballooning. Executed by a volunteer board of community members and business leaders in the North Bay, it draws over 16,000 individuals, traveling from all over the San Francisco Bay Area and western hemisphere. The Festival includes not only the Main Launch, but the beautiful "Dawn Patrol," When balloons are lit on the ground before dawn. Visitors can ride in tethered balloons, to feel what it's like to be in one, plus learn all about the world of Hot Air Ballooning. Delicious foods, mimosas, wines and beers, live music and family entertainment, kids' activities and more will fill visitors with awe and delight, despite the early early hours!
<b>Event Location</b>	Santa Rosa Fairgrounds 1350 Bennett Valley Road, Santa Rosa, CA 95404
<b>Is this a new or returning event?</b>	This is a returning event: the 30th year of the festival, though this will be the FIRST YEAR at the Santa Rosa Fairgrounds, having been held previously in Windsor's Keiser Park.
<b>Contact Name</b> <b>Phone</b> <b>Email</b> <b>Mailing Address</b>	Janet Ciel 707 824-8717 or 707 529-4884 (cell) <a href="mailto:janet@schabc.org">janet@schabc.org</a> attn: SONOMA COUNTY HOT AIR BALLOON CLASSIC 2751 4th Street #195, Santa Rosa, CA 95405  Ted Ritchie <a href="mailto:ted@schabc.org">ted@schabc.org</a>
<b>Legally Responsible Organization</b>	The Sonoma County Hot Air Balloon Classic (SCHABC) NPO Tax ID # 68-0439510
<b>Total Event Cost</b>	\$200,000

<b>Amount Requested</b>	\$20,000
<b>How Will Funds from SRTBIA Be Used?</b>	Venue rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc. Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino.

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<b>General Event Information (Please answer all questions fully)</b>	
<b>How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?</b>	Estimated 300-400. We generally book 80+ rooms for our pilots.
<b>Who is the target audience for this event?</b>	Families, parents with young kids. Anyone with an interest in the sport. Target marketing audience: Adults 25-54, but all ages we hope will attend.
<b>What is the anticipated attendance?</b>  <b>Attendees from out of Sonoma County?</b>  <b>Attendees from within Sonoma County?</b>	20,000 total (10,000/day) Previous records indicate 60% of our attendees are from out-of-county, and 40% are in county.
<b>What is the history of this event?</b>	<p>This will be the 30th festival, but technically it's been 33 years since the Sonoma County Hot Air Balloon Classic first launched the event. The two year gap is due to the pandemic, of course, but the festival is back!</p> <p>Once produced by the Windsor Rotary, it evolved to be executed by a volunteer board of community members and business leaders here in the North Bay. Ted Ritchie, current president of the board, has been at the helm of the festival for fifteen years.</p> <p>For decades, the event took place in Windsor, California, with the majority of the years being hosted at Keiser Park. The festival outgrew this location, and is moving to the Santa Rosa Fairgrounds for the June 2022 event.</p>
<b>If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?</b>	This is an existing event, we have never had the ability to pull hotel rooms booked but look forward to a partnership to assist us in doing so.

<p><b>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?</b></p>	<p>None this year. In previous years we had arrangements with Flamingo Resort.</p>
<p><b>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?</b></p>	<p>Absolutely no problem!</p>
<p><b>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?</b></p>	<p>Because we've moved to the Fairgrounds we'll be able to grow substantially, we hope this year, but definitely in future years. The venue has so much more parking, this can't help but increase attendance. In 2022 we've contracted for a smaller area but envision using more of the facility and drawing more patrons as we understand the fairgrounds better.</p> <p>The event has also hired an event coordinator, who will be reaching out to out-of-area publications, and on-line media to draw in a broader audience. Because we look to grow both the local and out-of-town attendees, our room night growth we hope will increase at least 5% this year, and more going forward.</p>
<p><b>How does this event support or re-affirm Santa Rosa's brand?</b></p>	<p>This festival is the perfect place to experience the inner child in all of us. The magic of hot air balloons is something that is instilled in many of our upbringings, and here they are, to be touched, ridden in, and watched, in all their glory, flying by the dozens over the city of Santa Rosa and beyond. This is the type of event which can draw all ages, sexes and ethnicities. It will light up the skies, draw thousands to the fairgrounds, where it's never been before, and make Santa Rosa the Northern California hub for avid balloon enthusiasts.</p>

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<p><b>Describe the community support for this event. Include financial and in-kind support.</b></p>	<p>The revenue for the event comes from ticket sales, which are kept quite reasonable (so families can afford to come), and vendor booth fees. We also have some sponsorship dollars, generally not totalling more than \$5,000, and in-kind sponsorships from Blue Star Gas, for example. All of this is</p>
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	<p>still being established for this season, but the vast majority of revenue is ticket sales.</p>
<p><b>How will this event be funded in the future?</b></p>	<p>Our event does well in ticket sales, which keeps us afloat. Though we have a \$150,000+ operational budget (and growing with a new site,) our goal is to have 3-years gross expenses in the bank going into each year to make our event more "sustainable" Our ultimate goal for the event, is to drive a more influential presence in the community, to garnish more corporate sponsorship, and eventually, make this a FREE community event each year. It's a hefty goal, but we believe it to be attainable.</p>
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	<p>Locally, we have a significant presence on 5 of the top radio stations in the market, reaching over 200,000 listeners. We always put out a program, typically distributed by a print entity (in the past, Sonoma West Publishing, 16,000 households.) Regionally, we market outside our community using a combination of paid social (Facebook &amp; Instagram,) digital display and programmatic digital advertising, and outdoor (Billboard or a series of Billboards in the greater Bay Area.) as well as E-blasts sent to previous attendees. Santa Rosa and our location is typically in the forefront of our paid digital and social advertising.</p>
<p><b>Will there be media coverage of this event? Local – Regional – National</b></p> <p><b>With this media coverage, describe who will be covering this event</b></p>	<p>Significant local coverage from our radio partners, including those at KSRO. We typically get picked-up by the Press Democrat and a few smaller local publications prior to the event. We've had KTVU Channel 2 come in recent years, and expect to have interest from at least 1 regional network television station.</p> <p>As of this submission we're expecting an article by Entertainment Editor Dan Taylor of the Press Democrat to come out this week (early January 2022) regarding the event's history and move to the Fairgrounds.</p>

<b>Additional information or comments.</b>	<p>In all 30+ years the festival's been very proud of being able to produce an amazing, affordable community event: one that drives tourism, economic development, and interest in our community, and to do it solely with volunteers. This year, for a variety of reasons, having an all-volunteer event production team became untenable and the board decided to bring on Janet Ciel, a seasoned event producer, to oversee many aspects of the event, including submitting to you.</p> <p>Please don't hesitate to reach out with questions. I look forward to hopefully working with you.</p> <p>Janet Ciel 707 824-8717 <a href="mailto:janet@schabc.org">janet@schabc.org</a></p>
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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.*

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STRBIA Event Recap	
Event Name	
Event Date(s)	
Event Description	
Event Location	
Recap Prepared By	
Event Attendance by Day	

Are you attaching a zip code analysis or visitor survey results?	
If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?	
How many room nights do you estimate were used within Santa Rosa?  What SRTBIA lodging establishments were contracted/used for the event?	
How were SRTBIA funds used?	
Is there any other economic impact you would like to share about the event?	

This is to be completed and returned to the Visit Santa Rosa Executive Director within 90 days of the conclusion of the event.

**Please attach any relevant information including copies of articles, advertisements, press releases or economic data related to the event.**

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