

SRTBIA

Santa Rosa Tourism Business Improvement Area

ANNUAL REPORT FY 2020-2021 **WORK PLAN FY 2021-2022**

City Council – August 3, 2021



Rafael Rivero, Economic Development Specialist
Planning & Economic Development Department
Brad Calkins, Executive Director, Visit Santa Rosa

SRTBIA: Overview

- Established **August 3, 2010** - **Santa Rosa Ordinance 3946**
- **3% Assessment** on lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses
- Distribution of Funds Collected:
 - **30%: City of Santa Rosa**, Economic Development Division
 - **70%: Santa Rosa Metro Chamber**, Visit Santa Rosa Program

SRTBIA: Overview

ADVISORY BOARD

5 members appointed by City Council:

- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

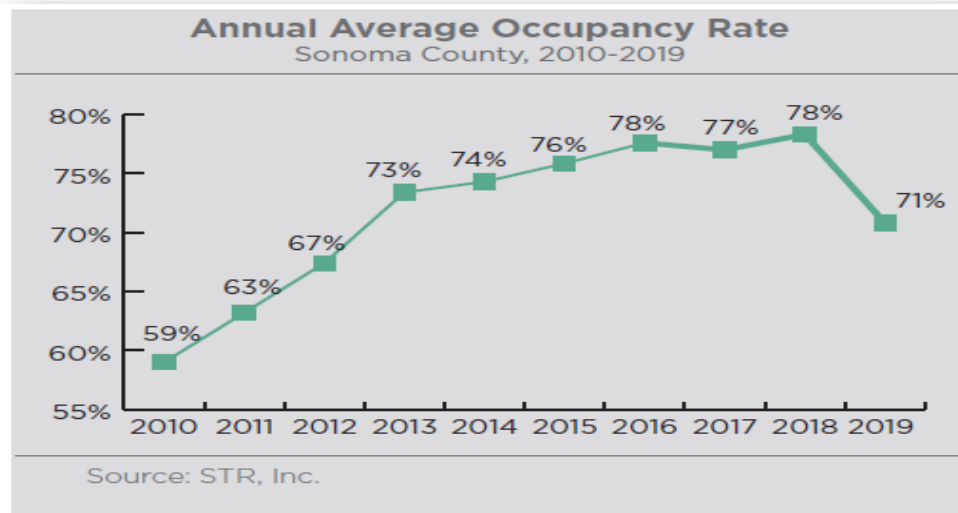
Current Roster:

	Affiliation/Position	Representing
• Peter Rumble	President/CEO	SR Metro Chamber
• Rafael Rivero	ED Specialist	City of Santa Rosa
• Donna Renteria	Best Western Garden Inn	Hotel – Select Service
• Vern Lakusta	Hotel E	Hotel – Full Service
• Todd Anderson	Best Western Plus Wine Country Inn & Suites	Hotel – At Large

SRTBIA: Economics

TOURISM INDICATORS - 2019

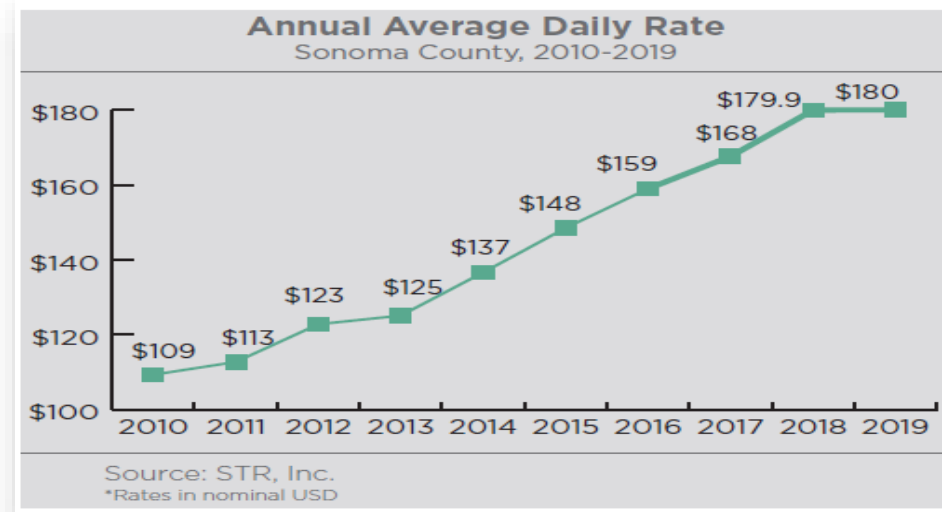
- Average Occupancy Rate: 71%
- Average Daily Rate: \$180.00



Occupancy Rate

The occupancy rate **Occupancy Rate**

The occupancy rate for Sonoma County is determined by dividing the total room nights sold divided by the total room nights available for purchase. The average annual occupancy in 2019 was 71%.



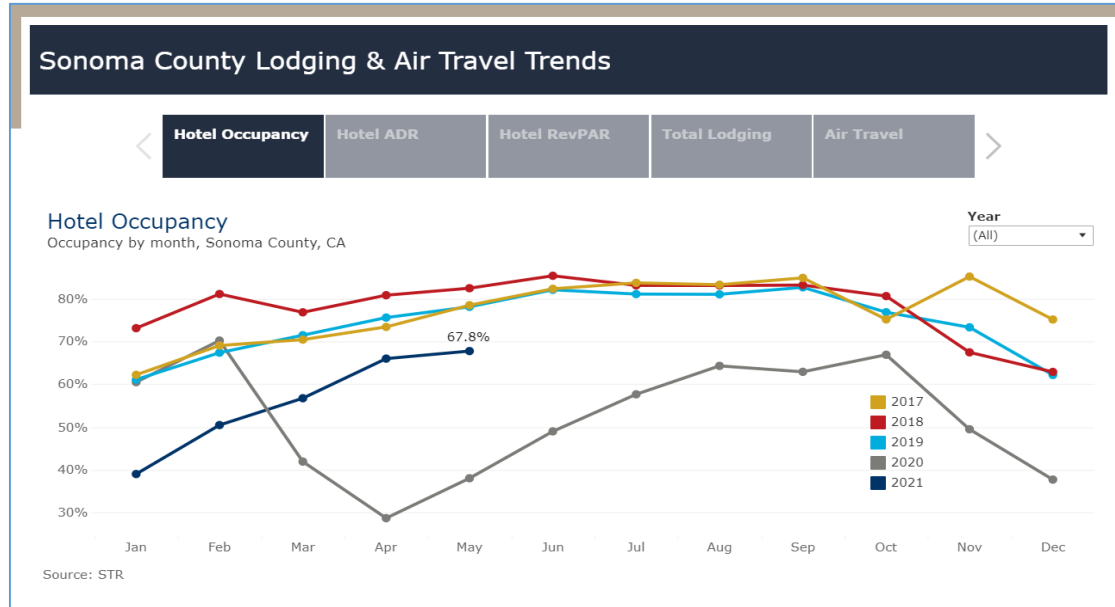
Annual Average Daily Rate (ADR)

Average daily rate (ADR) represents the average amount spent on accommodations by a visitor per room night in Sonoma County. This number has increased every year since 2010. For 2019, the average daily rate improved ever so slightly by increasing from \$179.90 in 2018 to \$180 in 2019

SRTBIA: Economics

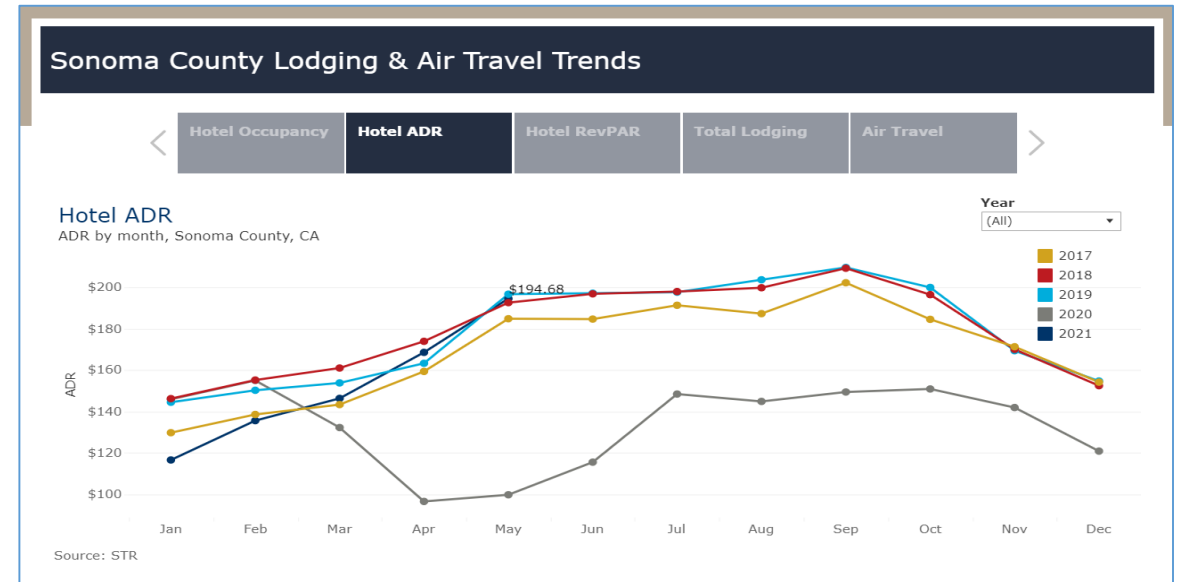
TOURISM INDICATORS - 2020

- Average Occupancy Rate: 67.8%
- Average Daily Rate: \$194.68



Occupancy Rate

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SRTBIA: Economics

TOURISM INDICATORS – 2019 & 2020



Santa Rosa Airport

Arrivals at Charles M. Schulz-Sonoma County Airport climbed 10.8% through 2019 compared with a year earlier, as United Airlines launched a new route from Denver in March and American Airlines launched a new route from Dallas in June. The airport served over 488,000 passengers in 2019.



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SRTBIA: **Financial Summary**

- **9% Transient Occupancy Tax** (SR General Fund)
2020: \$3,240,258
- **2% Sonoma County TBIA** (Sonoma County Tourism)
2020: \$720,042
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)
2020: \$1,080,083

Total Tax and Assessments: 14%

Paid by people staying in Santa Rosa lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses

SRTBIA: Financial Summary

SRTBIA Assessment Revenue (3% local assessment)

	Q1	Q2	Q3	Q4	Total	
2020	\$313,593	\$156,261	\$331,767	\$278,462	\$1,080,083	- 45%
2019	\$ 351,333	\$ 541,509	\$ 601,194	\$ 468,678	\$ 1,962,736	+ 10%
2018	\$ 393,047	\$ 510,618	\$ 548,560	\$ 420,849	\$ 1,875,075	- 10%
2017	\$ 366,148	\$ 533,979	\$ 651,202	\$ 466,609	\$ 2,017,940	- 10%
2016	\$ 359,117	\$ 532,124	\$ 659,658	\$ 476,708	\$ 2,027,608	+ 10%
2015	\$ 319,047	\$ 471,471	\$ 600,755	\$ 432,620	\$ 1,823,893	+ 11%
2014	\$ 278,597	\$ 414,046	\$ 538,212	\$ 400,503	\$ 1,631,358	+ 11%
2013	\$ 243,392	\$ 388,906	\$ 486,382	\$ 334,930	\$ 1,453,610	+ 12%
2012	\$ 213,069	\$ 324,949	\$ 442,635	\$ 305,237	\$ 1,285,890	+ 11%
2011	\$ 192,463	\$ 285,884	\$ 405,871	\$ 258,274	\$ 1,142,492	

SRTBIA: Financial Summary

- Santa Rosa Transient Occupancy Tax by Quarter

	Q1	Q2	Q3	Q4	Total	
2020	\$940,781	\$468,785	\$995,304	\$835,388	\$3,240,258	- 45%
2019	\$1,053,999	\$ 1,624,527	\$ 1,803,583	\$ 1,406,034	\$ 5,888,143	+ 10%
2018	\$ 1,179,143	\$ 1,531,855	\$ 1,645,681	\$ 1,268,549	\$ 5,625,228	-10%
2017	\$ 1,098,497	\$ 1,601,930	\$ 1,953,564	\$ 1,399,845	\$ 6,053,836	- 10%
2016	\$ 1,077,265	\$ 1,595,832	\$ 1,979,642	\$ 1,429,781	\$ 6,082,520	+ 10%
2015	\$ 957,684	\$ 1,413,327	\$ 1,801,829	\$ 1,294,574	\$ 5,467,414	+ 11%
2014	\$ 836,436	\$ 1,241,528	\$ 1,610,962	\$ 1,200,765	\$ 4,889,721	+ 10%
2013	\$ 730,203	\$ 1,166,691	\$ 1,459,427	\$ 1,004,402	\$ 4,360,723	+ 11%

SRTBIA: Financial Summary

**CITY BUDGET
FY 20-21**

	BUDGETED	YTD ACTUALS
Administration + Ops	\$ 212,000	\$ 158,866
Professional Services	\$100,000	\$26,927
Marketing & Promotions	\$ 83,000	\$ 124,008
Event Support & Attraction	\$ 50,000	\$ 71,665
Total	\$ 445,000	\$ 190,793

Funding Sources – City of Santa Rosa

Council Approved Budget	\$445,000
Carry Forward	\$147,863
Reserves	\$204,742

SRTBIA: Financial Summary

VISIT SANTA ROSA
BUDGET – CY 2020

	BUDGETED	CY ACTUALS
Administration / Operations	\$ 341,834	\$ 334,400
California Welcome Center Operations	\$ 106,981	\$ 92,637
Group Sales, Marketing, Promotions, PR	\$ 503,947	\$ 412,211
Event Support & Attraction	\$ 32,500	\$ 5,363
Total	\$ 952,762	\$ 844,612

Contributions and Other Funding Sources – Visit Santa Rosa

Visit Santa Rosa received the following additional contributions for the 2018 Calendar Year:

County of Sonoma Welcome Center Funding	\$ 31,000
Other	\$ 14,750

CITY: Accomplishments

DOWNTOWN OPEN & OUT PROGRAM



ROSELAND VILLAGE OUTDOORS



INSIDE SANTA ROSA COUNTY CALIFORNIA OUT THERE

**KEEPING SANTA ROSA OUT THERE,
FROM THE INSIDE OUT.**

A marketplace for merchants and makers, keepers of shops, bars, inns and more to bring their goods and goodness to our community. A showcase for the artists who make us us.
Can social distancing bring us closer? Let's find out. **Together.**

A screenshot of a website banner for 'INSIDE OUT THERE'. The banner features a woman smiling and holding a coffee cup. The text is overlaid on the image. The logo at the top includes 'SANTA ROSA COUNTY CALIFORNIA' and 'INSIDE OUT THERE'. Below the main headline, there is a paragraph of text and a line that says 'Can social distancing bring us closer? Let's find out. Together.'

VSR: Accomplishments

VISIT SANTA ROSA

PROGRAM HIGHLIGHTS:

- Marketing | Advertising | PR
- Social Media + Website
- Sales & Groups
- California Welcome Center
- Crisis Response Strategies
- Organizational Pivots



SAVEUR



SRTBIA: Looking Ahead

CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2021-2022

**PROPOSED BUDGET
FY 2021-2022**

	BUDGET
Administration	\$269,000
Professional Services	\$180,000
Marketing & Promotions	\$50,000
Event Support & Attraction:	\$253,071
Total	\$752,071
	REVENUE
Council Approved Budget	\$350,000
Carry Forward	\$402,071
Reserves Use	\$0

Initiatives

- The Economic Development Division is currently revamping its Strategic Plan to include development of a vision, mission and theory of change; engagement of Santa Rosa’s diverse community to uncover core priorities regarding economic development; and design of a roadmap to operationalize the Economic Development Division’s vision and goals over the next 3-5 years.

SRTBIA: **Looking Ahead**

VISIT SANTA ROSA BUDGET + WORK PLAN – CY 2021

Proposed Budget CY 2021 (Adjusted for COVID-19)

	BUDGET
Administration / Operations	\$327,697
California Welcome Center Ops	\$12,600
Sales, Marketing, Promotions, PR	\$541,611
Event Support & Attraction	\$20,000
Total	\$901,908

Initiatives

- Business Recovery
- Market Santa Rosa as a Premier Overnight Destination
- Attract, Retain and Grow Groups & Events
- Reopen the California Welcome Center in Railroad Square

SRTBIA: **Recommendation**

It is recommended by the Planning and Economic Development Department that the Council, by Resolution, accept the Fiscal Year 2020-2021 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2021-2022 Budget and Work Plan