

# SRTBIA

## Santa Rosa Tourism Business Improvement Area

### **ANNUAL REPORT FY 2017-2018** **WORK PLAN FY 2018-2019**

City Council – July 24, 2018

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**Raissa de la Rosa**, Economic Development Manager  
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:

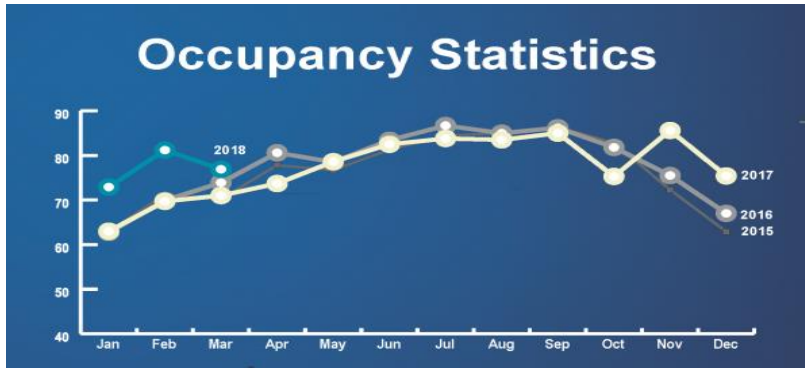
- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

### Current Roster:

	Affiliation/Position	Representing
• Peter Rumble	President/CEO	SR Metro Chamber
• Raissa de la Rosa	ED Manager	City of Santa Rosa
• Donna Renteria	Best Western Garden Inn	Hotel – Select Service
• Tony Bucklin	Hilton Sonoma Wine Country	Hotel – Full Service
• Todd Anderson	Best Western Plus Wine Country Inn & Suites	Hotel – At Large

# SRTBIA: Economics

## TOURISM INDICATORS - 2017

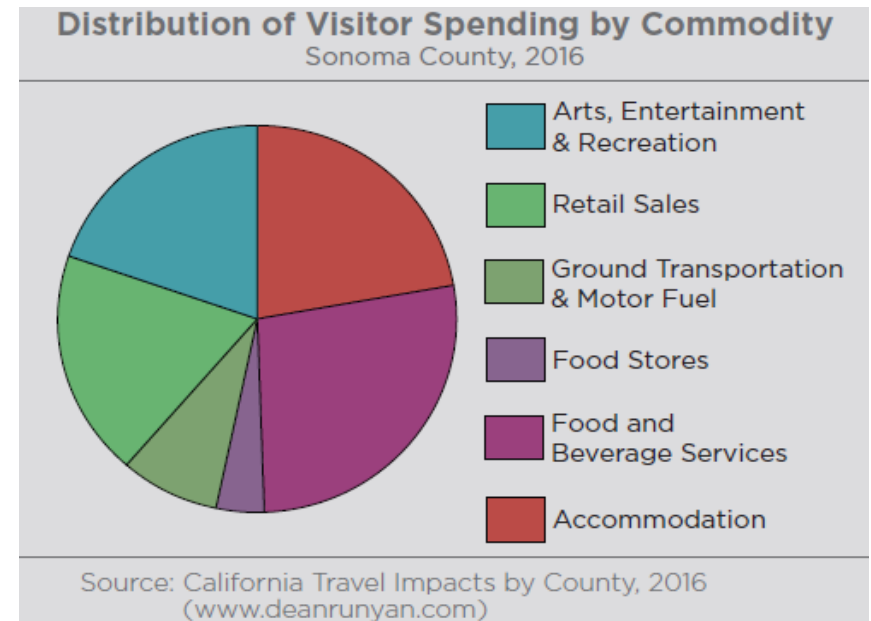


Sonoma County has seen a steady increase in **average occupancy**. The annual average occupancy rate in 2017 was **77.1%**.

### Total visitor spending

Sonoma County visitors spend a similar share of total spending on accommodations (24%), retail purchases (17%), and arts, recreation & entertainment (17%). They spend the largest amount on food and beverage services (27%) and accommodations (24%).

- Average Occupancy Rate: 77.1%
- Average Daily Rates: \$136 - \$169



# SRTBIA: **Financial Summary**

- **9% Transient Occupancy Tax** (SR General Fund)  
2017: \$6,053,836
- **2% Sonoma County TBIA** (Sonoma County Tourism)  
2017: \$1,291,408
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)  
2017: \$2,017,940

**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	
<b>2017</b>	\$366,148	\$533,979	\$651,202	\$466,609	\$2,017,940	- .05%
<b>2016</b>	\$ 359,117	\$ 532,124	\$ 659,658	\$ 476,708	\$ 2,027,608	+ 10%
<b>2015</b>	\$ 319,047	\$ 471,471	\$ 600,755	\$ 432,620	\$ 1,823,893	+ 11%
<b>2014</b>	\$ 278,597	\$ 414,046	\$ 538,212	\$ 400,503	\$ 1,631,358	+ 11%
<b>2013</b>	\$ 243,392	\$ 388,906	\$ 486,382	\$ 334,930	\$ 1,453,610	+ 12%
<b>2012</b>	\$ 213,069	\$ 324,949	\$ 442,635	\$ 305,237	\$ 1,285,890	+ 11%
<b>2011</b>	<b>\$ 192,463</b>	\$ 285,884	\$ 405,871	\$ 258,274	\$ 1,142,492	

# SRTBIA: **Financial Summary**

## **CITY BUDGET FY 17-18**

	BUDGETED	YTD ACTUALS
Administration + Ops	\$ 185,009	\$ 179,504
Marketing & Promotions	\$ 245,491	\$ 139,387
Event Support & Attraction	\$ 50,000	\$ 61,575
<b>Total</b>	<b>\$ 480,500</b>	<b>\$ 380,466</b>

## **VISIT SANTA ROSA BUDGET – CY 2017**

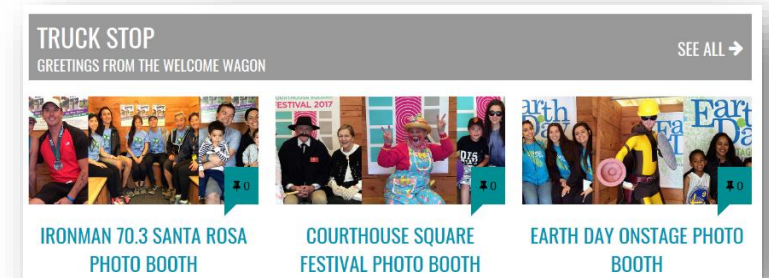
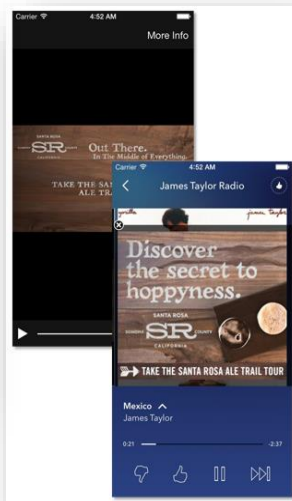
	BUDGETED	CY ACTUALS
Administration / Operations	\$ 378,895	\$ 372,543
California Welcome Center Operations	\$ 208,900	\$ 191,047
Group Sales, Marketing, Promotions, PR	\$ 781,595	\$ 682,266
Event Support & Attraction	\$ 225,000	\$ 362,765
<b>Total</b>	<b>\$ 1,594,390</b>	<b>\$ 1,608,621</b>

# CITY: Accomplishments

## CITY PROGRAM HIGHLIGHTS

### OUT THERE SR CAMPAIGN:

- Relationship Marketing
- Content Category Micro Targeting
- Content Cadence and Relevance
- Local Engagement

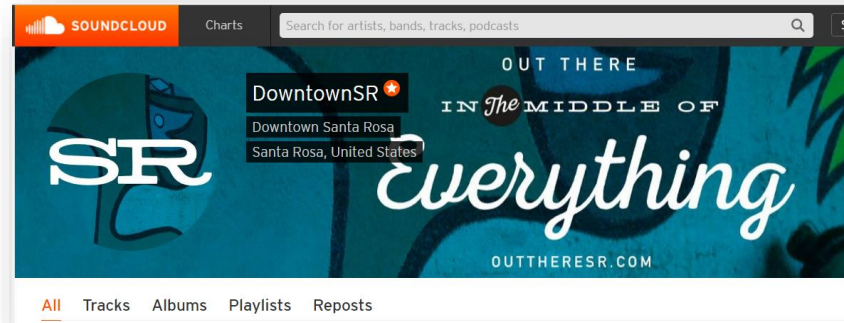




# CITY: Accomplishments

## CITY PROGRAM HIGHLIGHTS

Website + Social Media  
Tourism Infrastructure  
Other Initiatives



San Francisco Chronicle

Trendy district is Santa Rosa's newest destination



# VSR: Accomplishments

## VISIT SANTA ROSA

### PROGRAM HIGHLIGHTS:

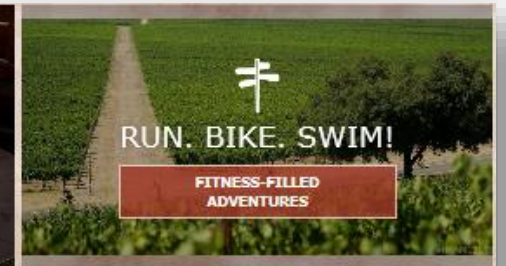
- Marketing | Advertising | PR
- Social Media + Website
- Sales & Groups
- California Welcome Center



SAVEUR



Fodor's Travel



# SHARED: Accomplishments

## SHARED PROGRAM HIGHLIGHTS

### EVENT SUPPORT:

- National Heirloom Exposition
- Cheese Festival
- Wine County games
- SC EPIC Soccer Cup
- National Heirloom Expo
- Outwatch LGBTQI Film Fest
- Pride Parade
- Silver Scream Fest
- Snoopy's Senior World Hockey

### Ironman 70.3 scores a hit in Santa Rosa



(1 of 18) From left, third place finisher Tim O'donnell, first place Sam Appleton and second place Joe Gambles celebrate with Korbel champagne on the podium of the first Ironman Santa Rosa race on Saturday morning. (John Burgess/The Press Democrat)

GUY KOVNER  
THE PRESS DEMOCRAT | May 13, 2017



Sam Appleton basked in the sunshine Saturday morning in Santa Rosa's Old Courthouse Square after setting a record for swimming, biking and running just over 70 miles through Sonoma County.

Appleton, a 27-year-old professional triathlete, had plunged into the chilly waters of Lake Sonoma just after 6 a.m. for a 1.2-mile swim, then biked 56 miles from the lake to Santa Rosa and ran 13.1 miles along Santa Rosa Creek in the inaugural Ironman 70.3 Santa Rosa race.



# SRTBIA: **Looking Ahead**

## CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2018-2019

### Proposed Budget FY 17-18

	BUDGET
Administration	\$ 208,440
Programming: Marketing & Promotions Event Support & Attraction	\$ 296,060
<b>Total</b>	<b>\$ 504,500</b>

### Initiatives

- Outbound Marketing
- Local Engagement
- Campaign Maintenance
- Media Development
- Aesthetic Evolution + New Categories
  - Manufacturers & Makers
  - Outer Spaces (placemaking)
  - The Nabes (neighborhood character)
  - SR Sessions (music)
  - Out There (insider's view of SR)

# SRTBIA: **Looking Ahead**

## VISIT SANTA ROSA BUDGET + WORK PLAN – CY 2018

### Proposed Budget CY 2017

	BUDGET
Administration / Operations	\$ 348,602
California Welcome Center Ops	\$ 197,792
Sales, Marketing, Promotions, PR	\$ 664,783
Event Support & Attraction	\$ 250,000
<b>Total</b>	<b>\$ 1,461,177</b>

### Initiatives

- Attract and develop sports tourism & events
- Increase visitor local spending visits to and referrals from the CWC
- Increase revenue for lodging partners through marketing programs
- Increase awareness of SR through PR and social media campaign
- Achieve annual group sales goals
- Coordinate work plan with City
- Advocate for tourism and work with community on tourism related issues

# SRTBIA: **Recommendation**

It is recommended by the Planning and Economic Development Department that the Council, by Resolution, accept the Fiscal Year 2017-2018 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2018-2019 Budget and Work Plan