



Santa Rosa Tourism Business Improvement Assessment (SRTBIA)

2012 Annual Report
June 4, 2013

Annual Report Overview

Highlights

- Formation Background
- Tourism Statistics
- Program Highlights: City
- SRTBIA Administration & Work Plans 2013/2014
- Program Highlights: CVB

Background

- Established in June 2010; 3% visitor surcharge
- Partners: Santa Rosa Hoteliers, Santa Rosa Chamber/CVB and City of Santa Rosa
- Program Focus:
 - Welcome Center Operations
 - Event Support and Attraction
 - Marketing and Promotions
 - Group Sales (SRCVB)

Tourism a Year in Review



Tourism Statistics

- Strong recovery
- Hospitality business sentiment positive
- Airport traffic up 10% ; Setting new benchmark
- Sonoma County: Top Us Wine Destination by Trip Advisor

Economic Impact: Employment

Sonoma County: 16,540 tourism jobs

- 51.9% accommodations & food service
- 38.3% arts, entertainment and retail
- 8.6% retail

Visitor Spending

- Spending up 8.87%
- TOT Tax Increases 12%

Program Highlights: CITY

City Goals

- Promote Santa Rosa as a travel destination
- Provide distinctive place programming

Target Audience

- Vacationers from cities that fly into Charles Schulz-Sonoma Airport (STS)
- Local community



Program Highlights: CITY

Host City Amgen Tour of California

- 7th Year as Host City
- 2013 Race Finish
- 2013 Impacts \$1.2 Million
 - 21 Jobs Created
 - \$35,500 Sales & Occupancy Tax
- 2006-2013 Tour Impact: \$20 million



Cycling Offshoots

- Tour Rosa
- Cycling and sports events
 - Levi's Grand Fondo
 - Iron Girl
 - Professional Cycling Team Tourism

TOURROSA



Program Highlights: CITY

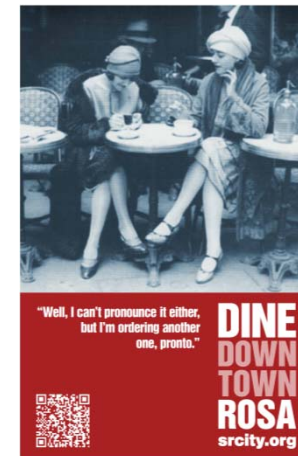
Horizon Corridor Visitor Campaign

- Destination campaign
- Audience: Los Angeles, Seattle, and Portland
- Theme: inclusive vs. exclusive visitor experience
- Promoting: artisanal beers, world class wines, cycling, arts, entertainment



Stay, Shop, Play Rosa

- Personalize Stay, Shop, Play, brand
- Partnered: Sonoma County Go Local
- Web Impacts: Stay, Shop, Play Rosa 56,028; Downtown 40,697
- Social Media: 3,236 Twitter followers, 3,310 Facebook likes



Program Highlights: CITY

County Tourism Identity Taskforce

- Map County tourism assets
- Improve communication
- Encourage collective tourism knowledge
- Explore marketing tourism for business attraction



City & CVB Cooperative Event Programming



Program Highlights: CITY

Program Costs

	CITY BUDGET FY 12/13	CITY YTD ACTUALS (3 Quarters Revenue Collected)
SRCVB Group Sales	- 0 -	- 0 -
Event Support & Attraction	\$50,000	\$43,000
Marketing, Promotions, Public Relations	\$197,000	\$134,429
SRCVB California Welcome Ctr.	- 0 -	- 0 -
Operations/Administration	127,686	\$102,957
Total	\$374,686	\$280,386

SRTBIA: Administration

Ordinance Administration

- Changes to boundaries: None.
- Assessment method: No change.
- Advisory Board Changes:
 - Keo Hornbostel, resigns as full-service hotel representative {Hyatt}
 - Max Childs, appointed as hotel-at-large representative {Courtyard Marriott}
- Contributions from other sources CVB:
 - \$31,000 County of Sonoma Welcome Center Funding
 - \$32,944 Merchandise Sales
 - \$3,250 Display and Advertising Sales
 - \$6,737 Certified Folder Contract Fees
- Surplus or deficit to be carried over:
 - Balance of FY 12/13 determined in early July at the end of the fiscal year

Proposed Work Plan: CITY

Marketing Objectives

- Increase awareness of Santa Rosa as a visitor destination
- Develop annual public relations campaign to promote SRTBIA economic impacts
- Maximize the effective use of SRTBIA funds through coordinated work plan with SRCVB
- Promote place-making and cultural programming of public spaces

Santa Rosa a Visitors Destination

- Maintain City's visitor web presence
- Sustain and grow social media presence to increase overnight stay
- Promote Santa Rosa as a business and leisure destination, media requests, media impression
- **Metrics:** website traffic, fan counts, Facebook likes and content production, media releases

Proposed Work Plan: CITY

Public Relations Campaigns

- Develop presentations to illustrate tourism benefits and impacts
- Seek speaking opportunities with business, professional, social groups
- Share statistics, goals and vision for tourism economic impact in the community
- **Metrics:** number of speaking engagements and increased media exposure

Promote place-making and cultural programs

- Creation of city policies and initiatives that improve visitor experience
- Promote event programming, underwriting of events via SRTBIA event grant process
- Participate in Arts steering committee to elevate Arts in Sonoma County
- Contribute in County EDB research and promotion of local micro brew industry
- **Metrics:** number of events underwritten, participation in group and planning committees that affect tourism and cultural programming

Program Highlights: CITY

Program Costs

FY 2013/2014 Budget	\$375,000
Administrative Costs	\$167,515
Salary 1.22 (FTE)	(\$107,308)
Benefits	(\$49,281)
City Overhead	(\$10,926)
AVAILABLE PROGRAMMING	\$207,485
Event Support/Attraction	\$50,000
Marketing/Promotions/Communication	\$157,485
Total Program Costs	\$375,000

- Modest staffing changes:
 - Program Specialist → Marketing and Outreach Coordinator
 - Senior Administrative Assistant → Administrative Tech
- Budgeting conservative flat budget; additional revenues will be appropriated with Council approval following fiscal year



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The economic impact on TOT for the City of Santa Rosa

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual Total
2002	\$566,310	\$808,609	\$998,490	\$702,509	\$3,075,918
2003	\$596,595	\$802,335	\$1,031,549	\$684,985	\$3,115,464
2004	\$561,113	\$773,369	\$1,018,159	\$725,482	\$3,078,123
2005	\$595,852	\$896,985	\$1,176,149	\$774,645	\$3,443,631
2006	\$663,594	\$975,400	\$1,230,230	\$864,001	\$3,733,225
2007	\$680,012	\$1,045,132	\$1,309,685	\$902,546	\$3,937,375
2008	\$733,276	\$1,027,031	\$1,221,170	\$761,227	\$3,742,704
2009	\$544,743	\$791,316	\$1,006,062	\$703,559	\$3,045,680
2010	\$531,501	\$819,705	\$1,095,239	\$765,413	\$3,211,858
2011	\$577,394	\$857,815	\$1,217,602	\$774,822	\$3,427,633
2012	\$639,225	\$974,865	\$1,327,717	\$920,002	\$3,861,809

California Welcome Center

- **45,000+ Walk In Visitors**
- **4,700+ Telephone Inquires & Email Requests**
- **Over 50,000 individual guest interactions last year**

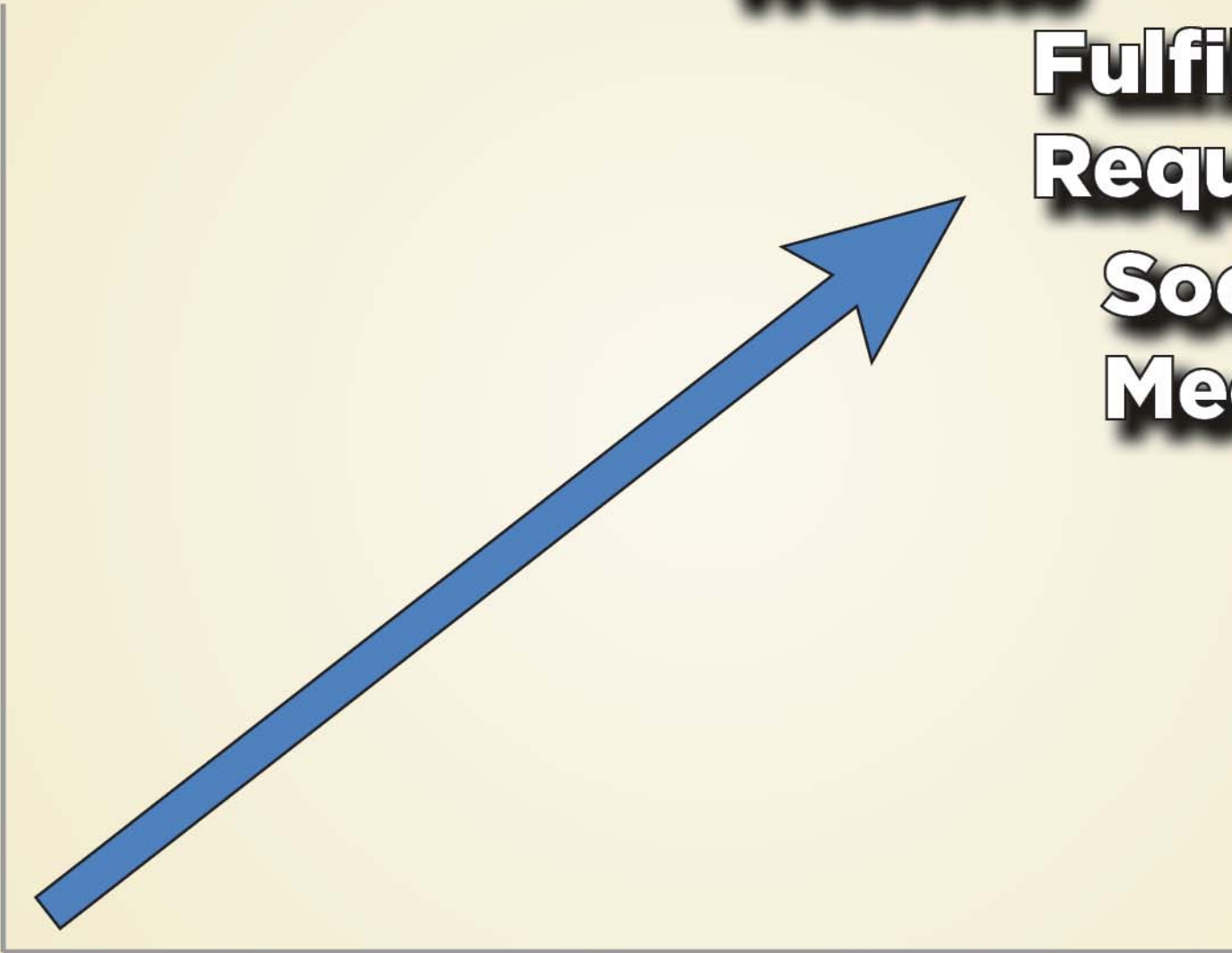
California Welcome Center

- **Direct referrals to Wineries, Attractions, Restaurants and Lodging**
- **Over \$5,000,000 in Local Visitor Spending**

Website

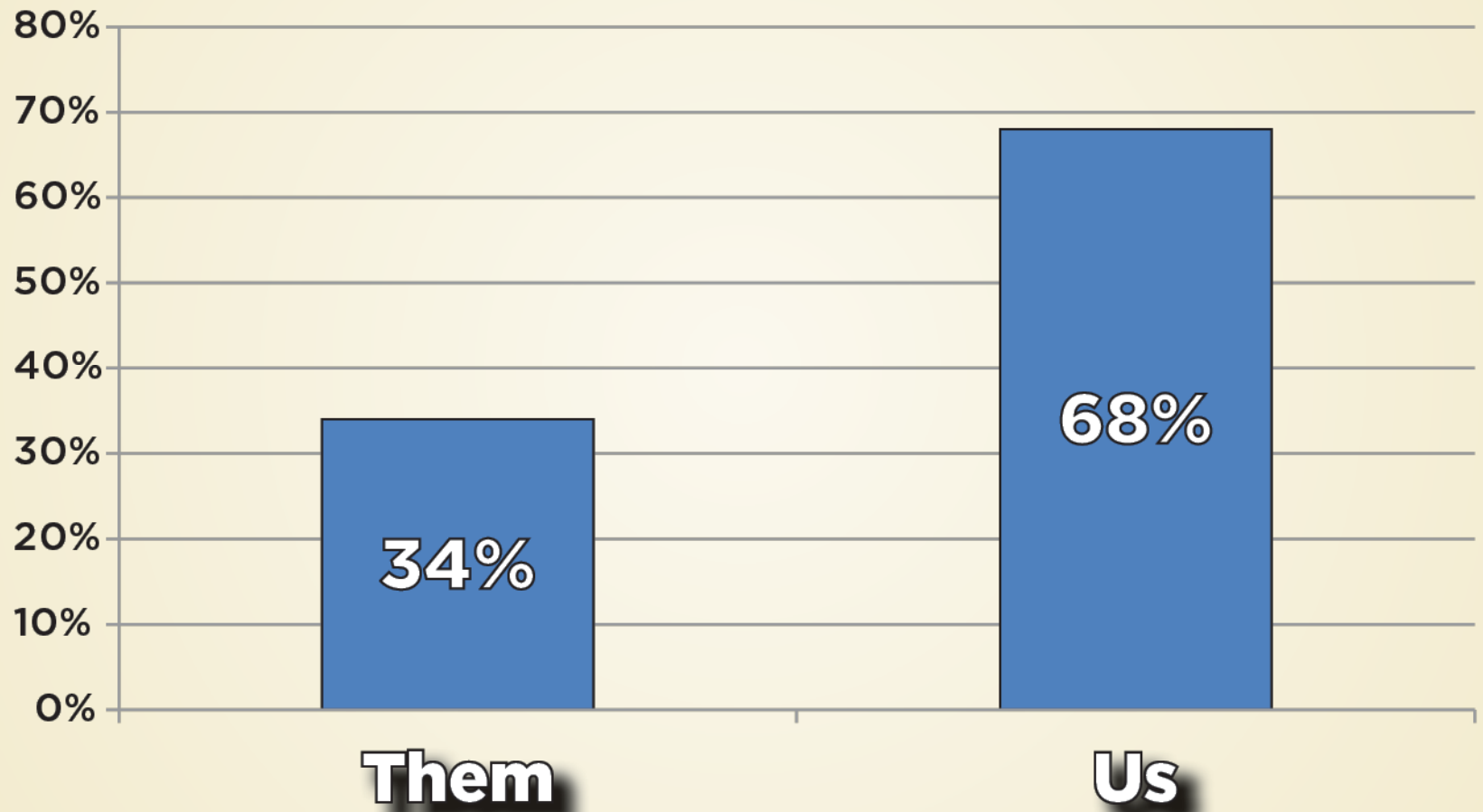
**Fulfillment
Requests**

**Social
Media**



Group Sales & Events

- **Event Sponsorship Room Nights**
2,000+ Amgen Tour of California
1,000+ SRTBIA
- **5,605 Group Room Nights**
\$2,000,000+ Spend





VisitSantaRosa.com

Sports Video

Santa Rosa: Where everything sports comes together

<http://youtu.be/oio4uAN9DPU>

4th Street Market & Deli • 6th Street Playhouse • A’Roma Roasters Cafe’ • Adventure Touring, LLC • Airport Express • America’s Best Value Inn & Suites • America’s Best Value Inn South • Applewood Inn & Restaurant • Arrowood Vineyards & Winery • Astro Motel • ATL Events • Balletto Vineyards & Winery • Bear Republic Brewing Co. • Benziger Family Winery • Best Western Plus Bayshore • Best Western PLUS Garden Inn • Best Western PLUS Wine Country Inn & Suites • Big 4 Party • BikePartners.net • Bistro 29 • BJ’s Restaurant & Brewhouse • Bodega Bay Lodge & Spa • Bright Ideas • Burke’s Canoe Trips • Ca’ Bianca Restaurant • Castello di Amorosa • Chamber Discoveries • Charles M. Schulz - Sonoma County Airport • Charles M. Schulz Museum & Research Center • Charlie’s at the Windsor Golf Club • Chateau St. Jean Winery • Chick-fil-A • Children’s Museum of Sonoma County • Christy’s on the Square • Cold Stone Creamery • Collette Vacations • Country Inn • Courtyard Marriott • Coyote Valley Casino • Dierk’s Parkside Cafe • Diva Catering • Driven Raceway • Dutcher Crossing Winery • E. R. Sawyer Jewelers • Economy Inn • Epic Social Bar & Lounge • Extended Stay America North • Extended Stay America South • Fastsigns • Flamingo Conference Resort and Spa • Fountaingrove Inn, Hotel & Conference Center • Foxtail Golf Club • Fresh by Lisa Hemenway • Getaway Adventures/Wine Country Bike Tours • Geyserville Inn • Gold Coin Motel & Apartments • Golden Pacific Systems, Inc. • Hartford Family Winery • Healdsburg Area Winery Tours • High Exposure Videos • Hillside Inn • Hilton Garden Inn • Hilton Sonoma Wine Country Hotel • Historic Railroad Square Association • Hook & Ladder Winery • Hotel La Rose • Hyatt Vineyard Creek Hotel & Spa • Iron Stone • Jean Von Trende Photography • Jeffrey’s Hillside Cafe • Jenner Inn & Cottages • John Ash & Co. and The Front Room Bar & Lounge • Kendall-Jackson Winery • Korbel • KR Catering • Kunde Family Estate • KZST fm 100, KJZY fm 93.7, K106.3 fm Redwood Empire Stereocasters • La Gare French Restaurant • La Rosa Tequileria & Grille • LeaseMark • Ledson Winery & Vineyards • Legends at Bennett Valley Golf Course • Mac’s Kosher Style Delicatessen • Mary Agatha Furth Center • Mary’s Pizza Shack • Matanzas Creek Winery • Maverick Media • McDonald’s Restaurants • Melitta Station Inn • Merriam Vineyards • Mid Town Cafe • MOM’S APPLE PIE • Mombo’s Pizza • Montgomery Village • Morton’s Warm Springs • Motel 6 North • Motel 6 South • MV Transportation • My Friend Joe Coffee Shop • North Bay Inn • Northern California Center for Well Being • O’Connor’s City Tavern • Omelette Express • Osmosis Day Spa Sanctuary • Pacific Coast Air Museum • Paolo’s Ravioli Deli • Paradise Ridge Winery • Park Avenue Catering Co. • Party, Tents & Events • Pearson & Co. a la Chef Josef • Pedy’s Petals Flower & Event Design • Pegi Ball Catering Company • Petaluma Village Premium Outlets • Pizza Gourmet • Puerto Vallarta • Pure Luxury Transportation • Rare Rock Mosaic Museum • Ride Like A Local • River Rock Casino • Rodney Strong Vineyards • Rose Catering • Russian River Brewing Co. • Sam’s For Play Cafe & Catering • San Francisco North/Petaluma KOA Camping Resort • Sandman Motel • Santa Rosa Downtown Travelodge • Santa Rosa International Film Festival • Santa Rosa Travelodge • Santa Rosa Vintners Square • Sho-Ka-Wah Casino • Simi Winery • Simon Property Group/Santa Rosa Plaza/Coddington Mall • Snoopy’s Home Ice • Society: Culture House • Sonoma Canopy Tours • Sonoma Chocolatiers • Sonoma Coast Villa & Spa • Sonoma County Alliance • Sonoma County Fair & Exposition, Inc. • Sonoma County Farm Bureau • Sonoma County Tourism Bureau • Sonoma Cutrer Vineyards • Sonoma Cycling Adventures • Spyrka Electric Inc. • St. Francis Winery & Vineyards • Station 1870 Wine Bar/Lost Canyon Tasting Room • Sweet River Bar & Grill • Sweet T’s Restaurant • The Airport Club • The BBQ Spot • The Engine Is Red • THE FRIEDMAN CENTER of Congregation Beth Ami • The Inn at the Tides • The Links at Bodega Harbour • The Oakmont Golf Club • The Petrified Forest • The Rio Villa Beach Resort • The Tides Wharf Restaurant • The Winery at Santa Rosa Vintners’ Square • Third Street AleWorks • Traditions • Trentadue Winery • Twin Pine Casino and Hotel • Ulla’s Delicatessen • Union Hotel Restaurants • Uptick Vineyards & Winery • Vagabond Inn • Vintners Inn • Wedgewood Wedding & Banquet Center • Wells Fargo Center for the Arts • Westminster Woods Camp and Conference Center • Wikiup Tennis & Swim Club • Windsor Golf Club, Inc. • Wine Country Bride • Wine Country Chocolates • Wing Stop • Your Foods •



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GEOGRAPHIC**



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**How Can City
Council Help?**

Local Host

Save the Date

Thursday, July 18th

4:30-6:30

**10 Year Anniversary
California Welcome Center**



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