



**SRTBIA  
ANNUAL  
REPORT  
2014**



# SRTBIA Annual Report

- Summary
- Tourism Economics
- Accomplishments
- Administration
- Work Plan 2015



# SRTBIA Summary

- 3% Visitor surcharge at Santa Rosa lodging establishments
- Revenues support tourism programs:
  - Group Sales
  - Event Support + Attractions
  - Marketing + Promotions + Public Relations
  - SRCVB Welcome Center
- Disbursements: 2% City Administrative Fee, 70% to SRCVB, and 30% City's economic development tourism program.

# Tourism Economics

- Tourism: 1 out of every 10 jobs in Sonoma County; bringing \$1.55 billion in spending
- Highest Transient Occupancy Tax (TOT) ever received in Sonoma County \$27.5 million in 2013
- Lodging Occupancy rates grew by 4.5% and average daily rate increased by 7.5%

# Tourism Economics

- Jobs increase by 4.7%; 17,700 jobs generated by tourism spending
- Employment Distribution:
  - 52.7% accommodations + food service
  - 37.3% arts + entertainment + recreation
  - 8.7 % retail
- Air transportation expected to be a new employment source;  
Sonoma County Airport expansion



# Tourism Economics

- Tourism Industry Survey: 1000+ Sonoma County businesses sentiments:
  - Positive outlook for next year
  - Optimism + expansion + investment
  - Sonoma County high visitor appeal; diversity of attractions
  - Tourism niche markets: culinary tourism, cycling + eco-tourism

# Tourism Economics

- Visitor spending: accommodations, wine activities, retail + tourism related activities up 9%; \$1.6 billion
- Money spent on accommodations: \$786.8 million; food + beverage; \$483.4 million
- Destination spending per-capita Sonoma County 495,025 residents \$3225 up 8.5%; following a 7.11% increase year prior



# Tourism Economics

- Santa Rosa Transient Occupancy Taxes (TOT)

| <b>YEAR</b> | <b>1ST QUARTER</b> | <b>2ND QUARTER</b> | <b>3RD QUARTER</b> | <b>4TH QUARTER</b> | <b>ANNUAL TOTAL</b> |
|-------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| 2012        | \$639,225          | \$974,865          | \$1,327,717        | \$920,002          | \$3,861,809         |
| 2013        | \$730,203          | \$1,166,691        | \$1,459,427        | \$1,004,402        | \$4,360,723         |
| 2014        | \$836,436          | \$1,241,528        | \$1,610,962        | \$1,200,795        | \$4,889,721         |





# 2014 City Accomplishments

# City Program: Out There SR



**SHARE YOUR SANTA ROSA STORY**

# City Program: SR Merchandise



# City Program: Welcome Wagon



# City Program: Wine Country + Beer City





# 2014 SRCVB Accomplishments



# SRCVB Program

## ***Director of Sales***

- Retention and growth of existing Santa Rosa events and creation of new events including sporting events.

## ***Sales Coordinator***

- Assist clients with destination management companies, transportation, off-site venues, attractions, team-building and all other hospitality services to maximize member benefits.

## ***Group Sales***

- Positions Santa Rosa as the best place to meet for conferences, reunions and tour planners. Programs such as the Local Host program, cycling community outreach, sales missions and reverse familiarization trips to the greater Bay Area are part of the strategy.

## ***Events and Attractions***

- Attract new events with grants and promotion. Partner with existing boards and committees to market existing events.



# SRCVB Program

## **Marketing + Advertising + Public Relations**

SRCVB drives hotel night sales to Santa Rosa while continuing to leverage cooperative opportunities such as the Official Visitor Guide presented by the SCT.

## **Social Media + Website**

The SRCVB utilizes electronic media to engage customers, improve customer service, create loyalty and drive hotel nights by developing new video outreach pieces to be placed on the Web and social media channels like Facebook and Twitter. Facebook Fans at the end of 2014 were 32,077.

## **Internet + Mobile**

The SRCVB made their website mobile friendly in 2014 and started a paid Google campaign to direct in market traffic searches to [visitsantarosa.mobi](http://visitsantarosa.mobi).



# SRCVB Program



## **Niche Markets—Food + Wine**

Augment and expand locally specific advertising and marketing efforts promoting Santa Rosa as a food & wine country, and regional service destination.

## **Niche Markets—Arts + Culture**

Expand collaboration on events that drive overnight room nights and co-marketing and branding to boost this niche market's potential for overnight stays.

## **Cycling**

Create event partnerships that drive room nights and co-marketing and branding opportunities to boost cycling related activities.

## **California Welcome Center (CWC) Operations**

- Maintain daily Welcome Center operation with professional staff and volunteers;
- Update and promote VisitCWC.com in conjunction with the State of California;
- Conduct ongoing training programs for staff and volunteers;
- Track monthly referrals to local businesses and Chamber Members; and
- Track visitor requests, walk-ins, web, and phone inquiries.

# SRCVB Program



It was a **great** year for media coverage with over **30+** articles and over **681,434,726** media impressions thanks to the SRCVB team:

- Wine Enthusiast - America's 5 Best Beer Cities
- SF Gate - Children's museum opens in Santa Rosa
- Sonoma Magazine - Be a Happy Camper
- Press Democrat - From Sonoma Magazine: Be a happy camper
- NBC Bay Area - Santa Rosa, Wine Month's Chillaxed Hangout
- Press Democrat - Sonoma County's brewpub boom
- SonomaCounty.com - “Craft Beer News: Celebrating Sonoma County Artisan Brewers”
- The Active Times - Bike and Brew: 10 Bike Tours for Beer Lovers
- The Drunken Cyclist - My Trip to Santa Rosa and Dry Creek Valley—A Few Photos
- The Drunken Cyclist - Tales from: Santa Rosa (Part 2)

# SRCVB Program



- [DailyXtra.com](#) - Santa Rosa, California
- [Epicure & Culture](#) online magazine - Best Unusual Beer Experiences in the USA
- [The Drunken Cyclist](#) - Tuesday Tales From: Santa Rosa and [BikePartners.net](#)
- [Trekaroo.com](#) - Holiday Events in Kid Friendly Santa Rosa, CA
- [SF Gate](#) - Bedding down on the wild side at Safari West in Santa Rosa
- [The Drunken Cyclist](#) - Wine Trivia Wednesday—#84
- [Petaluma 360](#) - Good food, farmers and fun
- [SonomaCounty.com](#) - Get to know famous Sonoma County Breweries
- [SonomaCounty.com](#) - “Beer Trail Itinerary: Explore Breweries in Sonoma County”
- [Press Democrat](#) - Mouthful: Big weekend full of FarmTrails events
- [Travel Industry Today](#) - Before the Cruise: Memorable meals reveal the unique faces of California
- [Cruisington](#) - Before the Cruise: Memorable meals reveal the unique faces of California

# SRCVB Program



- Youtube - In Wine and Art Trust Your Own Taste
- Wine Institute - Ten Great Places to Hike, Bike and Sip in California Wine Country
- Tours.com - Ten Great Places to Hike, Bike and Sip in California Wine Country
- Bloomberg Business Week - Ten Great Places to Hike, Bike and Sip in California Wine Country
- ABC27.com - Ten Great Places to Hike, Bike and Sip in California Wine Country
- Yahoo! News - Ten Great Places to Hike, Bike and Sip in California Wine Country
- PR Newswire - Ten Great Places to Hike, Bike and Sip in California Wine Country
- JLC Travel & Tourism Consulting - Ten Great Places to Hike, Bike and Sip in California Wine Country
- Congoo - Ten Great Places to Hike, Bike and Sip in California Wine Country
- Herald Online - Ten Great Places to Hike, Bike and Sip in California Wine Country
- Tourism Updates - Ten Great Places to Hike, Bike and Sip in California Wine Country
- KMPH-KFREE - Ten Great Places to Hike, Bike and Sip in California Wine Country
- WN.com - Ten Great Places to Hike, Bike and Sip in California Wine Country
- BizJournals - Ten Great Places to Hike, Bike and Sip in California Wine Country



# SRTBIA Shared Programs

## Event Support

- Battle of the Brews
- Santa Rosa Marathon
- National Heirloom Exposition
- Wine Country Senior Games
- Country Summer
- Monster Truck Spring Nationals
- Santa Rosa Symphony Angelic Voices

## Sports Feasibility Study

- RFP
- Phase 1: market assessment
- Phase 2: business plan + funding strategy



# SRTBIA Program Costs

| <b>City Services</b>                      | <b>FY 14/15</b>  | <b>SRCVB</b>                              | <b>Calendar 2014</b> | <b>Combined Totals</b> |
|---|------------------|---|----------------------|------------------------|
| Group Sales                               | n/a              | Group Sales                               | \$272,449            | \$272,449              |
| Event Support + Attraction                | \$50,000         | Event Support + Attraction                | \$45,000             | \$95,000               |
| Marketing + Promotions + Public Relations | \$202,043        | Marketing + Promotions + Public Relations | \$239,620            | \$441,663              |
| California Welcome Ctr.                   | n/a              | California Welcome Ctr.                   | \$155,639            | \$155,639              |
| Operations/Administration                 | \$172,957        | Operations/Administration                 | \$288,029            | \$460,986              |
| <b>Total</b>                              | <b>\$425,000</b> | <b>Total</b>                              | <b>\$1,000,737</b>   | <b>\$1,425,737</b>     |



# SRTBIA Program Cost Actuals

| <b>CITY FY 14/15</b>                      | <b>Actual</b>       | <b>SRCVB 2014</b>                         | <b>Actual</b>    |
|---|---------------------|---|------------------|
| Group Sales                               | N/A                 | Group Sales                               | \$262,652        |
| Event Support + Attraction                | \$15,495            | Event Support + Attraction                | \$15,495         |
| Marketing + Promotions + Public Relations | \$125,772.52        | Marketing + Promotions + Public Relations | \$250,999        |
| California Welcome Center                 | N/A                 | California Welcome Ctr.                   | \$187,409        |
| Operations/Administration                 | \$125,904.90        | Operations/Administration                 | \$261,622        |
| <b>Total</b>                              | <b>\$267,172.42</b> | <b>Total</b>                              | <b>\$978,177</b> |

# SRTBIA Administration

- Recommend Boundary Changes: none
- Advisory Board
  - Max Childs, Courtyard Marriott
  - Donna Rentera, Best Western Inn
  - Jonathan Coe, Santa Rosa Chamber President
  - Danielle O’Leary, City Economic Development Manager
  - Sally Shaffer, Hilton
- Continue method of levying assessment: **no change**
- Contributions for other sources:
  - \$31,00 County of Sonoma Welcome Center funding
  - \$32,944 Merchandise sales
  - \$3,250 Display advertising
  - \$6,737 Certified folder contract fees



# City Work Plan 2015/2016



- Increase awareness and preference for Santa Rosa as a visitor destination.
- Communicate SRTBIA benefits and the importance of tourism.
- Maximize SRTBIA funds with SRCVB through work plan coordination.
- Advocate for tourism infrastructure in the community; promote place-making and cultural programming of public spaces.



# City Budget FY 2015/2016

| <b>Administration Costs</b>            |                  |
|--|------------------|
| Administrative Costs                   | \$172,680        |
| Salary 1.22 (FTE)                      | (\$110,451)      |
| Benefits                               | (\$51,406)       |
| <b>City Overhead</b>                   | (\$10,823)       |
| <b>Programming</b>                     |                  |
| Event Support + Attraction             | \$50,000         |
| Marketing + Promotions + Communication | \$223,570        |
| <b>Total Program Costs</b>             | <b>\$446,250</b> |

# SRCVB Work Plan 2015



- Attract and develop sports tourism to provide overnight stays for our lodging partners.
- Increase visitor local spending (focusing on Chamber members) through visits to and referrals from the CWC to area attractions.
- Enhance the value of Chamber membership by creating special programs and activities driving business to our chamber members.
- Increase revenue for our lodging partners through effective leisure transient marketing programs.
- Increase awareness of Santa Rosa as a visitor destination through an effective PR and social media campaign.



# SRCVB Work Plan 2015

- Develop and implement an annual local community public relations plan communicating the benefits of the SRCVB's activities and the importance of tourism.
- Achieve annual goals for group room nights for our lodging partners through the effective deployment of our sales team.
- Maximize the effective use of BIA funds through the implementation of a coordinated work plan with the City of Santa Rosa.
- Advocate to develop tourism infrastructure in the community.



# SRCVB Budget 2015

| <b>SRCVB Budget 2015</b>                  | <b>Calendar 2015</b> |
|---|----------------------|
| Group Sales                               | \$247,600            |
| Event Support + Attraction                | \$45,000             |
| Marketing + Promotions + Public Relations | \$282,502            |
| California Welcome Center                 | \$175,756            |
| CVB Operations                            | \$308,211            |
| <b>Total</b>                              | <b>\$1,059,069</b>   |