

SRTBIA

Santa Rosa Tourism Business Improvement Area

ANNUAL REPORT FY 2019-2020 **WORK PLAN FY 2020-2021**

City Council – August 18, 2020



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:

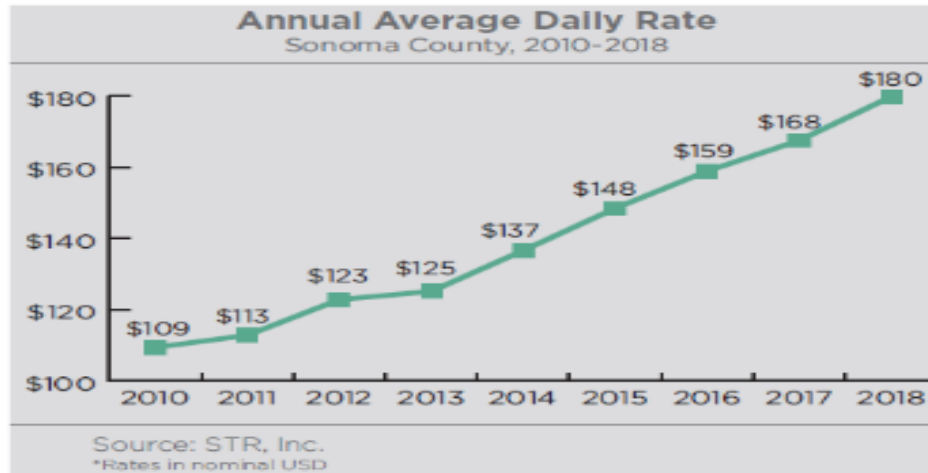
- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

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

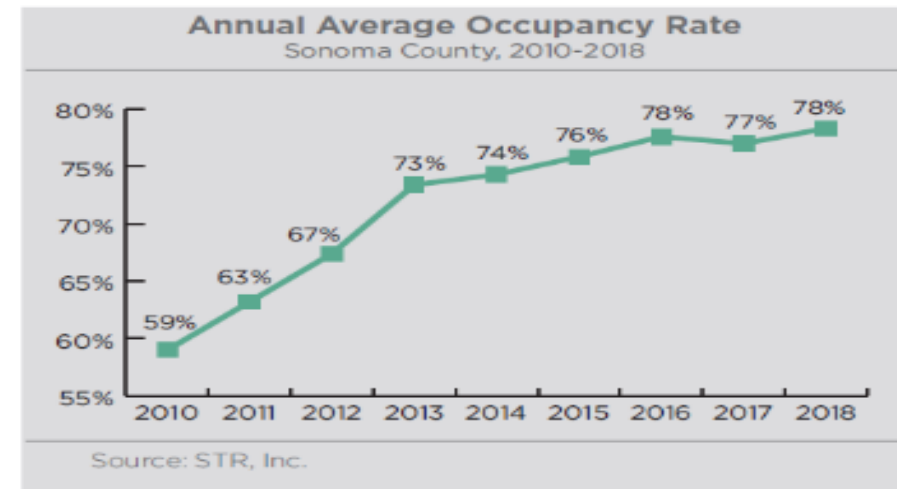
TOURISM INDICATORS - 2018



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 2018 was 78%. 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 2018, the average daily rate improved by 7.4% over the previous year to \$179.90.

- Average Occupancy Rate: 78%
- Average Daily Rate: \$179.90



Sonoma County has seen a steady increase in **average occupancy**. The annual average occupancy rate in 2018 was **78%**.

SRTBIA: **Financial Summary**

- **9% Transient Occupancy Tax** (SR General Fund)
2019: \$5,888,143
- **2% Sonoma County TBIA** (Sonoma County Tourism)
2019: \$1,177,630
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)
2019: \$1,962,736

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 | |
|------|------------|------------|------------|------------|--------------|-------|
| 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 | |
|------|------------|------------|------------|------------|--------------|-------|
| 2019 | \$ 351,333 | \$ 541,509 | \$ 601,194 | \$ 468,678 | \$ 1,962,736 | + 10% |
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SRTBIA: Financial Summary

**CITY BUDGET
FY 19-20**

| | BUDGETED | YTD ACTUALS |
|----------------------------|-------------------|-------------------|
| Administration + Ops | \$ 280,000 | \$ 208,031 |
| Professional Services | \$240,000 | \$223,085 |
| Marketing & Promotions | \$ 245,491 | \$ 124,008 |
| Event Support & Attraction | \$ 150,000 | \$ 71,665 |
| Total | \$ 695,000 | \$ 626,789 |

Funding Sources – City of Santa Rosa

| | |
|-------------------------|-----------|
| Council Approved Budget | \$504,500 |
| Carry Forward | \$309,502 |
| Reserves | \$210,140 |

SRTBIA: Financial Summary

**VISIT SANTA ROSA
BUDGET – CY 2019**

| | BUDGETED | CY ACTUALS |
|---|---------------------|---------------------|
| Administration / Operations | \$ 373,870 | \$ 395,826 |
| California Welcome Center Operations | \$ 208,973 | \$ 206,691 |
| Group Sales, Marketing, Promotions, PR | \$ 842,320 | \$ 809,547 |
| Event Support & Attraction | \$ 50,000 | \$ 55,000 |
| Total | \$ 1,475,163 | \$ 1,467,065 |

Contributions and Other Funding Sources – Visit Santa Rosa

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

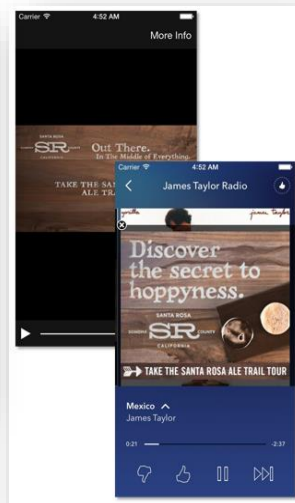
| | |
|---|-----------|
| County of Sonoma Welcome Center Funding | \$ 15,500 |
| Merchandise Sales | \$ 40,347 |
| Other | \$ 17,363 |
| Certified Folder Contract Fees | \$ 6,000 |

CITY: Accomplishments

CITY PROGRAM HIGHLIGHTS

OUT THERE SR CAMPAIGN:

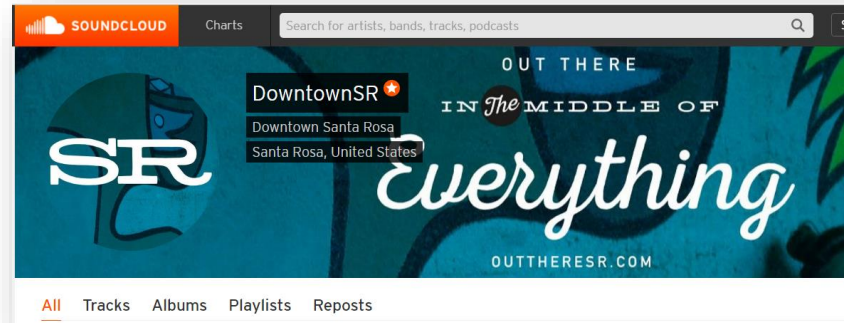
- Relationship Marketing
- Content Category Micro Targeting
- Content Cadence and Relevance
- Local Engagement



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



Sonoma County Pride Parade is Proudly Presented by:



STONEWALL TO SONOMA, A HERITAGE OF LOVE
Saturday, June 1, 11:00am - 12:00pm
Fourth Street & Mendocino Avenue, Santa Rosa

"Is a parade? Our 32nd annual LGBT Pride parade, presented by *Hansel Subaru* will bring a smile to your lips and warmth to your heart. Fun for all ages. Following the Stonewall Uprising, the Parades were radical marches, which slowly evolved into the "Pride Celebrations" we see today. The Sonoma County Pride parade is a festive celebration with colorful floats, elaborate costumes and many sites you won't soon forget.

SHARED PROGRAM HIGHLIGHTS

EVENT SUPPORT:

- IRONMAN & IRONMAN 70.3
- Country Summer- **\$5,000**
- Active 20-30 Int & US Midterm - **\$3,000**
- Sonoma County LGBTQ Pride Festival - **\$5,000**
- Beerfest – The Good One - \$1,500
- 13th California Artisan Cheese Festival - **\$10,000**
- National Heirloom Expo - **\$5,000**
- Levi's Gran Fond - **\$15,000**
- Monster Truck Spring Nationals - **\$1,000**
- Sonoma County Hot Air Balloon - **\$2,500**
- AJGA Golf Tournament - **\$2,500**
- 37th Annual Salmonid Resto Conf- **\$1,500**



Nearly 5,000 cyclists take part in Levi's GranFondo mass ride



SLIDE 1 OF 34

Thousands of cyclists begin the start of Levi's GranFondo cycling race, at A Place to Play in Santa Rosa, Calif., on Saturday, October 5, 2019. (Photo by Darryl Bush / For The Press Democrat)

DAN TAYLOR

THE PRESS DEMOCRAT | October 5, 2019

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Nearly 5,000 cyclists from 14 countries, and most of the United States, embarked on the 11th annual Levi's GranFondo event early on a sunny but still chilly Saturday morning from A Place to Play park, heading out on 11 different optional routes for rides of up to 117 miles.

The scene was festive, with piped-in music and a coffee van, as colorfully garbed riders of all ages gathered near the starting gate.

"This is one of the hardest rides in the country," said the event's founder and namesake, Levi Leipheimer, former professional cyclist and three-time Amgen Tour of California winner. "It's about testing your limits and going beyond those limits."

SRTBIA: Looking Ahead

CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2020-2021

PROPOSED BUDGET
FY 2020-2021

| | BUDGET |
|-----------------------------|------------------|
| Administration | \$250,000 |
| Professional Services | \$180,000 |
| Marketing & Promotions | \$25,000 |
| Event Support & Attraction: | \$142,000 |
| Total | \$597,000 |
| | REVENUE |
| Council Approved Budget | \$445,000 |
| Carry Forward | \$152,000 |
| Reserves Use | \$0 |

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 2020

Proposed Budget CY 2020 (Adjusted for COVID-19)

| | BUDGET |
|----------------------------------|------------------|
| Administration / Operations | \$341,834 |
| California Welcome Center Ops | \$106,981 |
| Sales, Marketing, Promotions, PR | \$471,447 |
| Event Support & Attraction | \$32,5000 |
| Total | \$952,762 |

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 2019-2020 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2020-2021 Budget and Work Plan