



Santa Rosa Tourism Business Improvement Area Event Support Application

The Santa Rosa Tourism Business Improvement Area (SRTBIA) offers the opportunity for event planners and organizers to seek funding to support their events in Santa Rosa. These guidelines set forth the criteria for application to the SRTBIA. As the primary purpose of the SRTBIA is economic impact, all SRTBIA applications must detail how the proposed event will generate overnight stays.

To ensure the success of your application, please note the following:

- Applicants must use the attached Application Form.
(You may attach additional information to your application, if necessary.)
- Send completed forms and any additional material to Rafael Rivero with the City of Santa Rosa at RRivero@srcity.org with a copy to Tanya Rainey with Visit Santa Rosa at tanyar@visitsantarosa.com.
- You may apply at any time during the year, however, your application will not be reviewed until the next scheduled SRTBIA Board meeting following the receipt of your application. Your application must be received 7 working days prior to the meeting for consideration. The SRTBIA Board will review the application and vote on funding. SRTBIA Board meetings are held on the fourth Thursday of every other month. (Subject to change.)
- Questions should be addressed to the Director of Sales of Visit Santa Rosa at 707-524-2114 or charlenel@visitsantarosa.com.

Event Support Application Assessment Process

Applications will be reviewed by the SRTBIA board. Consideration for approval and the amount of funding awarded will be dependant on several factors. Overnight stays, new event or repeat event, media coverage, marketing & brand support for Santa Rosa, event time (season vs. off-season), organizational plans and potential for long term growth. Support is subject to available funds and at the discretion of the board.

Event Timing

The most important consideration will be event timing and special consideration will be given to events that are held during low occupancy. For an estimate of occupancies during your event contact the Executive Director of Visit Santa Rosa.

Timing

Event held during peak occupancy
Event held during shoulder period
Event held during low occupancy

Special Consideration

Low

Medium

Extremely High

Other consideration will be given to events based upon the below chart.

Category

Consideration

Confirmed room nights during non-peak occupancy

The goal is to produce a minimum of 100 new or additional room nights within the city limits of Santa Rosa (excluding vendor and staff rooms) during need times. For new events: estimate room nights or provide supporting documentation from a similar event. For existing events provide supporting documentation including potential for expansion.

< 100
101-500
>500

Low
Medium
High

Media Coverage

Local
Regional or non-major
Major outlet and/or national coverage

Low
Medium
High

Long Term Growth Potential

0-100 Room Nights
101-500 Room Nights
>500 Room Nights

Low
Medium
High

Marketing & Organizational Plan

None
Minimal marketing plan
Well thought-out & organized

Low
Medium
High

The SRTBIA board will evaluate each event separately and allowable expenditures will vary depending on many of the above factors. At its discretion the board may only allow one type of expenditure (such as marketing & advertising).

Example of Allowable Expenditures

- Site fees and other related costs incurred within the city limits of Santa Rosa. (Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc.)
- Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino. These include but are not limited to promotional materials, trade shows, advertising and media buys.

Disallowed Expenditures

- General operating or administrative salaries or wages.
- Advertising and marketing expenses in Sonoma County or the immediate surrounding counties.
- Site fees and other related costs incurred outside the city limits of Santa Rosa.

Repeat Submissions:

Events may be funded more than one time; however, the intent is for events to become self sustaining. Organizations may submit applications for different events.

Post-Event Summary Report:

All expenditures *for items funded by SRTBIA* must be documented and a report must be received by the Executive Director of Visit Santa Rosa no later than 90 days following the last day of the funded event. The report should include:

1. A brief summary outlining estimated attendance
2. A zip code analysis or event attendance survey that details the number of attendees that are from out of the area
2. Information on advertising placed to promote the event (if applicable)
3. A general assessment of the event which addresses its success and any concerns or recommendations for changes.
4. Estimated room nights in Santa Rosa with methodology for calculation room nights.
5. Copies of checks issued for payment of services or copies of corresponding invoices equal to the amount of funding provided

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect final funding and considerations of future applications.

OVERVIEW OF EVENT SUPPORT TERMS

1. Include the Visit Santa Rosa logo and the City of Santa Rosa logo on printed materials, marketing materials, and link the Visit Santa Rosa logo to VisitSantaRosa.com and City logo to OutThereSR.com from the event/organization website.
2. Permitting the Visit Santa Rosa to hang signage at the event and be given sponsorship benefits as per the value of the event support.
3. Guarantee a complete and accurate report of the event's activity to the Visit Santa Rosa within 90 days of the event conclusion (including complete expense statement on reimbursable items, if applicable). Included in this documentation should be verification of total room nights, total event attendance, estimated attendance from out of the area and if possible estimated local spending by event organizer.
4. Agree to notify the Visit Santa Rosa immediately if the event is cancelled, rescheduled or downsized. Because of the importance of filling room nights over need times, if the dates of the event are changed, the contract becomes void and funding will no longer be guaranteed. The SRBIA Board must approve funding for the new dates.
5. Hold harmless the Santa Rosa Tourism Business Improvement Area, the Santa Rosa Metro Chamber of Commerce dba the Visit Santa Rosa, the City of Santa Rosa and staff and volunteers from said mentioned organizations from all claims, liabilities, causes of action and judgments arising out of the event.
6. Unless previously agreed upon or given a waiver, only Santa Rosa (within SRTBIA boundaries) room nights will be considered in the 'Room Night' counts for your application.
7. If event support is granted, a completed and signed W9 must be provided prior to payment.

Event Details	
Event Name	Wyndham Cup
Event Date(s)	July 10 - 13, 2023
Event Description	This event will bring 40 of the nations top junior golfers from the east and west to compete against each other in a team format at Mayacama Golf Club
Event Location	Mayacama Golf Club
Is this a new or returning event?	Returning (was last here in 2017)
Contact Name Phone Email Mailing Address	James O'Brien 816-244-4088 jobrien@aiga.or 1980 Sports Club Dr. Brunswick, GA 30517
Legally Responsible Organization	American Junior Golf Association
Total Event Cost	\$130,000 - \$150,000
Amount Requested	\$10,000
How Will Funds from SRTBIA Be Used?	Can help cover a variety of expenses which include: staff lodging, food + beverage, signage, equipment, gifts, etc.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?	City of Santa Rosa : 250-300, Sonoma : 300+
Who is the target audience for this event?	
What is the anticipated attendance?	40 players plus family & AJGA staff, estimating 100-200 attendees
Attendees from out of Sonoma County?	45% is estimated to be from out of Sonoma
Attendees from within Sonoma County?	
What is the history of this event?	Hosted the 2017 Wyndham Cup at Mayacama. Visit Santa Rosa supported the event for \$5000
If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?	Produced 303 in 2017
Have you approached or contracted with any lodging establishments for the event for which you are requesting support? If so, who have you contacted and how many room nights have you requested?	Not yet
If you receive event support from the SRTBIA, we ask that you use Visit Santa Rosa services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?	Yes
Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?	This would not be a yearly, repeating event.
How does this event support or re-affirm Santa Rosa's brand?	Being partnered & promoted by a high level, non-profit, national junior golf organization.

Describe the community support for this event. Include financial and in-kind support.	Will look to get local member support from Mayacama.
How will this event be funded in the future?	Title sponsorship from Wyndham
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	Exposure on website and signage
Will there be media coverage of this event? Local – Regional – National With this media coverage, describe who will be covering this event	None scheduled as of now
Additional information or comments.	See 2022 AJGA Fact Sheet

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.