

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
SUBJECT: SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA  
ANNUAL REPORT  
STAFF PRESENTER: DANIELLE O'LEARY, ECONOMIC DEVELOPMENT MANAGER  
ECONOMIC DEVELOPMENT & HOUSING  
AGENDA ACTION: MOTION

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ISSUES

1. Will Council, by motion, approve the 2014/2015 Annual Report and adopt the 2015/2016 Marketing Plan for the Santa Rosa Tourism Business Improvement Area?

COUNCIL GOALS AND STRATEGIES

Create a strong, sustainable economic base.



BACKGROUND

1. The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established on September 3, 2010 by Ordinance No. 3946. The Ordinance established a 3% assessment on the room rate of each hotel in Santa Rosa and was estimated to produce approximately \$1 million annually, split between the Santa Rosa Convention & Visitors Bureau (CVB) (70%) and the City of Santa Rosa's Economic Development Program (30%), after a 2% administrative fee.
2. The SRTBIA is Santa Rosa's second Business Improvement Area (BIA) dedicated to securing a share of the tourism market. The Sonoma County Tourism (SCT) is funded through a BIA established in 2004 that assesses room nights on certain hotels within Santa Rosa, Rohnert Park, Petaluma, Cloverdale, Cotati, Sebastopol, Windsor and unincorporated areas of Sonoma County. While the SCT promotes tourism to Sonoma County in general, the SRTBIA focuses exclusively on promoting Santa Rosa as a business and leisure travel destination.
3. Per Ordinance #3946, the SRTBIA must provide an annual report to the City Council, detailing the following:
  - a. Recommended changes to boundaries;
  - b. Improvements and activities provided for Fiscal Year 2014/2015;
  - c. Estimate of cost of providing improvements and activities for 2014/2015;
  - d. The method and basis of levying assessments;

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- e. Amount of any surplus or deficit revenues to be carried over;
  - f. Amount of contributions made from sources other than assessments; and
  - g. Recommendations for FY 2015/2016.
4. The Annual Report is due to the Director of Economic Development and Housing by June 1 of each year.

## ANALYSIS

1. The attached Annual Report includes all elements required by Ordinance #3946 and highlights activities and expenditures that have occurred during FY 2014/2015.
2. During the past year, the SRTBIA Advisory Board, the Santa Rosa Convention & Visitors Bureau and the City's Economic Development staff collaborated on activities to promote Santa Rosa as a destination for leisure, sports and business travel, while also working independently to raise traveler awareness for Santa Rosa.
3. The SRTBIA Advisory Board met on May 28, 2015 and approved the attached Annual Report, including the Work Plan for 2015/2016, and recommends approval by Council.

## RECOMMENDATION

It is recommended by the Department of Economic Development and Housing that the Council, by motion: (1) approve the Fiscal Year 2014/2015 SRTBIA Annual Report prepared by the Department of Economic Development and Housing, and approved by the SRTBIA Advisory Board; and (2) adopt the SRTBIA Work Plan for Fiscal Year 2014/2015.

Author: Danielle O'Leary, Economic Development Manager

### Attachments:

- Attachment 1: Santa Rosa Tourism Business Improvement Assessment Ordinance #3946
- Attachment 2: Santa Rosa Tourism Business Improvement Area Annual Report 2014 2015/2016 Santa Rosa Tourism Business Improvement Area Work Plan
- Attachment 3: City of Santa Rosa Historical Transient Occupancy Tax
- Attachment 4: 2014 Annual County Tourism Report