

Santa Rosa.

Out there.

In the middle of everything

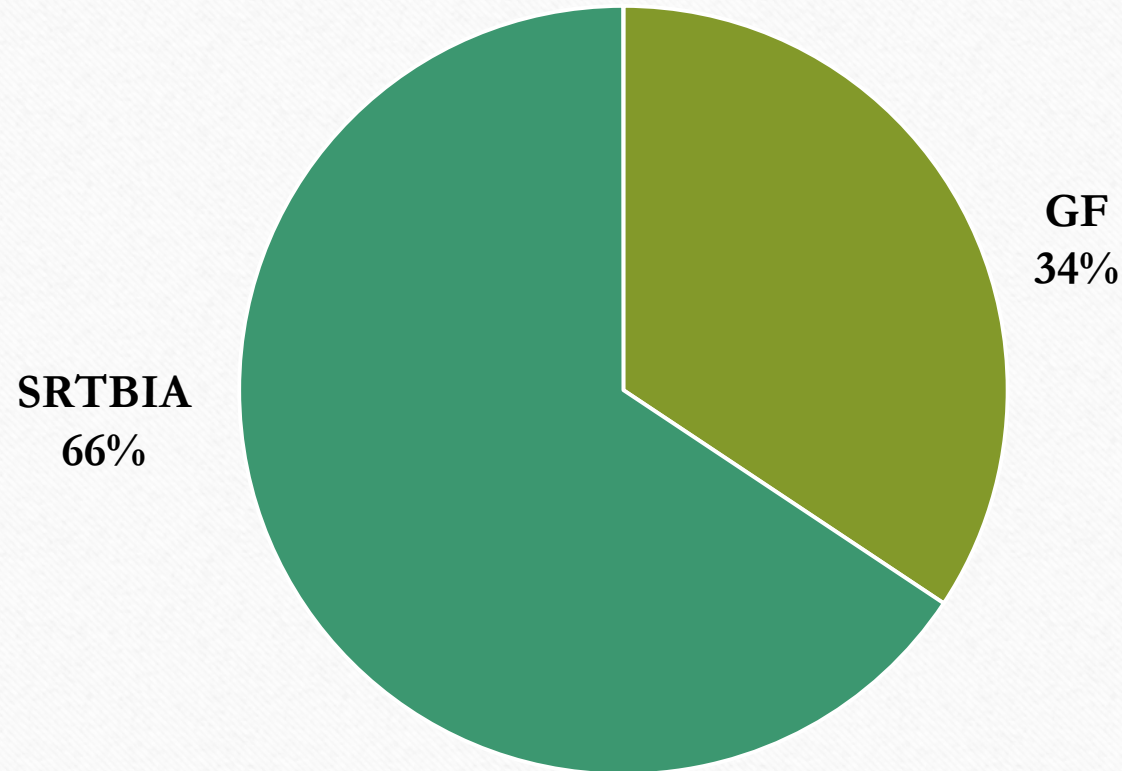
Economic Development Division

STRATEGIC INITIATIVES

- Industry Cluster Development
- Innovation & Entrepreneurial Development
- Business Climate, Culture & Communication

COUNCIL GOAL 1:
Create a strong, sustainable
economic base

ED Program Funding Sources



Phase 1: Destination Awareness

Seattle | Portland | Los Angeles

PANDORA

5mm+ impressions | 60K+ click-throughs | 2.21% click rate

CABLE + ON LINE TV

500K+ impressions | 2.65% engagement rate

MOVIE THEATERS

placed in greater metro areas of target markets



Phase 2: Destination Promise

Goal: Relationship Marketing – attract and engage visitors & locals

Strategy:

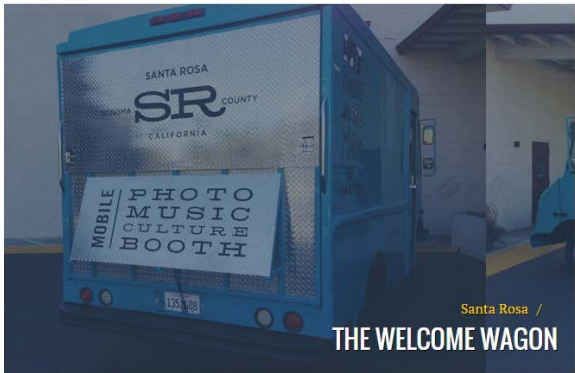
- Build a worthy digital destination
- Grow local engagement
- Attract guests

The screenshot shows the website for Santa Rosa County, California. At the top, there is a navigation bar with the text "OUT THERE. IN THE MIDDLE OF EVERYTHING" and social media icons. Below this is a hero section with three main images: "SHARE YOUR SANTA ROSA STORY", the "SONOMA SR COUNTY CALIFORNIA" logo, and "TRUCK STOP LOOK FOR THE NEW SANTA ROSA MOBILE KIOSK". A secondary navigation bar lists categories: BEER, BIKES, MUSIC, FOOD, ART, WINE, OUT THERE, and STORE. The main content area features several featured images: a blue mobile kiosk labeled "PHOTO MUSIC CULTURE BOOTH" with the text "Santa Rosa / THE WELCOME WAGON"; "Spring Maxfield / EPICENTER FOR ART"; "City of Santa Rosa / SR MERCHANDISE"; and "James Mahon / BEER MAKING IN THE FOGBELT". Below this is an "AMBASSADOR POSTS" section with three posts: "SPEAKEASY CINEMA POP-UP" by Meredith Lenci, "THE BOOTLEG HONEYS" by Josh Windmiller, and "DIRTY & ROWDY & DOWNRIGHT DELISH" by Michael Bairdsmit. To the right is an "SR PHOTO STREAM" section with the Instagram handle "downtownsr" and the hashtag "#OutThereSR", featuring two photo thumbnails.

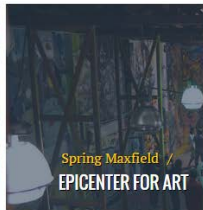
www.OutThereSR.com



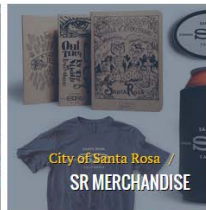
BEER BIKES MUSIC FOOD ART WINE OUT THERE STORE



Santa Rosa / **THE WELCOME WAGON**



Spring Maxfield / **EPICENTER FOR ART**



City of Santa Rosa / **SR MERCHANDISE**



James Mahon / **BEER MAKING IN THE FOGBELT**

AMBASSADOR POSTS



SPEAKEASY CINEMA POP-UP

Meredith Lenci

Santa Rosa is right on trend with no shortage of pop-up events to enjoy. Zoe Kessler and Shawn Valverde created...



THE BOOTLEG HONEYS

Josh Windmiller

The Bootleg Honeys are a Sonoma County homegrown trio made up of singer-songwriters Alison Harris, Hannah Jern-Miller, and Katie Phillips....



DIRTY & ROWDY & DOWNRIGHT DELISH

Michael Bairdsmith

The story of Santa Rosa based Dirty and Rowdy Wines is the typical atypical success story we've come to love....



SHARE YOUR SANTA ROSA STORY

The Welcome Wagon







SR MERCHANDISE



Santa Rosa: Out There. In The Middle of Everything. / SR Merchandise

Represent the city we love by displaying your Santa Rosa gear! VISIT OUR STORE > on Square Market on Square Market on Square Market on Square Market on Square Market on Square Market on...

OUTTHERESR.COM

Like · Comment · Share

👍 Tony Speirs, Linda Adrain, Tyler Young and 24 others like this.

↪ 2 shares



Judy Kennedy cool.

November 10 at 2:47pm · Like



Kara West Why does that entire website rock so much? Forget visiting, I want to live in Santa Rosa.

November 10 at 4:24pm · Unlike · 👍 3



Spring Maxfield I'm glad you think so Kara! weve been working on hitting that goal!

November 10 at 6:41pm · Like · 👍 1



Judy Kennedy I love the little notebooks, too. Can we buy these anywhere else on foot? such as Corrick's new store at the Sonoma Co Museum?

November 10 at 7:13pm · Like

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