

SRTBIA

Santa Rosa Tourism

Business Improvement Area

ANNUAL REPORT FY 2016-2017

WORK PLAN FY 2017-2018

City Council – July 11, 2017



Raissa de la Rosa, Economic Development Manager
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:

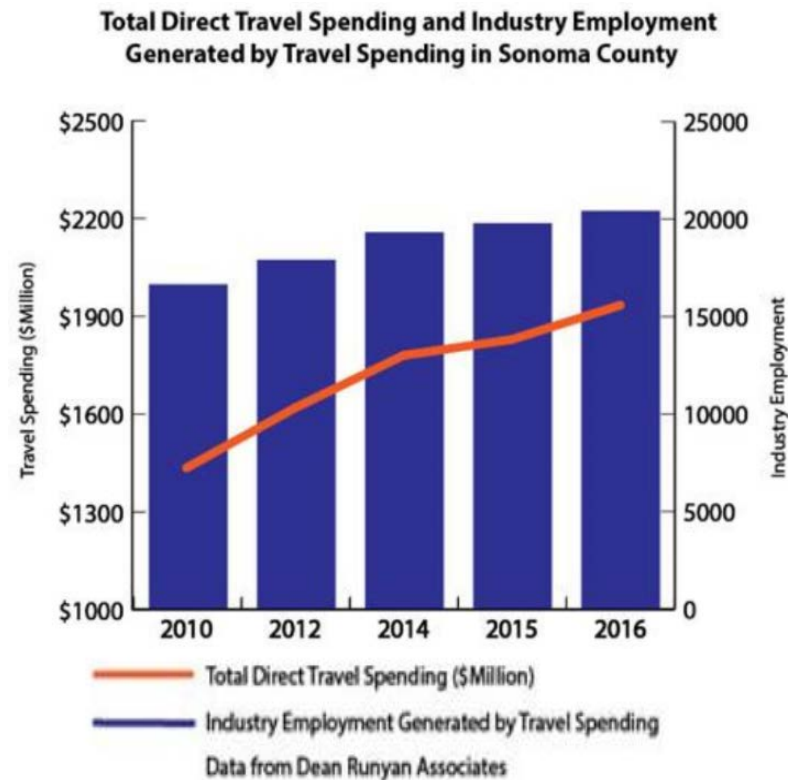
- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

Current Roster:

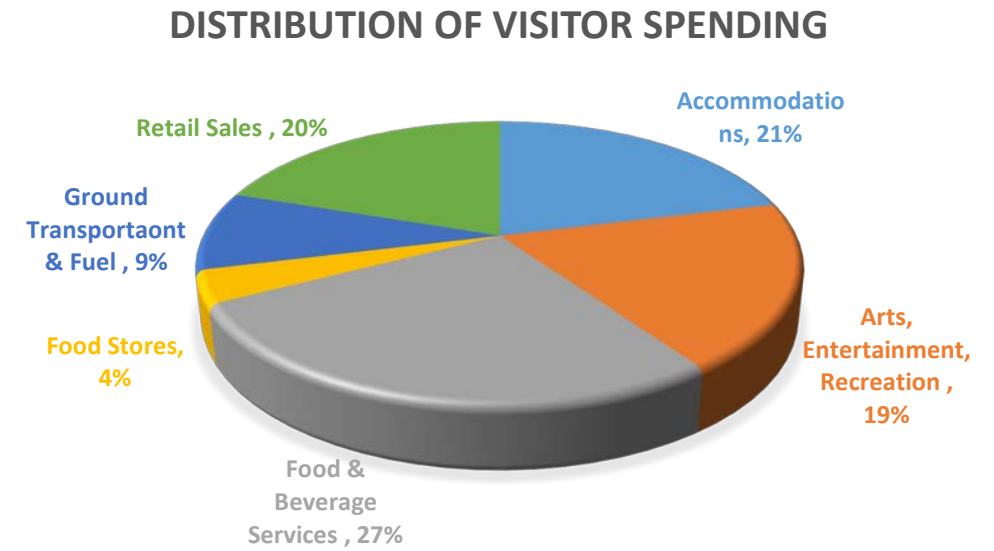
	Affiliation/Position	Representing
• Jonathan Coe	President/CEO	SR Metro Chamber
• Raissa de la Rosa	ED Manager	City of Santa Rosa
• Donna Rentera	Best Western Garden Inn	Hotel – Select Service
• Vacant	- -	Hotel – Full Service
• Vacant	- -	Hotel – At Large

SRTBIA: Economics

TOURISM INDICATORS - 2016



- Average Occupancy Rate: 77.6%
- Average Daily Rates: \$120-\$191



SRTBIA: Financial Summary

- **9% Transient Occupancy Tax** (SR General Fund)
2016: \$6,083,218
- **2% Sonoma County TBIA** (Sonoma County Tourism)
2016: \$1,291,408
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)
2016: \$2,027,608

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	
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

CITY BUDGET FY 16-17

	BUDGETED	YTD ACTUALS
Administration + Ops	\$ 185,009	\$ 179,504
Marketing & Promotions	\$ 245,491	\$ 139,387
Event Support & Attraction	\$ 50,000	\$ 61,575
Total	\$ 453,500	\$ 380,466

VISIT SANTA ROSA BUDGET – CY 2016

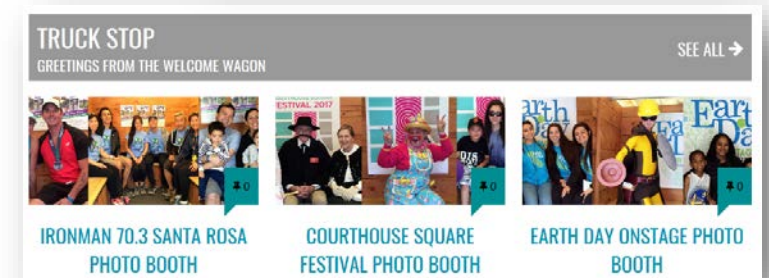
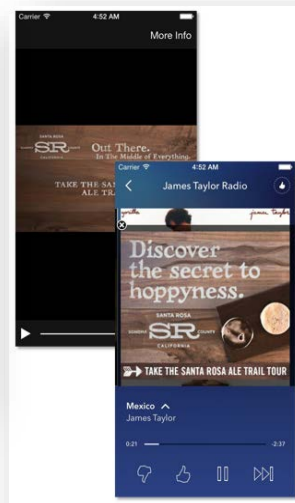
	BUDGETED	CY ACTUALS
Administration / Operations	\$ 343,176	\$ 343,389
California Welcome Center Operations	\$ 163,003	\$ 172,662
Group Sales, Marketing, Promotions, PR	\$ 886,404	\$ 870,932
Event Support & Attraction	\$ 115,000	\$ 84,781
Total	\$ 1,507,583	\$ 1,471,764

CITY: Accomplishments

CITY PROGRAM HIGHLIGHTS

OUT THERE SR CAMPAIGN:

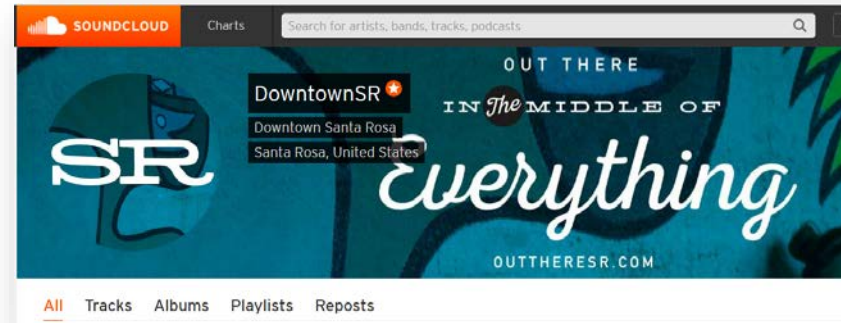
- Relationship Marketing
- Content Category Micro Targeting
- Content Cadence and Relevance
- Local Engagement



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:

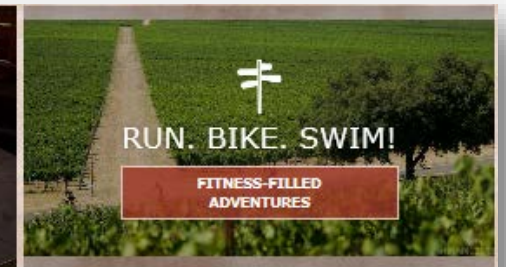
- Marketing | Advertising | PR
- Social Media + Website
- Internet + Mobile
- California Welcome Center



SAVEUR



Fodor's Travel



SHARED: Accomplishments

SHARED PROGRAM HIGHLIGHTS

EVENT SUPPORT:

- Amgen Tour of California
- IRONMAN
- Monster truck Spring Nationals
- Silver Scream Film & Comic Fest
- AT's Showdown
- Wine Country Games
- Rate Beer Best Of Awards
- National Heirloom Exposition
- Wyndham Cup
- Country Summer

With Rose Parade in between, Amgen Tour of California thrills Santa Rosa crowd



(1 of 66) Alexander Kristoff, in red, edges out Peter Sagan, in green, to win Stage 7 of the Amgen Tour of California in Santa Rosa, on Saturday, May 21, 2016. (Christopher Chung / The Press Democrat)

SRTBIA: Looking Ahead

CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2017-2018

Proposed Budget FY 17-18

	BUDGET
Administration	\$ 208,440
Programming: Marketing & Promotions Event Support & Attraction	\$ 296,060
Total	\$ 504,500

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 2017

Proposed Budget CY 2017

	BUDGET
Administration / Operations	\$ 378,995
California Welcome Center Ops	\$ 208,900
Sales, Marketing, Promotions, PR	\$ 777,595
Event Support & Attraction	\$ 225,000
Total	\$ 1,590,490

Initiatives

- Attract and develop sports tourism
- 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 2016-2017 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2017-2018 Budget and Work Plan