



SRTBIA
ANNUAL
REPORT
2015



SRTBIA Annual Report

- Background
- Tourism Economics
- Accomplishments
- Work Plan 2015



SRTBIA Background

- 3% Visitor surcharge at Santa Rosa lodging establishments
- Revenues support tourism programs:
 - Group Sales
 - Event Support + Attractions
 - Marketing + Promotions + Public Relations
 - VSR Welcome Center
- Disbursements: 2% City Administrative Fee, 70% to SRCVB, and 30% City's economic development tourism program.

Tourism Economics

- Tourism: 1 out of every 10 jobs in Sonoma County; bringing \$1.55 billion in spending
- Highest Transient Occupancy Tax (TOT) ever received in Sonoma County \$28 million in 2014
- Daily lodging rates grew by 14% and average daily rate increased by 2.6% in 2013



Tourism Economics

- Jobs increase by 4.7%; 17,700 jobs generated by tourism spending
- Employment Distribution:
 - 52% accommodations + food service
 - 36% arts + entertainment + recreation
 - 8 % retail
- Ground transportation and air travel (other travel) have also increased their share of employment at 2.3% and 1.4% respectively

Tourism Economics

- Visitor spending: accommodations, wine activities, retail + tourism related activities up 2.4%; \$1.64 billion
- Money spent on accommodations: \$786.8 million; food + beverage; \$483.4 million
- Destination spending per-capita Sonoma County 495,025 residents \$3319 dollars



Tourism Economics

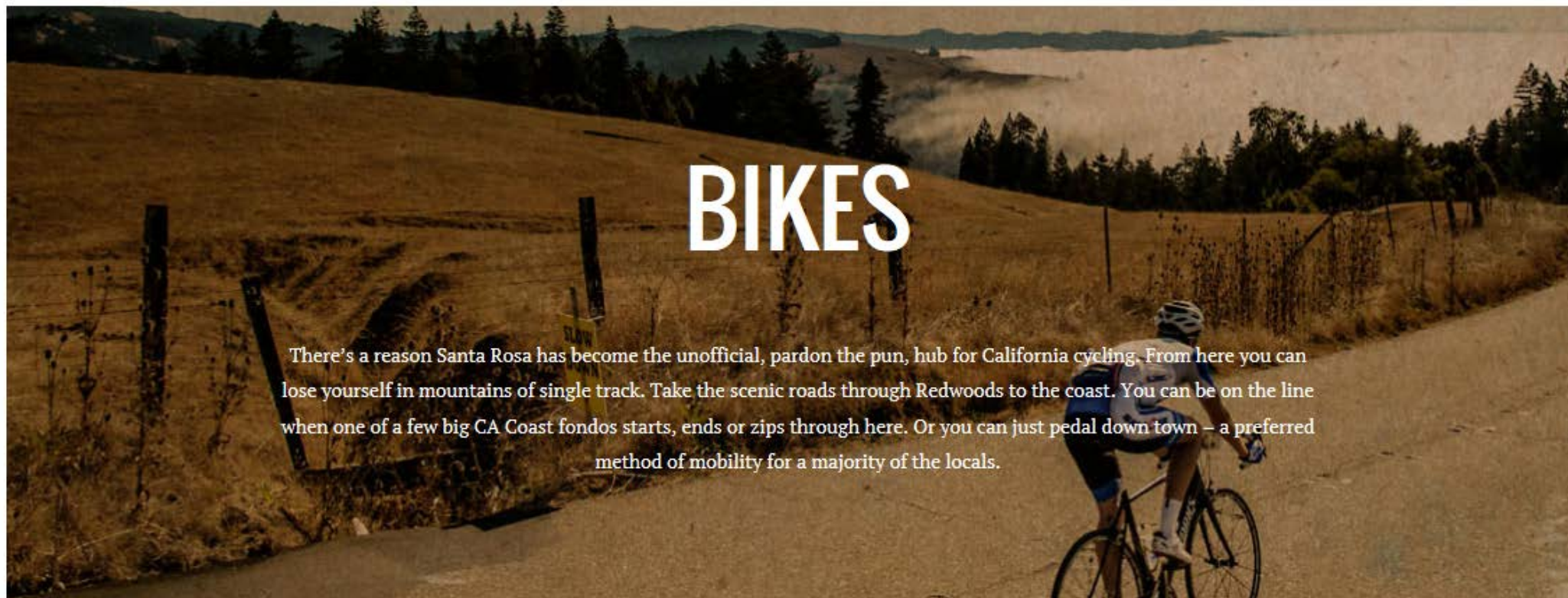
- Santa Rosa Transient Occupancy Taxes (TOT)

YEAR	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	ANNUAL TOTAL
2013	\$730,203	\$1,166,691	\$1,459,427	\$1,004,402	\$4,360,723
2014	\$836,436	\$1,241,528	\$1,610,962	\$1,200,795	\$4,889,721
2015	\$957,684	\$1,413,327	\$1,801,829	\$1,294,574	\$5,467,414

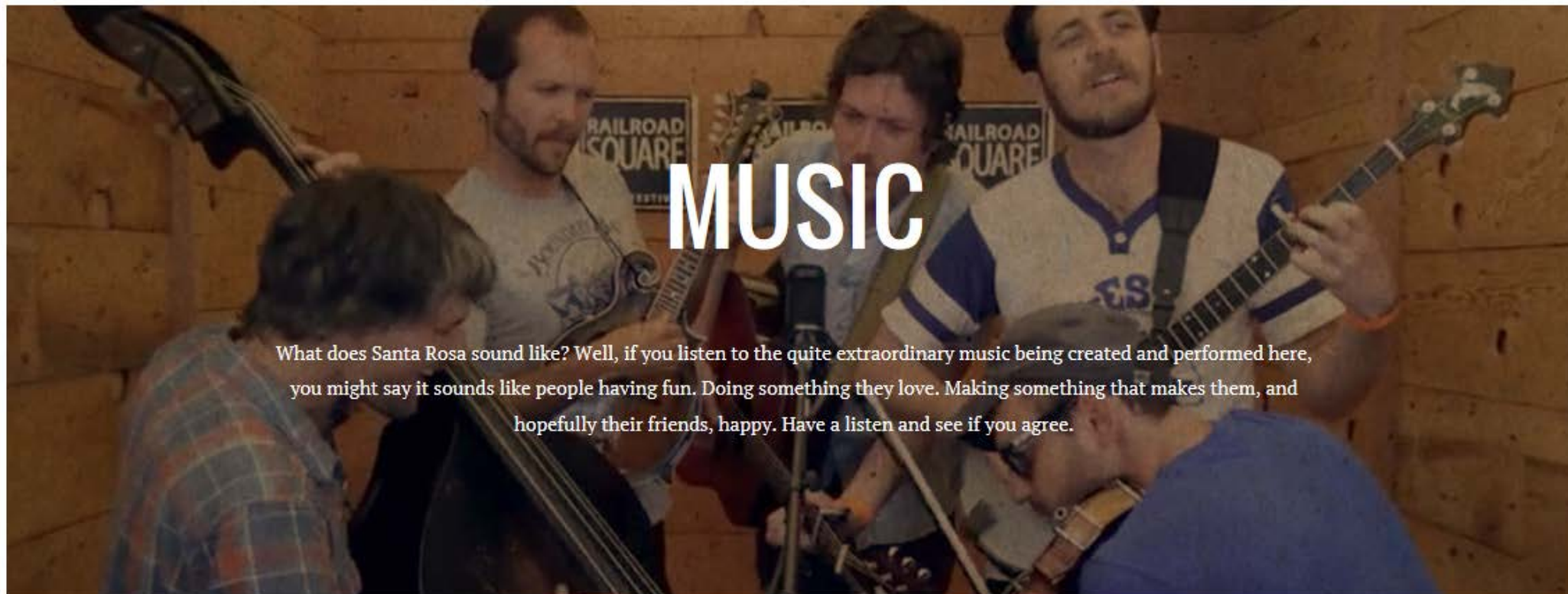


2015 City Program

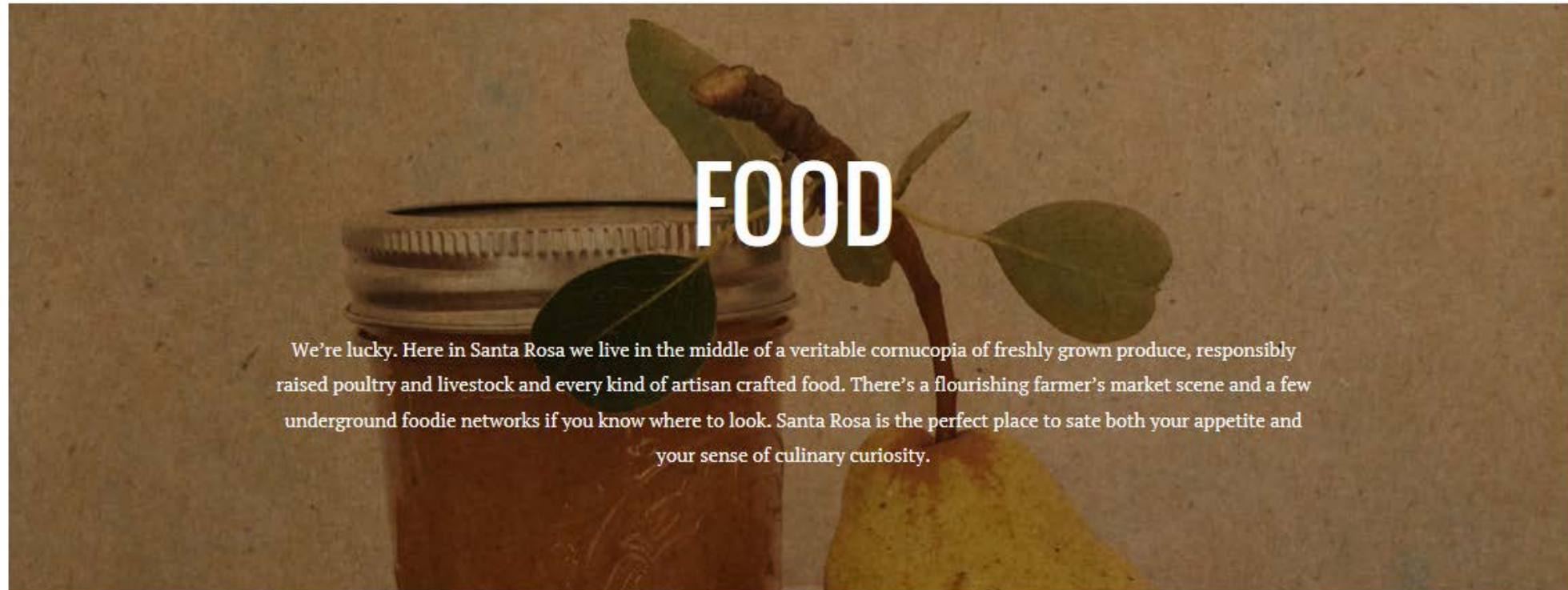
City Program: #OutThereSR



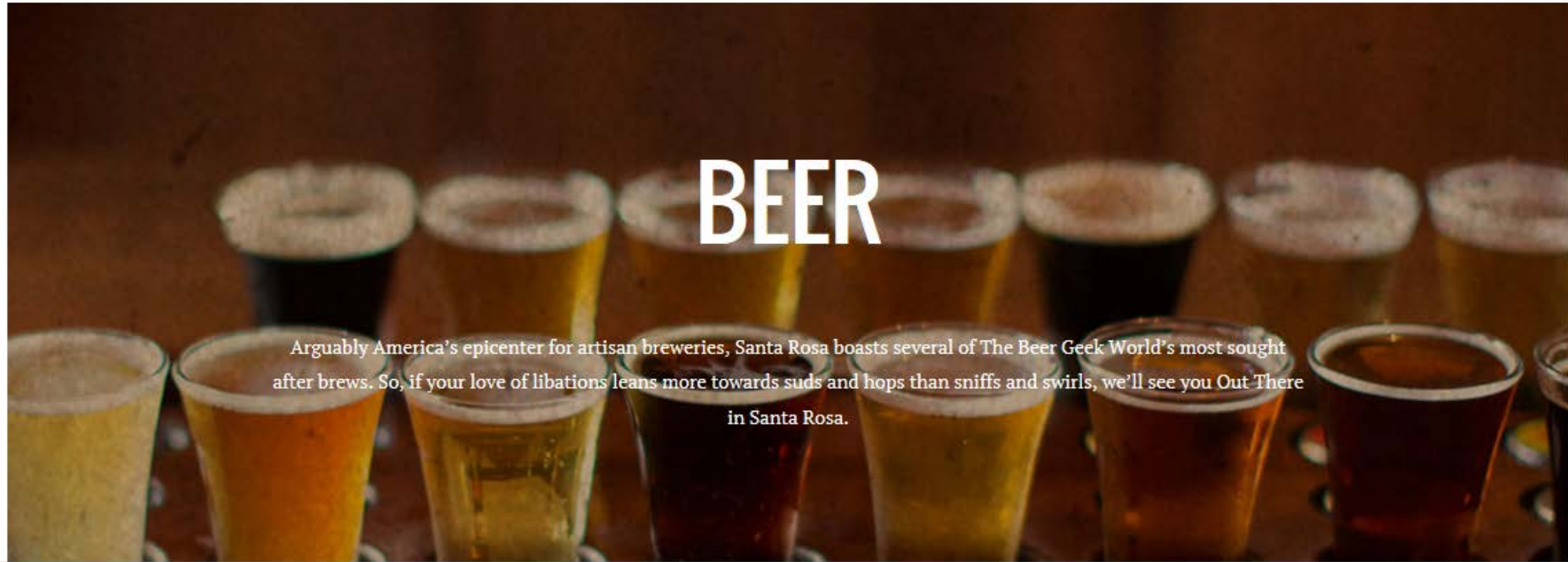
City Program: #OutThereSR



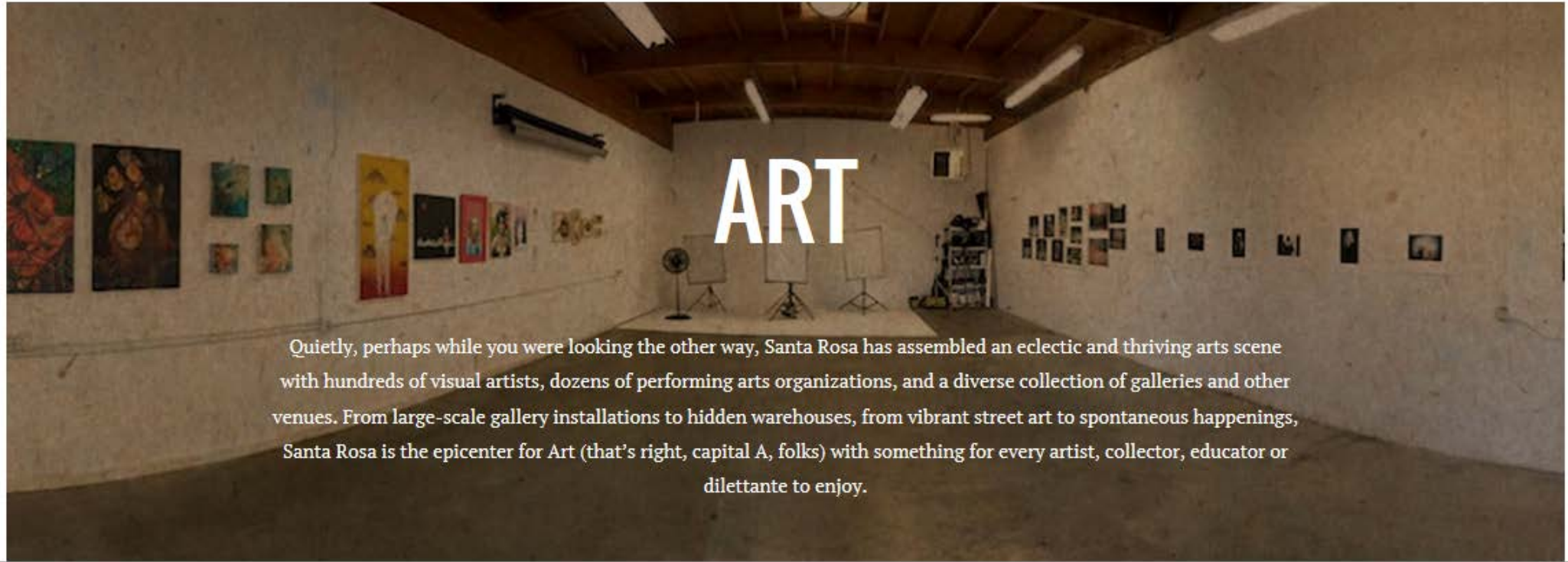
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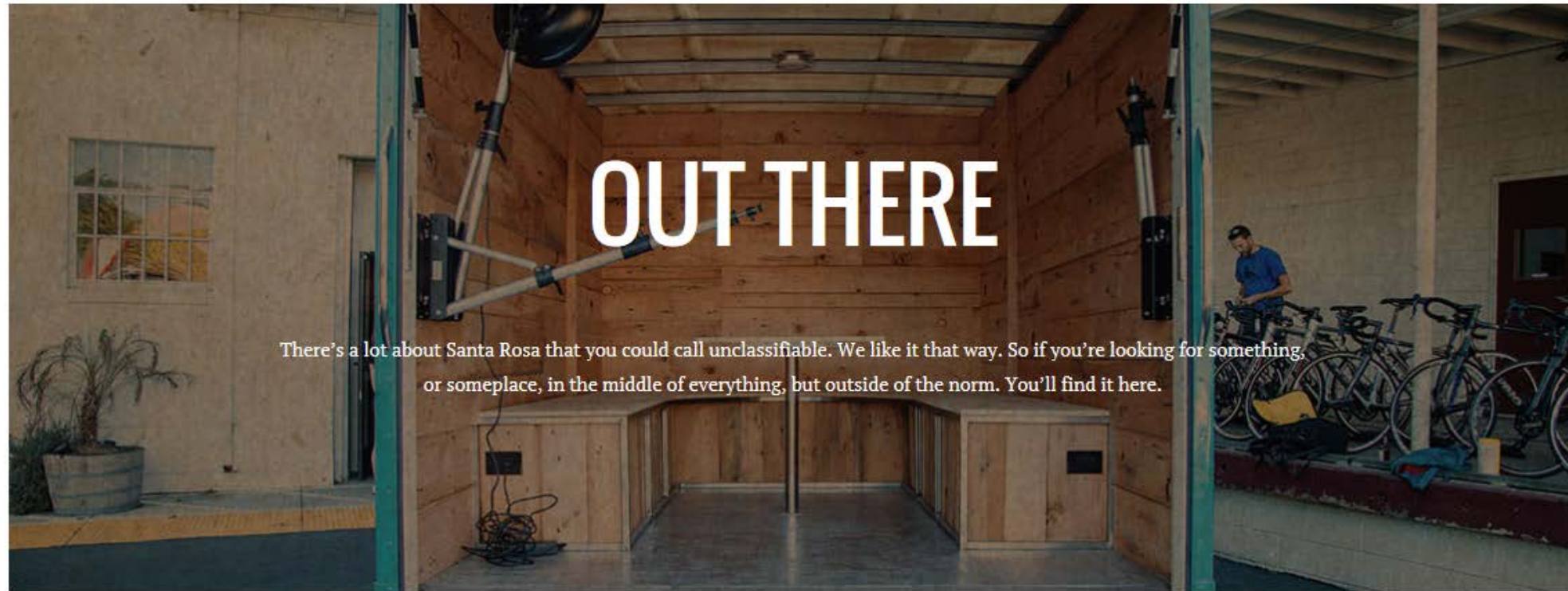


Quietly, perhaps while you were looking the other way, Santa Rosa has assembled an eclectic and thriving arts scene with hundreds of visual artists, dozens of performing arts organizations, and a diverse collection of galleries and other venues. From large-scale gallery installations to hidden warehouses, from vibrant street art to spontaneous happenings, Santa Rosa is the epicenter for Art (that's right, capital A, folks) with something for every artist, collector, educator or dilettante to enjoy.

City Program: #OutThereSR



City Program: #OutThereSR



City Program: SR Merchandise



City Program: Welcome Wagon



City Program: Welcome Wagon

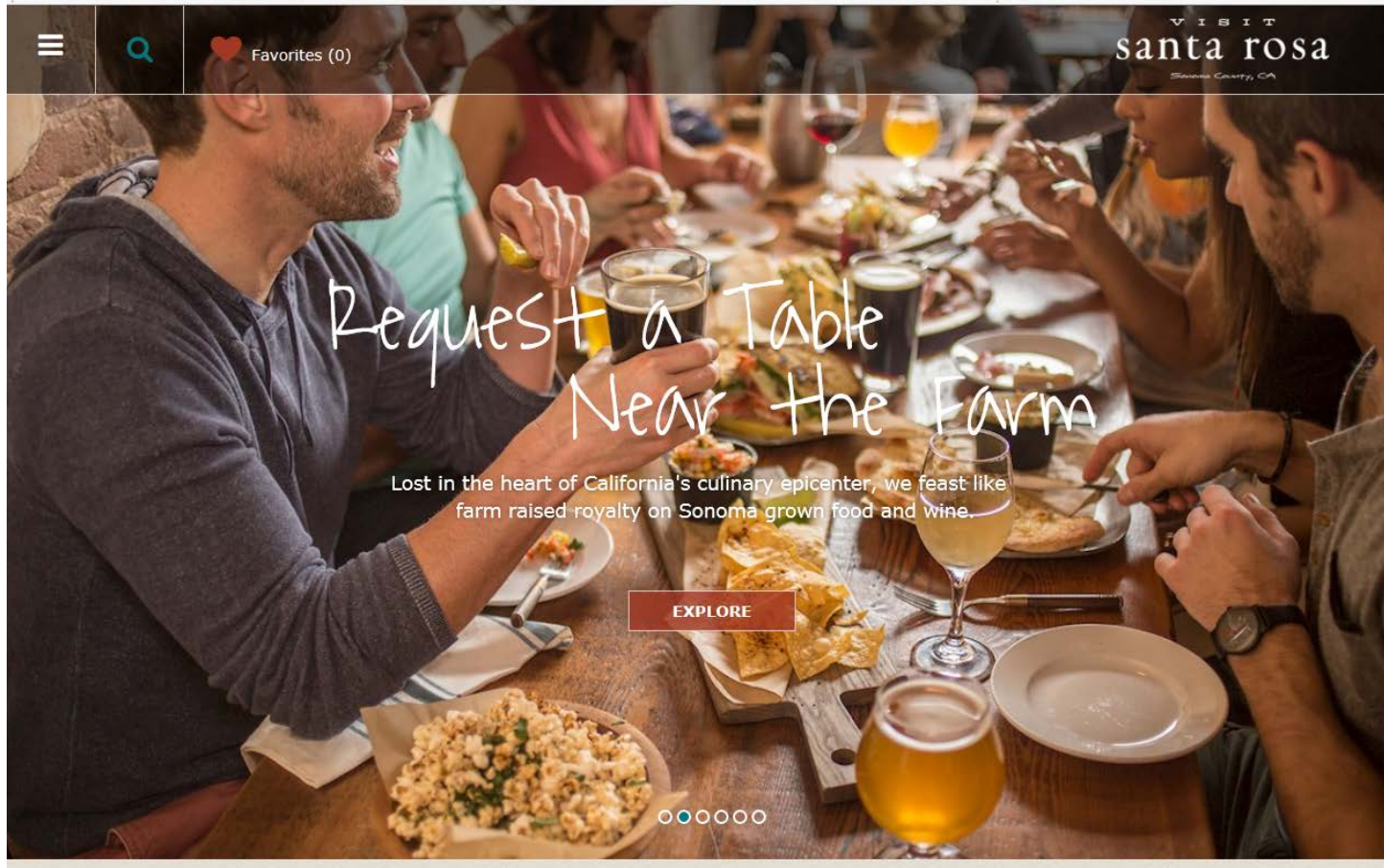


V I S I T
santa rosa

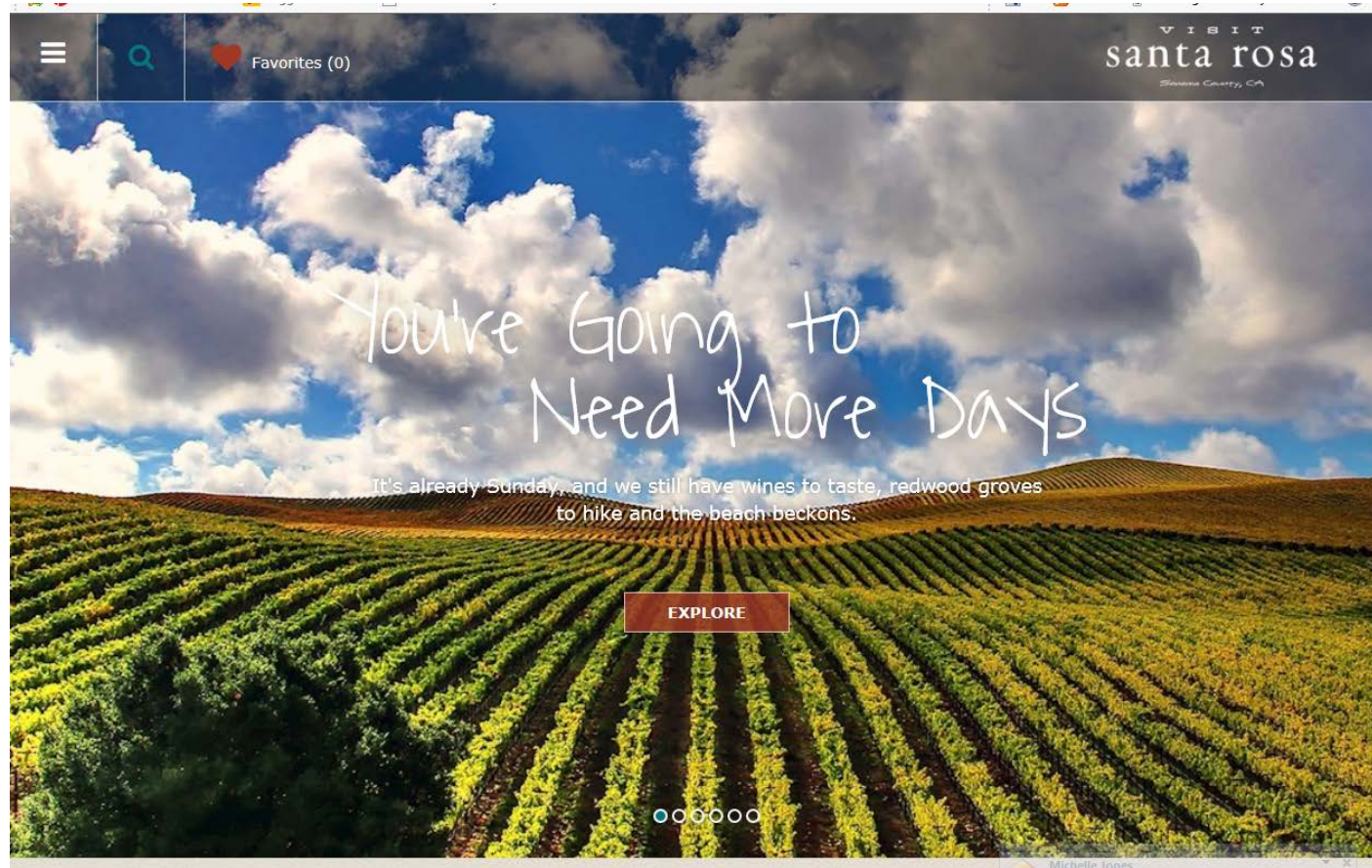
Sonoma County, CA

2014 VSR Program

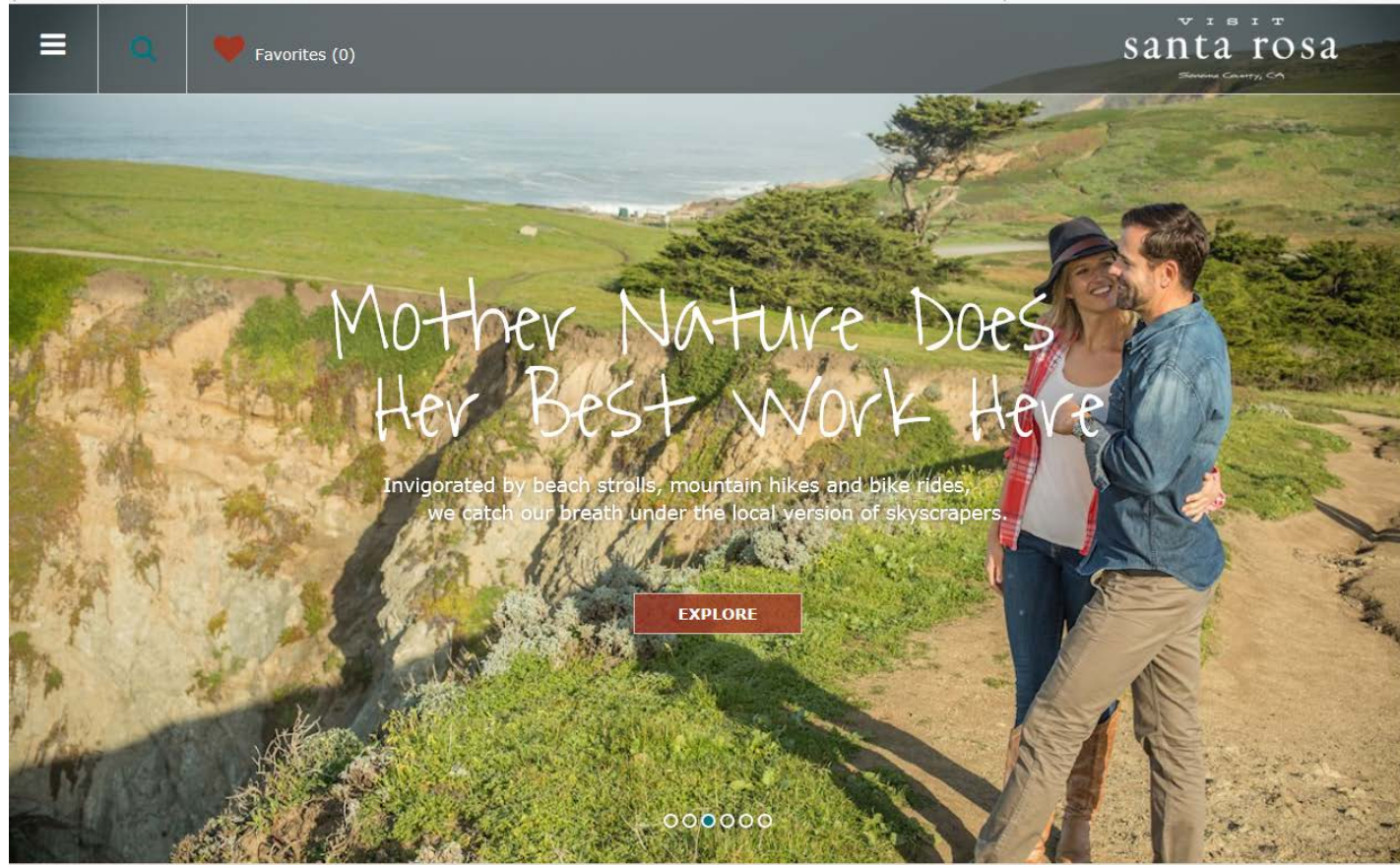
VSR Program



VSR Program



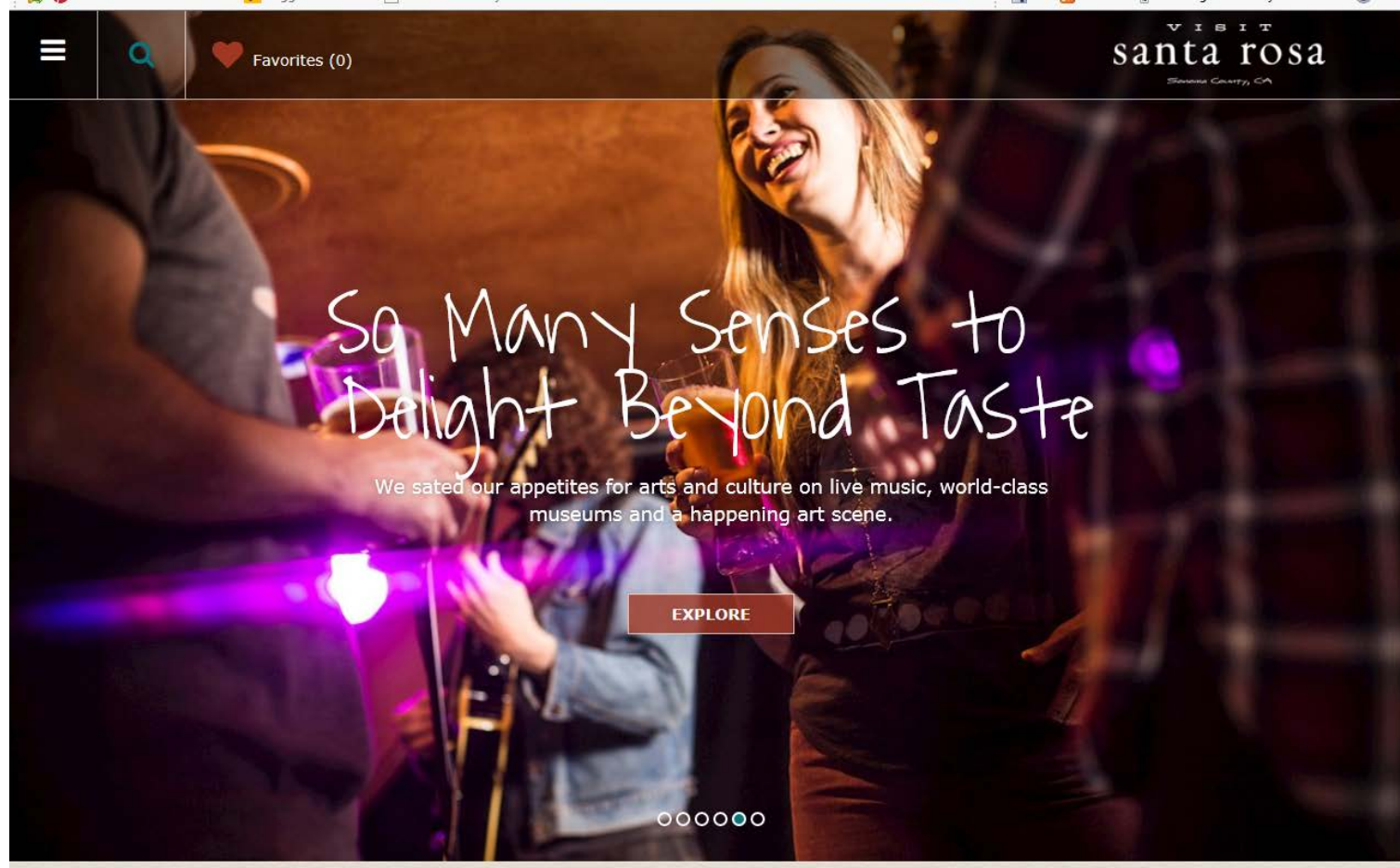
VSR Program



VSR Program



VSR Program



VSR Program

Director of Sales

- Retention and growth of existing Santa Rosa events and creation of new events including sporting events.

Sales Coordinator

- Assist clients with destination management companies, transportation, off-site venues, attractions, team-building and all other hospitality services to maximize member benefits.

Group Sales

- Positions Santa Rosa as the best place to meet for conferences, reunions and tour planners. Programs such as the Local Host program, cycling community outreach, sales missions and reverse familiarization trips to the greater Bay Area are part of the strategy.

Events and Attractions

- Attract new events with grants and promotion. Partner with existing boards and committees to market existing events.

VSR Program

Marketing + Advertising + Public Relations

VSR drives hotel night sales to Santa Rosa while continuing to leverage cooperative opportunities such as the Official Visitor Guide presented by the SCT.

Social Media + Website

The VSR utilizes electronic media to engage customers, improve customer service, create loyalty and drive hotel nights by developing new video outreach pieces to be placed on the Web and social media channels like Facebook and Twitter. Facebook Fans at the end of 2015 were 33,054. VSR also creates goals and monitors social media engagement including sharing of post, comments on post and retweet of messages.

Internet & Mobile

Continue and expand our website reach through creating new content and a SEO/WSO (Search Engine Optimization) programs. In 2015 we increased unique visitors to VisitSantaRosa.com with the proliferation in the use of smart phones during travel. In 2016 we will launch a new website.

VSR Program

Niche Markets—Food + Wine + Beer

Augment and expand locally specific advertising and marketing efforts promoting Santa Rosa as a food & wine country, and regional service destination.

Niche Markets—Arts + Culture

Expand collaboration on events that drive overnight room nights and co-marketing and branding to boost this niche market's potential for overnight stays.

Cycling

Create event partnerships that drive room nights and co-marketing and branding opportunities to boost cycling related activities.

California Welcome Center (CWC) Operations

- Maintain daily Welcome Center operation with professional staff and volunteers;
- Update and promote VisitCWC.com in conjunction with the State of California;
- Conduct ongoing training programs for staff and volunteers;
- Track monthly referrals to local businesses and Chamber Members; and
- Track visitor requests, walk-ins, web, and phone inquiries.

VSR Program: Media Visits

- Andy Kryza, Thrillist
- Marc Lindsay, Active.com
- Leslie Yap, Westways
- Nick Vindin, SBS Australia
- Blair Robertson, The Sacramento Bee
- Ethan Fixell, Food Republic
- Kristine Dworkin, Trekaroo
- Mark Thompson, Frontiers Magazine
- Janice Biehn, Parents Canada
- Sheryl Nance-Nash, Upscale Magazine

VSR Program: Press Releases

- Beer Enthusiasts Sip Suds in Santa Rosa for Beer Week
- 6th Annual Sonoma County Restaurant Week
- Safari West declared “Best Family Fun” by Sunset Magazine
- Santa Rosa celebrates health, beer and cheer with 7th Annual Santa Rosa Marathon
- RateBeer to host first-ever “RateBeer Best” Ceremony and Festival in Santa Rosa
- Celebrate Fall with Farm Fresh Food in Santa Rosa
- Santa Rosa Celebrates the Holidays with Wine Country Flavor

VSR Program: Media Articles

- Conde Nast: Eight Dark Horse Destinations
- Travel + Leisure: A Dreamy Drive Redwood Country
- Sunset Magazine: 2015 Best Family Fun – Safari West
- Thrillist: 8 Incredible Destination Breweries for Beer Pilgrims
- Thrillist: 19 American Breweries You Need to Experience
- Vice: These Hops make your Beer Taste like Mango
- Active.com Destination Cycling in Santa Rosa
- The Points Guy: Napa vs Sonoma: Which Wine Country is Right for you?
- Food Republic: 6 Breweries to hit on your northern California beer tour
- Honolulu Star Advertiser: Sonoma Bliss
- Parents Canada: Fun adventure in Santa Rosa, California
- SBS Australia: Traveling Sonoma with Nick Vindin

VSR Program: Media Articles

- NBC Bay Area: Valentine's Cute: Free Schulz Museum Entry for Red-haired Guests
- Press Democrat: 10 days of fun
- The Sacramento Bee: Discoveries: Sounds of the Safari Fill the Air in Santa Rosa
- The Sacramento Bee: Craft Beer in Wine Country: Santa Rosa makes push for breweries
- Sonoma County.com: Plan a Romantic Getaway with your Valentine in Wine Country
- NBC Bay Area: Valentine's Cute: Free Schulz Museum Entry for Red-haired Guests
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SRTBIA Shared Programs: Events

- Amgen Tour of California
- AT's Showdown Mountain Bike Competition
- Battle of the Brews
- Monster Truck Spring Nationals
- Rate Beer Fest
- National Heirloom Exposition
- Wine Country Senior Games
- Country Summer
- Russian River Mud Run



SRTBIA Program Costs

City Services	FY 15/16	SRCVB	Calendar 2014	Combined Totals
Group Sales	n/a	Group Sales	\$337,600	\$337,600
Event Support + Attraction	\$50,000	Event Support + Attraction	\$50,000	\$100,000
Marketing + Promotions + Public Relations	\$223,570	Marketing + Promotions + Public Relations	\$206,035	\$429,605
California Welcome Ctr.	n/a	California Welcome Ctr.	\$175,756	\$175,756
Operations/Administration	\$172,680	Operations/Administration	\$315,651	\$488,331
Total	\$446,250	Total	\$1,085,042	\$1,531,292



SRTBIA Program Cost Actuals

CITY FY 15/16	Actual	SRCVB 2014	Actual
Group Sales	N/A	Group Sales	\$308,804
Event Support + Attraction	\$43,375	Event Support + Attraction	\$43,375
Marketing + Promotions + Public Relations	\$182,964	Marketing + Promotions + Public Relations	\$191,811
California Welcome Center	N/A	California Welcome Ctr.	\$167,082
Operations/Administration	\$125,510	Operations/Administration	\$350,504
Total	\$351,849	Total	\$1,061,576

SRTBIA Administration

- Recommend Boundary Changes: none
- Advisory Board
 - Max Childs, Courtyard Marriott
 - Donna Rentera, Best Western Inn
 - Jonathan Coe, Santa Rosa Chamber President
 - Danielle O’Leary, City Economic Development Manager
 - Sally Shaffer, Hilton
- Continue method of levying assessment: **no change**
- Contributions for other sources:
 - \$31,000 County of Sonoma Welcome Center funding
 - \$38,753 Merchandise sales
 - \$2,750 Display advertising
 - \$6,070 Certified folder contract fees



City Budget FY 2016/2017

Administration Costs	
Administrative Costs	\$185,009
Salary 1.22 (FTE)	(\$110,451)
Benefits	(\$51,406)
City Overhead	(\$10,823)
Programming	
Event Support + Attraction	\$50,000
Marketing + Promotions + Communication	\$245,491
Total Program Costs	\$480,500

VSR Budget 2016

SRCVB Budget 2016	Calendar 2016
Group Sales	\$247,600
Event Support + Attraction	\$57,000
Marketing + Promotions + Public Relations	\$282,502
California Welcome Center	\$163,000
CVB Operations	\$343,175
Total	\$1,093,277