



SRTBIA Event Support Funding

Santa Rosa Tourism Business Improvement Area (SRTBIA)

May 28, 2026

Economic Development

Meredith Knudsen, Arts and Culture Manager

Overview

- The SRTBIA event support program supports events and activities that attract overnight visitors and promote Santa Rosa as a destination. Eligible activities may include festivals, conferences, and multi-day productions or media projects that generate hotel stays and visitor spending.
- Applications open **Feb. 1 to March 31, 2026** for events scheduled between **July 1 through Dec. 31, 2026**.
- Applications received 22
 - 4 ineligible
 - 8 new applicants

Selection Panel

Scoring Criteria

- Applications were scored virtually on a scale of 1–5.
- Scoring criteria included:
 - How well the proposed event supports the goals of the Santa Rosa Tourism Business Improvement Area (SRTBIA) by increasing overnight visitation to the area.
 - How effectively the event plans to market outside of Sonoma County and neighboring counties.
 - Overall quality and completeness of the application.

Review Process

The review committee scored virtually, then met on May 6, 2026, from 9:00 a.m. – 11:00 a.m. to evaluate applications and determine funding recommendations.

Funding Recommendation

• Snoopy Senior World Hockey	\$10,000
• Santa Rosa Marathon	\$10,000
• *Running Fence at 50	\$10,000
• *Wine Country Classic Bowling	\$7,000
• *Coop There it Is! 90s Fest	\$5,000
• Tri to Inspire	\$2,500
• Hollow Film	\$2,000
• *Original Copy Film	\$2000
• RRSQ Music Festival	\$1,000
• Wednesday Night Market	\$500
TOTAL	\$50,000

*New event applications

May 28, 2026

Applications not recommended for funding

4

- Holiday Open House
- Turkey Trot
- Winterblast
- Oaxactoberfest
- Horse and Carriage Rides
- Nor Cal Sings
- Santa Rosa Open Studios
- Giving Tuesday

Ineligible (events outside of award guidelines)

- Country Summer
- Pat Tilman Run
- MLK Juneteenth
- United Flyers

Recommendation

5

Approve selection panel recommendation for Event Support
Funding distributions July 1- December 31, 2026

May 28, 2026

