

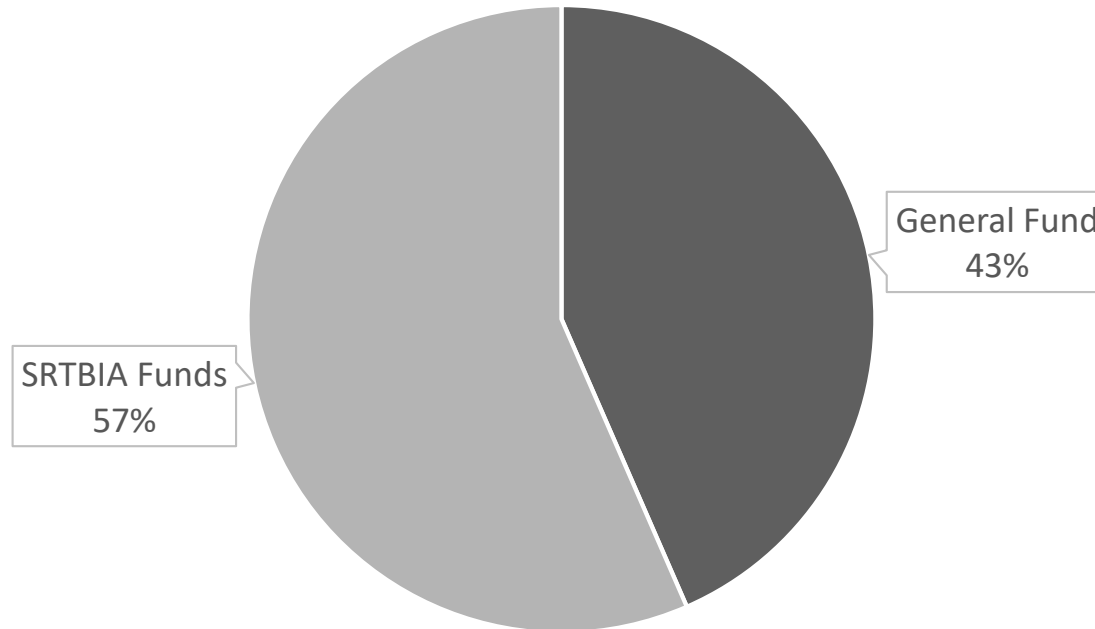
The Idea Cooperative (Creative Thinking)

Amendment One to Professional Services Agreement for Destination Marketing Services

City Council – July 10, 2018

Raissa de la Rosa, Economic Development Manager
Planning & Economic Development Department

ED Program Funding Sources



SRTBIA: Santa Rosa Tourism Business Improvement Area Assessment Funds

- Created by Ordinance 3946 specifically for:
 - Destination marketing
 - Tourism and convention sales that benefit lodging operations in the SR city limits
- Fund source for The Idea Cooperative contract and the Out There SR campaign

Tourism Revenue Streams

- Transient Occupancy Tax (TOT)
- Sales Tax
- Santa Rosa Tourism Business Improvement Area (SRTBIA) assessment

Benefits of an innovative destination marketing campaign

- Increases tourism related revenue streams
- Promotes Santa Rosa as a desirable tourist destination
- While also appealing to businesses and entrepreneurial individuals as an ideal place to live, work, and play

Phase 1 – 2013

- Video ads establishing destination awareness

Phase 2 – 2014

- Growth of local engagement to enhance destination promise
- Growth of consumer (visitor) engagement

Phase 3 – 2015

- Maintain local engagement and destination promise efforts
- Enhance advertising and marketing efforts

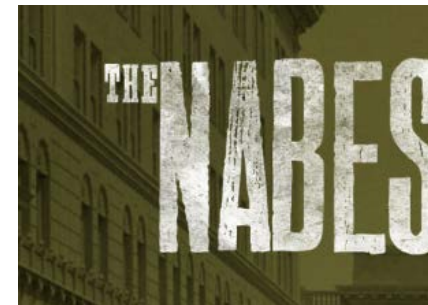
Phase 4 – 2017

- Elevate online experience; create/support compelling immersive experiences



Phase 5 – Increase Tourism and Build Community build on momentum created to date by focusing on:

- Strategic Planning
(revisit and refine strategies)
- Local Engagement
- Organic Outbound Marketing
- Aesthetic Evolution
- Campaign Maintenance
- Immersive Experience
Development



Housing Action Plan: Recommendation

It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve an amendment to the professional services agreement with Creative Thinking, Inc., DBA The Idea Cooperative, to extend destination marketing services through June 30, 2021, using Santa Rosa Tourism Business Improvement Area Ordinance assessment funds in the amount of \$180,000 per year for a total additional amount to the agreement of \$540,000.