

SRTBIA

Santa Rosa Tourism Business Improvement Area

ANNUAL REPORT FY 2018-2019 **WORK PLAN FY 2019-2020**

City Council – July 23, 2019



Rafael Rivero, Economic Development Specialist
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:

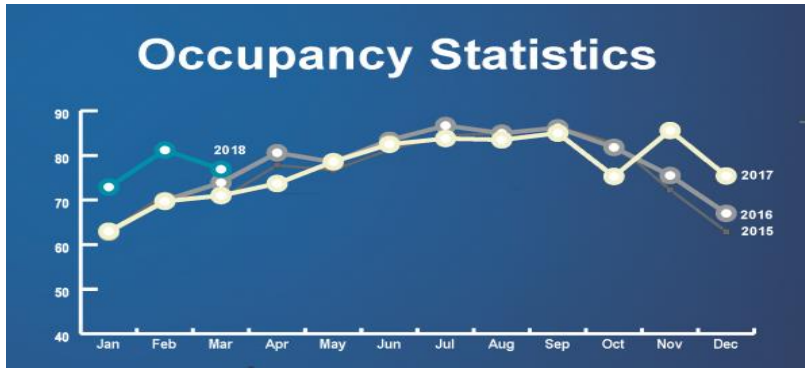
- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

Current Roster:

	Affiliation/Position	Representing
• Peter Rumble	President/CEO	SR Metro Chamber
• Raissa de la Rosa	ED Manager	City of Santa Rosa
• Donna Renteria	Best Western Garden Inn	Hotel – Select Service
• Vern Lakusta	Hotel E	Hotel – Full Service
• Todd Anderson	Best Western Plus Wine Country Inn & Suites	Hotel – At Large

SRTBIA: **Economics**

TOURISM INDICATORS - 2018

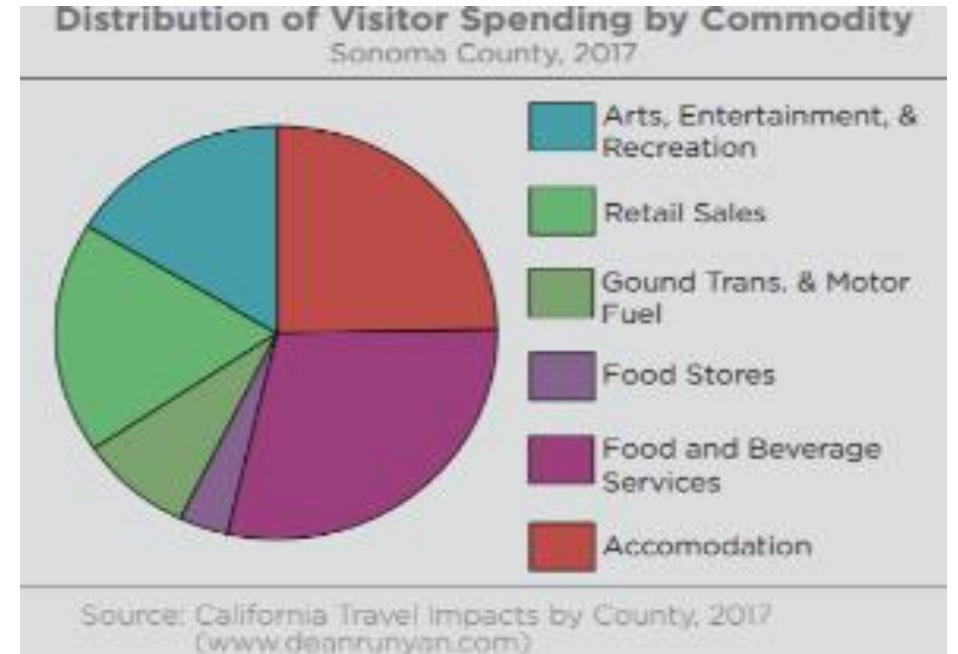


Sonoma County has seen a steady increase in **average occupancy**. The annual average occupancy rate in 2018 was **77.75%**.

Total visitor spending

Sonoma County visitors spend a similar share of total spending on accommodations (25%), retail purchases (18%), and arts, recreation & entertainment (16%). They spend the largest amount on food and beverage services (29%) and accommodations (25%).

- Average Occupancy Rate: 77.75%
- Average Daily Rates: \$147 - \$179.90



SRTBIA: **Financial Summary**

- **9% Transient Occupancy Tax** (SR General Fund)
2018: \$5,625,228
- **2% Sonoma County TBIA** (Sonoma County Tourism)
2018: \$1,190.00
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)
2018: \$1,875,075

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	
2018	\$393,047	\$510,618	\$548,560	\$420,849	\$1,875,075	-10%
2017	\$366,148	\$533,979	\$651,202	\$466,609	\$2,017,940	-10%
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 18-19**

	BUDGETED	YTD ACTUALS
Administration + Ops	\$ 185,009	\$ 279,153
Professional Services	\$200,000	\$237,371
Marketing & Promotions	\$ 245,491	\$ 27,164
Event Support & Attraction	\$ 50,000	\$ 159,463
Total	\$ 680,500	\$ 703,151

Funding Sources – City of Santa Rosa

Council Approved Budget	\$504,500
Carry Forward	\$309,502
Reserves	\$210,140

SRTBIA: Financial Summary

**VISIT SANTA ROSA
BUDGET – CY 2018**

	BUDGETED	CY ACTUALS
Administration / Operations	\$ 348,602	\$ 348,831
California Welcome Center Operations	\$ 197,792	\$ 185,179
Group Sales, Marketing, Promotions, PR	\$ 664,783	\$ 569,019
Event Support & Attraction	\$ 250,000	\$ 359,763
Total	\$ 1,461,177	\$ 1,462,792

Contributions and Other Funding Sources – Visit Santa Rosa

Visit Santa Rosa received the following additional contributions for the 2018 Calendar Year:

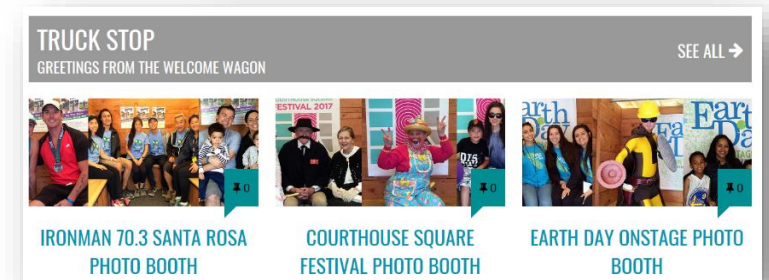
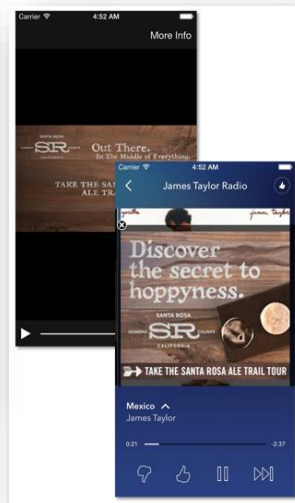
County of Sonoma Welcome Center Funding	\$ 31,000
Merchandise Sales	\$ 49,348
Other	\$ 13,100
Certified Folder Contract Fees	\$ 6,000

CITY: Accomplishments

CITY PROGRAM HIGHLIGHTS

OUT THERE SR CAMPAIGN:

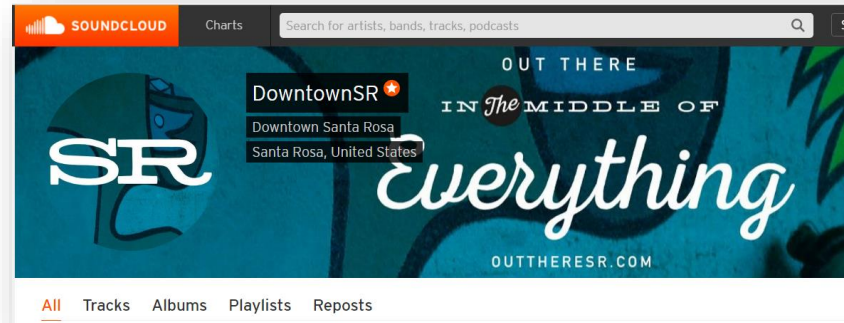
- Relationship Marketing
- Content Category Micro Targeting
- Content Cadence and Relevance
- Local Engagement



CITY: Accomplishments

CITY PROGRAM HIGHLIGHTS

Website + Social Media
Tourism Infrastructure
Other Initiatives



Tweets	Following	Followers	Likes	Lists
3,557	372	6,938	276	2



San Francisco Chronicle

Trendy district is Santa Rosa's newest destination



VSR: Accomplishments

VISIT SANTA ROSA

PROGRAM HIGHLIGHTS:

- Marketing | Advertising | PR
- Social Media + Website
- Sales & Groups
- California Welcome Center



SAVEUR



Fodor's Travel



SHARED: Accomplishments

Sonoma County Pride returns LGBTQ celebration to Santa Rosa



SLIDE 19 OF 22
Crowds start to make their way towards the stage during the 31st annual Sonoma County Pride Festival held Saturday for the first time in downtown Santa Rosa, California at Old Courthouse Square, June 2, 2018 (Photo: Erik Castro/for The Press Democrat)

J.D. MORRIS
THE PRESS DEMOCRAT | June 2, 2018
[Follow this story](#)



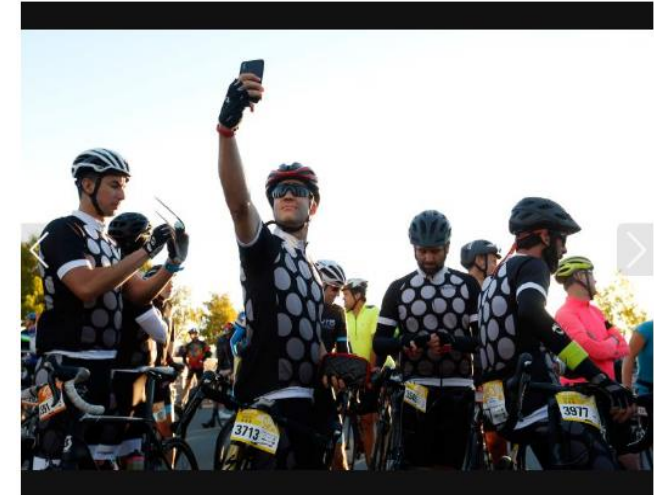
Rainbow flags and thousands of colorfully clad revelers marked the return Saturday, after many years, of the Sonoma County Pride parade and festival to downtown Santa Rosa.

SHARED PROGRAM HIGHLIGHTS

EVENT SUPPORT:

- IRONMAN & IRONMAN 70.3
- Country Summer
- Snoopy's Senior World Hockey
- Sonoma County LGBTQ Pride Parade
- & Festival
- Battle of Brews
- California Artisan Cheese Festival
- WAGS Motorsports Spring Nationals

'Favorite place to live and ride a bike': Levi's GranFondo draw thousands of cyclists to Sonoma County



SLIDE 1 OF 40
Doug McCracken, second from left, of Mill Valley snaps a photo while waiting with his coworkers at the start of the tenth Levi's GranFondo at A Place to Play in Santa Rosa, California, on Saturday, October 6, 2018. (Alvin Jornada / The Press Democrat)

SUSAN MINICHELLO AND KEVIN FIXLER
THE PRESS DEMOCRAT | October 6, 2018
[Follow this story](#)



It's been 10 years since Levi's GranFondo, a popular series of group bike rides for avid and aspirant cyclists alike, first began in Sonoma County.

"Can you believe it?" Levi Leipheimer, a former professional cyclist who founded the ride, asked the cheerful crowd of more than 4,000 cyclists gathered early Saturday morning at the start line at A Place To Play Park in northwest Santa Rosa.

The milestone anniversary came with several changes, transforming the one-day bike ride into a bustling weekend of activity with the addition of Sonoma Vita, a beer, wine and music festival in downtown Santa Rosa with a paella competition and 1-mile footrace.

SRTBIA: Looking Ahead

CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2019-2020

**PROPOSED BUDGET
FY 2019-2020**

	BUDGET
Administration	\$280,000
Professional Services	\$240,000
Marketing & Promotions	\$25,000
Event Support & Attraction: Includes Ironman & GranFondo, and smaller TBIA application awardees	\$150,000
Total	\$695,000
	REVENUE
Council Approved Budget	\$504,500
Carry Forward	\$110,851
Reserves Use	\$79,649

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 2019

Proposed Budget CY 2019

	BUDGET
Administration / Operations	\$373,870
California Welcome Center Ops	\$208,973
Sales, Marketing, Promotions, PR	\$617,320
Event Support & Attraction	\$275,000
Total	\$1,475,163

Initiatives

- Attract and develop sports tourism & events
- 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 2018-2019 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2019-2020 Budget and Work Plan