

Event Support Funding

Santa Rosa Tourism Business Improvement Area (SRTBIA)

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Overview

- Applications opened **February 1 to March 31, 2025**, for events scheduled between **July 1 through Dec. 31, 2025**.
- Organizations may be a for or non profit. Events may be ticketed or free to attend
- Must take place in Santa Rosa City limits.
- Event Support amounts are determined by how well the event addresses program guidelines, eligibility, and funding availability year to year.
- To qualify for SRTBIA funding events must attract visitors, tailor marketing efforts outside of Sonoma County and neighboring counties as well as contribute to destination vitality and placemaking. These events may be ticketed or free to attend.

Outreach

- **Targeted ads:** Sacramento, SF, San Jose, Seattle, Long Beach.
- **Audience:** Event managers, organizers, planners, coordinators
- March 3- March 21
- Reach 117,100
- Views 44871
- Link Clicks 831

The image displays a Facebook post from 'Santa Rosa Arts & Culture' and a video advertisement for Santa Rosa, California.

Facebook Post:

- Profile:** Santa Rosa Arts & Culture (Sponsored · 🌐)
- Text:** We're seeking unique and innovative events that are ready to make a lasting impact in Santa Rosa! With over 1,000 acres of park and civic space, Santa Rosa is the cultural hub of the North Bay, and we're here to help bring your vision to life.
- Call to Action:** Apply for Event Support Funding today!
- Link:** Get all the details here: SRCity.org/EventSupport

Video Advertisement:

- Text:** FOR YOUR DESTINATION EVENT IN...
- Logo:** SANTA ROSA CALIFORNIA (with a rose icon)
- Visuals:** The video features a collage of images showing various events and landmarks in Santa Rosa, including a large crowd in a park, a person playing a guitar, and people sitting on the grass.

Applications

- Close March 31, 5:00pm
- Selection panel meeting April 2025
- Recommendation made by Selection Panel to SRTBIA Board for approval
- Funding provided by City of Santa Rosa and Visit Santa Rosa

Past Scoring Questions

- How well does the event meet the authorized uses of the BIA funding; to promote and encourage tourism which will benefit the operators of lodging establishments paying assessments, through the promotion of the scenic, recreational, cultural and other attractions designed to increase overnight visits to the area.
- How well does the proposed use of Event Support Funds meet guidelines for eligible expenses (city services, venue fees, advertising, event marketing inside or outside the area designed to promote overnight visits)?
- How well does the proposed use of Event Support Funds meet the guidelines? The funding should NOT be the sole source of funding for the event and/or used for the organization's staff/employee wages or salaries.

Discussion: Recommended Questions

- How well does the proposed event contribute to the goal of the Santa Rosa Tourism Business Improvement Area (SRTBIA) to increase overnight visits to the area.
- How effectively does the proposed event plan to market outside of Sonoma and neighboring counties?

If this is a reoccurring event, how well has it met the criteria above in the past?

- How well does the event demonstrate long term sustainability with additional funding sources
- Overall application score