

**SRTBIA 2024 ANNUAL REPORT & 2025 WORKPLAN  
(CITY OF SANTA ROSA REPORT)**

**2025 Work Plan DRAFT**

**Santa Rosa Tourism Business Improvement Area (SRTBIA) 2025 Work Plan -  
DRAFT**

**Strategic Plan Development & Implementation**

- Support the adopted **City of Santa Rosa Economic Development Strategy and Implementation Plan**, ensuring alignment with tourism-related economic impacts.
- Conduct an **analysis and provide recommendations for improvement** of SRTBIA **processes and procedures** for programs, with a focus on operational efficiency and strategic alignment.
- Evaluate and recommend improvements for **board composition, roles, and responsibilities** to ensure compliance with the **purpose of special districts and business improvement areas**, per **Section 36622 of the Streets and Highways Code** and **Article XIII.D of the California Constitution**.
- Defer **roles and responsibilities not explicitly assigned to the SRTBIA Board** (as outlined in the CA Constitution and City Ordinance) to staff, ensuring streamlined governance and operational efficiency.
- Work with the **City Clerk's Office** to reduce the number of **SRTBIA Board meetings** and convenings to those strictly necessary to fulfill duties under the **Streets and Highways Code and Article XIII.D of the California Constitution**.

**Marketing**

- Continue advancing web, online and social media assets to enhance Santa Rosa's tourism brand.
- Identify **new marketing and advertising opportunities**, including partnerships that leverage local, regional, and state-level tourism initiatives.
- Work collaboratively with the **Santa Rosa Chamber, Sonoma County Tourism, Visit California, The Railroad Square Association, The Downtown Action Organization, hoteliers, and other industry partners** to amplify Santa Rosa's destination appeal.

**Local Engagement**

- Expand **merchandise** initiatives to enhance visitor experience and brand recognition.
- Continue **placemaking and public art collaborations** aligned with the Economic Development Strategic Plan.

- Enhance **event support and promotion** to increase overnight stays and economic impact.
- Strengthen partnerships with local business districts to integrate tourism initiatives with small business growth.

### **Tourism Strategic Planning and Collaboration**

- Work collaboratively with the **Santa Rosa Metro Chamber, Visit Santa Rosa, and other partners** to facilitate the **solicitation, procurement, and completion of a Santa Rosa-specific Tourism Strategic Plan.**
- Ensure the Tourism Strategic Plan aligns with the Economic Development Strategic Plan and integrates with regional and statewide tourism strategies.
- Evaluate the **effectiveness and strategies of Visit Santa Rosa** in conjunction with the new Tourism Strategic Plan.

### **Events**

- **Expand support for community events in public spaces** that foster economic activity, visitor engagement, and overnight stays in Santa Rosa.
- **Enhance the City of Santa Rosa Event Support Program**, prioritizing events that:
  - Align with tourism goals and generate room nights.
  - Contribute to Santa Rosa’s cultural and economic vibrancy.
  - Take place during off-peak times to extend the tourism season.
  - Showcase Santa Rosa’s unique identity, history, and local businesses.

### **Art**

- Support both **temporary and permanent public art installations** that enhance Santa Rosa’s appeal as a cultural tourism destination.
- Prioritize art projects that **encourage visitors to explore Santa Rosa**, including murals, interactive art, and installations in high-traffic areas.
- Collaborate with local artists, cultural organizations, and community partners to fund and implement creative **placemaking initiatives.**
- Facilitate public-private partnerships to leverage funding for large-scale, **tourism-attracting art projects.**
- Align public art initiatives with marketing and tourism efforts, ensuring broad visibility and engagement from visitors.

### **Visit Santa Rosa**

- Assess Visit Santa Rosa’s **current strategic approaches** to determine areas for improvement and realignment with the new Tourism Strategic Plan.
- Continue targeted **marketing and sales efforts** to position Santa Rosa as a premier destination.

- Enhance data-driven **visitor and market insights** to refine marketing and outreach strategies.
- Strengthen relationships with **industry partners**, including Visit California, Sonoma County Tourism, Santa Rosa Metro Chamber, and local business associations, to maximize Santa Rosa's visibility.
- Enhance the **SRTBIA Event Support Program** to attract, retain, and grow tourism-generating events.
- Continue engagement in **professional tourism and economic development associations** to stay informed on industry trends and best practices.

### **Business Development & Lodging Industry Support**

- Explore and identify strategies to increase hotel occupancy beyond events and traditional marketing initiatives.
- Develop targeted business attraction efforts aimed at industries and organizations that generate consistent business travel, conferences, and corporate retreats in Santa Rosa.
- Partner with local lodging operators to understand their needs and provide support in attracting new market segments, including group travel, corporate bookings, and midweek stays.
- Work with hospitality partners to develop packages and promotions that enhance visitor experiences and incentivize longer stays.
- Assess opportunities to support infrastructure and amenities that make Santa Rosa a more attractive year-round destination for overnight visitors.
- Facilitate connections between lodging operators and regional/national travel networks to increase visibility and booking potential.
- Research and implement best practices from comparable destinations to drive year-round tourism demand, including business travel, educational tourism, and sports tourism.