

SRTBIA

Santa Rosa Tourism Business Improvement Area

ANNUAL REPORT **FY 2017-2018**
WORK PLAN **FY 2018-2019**

City Council – July 24, 2018



Raissa de la Rosa, Economic Development Manager
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:

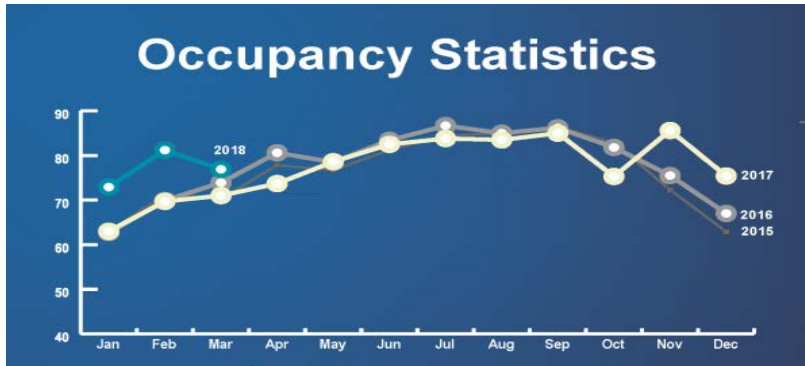
- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

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
• Tony Bucklin	Hilton Sonoma Wine Country	Hotel – Full Service
• Todd Anderson	Best Western Plus Wine Country Inn & Suites	Hotel – At Large

SRTBIA: Economics

TOURISM INDICATORS - 2017

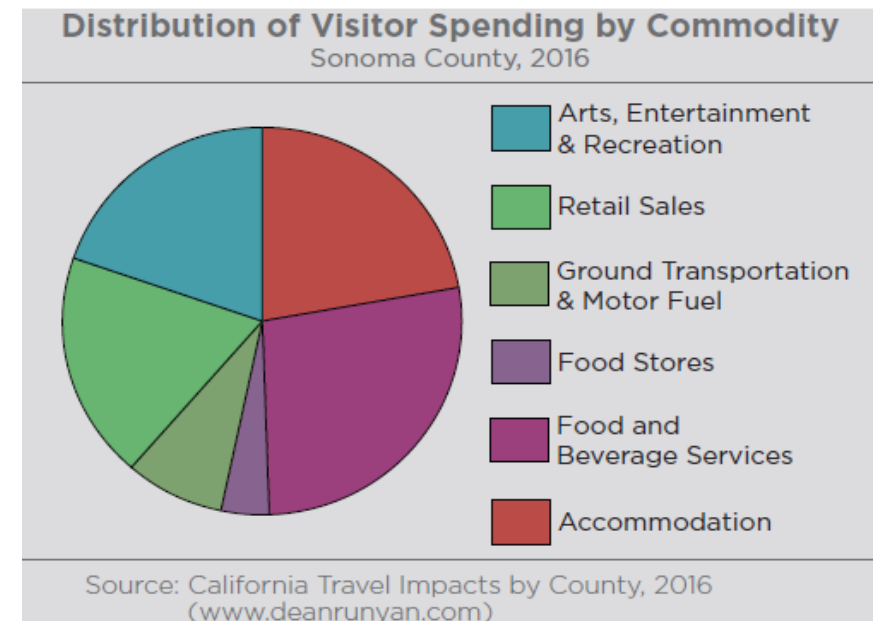


Sonoma County has seen a steady increase in **average occupancy**. The annual average occupancy rate in 2017 was **77.1%**.

Total visitor spending

Sonoma County visitors spend a similar share of total spending on accommodations (24%), retail purchases (17%), and arts, recreation & entertainment (17%). They spend the largest amount on food and beverage services (27%) and accommodations (24%).

- Average Occupancy Rate: 77.1%
- Average Daily Rates: \$136 - \$169



SRTBIA: Financial Summary

- **9% Transient Occupancy Tax** (SR General Fund)
2017: \$6,053,836
- **2% Sonoma County TBIA** (Sonoma County Tourism)
2017: \$1,291,408
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)
2017: \$2,017,940

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	
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 17-18

	BUDGETED	YTD ACTUALS
Administration + Ops	\$ 185,009	\$ 179,504
Marketing & Promotions	\$ 245,491	\$ 139,387
Event Support & Attraction	\$ 50,000	\$ 61,575
Total	\$ 480,500	\$ 380,466

VISIT SANTA ROSA BUDGET – CY 2017

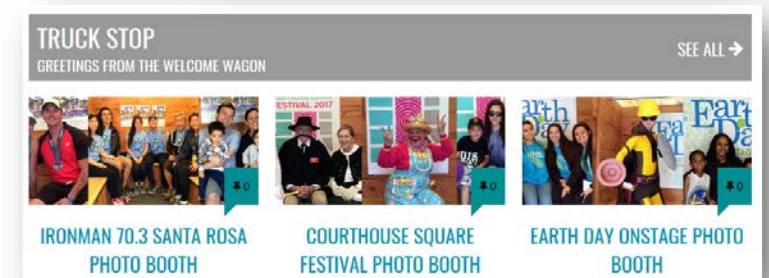
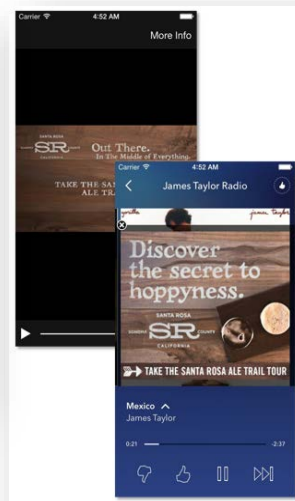
	BUDGETED	CY ACTUALS
Administration / Operations	\$ 378,895	\$ 372,543
California Welcome Center Operations	\$ 208,900	\$ 191,047
Group Sales, Marketing, Promotions, PR	\$ 781,595	\$ 682,266
Event Support & Attraction	\$ 225,000	\$ 362,765
Total	\$ 1,594,390	\$ 1,608,621

CITY: Accomplishments

CITY PROGRAM HIGHLIGHTS

OUT THERE SR CAMPAIGN:

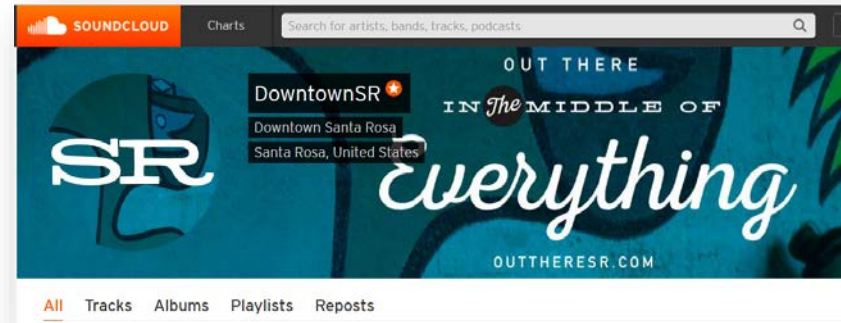
- Relationship Marketing
- Content Category Micro Targeting
- Content Cadence and Relevance
- Local Engagement



CITY: Accomplishments

CITY PROGRAM HIGHLIGHTS

Website + Social Media
Tourism Infrastructure
Other Initiatives



San Francisco Chronicle

Trendy district is Santa Rosa's newest destination



VSR: Accomplishments

VISIT SANTA ROSA

PROGRAM HIGHLIGHTS:

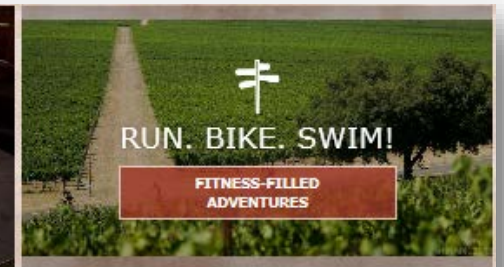
- Marketing | Advertising | PR
- Social Media + Website
- Internet + Mobile
- California Welcome Center



SAVEUR



Fodor's Travel



SHARED: Accomplishments

SHARED PROGRAM HIGHLIGHTS

EVENT SUPPORT:

- Rate Beer Best of Awards
- National Heirloom Exposition
- Wyndham Cup
- Wine County games
- SC EPIC Soccer Cup
- National Heirloom Expo
- Outwatch LGBTQI Film Fest

Ironman 70.3 scores a hit in Santa Rosa



(1 of 18) From left, third place finisher Tim O'donnell, first place Sam Appleton and second place Joe Gambles celebrate with Korbel champagne on the podium of the first Ironman Santa Rosa race on Saturday morning. (John Burgess/The Press Democrat)

GUY KOVNER
THE PRESS DEMOCRAT | May 13, 2017



Sam Appleton basked in the sunshine Saturday morning in Santa Rosa's Old Courthouse Square after setting a record for swimming, biking and running just over 70 miles through Sonoma County.

Appleton, a 27-year-old professional triathlete, had plunged into the chilly waters of Lake Sonoma just after 6 a.m. for a 1.2-mile swim, then biked 56 miles from the lake to Santa Rosa and ran 13.1 miles along Santa Rosa Creek in the inaugural Ironman 70.3 Santa Rosa race.

SRTBIA: Looking Ahead

CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2018-2019

Proposed Budget FY 17-18

	BUDGET
Administration	\$ 208,440
Programming: Marketing & Promotions Event Support & Attraction	\$ 296,060
Total	\$ 504,500

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 2018

Proposed Budget CY 2017

	BUDGET
Administration / Operations	\$ 348,602
California Welcome Center Ops	\$ 197,792
Sales, Marketing, Promotions, PR	\$ 664,783
Event Support & Attraction	\$ 250,000
Total	\$ 1,461,177

Initiatives

- Attract and develop sports tourism
- 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 2017-2018 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2018-2019 Budget and Work Plan