



V I S I T
santa rosa
Sonoma County, CA

SRTBIA

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

Annual Report
Fiscal Year 2020-2021

Work Plan
Fiscal Year 2021-2022

The SRTBIA is a 3% assessment paid by people staying at Santa Rosa lodging establishments. The City of Santa Rosa through the Economic Development Division and the Santa Rosa Metro Chamber through the Visit Santa Rosa program partner to actively promote Santa Rosa as a unique tourism destination and operate and manage the California Welcome Center.

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SRTBIA

Santa Rosa Tourism Business Improvement Area

INTRODUCTION

The SRTBIA was established by [Santa Rosa Ordinance 3946](#) on August 3, 2010, creating a public-private partnership between the City of Santa Rosa, the Santa Rosa Metro Chamber, and Santa Rosa lodging establishments.

Since 2017 the tourism industry in Sonoma County has faced extraordinary challenges, navigating through fires, power shutoffs, a flood, and a pandemic. This report provides a high-level recap of the 2020-2021 regional tourism indicators, showing in part the steady rebound from the fire and flood crises between 2018 to 2020, and the Santa Rosa Tourism business Improvement Area funded programmatic efforts to assist and enable local resiliency and tourism growth. Additionally, this report outlines the City and Chamber's 2021-2022 tourism fund related workplan as the sector adjusts and adapts to the effects and aftermath of the unprecedented pandemic that delivered a devastating blow to the worldwide economy.

BACKGROUND

The SRTBIA is a 3% assessment collected by the City of Santa Rosa on lodging operators within Santa Rosa city limits. On a quarterly basis, the lodging establishments remit these funds to the City. After a 2% City administrative fee is deducted from the total funds remitted, the remaining 98% of the funds are disbursed as follows:

- **30%** of the funds collected go to the City and is managed by the Economic Development Division of the Planning and Economic Development Department
- The remaining **70%** goes to the Santa Rosa Metro Chamber for their Convention & Visitors Bureau and Welcome Center operations & services

The Assessment provides for efficient and complementary destination marketing, tourism and group sales, and programs that encourage overnight stays and tourism infrastructure support.

BOUNDARIES (participating businesses)

Lodging businesses are those operating within the Santa Rosa city limits, and include hotels, motels, bed and breakfast inns, short term occupancies, and all similar lodging businesses.

AUTHORIZED USES (Ordinance 3946, Section 6-56.290)

The purpose of forming the SRTBIA as an assessment area under State law was to provide revenue to defray the costs of services, activities, and programs that promote and encourage tourism within Santa Rosa to the benefit the assessed lodging establishments.

Revenues from assessments may be used for programs, services, and activities inside or outside Santa Rosa if such programs, services, and activities promote and encourage overnight visits to the city. Revenues may also be used to pay or reimburse administrative costs incurred by the Contractor or the City in connection with the creation of the SRTBIA and the ongoing administrative costs associated with marketing and event activities.

IMPACT AND RECOVERY

COVID-19 and Glass Fire

Following a year of extraordinary events, the local tourism industry experienced a significant economic blow in 2020. Considered non-essential, tourism sector business and leisure restrictions essentially shut down operations in March. The impact on hotels was tremendous as the regional health order prohibited all non-essential travel, causing more than 70% of Santa Rosa hotels to suspend operations due to lack of demand. By mid-April hotel occupancy rates reached their lowest point at under 25% occupancy.

In the month of June it appeared there was a light at the end of the tunnel when Governor Newsom announced hotels could begin reopening starting June 12 after submitting a mandatory health report ensuring compliance with COVID-19 health benchmarks. Unfortunately this didn't last long. Considering that hotels were allowed to reopen for tourism in September 2020, new regional health orders and tier designations enacted another ban on non-essential travel in December 2020 bringing more anxiety to the sector.

A recent study conducted by the economic consulting firm Dean Runyan Associates, underscores the widespread economic damage the pandemic had on the Sonoma County hospitality and tourism industry overall. In 2020, tourism spending plunged 50% to \$1.1 billion compared to the 2019 visitor spending of \$2.2 billion, affecting tourism destinations, restaurants, and many small businesses.

Tourism and hospitality workers were decimated by furloughs, layoffs, and reduced schedules. In fact, half the 24,600 people employed at local hotels, restaurants, and bars before the pandemic in January 2020 lost their jobs a year later, according to the state Employment Development Department. These two sectors are important industries for Sonoma County's workforce, but 2020 saw a cumulative loss of 27% in the workforce. Hospitality industry employment in 2019 was 22,358 (10% of the overall workforce) but fell to 16,264 as of December 2020.

Additional findings state there was a \$112 million decrease in tourism related tax revenues to local governments last year, and average per visitor spending fell by half to \$1,037.

To add more devastation to the region, the 23-day Glass Fire that started on September 27, 2020, affected both Sonoma and Napa Counties, burning over 67,484 acres and destroying 1,555 structures, including the destruction or damage of 31 wineries, restaurants, and lodges in the region.

Despite these challenges, there have been signs of resiliency and recovery with the opening of two hotels in fall 2020, and the rejuvenation of a landmark hotel that

IMPACT AND RECOVERY

COVID-19 and Glass Fire

reopened in spring 2021. A recent article by the Press Democrat in March 2021, suggests that recovery has already started as more people begin to get vaccinated.

At Santa Rosa's Paradise Ridge Winery for example, which last year reopened a new winery and hospitality building after losing the originals in the 2017 Tubbs fire, owners report a surge in tasting appointments and visitors interested in seeing the surroundings of the property. They also seem optimistic about the recovery phase.

RENOVATION AND NEW HOTELS

AC HOTEL by Marriott

AC Hotels opened its first hotel in California's renowned Wine Country and the first AC Hotel property in the North Bay. The newly constructed property brings understated modern sophistication to the city's historic Railroad Square district within the urban hub of Sonoma County.

The AC Hotel Santa Rosa Downtown features 142 guest rooms distributed over five floors, and includes 1,500 square-feet of intimate, creative indoor/outdoor meeting and event space. Opened fall 2020.



IMPACT AND RECOVERY

COVID-19 and Glass Fire

La Quinta by Wyndham

Located in a prime location off Highway 101, just minutes from downtown, the contemporary design of La Quinta's newest modern prototype presents many diverse room types including beautiful balcony rooms as well as refreshing amenities to luxuriate in. The 100-room hotel was created with the Sonoma County travel experience in mind. Opened in spring 2021.



The Flamingo Resort

Built in 1957, the hotel has been carefully modernized to retain its 1950s charm. Along with comfortable beds and USB ports, guests will find fun retro touches in their rooms, like mint green Trimline telephones and matching tea kettles. Soothing color schemes, teak millwork and abundant natural light come together to create a relaxing vibe and nostalgic ambiance. Set on 10 acres, the Flamingo Resort boasts 170 rooms and suites located in five two-story buildings. Renovation completed in summer 2021.



Hotels Removed from Active Inventory

Prior to the pandemic, the Golden Coin Motel became a temporary housing shelter for residents experiencing homelessness. And during the pandemic, Hotel Azura was purchased by the County of Sonoma for the purpose of providing temporary shelter to vulnerable residents with a high risk of contracting COVID-19. The Astro Motel has remained closed to the public and is currently leased by the County since March 2020 for similar reasons. The Sandman Hotel served as alternative shelter for residents who had to go through a period of quarantine after contracting COVID-19 but has since returned to regular operations and is now opened to the public.

FINANCIAL SUMMARY

SRTBIA Assessment Actuals by Quarter

	Q1	Q2	Q3	Q4	Total	
2020	\$313,593	\$156,261	\$331,767	\$278,462	\$1,080,083	- 45%
2019	\$ 351,333	\$ 541,509	\$ 601,194	\$ 468,678	\$ 1,962,736	+ 10%
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	

*2020 Breakdown of Year End Total (note – City budget is on a July 1-June 30 Fiscal Year)

2% Administrative Fee:	\$21,601
30% City of Santa Rosa:	\$317,545
70% SR Metro Chamber:	\$740,937

PROGRAM EXPENSES: BUDGET VS. ACTUAL

CITY BUDGET – FY 20-21	BUDGETED	ACTUAL
Administration + Operations <i>Staff, overhead and maintenance costs</i>	\$ 212,000	\$ 158,866
Professional Services	\$ 100,000	\$ 26,927
Marketing & Promotions	\$ 83,000	\$ 5,000
Event Support & Attraction <i>And smaller TBIA application awardees</i>	\$ 50,000	\$ 0
Total	\$ 445,000	\$ 190,793

FINANCIAL SUMMARY (Cont'd)

Funding Sources – City of Santa Rosa

Council Approved Budget	\$445,000
Carry Forward	\$147,863
Reserves	\$204,742
<i>(funds held in the account that were received beyond what was approved during the City budget process)</i>	

VISIT SANTA ROSA BUDGET – CY 2020

	BUDGETED	ACTUAL
Administration / Operations	\$341,834	\$334,400
California Welcome Center Operations	\$106,981	\$92,637
Group Sales, Marketing, Promotions, PR	\$503,947	\$412,211
Event Support & Attraction	\$32,500	\$5,363
Total	\$952,762	\$844,612

Contributions and Other Funding Sources – Visit Santa Rosa

Visit Santa Rosa received the following additional contributions for the 2019 Calendar Year:

\$31,000	County of Sonoma Welcome Center Funding
\$14,750	Other

ADVISORY BOARD

ADVISORY BOARD

The SRTBIA Advisory Board is comprised of five members appointed by City Council as follows:

- One Santa Rosa Metro Chamber employee
- One City of Santa Rosa employee
- Three hotel operators, at least one of whom is employed by a full-service hotel, and one of whom is employed by a select service hotel

The role of the Advisory Board is to advise the City Council on the amount of the Area's assessments and on the services, programs, and activities to be funded by the assessments. The Advisory Board meets on a bi-monthly basis, are open to the public, and are held in the offices of the City Manager. The Advisory Board met a total of 6 and continued a discussion on future event application support once business returned to some sort of normalcy.

ROSTER	Affiliation/Position	Representing
• Peter Rumble	President and CEO	SR Metro Chamber
• Rafael Rivero	Economic Dev Specialist	City of Santa Rosa
• Donna Renteria	Best Western Garden Inn	Hotel - Select Service
• Todd Anderson	Best Western Plus Wine Country Inn & Suites	Hotel – At Large
• Vern Lakusta	Hotel E	Hotel – Full Service

ADDITIONAL REQUIRED COMPONENTS

In accordance with the Parking and Business Improvement Area Law of 1989, Section 36500 et seq. of the California Streets and Highways Code, the following information must be included in the Annual Report and Work Plan:

- **Changes to boundaries:**
No changes recommended
- **Improvements and activities to be provided for the upcoming fiscal year:** Outlined herein
- **Estimated cost of providing the improvements and the activities for the upcoming fiscal year:**
Outlined herein

- Changes to the method and basis of levying the assessment:
No changes recommended
- The amount of any surplus or deficit revenues to be carried forward from a previous fiscal year:
Outlined herein
- The amount of any contributions to be made from sources other than assessments levied pursuant to this part:
Outlined herein

TOURISM INDUSTRY INDICATORS

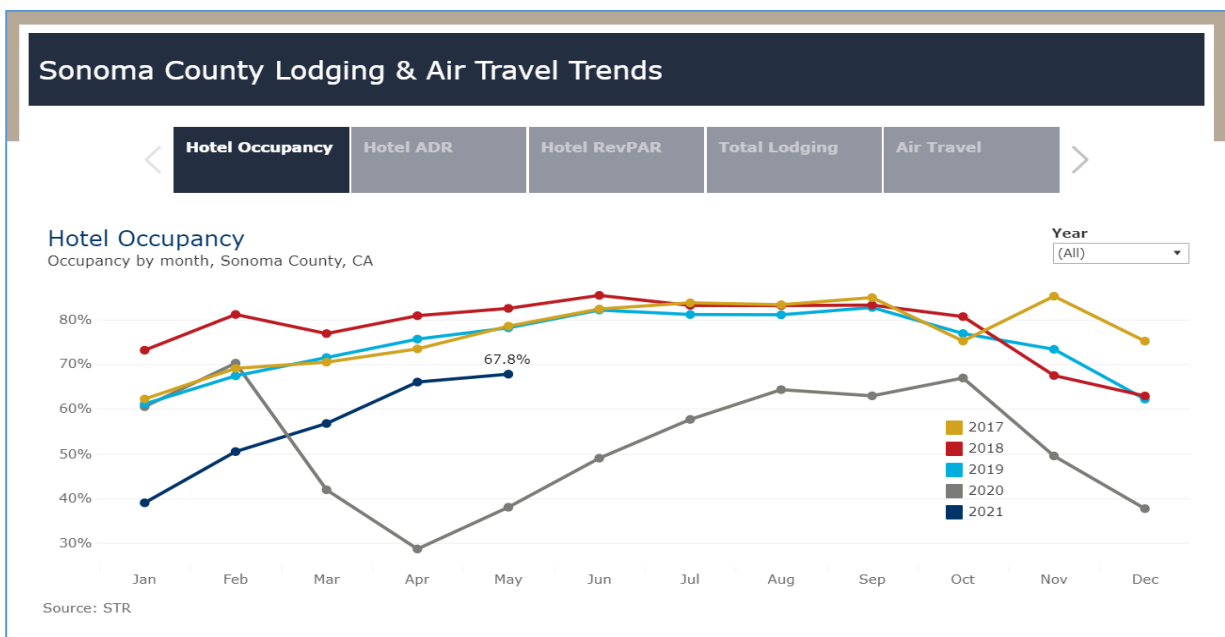
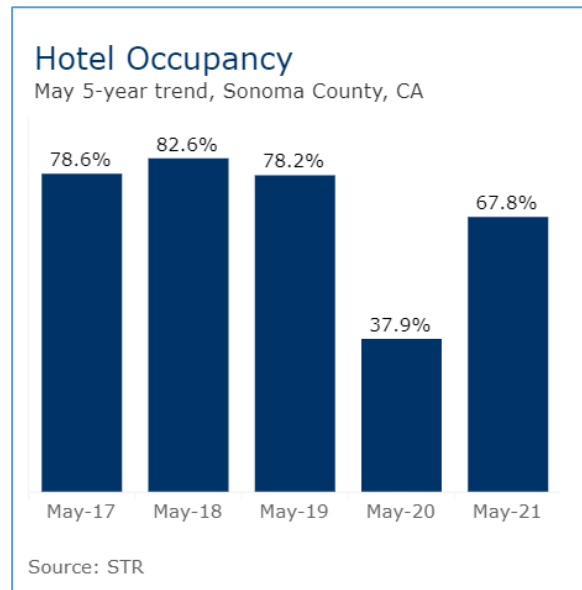
Regional Indicators & 2020 Data

Minimal Data Reporting Trends in 2020

Although the traditional report provides data based on 2019 trends since the following year’s data is usually not fully available, this section presents some data for 2020 that’s become available on the Sonoma County Tourism’s website pages.

Occupancy Rate

The occupancy rate for Sonoma County is determined by dividing the total room nights sold divided by the total room nights available for purchase. The average annual occupancy in 2019 was 71%. In April 2021, Sonoma County’s occupancy was 56.7%, up 35.6% from March 2020. The county’s average daily rate was \$146.39, up 10.7%, while revenue was \$18.8 million, up 61.4% from the year prior.



TOURISM INDUSTRY INDICATORS (Cont'd)

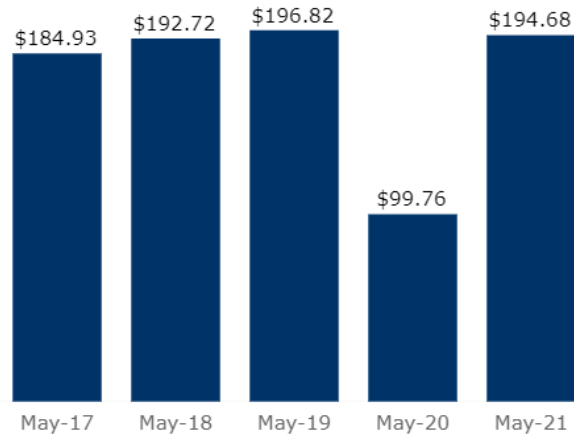
Regional Indicators & 2020 Data

Hotel Average Daily Rate

Average daily rate (ADR) represents the average amount spent on accommodations by a visitor per room night in Sonoma County. This number has increased every year since 2010. For 2019, the average daily rate improved ever so slightly by increasing from \$179.90 in 2018 to \$180 in 2019. In May 2020 we saw the ADR drop to \$99.76 and later in May of the following year it is up to \$194.68.

Hotel ADR

May 5-year trend, Sonoma County, CA



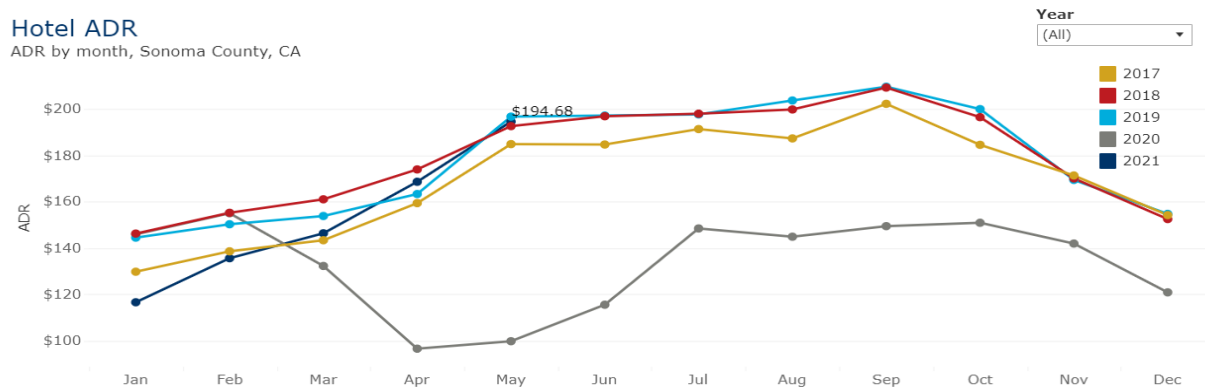
Source: STR

Sonoma County Lodging & Air Travel Trends

- Hotel Occupancy
- Hotel ADR**
- Hotel RevPAR
- Total Lodging
- Air Travel

Hotel ADR

ADR by month, Sonoma County, CA



Source: STR

TOURISM INDUSTRY INDICATORS (Cont'd)

Regional Indicators & 2020 Data

Sonoma County Travel Industry Employment Trends Tourism and hospitality have always been important industries for Sonoma County’s workforce, but 2020 saw a cumulative loss of 27% in the workforce. Hospitality industry employment in 2019 was 22,358 (10% of the overall workforce) but fell to 16,264 as of December 2020.

County / Summary Trend Travel Industry Employment 2011-2020p

Employment (Jobs)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
San Mateo	37,570	40,460	43,130	44,160	46,560	48,790	50,680	52,940	45,350	32,660	▼ -28.0%	▼ -1.4%
Santa Barbara	15,500	15,990	16,660	17,210	17,820	17,630	17,970	18,650	19,910	15,200	▼ -23.7%	▼ -0.2%
Santa Clara	33,600	36,000	38,440	39,610	40,630	42,450	43,090	42,380	42,880	27,910	▼ -34.9%	▼ -1.8%
Santa Cruz	8,970	9,450	9,680	10,060	10,470	10,690	11,140	11,280	10,960	7,510	▼ -31.5%	▼ -1.8%
Shasta	4,120	4,420	4,490	4,550	4,560	4,770	4,800	4,820	5,050	4,400	▼ -13.0%	▲ 0.7%
Sierra	210	230	210	200	240	210	220	240	270	220	▼ -17.0%	▲ 0.3%
Siskiyou	2,010	2,110	2,200	2,020	1,960	1,960	2,060	1,820	1,840	1,650	▼ -10.6%	▼ -2.0%
Solano	8,180	8,510	9,240	9,090	8,760	9,110	9,200	9,400	9,350	6,260	▼ -33.1%	▼ -2.6%
Sonoma	17,700	18,870	19,460	19,830	20,300	20,880	22,510	22,380	22,360	16,260	▼ -27.3%	▼ -0.8%
Stanislaus	5,270	5,530	5,640	5,920	6,030	6,260	6,440	6,620	6,870	5,060	▼ -26.3%	▼ -0.4%
Sutter	1,210	1,200	1,290	1,350	1,370	1,350	1,380	1,440	1,430	1,090	▼ -23.8%	▼ -1.1%
Tehama	1,270	1,420	1,510	1,560	1,610	1,630	1,680	1,700	1,750	1,570	▼ -10.1%	▲ 2.2%
Trinity	830	860	790	750	690	710	680	650	710	670	▼ -5.5%	▼ -2.1%
Tulare	4,140	4,420	4,440	4,650	4,510	4,200	5,260	5,390	5,520	4,580	▼ -17.0%	▲ 1.0%
Tuolumne	1,930	2,130	2,200	2,120	2,120	2,290	2,430	2,320	2,430	2,060	▼ -15.3%	▲ 0.7%
Ventura	14,610	15,430	16,080	16,090	16,400	16,320	16,800	17,230	17,040	13,560	▼ -20.4%	▼ -0.7%
Yolo	4,050	4,330	4,310	4,370	4,470	4,480	5,140	5,270	5,230	3,840	▼ -26.5%	▼ -0.5%
Yuba	1,060	1,040	1,120	1,030	910	950	1,110	1,230	1,230	1,030	▼ -16.3%	▼ -0.3%

Employment includes CARES act support, data limitations prevent disaggregation

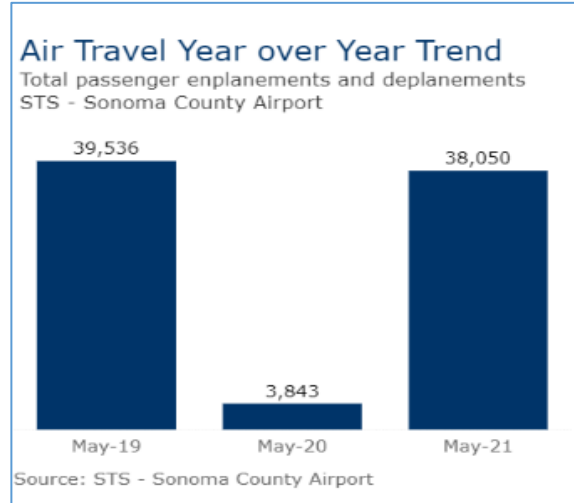


TOURISM INDUSTRY INDICATORS (Cont'd)

Regional Indicators & 2020 Data

Santa Rosa Airport

Arrivals at Charles M. Schulz-Sonoma County Airport climbed 10.8% through 2019 compared with a year earlier, as United Airlines launched a new route from Denver in March and American Airlines launched a new route from Dallas in June. The airport served over 488,000 passengers in 2019. Total passengers in 2020 amounted to 195,303. 2021 is showing signs of recovery as the month of May shows a strong trend like the same month two years ago.



TOURISM INDUSTRY INDICATORS

Regional Indicators & 2019 Data

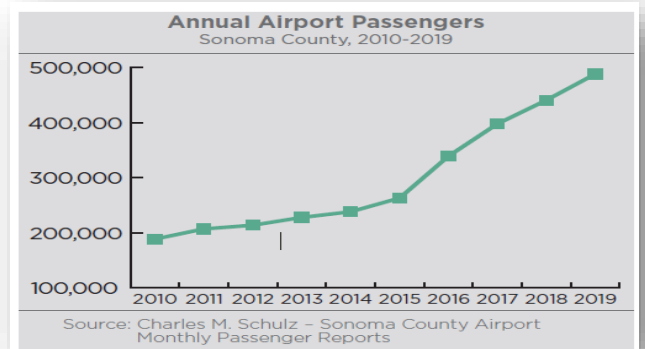
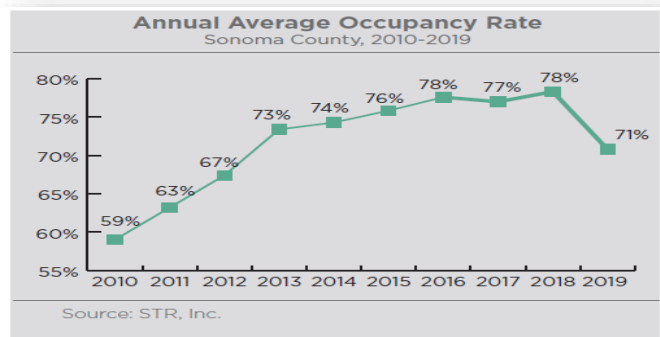
LODGING & HOSPITALITY ASSESSMENT

Occupancy Rate

The occupancy rate for Sonoma County is determined by dividing the total room nights sold divided by the total room nights available for purchase. The average annual occupancy in 2019 was 71%.

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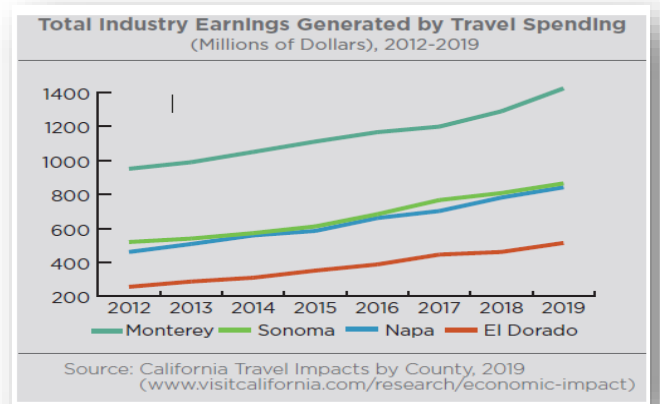
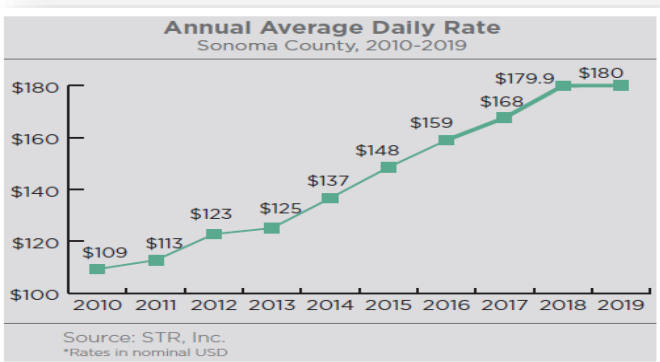


Annual Average Daily Rate (ADR)

Average daily rate (ADR) represents the average amount spent on accommodations by a visitor per room night in Sonoma County. This number has increased every year since 2010. For 2019, the average daily rate improved ever so slightly by increasing from \$179.90 in 2018 to \$180 in 2019.

Nation Spending Breakdown

The most recent figures show that Sonoma County's Industry Earnings Generated by Travel Spending increased by 7.04% from \$807.8 million in 2018 to \$864.7 million in 2019.

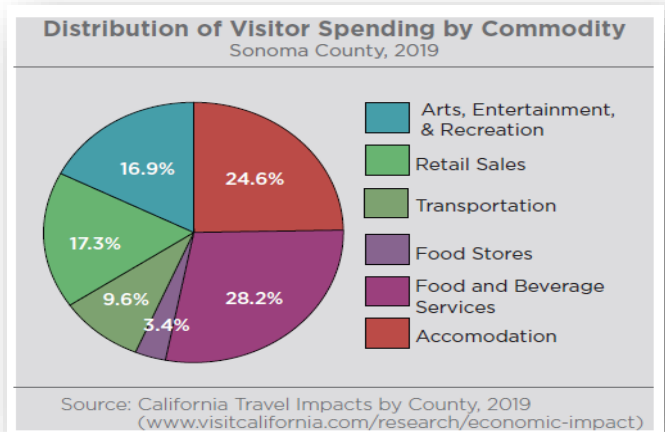


TOURISM INDUSTRY INDICATORS (Cont'd)

Regional Indicators & 2019 Data

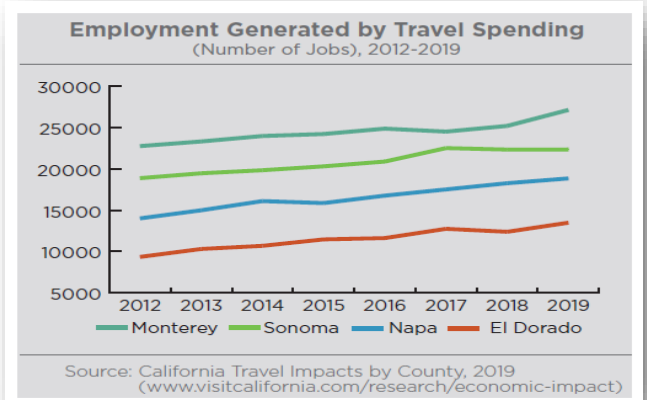
Distribution of Visitor Spending by Commodity

As in previous years, the overall distribution of commodity-based visitor spending in Sonoma County is comparable to the featured competitive counties. However, there are several areas where Sonoma County appears to be somewhat unique. Visitors to Sonoma County devote a smaller share of their spending towards accommodations than other destinations - 24.5% of all spending, compared to 28% in Monterey County, 27.5% in El Dorado County, and 32% in Napa. Sonoma County visitors spend the largest amount on food and beverage services (28%).



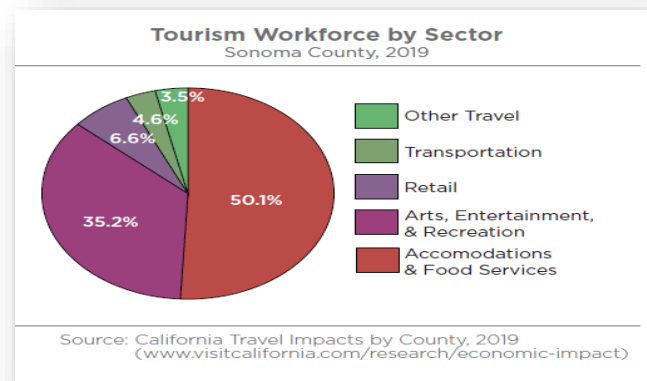
Employment Generated by Travel Spending

With 22,340 jobs generated by tourist destination spending, Sonoma County ranks second against comparable counties - Monterey had 27,120 tourism jobs, Napa had 18,840 tourism jobs, and El Dorado had 13,490 tourism jobs in 2019. The tourism industry remains the largest employer in Sonoma County.



Sonoma County Tourism Employment by Sector

Distribution of employment within Sonoma County's tourism industry is like previous years, with 50.1% of employment in accommodations & food services, 35.2% in arts, entertainment & recreation, and 6.6% in retail. Ground transportation and air travel (Other Travel) have also increased their share of employment at 4.6% and 3.5%, respectively.



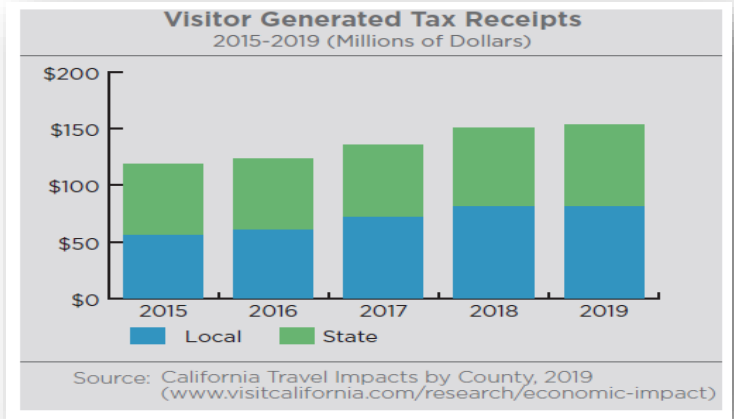
TOURISM INDUSTRY INDICATORS (Cont'd)

Regional Indicators & 2019 Data

TOURISM-GENERATED TAXES

Visitor Generated by Tax Receipts

Spending by day travelers and overnight visitors to Sonoma County generate a significant amount of tax for state and local governments. Total local taxes collected from visitors to Sonoma County were estimated at \$81 million in 2019. Total state taxes collected from those same visitors was \$72.7 million in 2019. Total local and state tax collection increased by \$2.7 million or 1.75% from 2018.



TRANSIENT OCCUPANCY TAX

As of 2016, [Santa Rosa lodging establishments](#) generated **16%** of the County's **Transient Occupancy Tax (TOT)**; higher than any of the other incorporated cities in Sonoma County, and just under half of that generated in unincorporated areas (39%). 100% of Santa Rosa's TOT is General Fund revenue with no special earmarks.

Santa Rosa Transient Occupancy Tax by Quarter

	Q1	Q2	Q3	Q4	Total	
2020	\$940,781	\$468,785	\$995,304	\$835,388	\$3,240,258	- 45%
2019	\$1,053,999	\$ 1,624,527	\$ 1,803,583	\$ 1,406,034	\$ 5,888,143	+ 10%
2018	\$ 1,179,143	\$ 1,531,855	\$ 1,645,681	\$ 1,268,549	\$ 5,625,228	-10%
2017	\$ 1,098,497	\$ 1,601,930	\$ 1,953,564	\$ 1,399,845	\$ 6,053,836	- 10%
2016	\$ 1,077,265	\$ 1,595,832	\$ 1,979,642	\$ 1,429,781	\$ 6,082,520	+ 10%
2015	\$ 957,684	\$ 1,413,327	\$ 1,801,829	\$ 1,294,574	\$ 5,467,414	+ 11%
2014	\$ 836,436	\$ 1,241,528	\$ 1,610,962	\$ 1,200,765	\$ 4,889,721	+ 10%
2013	\$ 730,203	\$ 1,166,691	\$ 1,459,427	\$ 1,004,402	\$ 4,360,723	+ 11%

2020 ACCOMPLISHMENTS

City of Santa Rosa Program Highlights (Adjusted due to COVID-19)

Downtown Open & Out Program

In March 2020, in response to local and state COVID-19 health order mandates, the City established requirements and guidelines associated with the use of the public right-of-way for the construction of temporary shared space areas (e.g. sidewalks and other right of way areas not specific to parking) and parklets (curb-side areas taking up on-street parking spaces, also known as “street seats” or “curbside seating”) adjacent to any legal business use.



The City of Santa Rosa in collaboration with the Santa Rosa Metro Chamber, Creative Sonoma, Downtown Action Organization, area businesses, and some local sponsors, created the Open and Out program. The pilot project provided the opportunity within the confines of the health orders to use public space creatively to come together and find new ways to embrace our community while supporting our downtown.

The pilot program still is in operation and further discussions are being considered for a permanent installation of parklets to allow the continuous alfresco experience.

[InsideOutThere.com](https://www.insideoutthere.com)

A collaboration between the Out There SR campaign and the Public Art Program, the new website [InsideOutThere.com](https://www.insideoutthere.com) was created to bring the local arts and culture to the community in an online format. Makers, artists, musicians, and more are featured on the site with a focus on accessing local arts, culture, food, drink, and wares during COVID-19 restrictions.

Roseland Village Outdoor Dining

As the City works to help Roseland become a destination for locals and tourists, the Roseland Village Outdoor Dining experience in the middle of the pandemic provided an alternative opportunity for dining alfresco.

Through a collaboration with the County's CDC and Dept of Health, the City enacted zoning clearances to allow the project to move forward and permitted the opportunity for outdoor dining. Months later a farmer's market was added to the site.



During the difficult challenges faced in 2020, the Economic Development Division incorporated SRTBIA programs and opportunities into the Council's COVID-19 Economic Recovery Task Force.

2020 ACCOMPLISHMENTS

Visit Santa Rosa

SALES

- Focus on conferences, events and meetings group resulting in 3,421 group room night leads in 2020 before March 18, 2020.
- Through the group sales effort, drove business of non-hotel room nights resulting in non-lodging leads valued at \$132,660 before March 18, 2020.
- Hosted the Silicon Valley Business Travel Association Board meeting in January 2020 showcasing Santa Rosa.
- Participated in virtual/digital trade shows to showcase the brand for future events and meetings.

MARKETING + ADVERTISING + PUBLIC RELATIONS

- Use multiple platforms of social media focusing on creating engagement and sharing the destination with 33,798 Facebook and 4,950 Twitter followers at the end of 2020.
- Regularly updated content and provided a dynamic website experience resulting in 93,447 unique website visitors in 2020.
- Emphasize public relations and earned media that create favorable converge for the destination by participating with Visit California media missions and outreach to influencers.
- While adjusted for COVID-19 requirements ran the FeBREWary program and beer passport resulting in large to go purchases from Santa Rosa breweries.

CALIFORNIA WELCOME CENTER

- The California Welcome Center closed on March 13, 2020. Signs were placed on the door and on the website directing visitors to our info@visitsantarosa email for staff response.
- All phone calls and emails to the CWC from visitors were monitored and returned by Visit Santa Rosa staff on a regular basis.

2020 ACCOMPLISHMENTS

Visit Santa Rosa

TOP ARTICLES

DATE	ARTICLES
1/14/20	ChelseaPearl.com published " How to Score Free Wine Tasting in Sonoma County "
1/14/20	RetireAndTravelEarly.com published " Discover and Enjoy all That is the Best of Santa Rosa Wine. "
1/28/20	Captain Jetson published " Santa Rosa Airport (STS): San Francisco Airports. "
1/29/21	VisitCalifornia.com published " Ideas for a Solo Trip to Napa and Sonoma. "
3/29/21	HeSaidMag.com published: " Pink Traveler, Rose All Day, All Weekend. "
4/2/20	SecondSeasonTravel.com republished VSR's "30 Things to Do Now Virtually list: " Enjoy a Virtual Visit to Santa Rosa, California. "
4/18/20	City of Santa Rosa tweets link to Take Out, Curbside, Delivery and Farmers Market Resource Guide web page.
4/21/20	City of Santa Rosa City Connections News Alert – " Support Local Restaurants Offering Delivery or Takeout Service " linked directly to VSR Takeout Resource Page .
4/27/20	Kelly's Thoughts on Things republished 30 Things to Do Now Virtually under the headline of " Your Relief from Cabin Fever Has Arrived. "
4/27/20	Food Travelist.com – " Take These Amazing Virtual Tours " based on VSR's 30 Things to Do Now Virtually page.
4/27/20	Bella Magazine; based on our 30 Things to Do Now Virtually – " Travel Around the Globe Straight from Your Couch. "
5/7/20	WineRoad.com published a link to our 30 Things to Do Now Virtually page.
5/11/20	City of Santa Rosa City Connections News Alert – " How-to Support Local Restaurants During the Public Health Emergency " linked directly to VSR Takeout Resource Page .
5/16/20	WhereMaryGos.com: Mary Charlebois " Sofa Tours with a Travel Journalist "
5/15/20	Happening in Sonoma: "Things to Do This Week from a Safe Distance" – highlighted Cooking with Gerard .
6/27/20	BarronsPenta.com published " Craving Fresh Air? These Hikes May Do the Trick. "

2020 ACCOMPLISHMENTS

Visit Santa Rosa

CRISIS RESPONSE

- Created a crisis response strategy that included the following three steps; response, recovery and resiliency.
- Worked with partners like Sonoma County Tourism, Visit California, and Cal Travel to amplify the message and response.
- Updated digital media and assets to convey social distancing and mask wearing.
- Regular calls and communication with local and state industry groups and elected officials.
- Engaged visitors through videos and social media posts.
- Developed COVID-19 page on vistsantarosa.com offering latest travel restrictions and business openings and managed traveler communications through these channels.
- Paused all promotional elements as of mid-March.
- Shifted messaging to inspirational and informational.
- Created a SAFE travel page along with sharing with partners window signs printed by Sonoma County Tourism.
- Worked with industry partners and stakeholders to reopen the visitor economy with safe and healthy visitor and community experience.
- Completed regular check ins with partners and local hospitality business.
- Overhauled and reimaged the VisitSantaRosa.com website.
- Developed and shared content to support local business including:
 - Takeout and delivery page with peak viewers in April 2020 of 7,416 website page visits.
 - Created a virtual-things to-do page keeping Santa Rosa top of mind and encouraging website traffic to major attractions
 - Worked with and promoted “Live from Santa Rosa” page and Facebook Live
 - Promoted and showcased a weekly “Cooking with Gerard” segment
 - Promoted downtown through the City’s “Open and Out” program averaging over 2,000 website visits in September 2020
 - Promoted local business with and Winter Lights and the holidays including shopping
 - Created special pages around events including Valentine’s Day, Sonoma County Restaurant Week and All Things Easter

Organizational Pivots

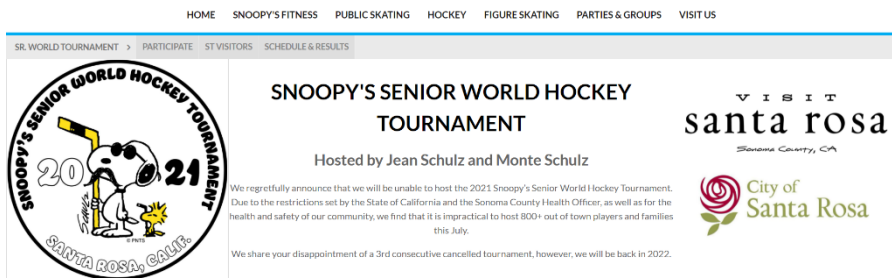
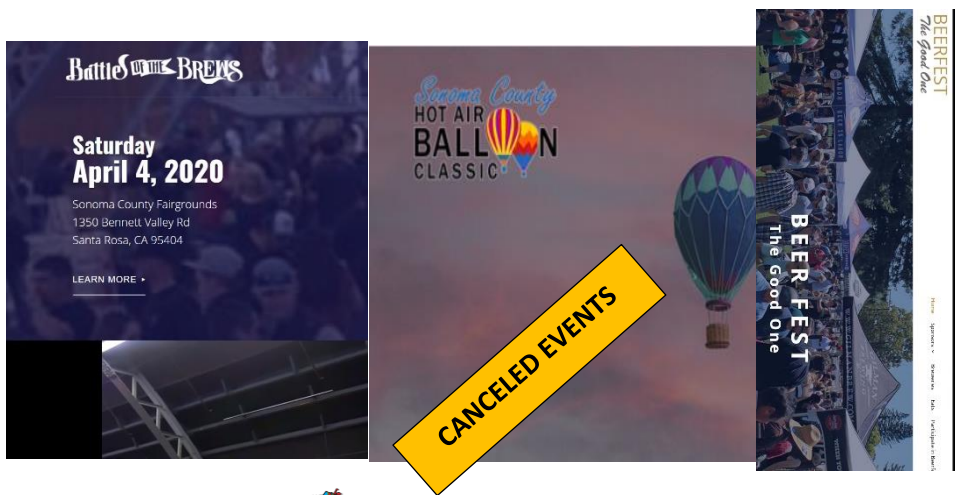
- Ended contracts with vendor agencies (public relations) and paused paid consumer advertising contracts.
- Worked with business to convey protocol and safe practices.

2020 ACCOMPLISHMENTS

Shared Program Highlights

Event Support: All event support applications 2020 were canceled due to Covid-19

- 2020 Beerfest, The Good One
- 2020 Sonoma County Harvest Cup
- 2020 Senior World Hockey
- 2020 Hot Air Balloon Classic
- 2020 Battle of the Brews



Looking Ahead

SRTBIA Work Plans (Adjusted for COVID-19)

CITY OF SANTA ROSA WORK PLAN – FY 2021-22

PROPOSED CITY BUDGET (Adjusted due to Covid-19)

	EXPENSE
Administration + Operations <i>Staff, overhead, maintenance costs</i>	\$269,000
Professional Services	\$180,000
Marketing & Promotions	\$ 50,000
Event Support & Attraction <i>smaller TBIA application awardees</i>	\$ 253,071
Total	\$ 702,121
	REVENUE
Council Approved Budget	\$350,000
Carry Forward	\$402,071
Reserves Use	\$0

Other Funding Sources – City of Santa Rosa

Estimated funds held in the account that were received beyond what was approved during the City budget process

Carry Forward -\$402,171

Reserves - \$204,742

VISIT SANTA ROSA WORK PLAN – CY 2021

PROPOSED VISIT SANTA ROSA BUDGET

(Adjusted due to Covid-19)

	BUDGET
Administration / Operations	\$ 327,697
California Welcome Center Ops	\$ 12,600
Sales, Marketing, Promotions, PR	\$ 541,611
Event Support & Attraction	\$ 20,000
Total	\$ 901,908

Looking Ahead

SRTBIA Work Plans (Adjusted for COVID-19)

CITY OF SANTA ROSA INITIATIVES

The Economic Development Division is currently revamping its Strategic Plan to include development of a vision, mission and theory of change; engagement of Santa Rosa’s diverse community to uncover core priorities regarding economic development; and design of a roadmap to operationalize the Economic Development Division’s vision and goals over the next 3-5 years.

This planning process will also take into consideration new challenges brought to the tourism industry by the pandemic, as well as the integration of the City’s Public Art Program into the Economic Development Division. A refresh of the Out There Santa Rosa campaign, combined with a new online presence for the Public Art Program is also underway with the goal of improved alignment of all elements of the Division including Economic Development, Tourism/Destination Branding, and Public Art.

VISIT SANTA ROSA INITIATIVES

- **Business Recovery:**
 - Analyze Visitor and market insights and analytics post pandemic to determine the timing and updates to the marketing and sales strategies.
 - Craft a positive brand image for returning and new visitors.
 - As consumer sentiment changes develop new opportunities and programs to promote Santa Rosa.
 - As visitation increases use user generated content (UGC) allowing visitors to showcase Santa Rosa.
 - Leverage “What’s New” including new airlift to boost awareness of Santa Rosa.
 - Continue working on crisis response and planning through the drought and dry season.
- **Market Santa Rosa as a Premier Overnight Destination:**
 - Analyze Visitor characteristics finding appropriate media for marketing and advertising and continually evaluating the ROI.
 - Increase awareness of Santa Rosa as a premier destination through an effective public relation and earned media campaigns.
 - Work with partners like Visit California, Sonoma County Tourism, and a Public Relations agency to increase favorable coverage.

- Manage social media platforms that increase our audience and engage potential visitors.
- Use our media including the website, blog, and digital assets to inspire travel to Santa Rosa.

- **Attract, Retain and Grow Groups & Events:**
 - Focus the business development efforts on key markets including, sports, events, weddings, and Silicon Valley.
 - Identify and continuously evaluate the optimal trade shows to attend.
 - Promote the local host program.
 - Work with the SRTBIA to evaluate, grow and promote events that bring overnight stays.
 - Service groups and events enhancing the visitor experience and increasing ancillary revenues.
 - Provide group leads creating economic development and visitor spend.
 - Research and qualify all leads resulting in an industry high conversion rate.

- **California Welcome Center:**
 - Research and qualify the best time to reopen the CWC when both budget and visitor statistics show positive ROI.
 - Continue to answer all visitor voice mails and emails to the CWC.

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SOURCES

- The EDB Sonoma County Annual Hospitality Report 2020
- City of Santa Rosa TOT Annual and Quarterly Reports 2020
- Sonoma County Annual Tourism Report 2020
- California Travel Impacts 2020
- Various Press Democrat Articles, 2020 and 2021
- Sonoma County Tourism Website