



SRTBIA

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

2024 ANNUAL REPORT & 2025 WORK PLAN





Required Components

Section 36500 et seq. of the California Streets and Highways Code

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 |



Visit
SANTAROSA
SAN JOSE COUNTY

visitsantarosa.com

Table of Contents

Fiscal Year 2023-24 // Calendar Year 2024



SRTBIA

Santa Rosa Tourism Business Improvement Area

- Overview // Boundaries // Scope
- Transient Occupancy Tax // TOT
- Advisory Board
- Q 3/4 23-24 Events Supported



Revenue & Financial Summaries

- SRTBIA Assessments
- Transient Occupancy Tax
- Budget Summaries



Tourism Industry Indicators

- Hotel Occupancy // Hotel ADR // Air Travel
- Travel Impacts 2024
- CoStar Report // Hotel Trends



Accomplishments // Visit Santa Rosa

- Marketing Efforts
- Social Media
- Milestones
- New Website
- Passport Programs
- California Welcome Center



2025 Work Plan // Shared Programs Looking Ahead

- Strategic Plan Development & Implementation
- Visit Santa Rosa
- Engagement
- Business Development & Lodging Industry Support
- 2025 Looking Ahead / Budget



SRTBIA

Santa Rosa Tourism Business Improvement Area

Overview // Boundaries // Scope

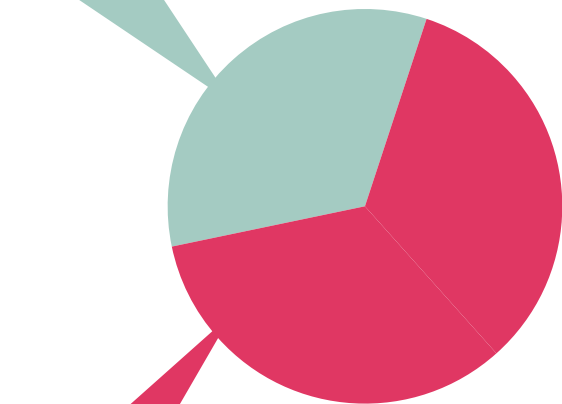
Established in August 2010, the Santa Rosa Tourism Business Improvement Area (SRTBIA) is a collaborative public/private partnership between the City of Santa Rosa, the Santa Rosa Metro Chamber, and local hoteliers. The SRTBIA is dedicated to boosting tourism and convention sales by promoting Santa Rosa as a premier destination. Visit Santa Rosa is a program funded through the SRTBIA and managed by the Santa Rosa Metro Chamber. Through targeted marketing and strategic programs, Visit Santa Rosa, in conjunction with the SRTBIA Advisory Board, works to drive overnight stays, benefiting the local lodging industry while enhancing the city's reputation as a must-visit location in Northern California.

ASSESSMENT BOUNDARIES

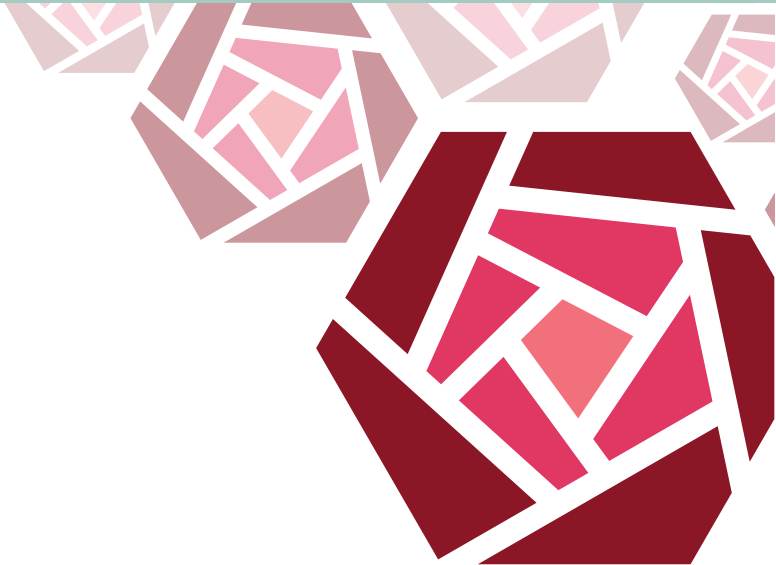
Participating businesses

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.

30% of the funds collected are allocated to and managed by the city's Economic Development Division to support destination brand and tourism infrastructure programs.



70% goes to the Santa Rosa Metro Chamber for their Convention & Visitors Bureau and Welcome Center operations & services (aka Visit Santa Rosa). The assessment provides for efficient and complementary tourism infrastructure support, destination marketing, tourism, and group sales programs that encourage and support overnight stays.



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 of 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 chamber or the city in connection with the creation of the SRTBIA and the ongoing administrative costs associated with marketing and event activities.

TRANSIENT OCCUPANCY TAX (TOT)

*As of January 1, 2025, a new TOT rate of 11% is effective per the November 2024 election ballot measure *

Transient Occupancy Tax (TOT), also known as a “hotel tax,” is authorized under State Revenue and Taxation Code Section 7280. The City of Santa Rosa has, by code, set the TOT for the City of Santa Rosa at 11 percent for the privilege of occupying a hotel, inn, motel, short-term (vacation) rental, bed & breakfast, or other lodging where accommodations are offered for a period of 30 days or less.

Under the code, lodging operators in the City of Santa Rosa are required to charge this TOT of 11 percent of the rent to “transient” guests. The tax is paid by the occupant and collected by the lodging operator. The lodging operator then remits the tax to the City of Santa Rosa. Lodging operator payment for TOT must be remitted to the city on or before the last day of the month following the close of each calendar quarter.

A 3 percent City Tourism Business Improvement Area (BIA) assessment also applies to all lodging establishments, and a 2 percent Sonoma County Tourism BIA applies to most hotel/motels.

Advisory Board

Roster and Requirements

ANANDA SWEET

CEO

Santa Rosa Metro Chamber

RAFAEL RIVERO

Economic Development Specialist

City of Santa Rosa

DONNA RENTERIA

Best Western Garden Inn Hotel

Select Service Hotel Representative

TODD ANDERSON

Best Western Plus

Wine Country Inn & Suites Hotel

At-Large Hotel Representative

TONY PACE

Hotel-E

Full Service Hotel Representative

JANELLE MEYERS

VP, Marketing & Communications

Santa Rosa Metro Chamber (Alternate)

The SRTBIA Advisory Board is comprised of five members appointed by the Santa Rosa City Council and are outlined as followed:

- One Santa Rosa Metro Chamber employee
- One City of Santa Rosa employee
- Three hotel operators with at least...
 - One employed by a full-service hotel
 - One 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 is required to meet at least quarterly; the meetings are open to the public with a Zoom option available.

Event Support

2024 Events Supported Through SRTBIA

The Community Dollars At Work

Staff members from both entities met over the course of the fiscal year and determined a new streamlined online process that allows efficiency in the application process and offers effective data collection.

The renewed goal of the City of Santa Rosa & Visit Santa Rosa Event Support Program is to provide a streamlined application, a consistent review and award process for event support, and to encourage community events in Santa Rosa that develop community culture, provide community service, attract visitors, and contribute to destination vitality and placemaking.

\$113,827.14
Awarded in 2024

The SRTBIA advisory board met throughout the FY 2023-2024 and approved funding for the following destination events through the Event Support Program...

17th Annual California Artisan Cheese Festival	\$5,000	23
2023 27th Annual Ufos Pro Am Jam	\$3,000	
2023 Djfe Triathlon Race Series	\$1,000	
2023 Monster Truck Spring National (Santa Rosa)	\$2,000	
American Junior Golf Association Wyndham Cup	\$5,000	
Beerfest-The Good One	\$2,000	
Country Summer Music Festival	\$20,000	
Santa Rosa Marathon	\$7,500	
Snoopy's Senior World Hockey Tournament	\$15,000	
Santa Rosa Turkey Trot	\$10,000	
Beer City Half Santa Rosa	\$7,500	24
Santa Rosa Marathon	\$20,000	
Country Summer Music Festival	\$3,000	
2024 Snoopy's Senior World Hockey Tournament	\$5,000	
Beerfest -The Good One	\$2,500	
2024 Monster Truck Spring Nationals (Santa Rosa)	\$3,000	
Sonoma County Hot Air Balloon Classic	\$5,000	
2024 Djfe Triathlon Race Series	\$2,500	
The Soco Market	\$15,000	
California Artisan Cheese Festival	\$5,500	
Sonoma County Pride	\$12,000	
Growlers Hockey Season	\$6,000	

Revenue Summaries

Assessment & Transient Occupancy Tax

SRTBIA Assessment Actuals by Quarter

	Q1	Q2	Q3	Q4	TOTAL	
2025	TBD	TBD	TBD	TBD	TBD	TBD
2024	\$400,662	\$651,099	\$640,345	\$438,039	\$2,130,145	- 6%
2023	\$415,632	\$641,051	\$721,315	\$499,428	\$2,277,426	+ 6%
2022	\$368,024	\$653,050	\$649,161	\$472,864	\$2,143,099	+ 20%
2021	\$228,268	\$444,961	\$660,977	\$464,080	\$1,800,304	+ 66%
2020	\$313,586	\$156,254	\$334,471	\$278,534	\$1,084,865	- 45%
2019	\$351,256	\$541,518	\$601,181	\$475,984	\$1,969,939	+ 4%
2018	\$393,065	\$512,191	\$552,694	\$437,034	\$1,894,984	- 7%
2017	\$366,148	\$534,354	\$652,108	\$466,841	\$2,019,451	- .5%
2016	\$359,117	\$532,130	\$659,689	\$476,713	\$2,027,649	+ 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	\$333,570	\$1,452,250	+ 11%
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	

SR TOT Santa Rosa Transient Occupancy Tax by Quarter

	Q1	Q2	Q3	Q4	TOTAL	
2025	TBD	TBD	TBD	TBD	TBD	TBD
2024	\$1,201,989	\$1,953,299	\$1,921,036	\$1,314,117	\$6,390,441	- 6%
2023	\$1,246,897	\$1,923,154	\$2,163,947	\$1,498,286	\$6,832,284	+ 6%
2022	\$1,104,071	\$1,959,153	\$1,947,483	\$1,418,591	\$6,429,298	+ 20%
2021	\$684,829	\$1,334,889	\$1,982,155	\$1,383,935	\$5,385,808	+ 66%
2020	\$940,781	\$468,785	\$1,003,241	\$835,645	\$3,248,452	- 45%
2019	\$1,053,999	\$1,624,527	\$1,803,583	\$1,427,865	\$5,909,974	+ 4%
2018	\$1,179,143	\$1,536,583	\$1,658,045	\$1,311,085	\$5,684,856	- 7%
2017	\$1,098,497	\$1,603,056	\$1,956,283	\$1,400,538	\$6,058,374	- .5%
2016	\$1,077,265	\$1,595,850	\$1,979,736	\$1,430,498	\$6,083,349	+ 10%
2015	\$957,684	\$1,414,356	\$1,802,200	\$1,296,492	\$5,470,732	+ 11%
2014	\$836,436	\$1,241,672	\$1,614,794	\$1,202,053	\$4,894,955	+ 11%
2013	\$730,203	\$1,166,691	\$1,459,427	\$1,004,402	\$4,360,723	+ 11%
2012	NA	NA	NA	NA	NA	NA
2011	NA	NA	NA	NA	NA	

100% of Santa Rosa's TOT is General Fund Revenue with no special earmarks.

Budgets Vs. Actual

Fiscal Year 2023-24 // Calendar Year 2024

VSR BUDGET July - Dec 2023

	Revenue	Budgeted	Actual
Admin / Operations		\$332,328	\$302,326
CWC Operations		\$124,973	\$95,151
Sales / Marketing		\$192,500	\$223,876
Event Support		\$65,000	\$75,500
Assessments	\$1,209,785		
CWC Funding	\$21,250		
Other	\$58,791		
TOTAL	\$1,289,826	\$714,801	\$696,853

CY 2024

	Revenue	Budgeted	Actual
Admin / Operations		\$687,967	\$693,128
CWC Operations		\$281,148	\$259,684
Sales / Marketing		\$385,000	\$489,074
Event Support		\$130,000	\$150,030
Assessments	\$1,389,723		
CWC Funding	\$30,164		
Other*	\$116,459		
TOTAL	\$1,536,346	\$1,484,115	\$1,591,916

The Santa Rosa Metro Chamber Maintains a reserve balance of \$500,000 in the VSR Budget which is not used for annual expenses.

* This income is a combined total from advertising, grants, interest income, and merchandise sales

CITY BUDGET FY 2023-2024

	Revenue	Budgeted	Actual
*Administration		\$304,702	\$186,800
**Professional Services		\$150,000	\$157,595
Marketing / Promotions		\$225,591	\$10,473
Event Support & Attraction		\$150,000	\$22,635
Council Approved Budget	\$500,000		
FY 22-23 Carry Forward*	\$293,132	\$293,132	
Available Reserves	\$389,693		
TOTAL	\$1,182,825	\$1,123,425	\$377,503

* Approximately 40% of 4 FTEs is covered by SRTBIA funding

** Contracts related to Out There Santa Rosa, cultural arts and events, in addition to other related program needs.

+ Budget Contingency

SRTBIA REVENUE

CY 2023

\$2,277,426

CY 2024

\$2,130,145

City Administrative Fee*
2% **\$42,862**

City of Santa Rosa
30% **\$632,993**

Visit Santa Rosa
70% **\$1,470,166**

*In compliance with State Code and per Santa Rosa Ordinance No. 3946, the Tax Collector (City) may charge an amount equal to its actual costs of collection and administration, not to exceed 2% of the assessments collected to defray incurred administrative costs. The 2% administrative fee is deducted from the total funds remitted and the remaining 98% of the funds are disbursed as indicated above.

Tourism Indicators

Reporting Trends Through December 2024
sonomacounty.com/partners/research

HOTEL ADR

While there was a sharp rise in ADR post-2020, the rate stabilized over the following years with some fluctuations, indicating a recovering but variable hotel market in Sonoma County.

- In December 2020, the ADR was \$123.39, the lowest point in the 5-year period.
- ADR peaked in December 2021 at \$190.15, likely reflecting post-pandemic travel recovery.
- It slightly dropped in 2022 (\$184.45) and 2023 (\$168.69).
- In December 2024, it increased again to \$174.14.

December 5-year trend, Sonoma County, CA



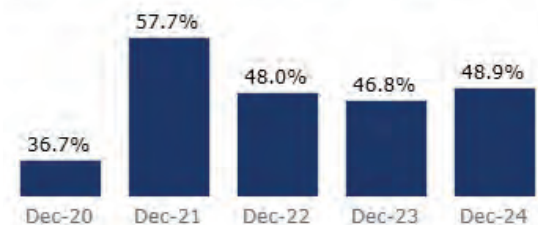
This graph shows the December 5-year trend of the Average Daily Rate (ADR) for hotels in Sonoma County, CA from 2020 to 2024. The ADR represents the average revenue earned per occupied hotel room per day. It's calculated by dividing total room revenue by the number of rooms sold.

HOTEL OCCUPANCY

Occupancy in Sonoma County hotels saw a major rebound post-2020 but has since stabilized around the high 40% range, suggesting steady, moderate demand.

- In December 2020, occupancy was at its lowest: 36.7%, likely due to pandemic-related travel restrictions.
- It peaked in December 2021 at 57.7%, showing strong recovery.
- The rate dipped in 2022 (48.0%) and 2023 (46.8%).
- December 2024 saw a slight rebound to 48.9%.

December 5-year trend, Sonoma County, CA



Hotel occupancy rate is the percentage of available rooms that are actually rented out over a specific period. It's calculated as:

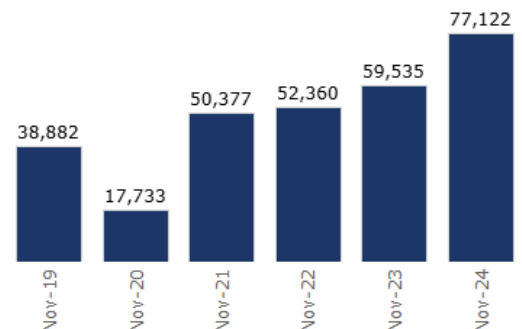
$$\text{Occupancy Rate} = (\text{Rooms Sold} \div \text{Rooms Available}) \times 100$$

AIR TRAVEL

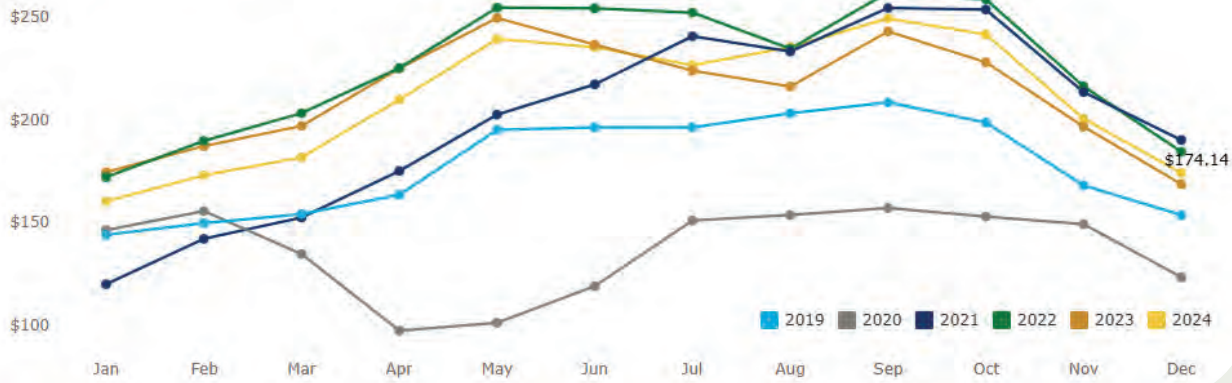
Passenger traffic at STS has more than quadrupled since the pandemic low in 2020, showing consistent and strong growth—culminating in record-high activity in November 2024.

- In November 2019, STS handled 38,882 passengers.
- Traffic dropped sharply to 17,733 in November 2020, due to COVID-19.
- A strong recovery followed:
 - 50,377 in 2021
 - 52,360 in 2022
 - 59,535 in 2023
 - 77,122 in 2024, the highest in the 6-year span.

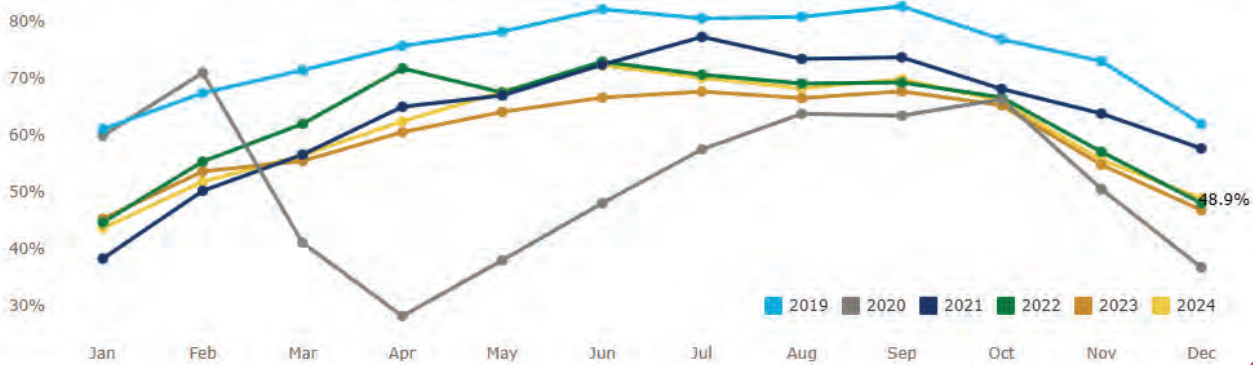
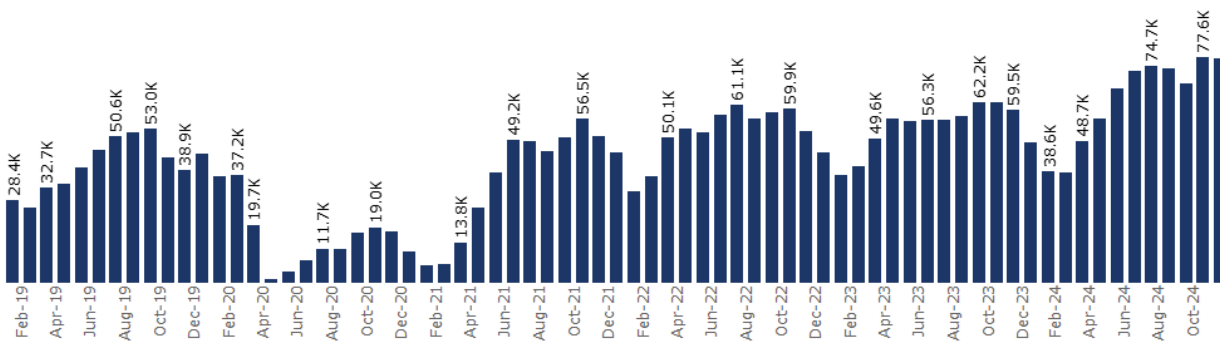
Total passenger enplanements and deplanements
STS - Sonoma County Airport



ADR by month, Sonoma County, CA



Occupancy by month, Sonoma County, CA

Total passenger enplanements and deplanements by month
STS - Sonoma County Airport

Travel Impacts 2024

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

Post-pandemic growth in travel to Sonoma County flattened in 2023. The county welcomed fewer overnight and day visitors compared to 2022, and spending associated with these travelers decreased just 0.9%. Despite the slowdown in visitation, employment in the travel industry grew by 3.7% in 2023. As employment responds in a lagged manner to spending, this increase in jobs is attributable to the rapid spending growth of 2021 and 2022.

Impacts By City

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

Jobs Created / Earnings

	Spending \$ in Millions	Earnings \$ in Millions	Employment # of Jobs	Tax Receipts* \$ in Millions		
				Local	State	TOTAL
Cloverdale	10.1	4.5	97	1.1	0.5	0.4
Healdsburg	234.6	106	2,262	22.3	12.5	9.8
Petaluma	147.1	66.4	1,418	14.0	7.9	6.1
Rohnert Park	144.1	65.1	1,389	13.7	7.7	6.0
SANTA ROSA	358.1	161.7	3,452	34.0	19.1	14.9
Sebastopol	18.7	8.4	180	1.8	1.0	0.8
Sonoma	165.7	74.8	1597	15.7	8.9	6.9
Windsor	83.5	37.7	805	7.9	4.5	3.5
Unincorp. / Other	1,116.5	504.2	10,764	106.1	59.6	46.5
COUNTY TOTALS	2,278.3	1,028.9	21,965	216.5	121.7	94.8

Source: The Economic Impact of Travel in Sonoma County 2023/Prepared by Dean Runyan Associates

Parallel Growth Patterns

TRAFFIC // OCCUPANCY // ADR

- **Passenger traffic** rebounded strongly from 2020 to 2024, with a 335% increase from the pandemic low.
- Similarly, **hotel occupancy** rose from 36.7% (Dec 2020) to 48.9% (Dec 2024).
- **ADR** jumped from \$123.39 (Dec 2020) to \$174.14 (Dec 2024) — a 41% increase.

These trends show that as air travel to Sonoma County increased, hotel demand recovered and pricing power improved, reflecting a healthy tourism and travel market.

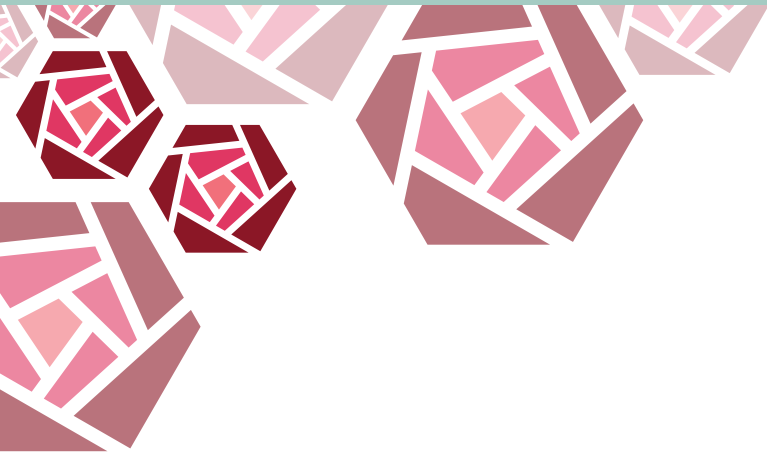
Travel to Sonoma County rebounded strongly in 2024 after a slower 2023. The county welcomed more overnight and day visitors, supported by a sharp increase in air travel. **Passenger traffic** at Charles M. Schulz–Sonoma County Airport (STS) reached 772,758 in 2024, a 20.5% increase over 2023 and the highest annual total on record.

Avelo Airlines expanded its presence at STS in early 2024, establishing a crew base and launching new nonstop routes to Salt Lake City and Ontario, California, in October.

Alaska Airlines and American Airlines maintained consistent service throughout 2024, providing nonstop flights to key destinations including Seattle, Los Angeles, San Diego, Phoenix, and Dallas.

Source: Charles M. Schulz Sonoma County Airport

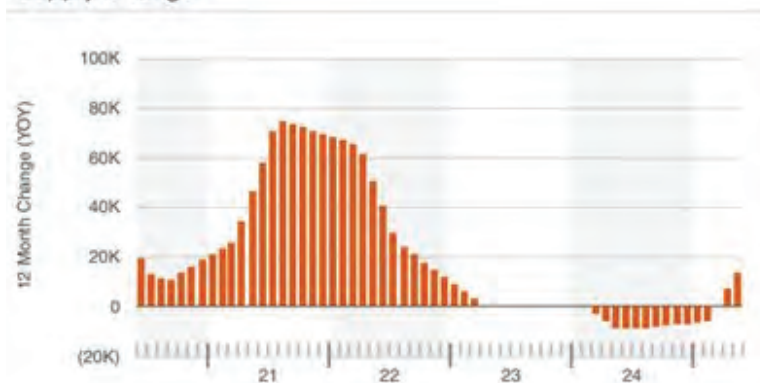
Hotel performance mirrored the uptick in travel, with December 2024 occupancy rising to 48.9% and the average daily rate (ADR) increasing to \$174.14. Visitor spending grew modestly, and employment in the travel industry expanded by 3.7%, reflecting the sustained recovery and growing demand in the region.



Hotel Performance Trends

CoStar.com // Santa Rosa // 2020-2025

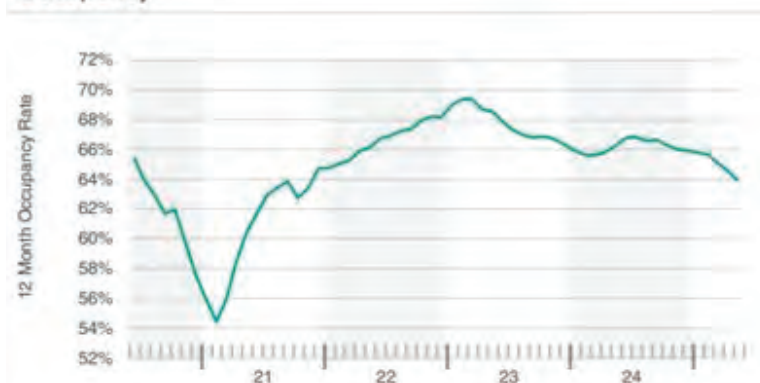
Supply Change



SUPPLY CHANGE

The 12-month year-over-year (YoY) supply of rooms showed significant growth from early 2020 through 2021, peaking around mid-2021 with more than 70,000 additional rooms. However, growth began to slow through 2022, and by early 2023, supply growth plateaued. In 2024, there was a temporary contraction, but by mid-2025, supply is increasing again modestly.

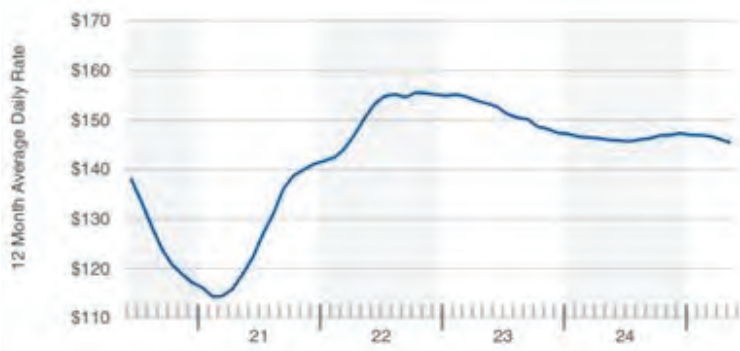
Occupancy



OCCUPANCY

Occupancy rates dropped sharply in early 2020 to around 54%, likely due to the COVID-19 pandemic. A strong rebound followed throughout 2021 and into 2022, reaching a peak close to 69%. Since then, occupancy has declined slightly and stabilized in the 64-66% range through 2024, with a mild decline visible in early 2025.

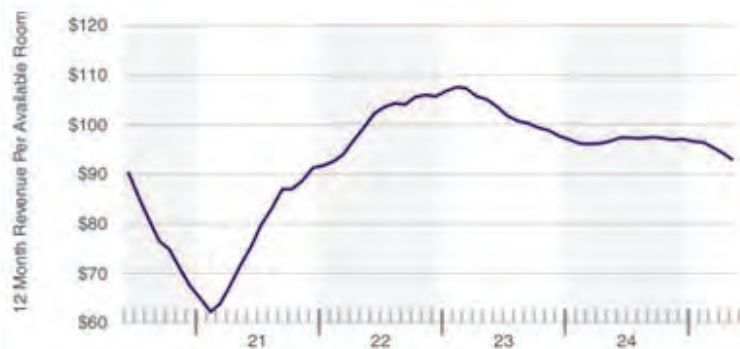
ADR



AVERAGE DAILY RATE

The ADR (Average Daily Rate) fell significantly in early 2020, bottoming out just above \$110. It then began a steady recovery, peaking at over \$155 in late 2021. Since then, the ADR has gradually decreased and remained stable around \$145-\$150 through 2023 and into 2025.

RevPAR



RevPAR

(Revenue Per Available Room)
RevPAR mirrored the trends in occupancy and ADR, with a sharp dip to below \$65 in 2020. It rebounded steadily, reaching a high of around \$107 in 2022. Since then, RevPAR has gradually declined to around \$95 by mid-2025, suggesting softened demand or pricing pressures.



2024 Marketing Efforts

5.75B
PRESS PICKUPS

NEW

776,499
WEBSITE VIEWS

2,971,041
SOCIAL IMPRESSIONS

185,563
AD CLICKS



1,833,180
VIDEO VIEWS



11,907
CWC HANDOUTS

7,067,254
AD IMPRESSIONS

1,639
RADIO
BROADCAST
ADS



And still
counting!



Visit
SANTA ROSA
SONOMA COUNTY



SANTA ROSA
METROCHAMBER

Visit Santa Rosa

In 2024, Visit Santa Rosa made strides in showcasing the city as a premier destination. With nearly 3 million social impressions, over 776,000 website views (since rebranding and launching in March '24) and 1.83 million video views, the marketing efforts reached a broad audience across multiple platforms.

Press coverage reached 5.75 billion pickups, while 1,639 radio ads amplified our region's stories. The team also launched two new digital passports—the Santa Rosa Cannapass and Santa Rosa Festivities on 4th—highlighting unique local experiences.

MILESTONES

- First ever Visit Santa Rosa Visitor Inspiration Guide
- Podcast, Visit Santa Rosa partner and consumer newsletters
- Named the 10th Best Beer City in the nation by USA Today Readers' Choice Awards

NEW 2024 WEBSITE

New website launched in 2024, providing **MAJOR traffic increase** over 2023!

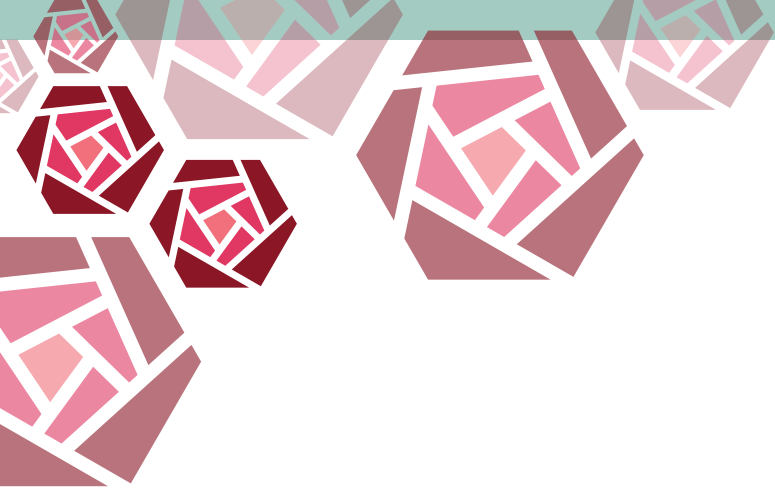
2023 vs 2024 Website visits	2023	2024	%Increase
Total Users	146,006	312,980	115%
New Users	126,776	256,025	102%
Returning Users	124,966	250,676	101%

WEBSITE STATISTICS (TOTALS)	2023 Q3+4	2024
Sessions / Total Visits / Traffic Acquisition	146,006	312,980
Users / Unique Visitors	126,776	256,025
New users / User Acquisition	124,966	250,676
Pageviews	245,042	776,499
Pages per Visit	4.64	3.11
Avg Engagement Time	1:55	1:00



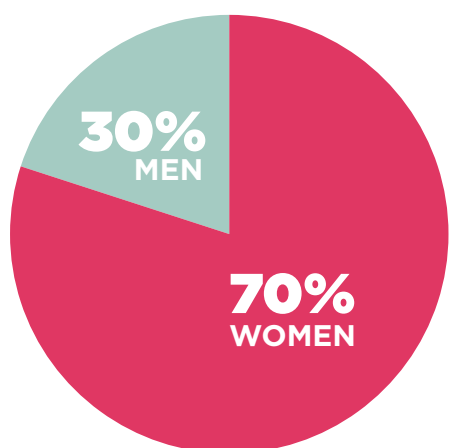
Website Demographics

	Active Users	New Users	Engaged Sessions	Engagement Rate	Engagement Time
United States	33,785	33,370	15,614	39.41%	31s
Germany	263	272	18	6.47%	3s
Canada	182	180	46	23.23%	23s
United Kingdom	180	182	53	26.11%	25s
Other	163	163	5	3.05%	1s
Mexico	131	132	35	24.14%	8s
China	110	106	14	12.61%	5s
Philippines	89	88	25	25.51%	16s
Spain	83	90	6	6.59%	3s
Japan	69	68	36	36.73%	31s



Social Media Demographics

Followers Out Side City Limits and International Traffic



TOP CITIES

Rohnert Park

Windsor

Petaluma

Sacramento

Novato

San Francisco

Healdsburg

Oakland

Sebastopol

TOP COUNTRIES

Japan

Canada

Italy

Mexico

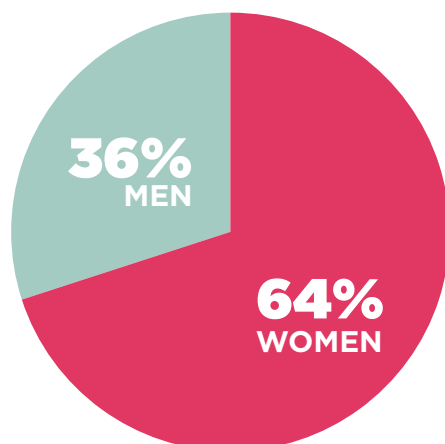
Australia

Nigeria

Philippines

India

Chile



TOP CITIES

Los Angeles

Rohnert Park

Petaluma

San Francisco

Windsor

Sactamento

San Diego

San Jose

TOP COUNTRIES

Mexico

Turkey

Algeria

Jordan

Iraq

Italy

Philippines

Tunisia



Social Media Outreach

ORGANIC & PAID REACH OVERVIEW

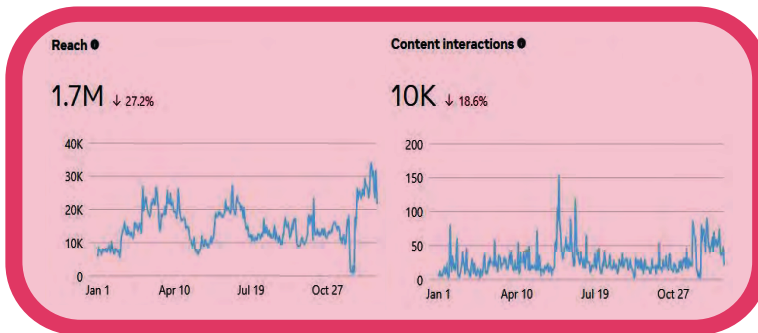


In 2024, Visit Santa Rosa's social media efforts on Facebook and Instagram alone reached over 1.7 million people and generated 1.8 million video views. Paid campaigns accounted for the majority of reach, while organic content continued to foster engagement and visibility.

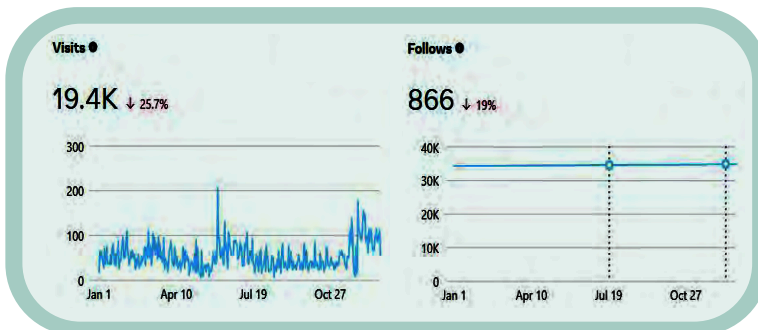
Notable highlights include a 400% increase in long-form video views and key growth during seasonal campaigns. Overall, social media marketing efforts generated 10,000 content interactions and nearly 20,000 page visits, reinforcing a strong connection between campaigns and audience engagement.

While total interactions and visits declined slightly compared to the previous year, consistent spikes during major campaigns highlight the effectiveness of targeted promotions in driving interest and action. Visit Santa Rosa remains focused on deepening engagement, strengthening organic reach, and expanding awareness of Santa Rosa as a premier destination.

REACH & INTERACTION



VISITS & NEW FOLLOWS



SOCIAL STATISTICS

	Reach	Follows	
2023 Q3-Q4	2,236,873	4,533	Totals include FB, IG, LinkedIn & TikTok
*2024	3,853,209	5,743	*All of 2024 except IG stats for Q4



Passport Programs

CANNAPASS

Sonoma County is a renowned agricultural region producing far more than just grapes and hops—it's also home to award-winning, premium-quality cannabis. The Santa Rosa Cannapass is your personalized guide to exploring Santa Rosa's vibrant cannabis scene. Discover top dispensaries and unique cannabis experiences, and earn prizes along your journey with this interactive passport.



DISCOVER DOWNTOWN

It's absolutely FREE and offers a fantastic opportunity to explore a wide range of experiences, indulge in delicious dining deals, uncover super shopping sales, and so much more. Don't miss out on this incredible offer!

FESTIVITIES ON 4TH

Holiday partnership with the Santa Rosa Plaza, the City of Santa Rosa, Downtown, and Railroad Square.



BEER PASSPORT

Experience the best of Santa Rosa's craft beer scene with the Digital Santa Rosa Beer Passport. A collaboration between local breweries and Visit Santa Rosa. Explore world-class craft brews with year-round access to breweries that extends the celebration of local beer beyond FeBREWary!

Beer Passport Stats	2023	2024	2025
Pass Sign-ups	1917	2010	2013
Total Check-ins	10424	13135	13881
Metals Collected	616	495	678
# of Locations	11	16	27





California Welcome Center

Directing Visitors into the Local Community

TOTAL VISITORS WELCOMED

2024 // 29,237 International // 892

2023 // 17,490 International // 757

Up 67% from 2023

GROSS MERCH SALES

2024 // \$16,159 vs. 2023 // \$13,251

Up 22% from 2023

11,907 TOTAL pieces of collateral
handed directly to visitors in 2024

MILESTONES

Hired new Visitor Services and Membership Manager to run the California Welcome Center.

Art Gallery hanging system was installed which has resulted in two unique gallery shows and a meet-the-artist event.

California Welcome Center Team and volunteers continued to be of service at Santa Rosa Metro Chamber large scale events on Old Courthouse Square and at SRMC Networking Mixers.

Created a Community Corner so community members and hospitality partners can post their events.



Strategic Plan Development & Implementation

SRTBIA 2025 Work Plan

- 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.



Visit Santa Rosa

SRTBIA 2025 Work Plan

- Assess Visit Santa Rosa's current strategic approaches to determine areas for improvement and realignment with a 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.
- Collaborate with the city on programs and initiatives related to art, events, sports, entertainment, placemaking, and economic development.



Engagement

SRTBIA 2025 Work Plan

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 & 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.

Business Development & Lodging Industry Support

SRTBIA 2025 Work Plan

- 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 music tourism.
- Explore and support efforts related to sports tourism, sports and entertainment districts, sporting activities, youth sporting events (etc.) where said activities are drivers for tourism.

2025 Looking Ahead

City of Santa Rosa + Visit Santa Rosa Goals and Budgets

GOALS

Marketing/Development/PR

- Surveys
- Cannabis marketing

Recommendations

- Google performance max
- SEO - comprehensive site audit

Visitation Insights

Capture visitor information for points of interest, average length of stay, frequency of visits, etc; this information will power media and business strategies.

LOOKING AHEAD

FY25 strategy and planning

Allocate a larger budget for creative endeavors

Increase asset development: invest in future video and photo production

Additional passport programs attracting visitors to local businesses

BUILDING UPON SUCCESS

Build upon the success of the SRTBIA event support funding + new events bringing new people to the area = increasing heads in beds

Continual participation in trade shows and conferences + building area awareness + increase RFPs and booked business = increasing heads in beds

VSR WORK PLAN / BUDGET 2025

	Revenue	Budgeted
Admin / Operations		\$852,697
CWC Operations		\$316,724
Sales / Marketing		\$315,000
Event Support		\$140,000
Assessments	\$1,500,000	
CWC Funding	\$30,000	
Other	\$47,500	
TOTAL	\$1,577,500	\$1,624,421

The Santa Rosa Metro Chamber adopts its annual budget in January of each calendar year. The VSR budget presented in the table above is approximate, subject to change pending the Chamber's Normal budgeting process. No use of reserves or carry forward balance is anticipated.

CITY OF SANTA ROSA BUDGET 2025

	EXPENSE
*Administration + Operations	\$364,171
Professional Services	\$150,000
Event Support & Attraction	\$182,187
Business/Workforce, OTSR, Placemaking Programs	\$200,000
TOTAL	\$896,358
	REVENUE
Council Approved Budget	\$500,000
Carry Forward	\$396,358
Unappropriated Reserve Funds	\$0
TOTAL	\$896,358

*Staff - 40% of 4 City FTE (Includes salaries & benefits)

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