

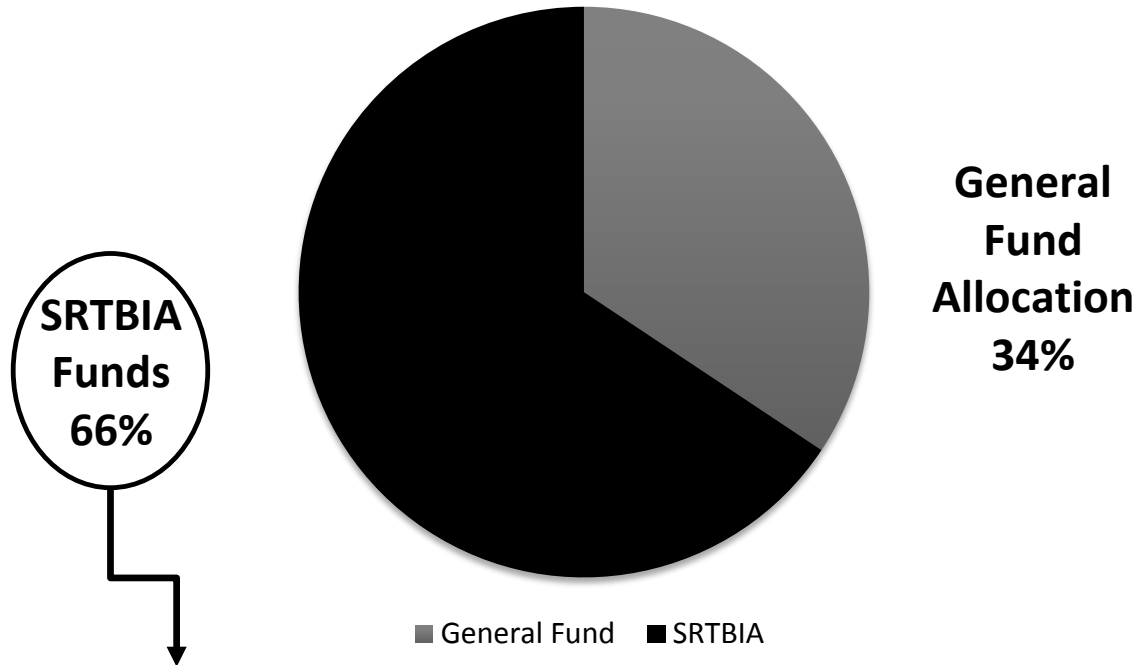
The Idea Cooperative

Professional Services Agreement for Destination Marketing Services

City Council – January 24, 2017

Raissa de la Rosa, Acting Economic Development Manager
Planning & Economic Development Department

ED Program Funding Sources



SRTBIA: Santa Rosa Tourism Business Improvement Area Assessment Funds

- Created by Ordinance 3946 specifically for:
 - Destination marketing
 - Tourism and convention sales that benefit lodging operations in the SR city limits
- Fund source for The Idea Cooperative contract and the Out There SR campaign

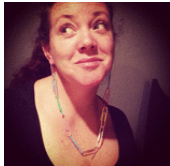
Idea Cooperative: Key Members



Tom Kavanaugh
Chief Strategist / Writer



Tyler Young
Art Director / Designer



Spring Maxfield
Curator / Chief Ambassador



Melissa Holberton
Project Manager



Amanda Janik
Ambassador / Writer



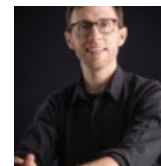
Melissa Keyser
Ambassador – Food/Misc.



Josh Windmiller
Ambassador - Music



Tom Edwards
Ambassador - Beer



Nicholas Haig-Arack
Ambassador - Bikes



Michael Bairdsmith
Ambassador - Wine

Phase 1 – June 2013

- Video ads establishing destination awareness

Phase 2 – April 2014

- Growth of local engagement to enhance destination promise
- Growth of consumer (visitor) engagement

Phase 3 – August 2015

- Maintain local engagement and destination promise efforts
- Enhance advertising and marketing efforts



Phase 4 – Increase Tourism and Build Community build on momentum created to date by focusing on:

- Strategic Planning
(revisit and refine strategies)
- Local Engagement
- Organic Outbound Marketing
- Aesthetic Evolution
- Campaign Maintenance
- High Impact Media Development



OUTTHERESR.COM



Tourism Revenue Streams

- Transient Occupancy Tax (TOT)
- Sales Tax
- Santa Rosa Tourism Business Improvement Area (SRTBIA) assessment

Benefits of an innovative destination marketing campaign

- Increases tourism related revenue streams
- Promotes Santa Rosa as a desirable tourist destination
- While also appealing to businesses and entrepreneurial individuals as an ideal place to live, work, and play

Housing Action Plan: Recommendation

It is recommended by the Planning and Economic Development Departments that Council, by resolution, **approve a professional services agreement with Creative Thinking, Inc., DBA The Idea Cooperative, for destination marketing services through July 31, 2018, using Santa Rosa Tourism Business Improvement Area Ordinance assessment funds in the amount of \$200,000.**