

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT MANAGER  
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
SUBJECT: SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA  
FISCAL YEAR 2016-2017 ANNUAL REPORT AND FISCAL YEAR  
2017-2018 WORK PLAN

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, accept the Fiscal Year 2016-2017 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2017-2018 Budget and Work Plan.

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EXECUTIVE SUMMARY

The Santa Rosa Tourism Business Improvement Area (SRTBIA) was established by Ordinance 3946 on August 3, 2010, creating an assessment district on Santa Rosa lodging establishments which funds a partnership program between the City of Santa Rosa and the Santa Rosa Metro Chamber. The 3% Assessment provides for efficient and complementary destination marketing, tourism and group sales, the operation and management of the California Welcome Center in Railroad Square, and other programs that encourage overnight stays and tourism infrastructure support.

This item supports Council Goal 1, *Create a Strong, Sustainable Economic Base*, in that tourism is one of Sonoma County's key industry sectors providing a substantial economic return to the City.

BACKGROUND

1. 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.
2. The SRTBIA is a 3% assessment paid by people staying at Santa Rosa lodging establishments. 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:

- a. 30% of the funds collected go to the City and is managed by the Economic Development Division of the Planning and Economic Development Department
  - b. The remaining 70% goes to the Santa Rosa Metro Chamber for their Convention & Visitors Bureau and Welcome Center operations & services
3. Lodging businesses collecting the 3% assessment are those operating within the Santa Rosa city limits, and include hotels, motels, bed and breakfast inns, vacation rentals, and all similar lodging businesses.
  4. The Assessment provides for efficient and complementary destination marketing, tourism and group sales, the operations and management of the California Welcome Center, and other programs and activities that encourage overnight stays and tourism infrastructure support.
  5. The total percentage of assessments and taxes passed on to people staying at Santa Rosa lodging establishments is 14%. This consists of:
    - a. 9% Transient Occupancy Tax (TOT)
    - b. 2% Sonoma County Tourism Business Improvement District (*pertinent only to lodging establishments with revenues of \$350,000 or greater*)
    - c. 3% Santa Rosa Tourism Business Improvement District

#### PRIOR CITY COUNCIL REVIEW

On July 27, 2010, the City Council, by Resolution No. 27690, appointed the Advisory Board for the Santa Rosa Tourism Business Improvement Area, consisting of one Santa Rosa Metro Chamber employee, One City of Santa Rosa employee, and 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.

On August 3, 2010, the City Council, by Ordinance No. 3946, established the Santa Rosa Tourism Business Improvement Area.

On February 28, 2012, the City Council, by Resolution No. 28044, delegated authority for approval of all sponsorship invoices up to \$10,000 to the Director of Economic Development, or his designee, and to the City Manager, or his designee, for amounts for \$10,001 to \$100,000.

On May 21, 2013, the City Council, by Resolution No. 28281, authorized the Economic Development Director to approve and execute agreements where the source of funds

for such agreements are SRTBIA assessments, the funds will solely be used for the purposes stated in Santa Rosa City Code Section 6-56.290, and the purposes of the agreements are approved under the SRTBIA Work Plan, as approved annually by Council.

### ANALYSIS

1. The attached Annual Report (Attachment 1) highlights activities and expenditures that have occurred during FY 2016/2017.
2. SRTBIA programs, projects and activities are managed by the City's Economic Development Division and the Chamber's Visit Santa Rosa (VSR) program and focus on:
  - a. Increasing awareness of Santa Rosa as a visitor destination through public relations, marketing, and social media campaigns.
  - b. Maximizing the effective use of SRTBIA funds through a coordinated work plan.
  - c. Conducting group sales that position Santa Rosa as the best place for conferences, reunions, sports tournaments, and tour planners.
  - d. Attracting new events that support the niche travel markets such as food and wine, arts and culture, craft breweries, LGBTQ, and cycling.
3. The SRTBIA Advisory Board met on May 25, 2017, approving the attached Annual Report and recommending approval by Council.

Two of the five SRTBIA Advisory Board seats are vacant (one full service hotel seat, and one at-large hotel seat), with the remaining three seats filled by the following Council appointed members:

- a. Jonathan Coe, Santa Rosa Metro Chamber President
  - b. Raissa de la Rosa, City of Santa Rosa Economic Development Manager
  - c. Donna Rentera, Best Western Garden Inn (select service hotel)
4. Tourism indicators specific to Sonoma County and Santa Rosa continue to be positive. Gains have been made in average occupancy rates and average daily rates; total visitor spending and industry employment increased; and TOT and SRTBIA revenues continue to increase by approximately 10% year over year since 2011.

5. In accordance with the Parking and Business Improvement Area Law of 1989, Section 36500 et seq. of the California Streets and Highways Code, the attached annual report includes the following:
  - a. Changes to boundaries: No changes recommended.
  - b. Improvements and activities to be provided for the upcoming fiscal year: Outlined in the attached report.
  - c. Changes to the method and basis of levying assessments: No changes recommended.
  - d. Estimated cost of providing the improvements and activities: Outlined in the attached report.
  - e. The amount of any surplus or deficit revenues to be carried forward: Outlined in the attached report.
  - f. Amount of contributions made from sources other than assessments for Visit Santa Rosa (VSR):
    - i. \$31,000 – County of Sonoma Welcome Center funding
    - ii. \$42,212 – Merchandise Sales
    - iii. \$6,070 – Certified Folder Contract Fees
    - iv. \$13,128 – Other sources

#### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

#### ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

The SRTBIA Advisory Board met on May 25, 2017 and approved the attached Annual Report and Work Plan, recommending approval by Council.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Santa Rosa Tourism Business Improvement Area 2016-2017 Annual Report and 2017-2018 Work Plan
- Attachment 2 – 2016 Annual County Tourism Report
- Resolution

CONTACT

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