

City of
Santa Rosa

**VISIT
santa rosa**

SRTBIA

**SANTA ROSA TOURISM
BUSINESS IMPROVEMENT AREA**

Annual Report
Fiscal Year 2021-2022

Work Plan
Fiscal Year 2022-2023

SRTBIA Governance

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Summary

Following another challenging year, the long-term outlook for the local tourism industry is positive with steady growth and optimism. A study by Dean Runyan Associates placed total 2021 Sonoma County visitor spending at \$1.97 billion, a 58% increase over 2020, which saw the greatest COVID driven uncertainties and impacts to the tourism industry. Despite these gains, visitor spending still lags pre-pandemic numbers when overall tourism spending was \$2.2 billion in 2019, though there are signs that 2022 will be a promising year for improvement notwithstanding the uncertainty around COVID variants. Already hotel revenues in Sonoma County through April 2022 are 20% higher than last year, with consumer confidence continuing to grow, Per Moody's Analytics.

Leisure/hospitality employment was cut in half at the onset of the pandemic and is only starting to recover. While payrolls improved in each of the last three months and sit at their highest level in nearly a year, they remain 30% below their pre-pandemic levels when 2019 local employment figures showed 22,358 workers specific to tourism, which was a 4,718 gain over 2018.

Anecdotal indicators pointing to a positive year in destination spending include the resumption of long-standing tourist-friendly events such as Russian River Brewing Company's Pliny the Younger beer release, and Taste of Sonoma which attract Bay Area visitors, as well an uptick in weddings and other such functions. In general, the vaccination rollout, falling case counts, and removal of COVID_19-related business restrictions have paved the way for an increase in business activity and improvement in the hospitality sector.

ABOUT THIS REPORT

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 program recap of FY 2021-2022**, showing in part the steady rebound from the pandemic and programmatic efforts to assist and enable local resiliency and tourism growth. Additionally, this report outlines the City's and Chamber's 2022-2023 SRTBIA-related workplan as the sector adjusts and adapts to the effects and aftermath of the unprecedented pandemic.



Overview

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

The SRTBIA was established by [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.

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 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.

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.

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.

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 is required to meet at least quarterly; the meetings are open to the public and are held through Zoom until further notice. The Advisory Board met a total of 6 times in 2021 (bi-monthly).

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
• Tony Pace	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](#)

Assessments

SRTBIA Assessment Actuals by Quarter

	Q1	Q2	Q3	Q4	Total	
2021	\$228,276	\$443,075	\$659,040	\$452,859	\$1,783,250	+ 39%
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	

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	
2021	\$684,829	\$1,329,227	\$1,977,122	\$1,358,578	\$5,349,756	+ 39%
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%

Financial Budgets

CITY PROGRAM EXPENSES: Budget vs. Actual

CITY BUDGET – FY 21-22	BUDGETED	ACTUAL
Administration + Operations <i>Staff, overhead and maintenance costs</i>	\$269,000	\$251,054
Professional Services	\$150,000	\$137,190
Marketing, Promotions, Recovery Programs	\$100,000	\$95,822
Event Support & Attraction	\$50,000	\$25,500
Available Reserves	\$174,551	
Total	\$743,551	\$509,566

Funding Breakdown – City of Santa Rosa

Council Approved Budget	\$350,000	} \$743,551 <i>*funds held in reserve that were received beyond Council approved budget</i>
FY 20-21 Carry Forward	\$393,551	
Reserves*	\$20,698	

VISIT SANTA ROSA BUDGET: Budget vs. Actual

VSR BUDGET – CY 2021	BUDGETED	ACTUAL
Administration / Operations	\$307,539	\$309,405
California Welcome Center Operations	\$18,500	\$20,312
Group Sales, Marketing, Promotions, PR	\$517,200	\$418,646
Event Support & Attraction	\$20,000	\$15,500
Total	\$863,239	\$763,863

CY 2021 Contributions and Other Funding Sources – Visit Santa Rosa

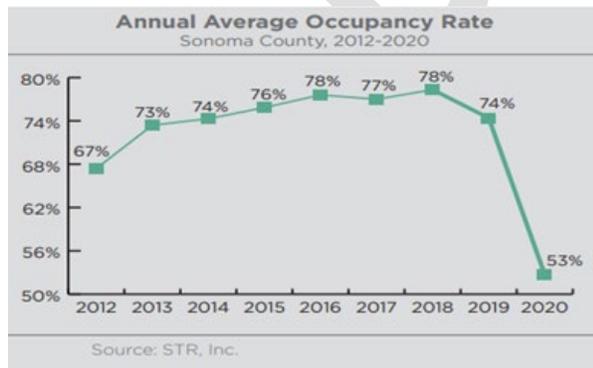
\$ 15,500	County of Sonoma Welcome Center Funding
\$ 13,250	Other revenue

Tourism Indicators Regional & Santa Rosa Data

Reporting Trends through April 2022

Source: Sonoma County Tourism

HOTEL OCCUPANCY – SONOMA COUNTY

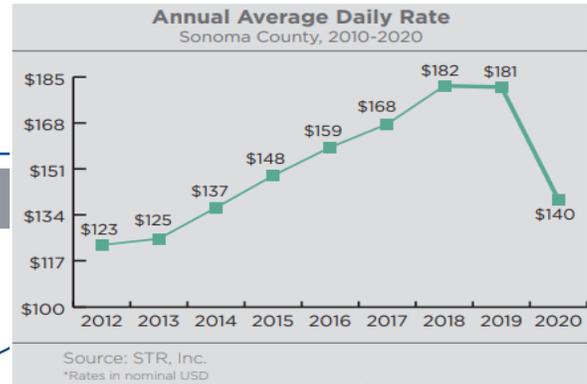


OCCUPANCY RATE DETERMINATION

The occupancy rate is determined by dividing the total room nights sold by the total room nights available for purchase. The average annual occupancy in 2020 was 53%.

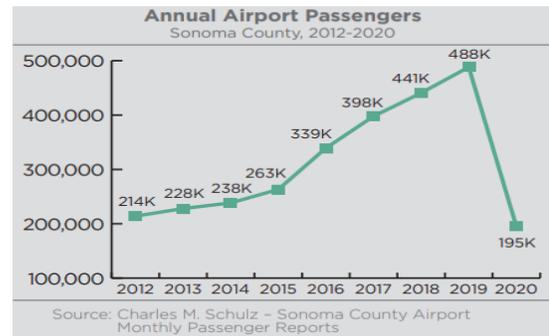
ANNUAL AVERAGE DAILY RATE (ADR)

The 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 until 2020 when the ADR dropped to below \$100. For 2020, the average daily rate fell by 22.7% over the previous year to \$140. With COVID travel restrictions lifted, Sonoma County’s 2022 ADR is trending above previous years.



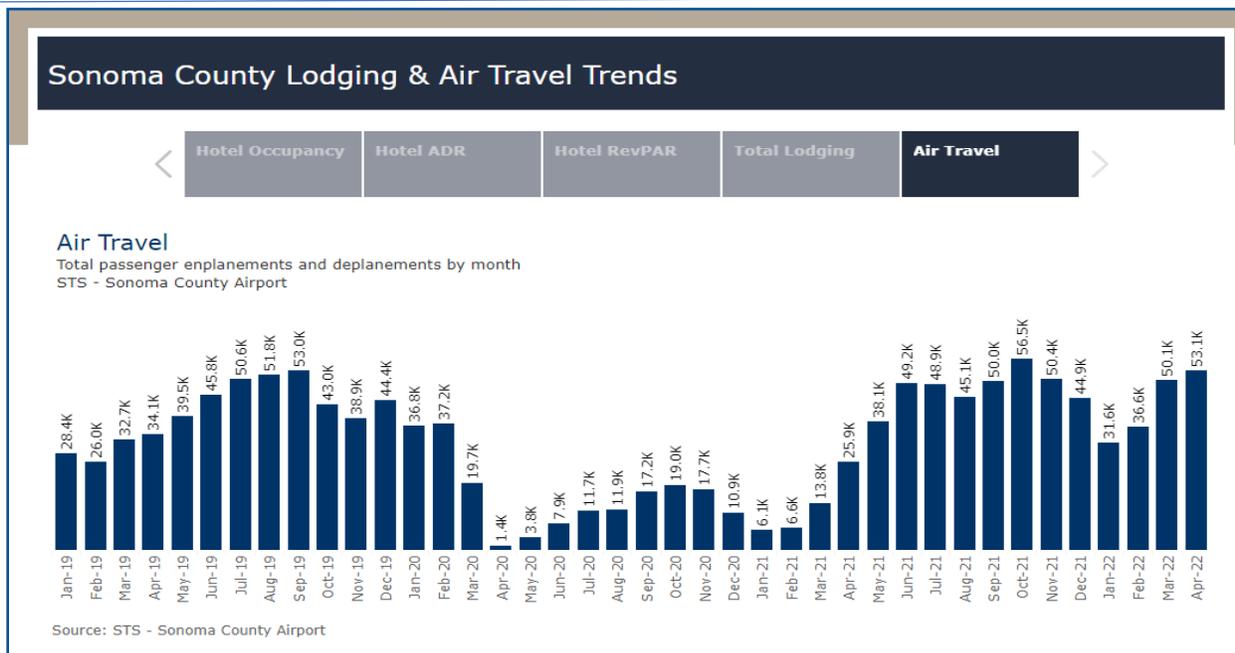
AIRPORT TRAVEL TRENDS

Arrivals at Charles M. Schulz-Sonoma County Airport plummeted 60% after bringing in 488,000 passengers in 2019. Prior to 2020 passenger traffic at the Airport had increased each year. During the slow period, the Airport initiated construction of its Terminal Improvement and Modernization Project, which is expected to be completed by fall of 2022.



Year-over-year numbers for April show a 36% increase over the pre-COVID high of 34,056 passengers for an April 2022 new high of 53,065 passengers.

Travel Impacts



DRAFT

Sonoma County Tourism commissioned Dean Runyan and Associates to create a special report showing revenue generated to each of the municipalities from the tourism industry.

Cities within Sonoma County

All Direct Impacts: 2021p

	Visitor Spending	Earnings	Employment	Tax Receipts		
				Local	State	Total
Cloverdale	\$10.5M	\$4.0M	94	\$598.3K	\$457.5K	\$1.1M
Healdsburg	\$227.1M	\$85.3M	2.0K	\$12.9M	\$9.9M	\$22.8M
Petaluma	\$129.5M	\$48.6M	1.2K	\$7.4M	\$5.6M	\$13.0M
Rohnert Park	\$139.5M	\$52.4M	1.2K	\$7.9M	\$6.1M	\$14.0M
Santa Rosa	\$317.5M	\$119.2M	2.8K	\$18.1M	\$13.8M	\$31.9M
Sebastopol	\$21.0M	\$7.9M	188	\$1.2M	\$912.2K	\$2.1M
Sonoma	\$140.0M	\$52.6M	1.3K	\$8.0M	\$6.1M	\$14.1M
Unincorporated/Other	\$917.1M	\$344.4M	8.2K	\$52.2M	\$39.9M	\$92.0M
Windsor	\$66.7M	\$25.1M	598	\$3.8M	\$2.9M	\$6.7M

2021-2022 Event Support

The SRTBIA Board met throughout the FY 2021-2022 and approved financial support for the following events:

Organization & Event	Amount Awarded
➤ 2021 Sonoma County Annual LGBTQI++ Pride	\$5,000.00
➤ WAGS Motorsports Event	\$500.00
➤ DJFE Triathlon Race Series	\$1,500.00
➤ Winter Lights (Paid \$4k, Permits \$3,300 Credit \$3,300)	\$8,000.00
➤ Beer Passport	\$11,000.00
➤ American Jr Golf Association Sponsorship	\$1,000.00
➤ California Artisan Cheese Festival	\$5,000.00
➤ DJFE Triathlon Race Series	\$2,000.00
➤ Monster Truck	\$1,500.00
➤ Sonoma County Hot Air Balloon Classic	\$5,000.00
➤ Wednesday Night Market	\$1,000.00
➤ Wine Country Distillery Festival	\$3,500.00
➤ 2022 Sonoma County Annual LGBTQI++ Pride	\$6,000.00



FY 2021-2022 Accomplishments City of Santa Rosa

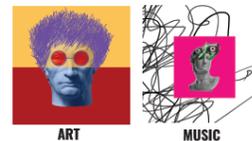
OUT THERE SR CAMPAIGN

In 2021, the Economic Development Division, in partnership with the Public Art Program, hired Santa Rosa-based design firm Studio B to rebrand and refresh Out There SR, to serve as a visitor destination and local pride campaign designed to highlight the city as the urban center of Sonoma County. Focusing on attracting a younger more alternative demographic who is looking for unique experiences, local pride is being achieved by building relationships within the community and highlighting diversity and uniqueness. Community presence is being built through boots-on-the-ground exploration and relationship-building, establishing a core group of “Out There Insiders” – serving as ambassadors to the campaign, and event support to local cultural activities such as Winterblast in the SOFA district and the Railroad Square Music Festival, among other tactics.



**OUT THERE
SR**
SANTA ROSA

The Insider's Guide to:



www.OutThereSR.org

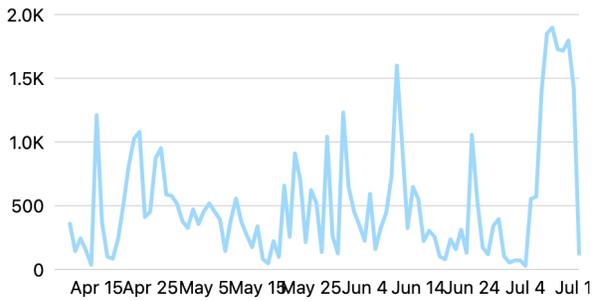
A new Out There SR website was launched in April 2022 featuring over 100 local options for unique experiences and continues to be updated every month. A priority has been building our audience and deepening the user experience through video shorts on social media. This drives social interaction and continues to increase the engagement on both the website and social platforms.

Since its launch, the website has had 1,737 views, with increases seen during initial launch, event promotion and high social engagement items. The average time on the site is 1m 28s, which is not surprising given the site is designed to link out directly to featured people/places, and most visits are social media driven. Social media reports show Facebook reach has grown 322.4% since launching the

new website, and Instagram reach has grown 903.6% with over 33,000 unique accounts viewing our content. Facebook page visits increased by 43.9% and Instagram page visits increased by 160.8%. The Facebook page has gained 112 new likes, and the Instagram page has gained 268 new followers.

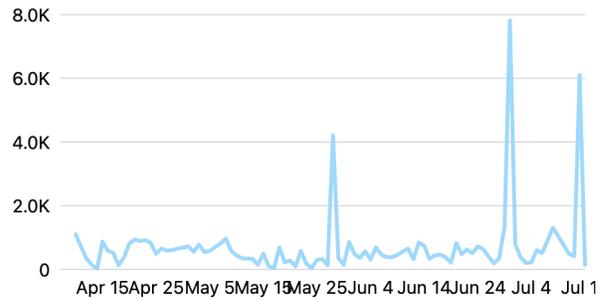
Facebook Page reach ⓘ

16,647 ↑ 322.4%



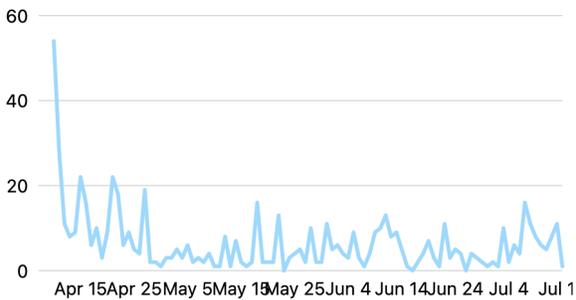
Instagram reach ⓘ

33,409 ↑ 903.6%



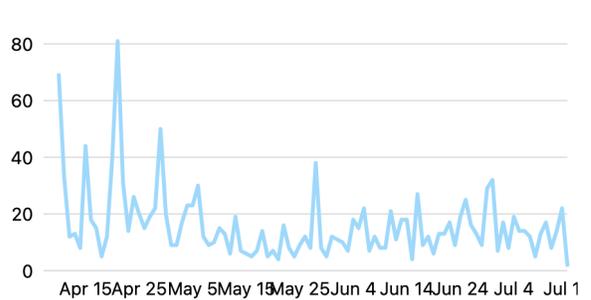
Facebook Page visits ⓘ

623 ↑ 43.9%



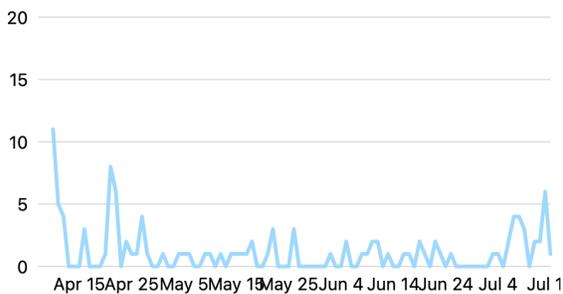
Instagram profile visits ⓘ

1,549 ↑ 160.8%



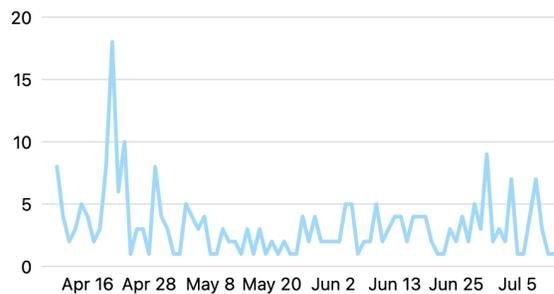
Facebook Page new likes ⓘ

112 ↑ 27.3%



Instagram new followers ⓘ

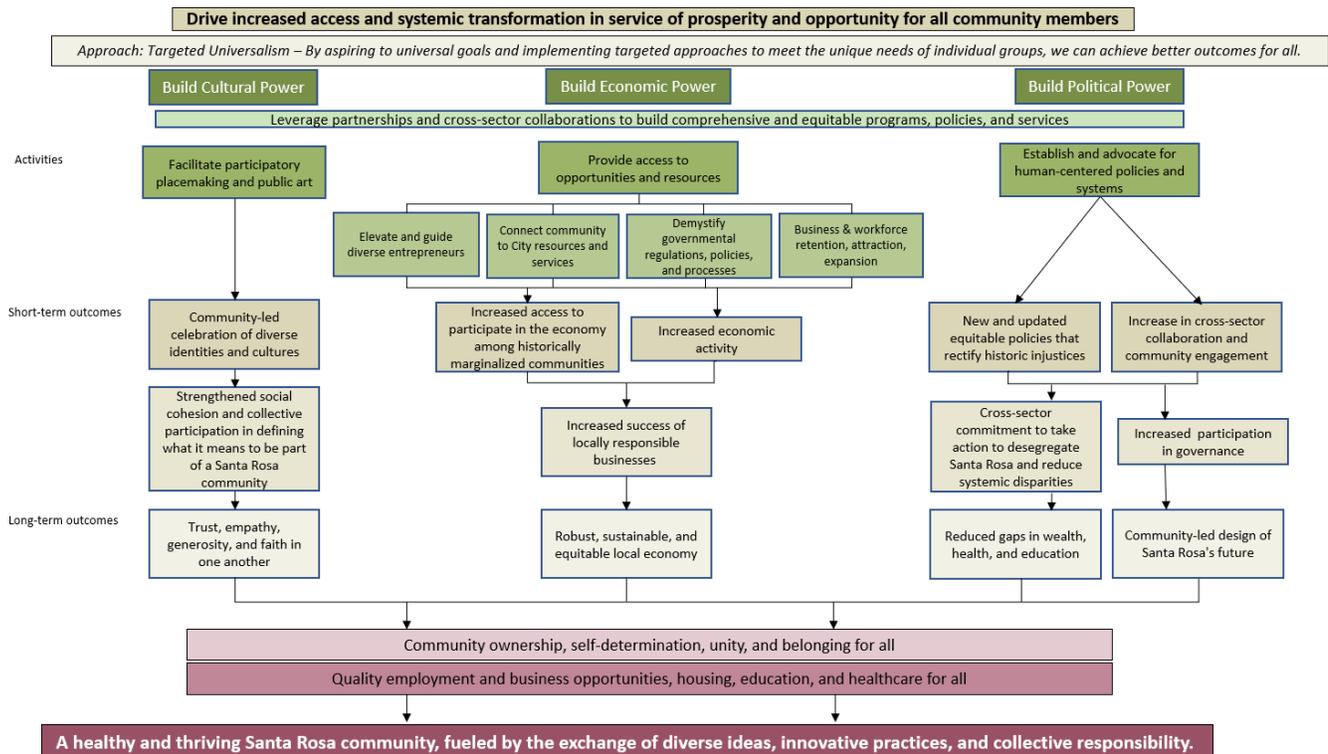
268 ↑ 141.4%



The key takeaways are the OutThere SR rebrand has been effective on social platforms; the artists, people, businesses and events featured have helped us grow; and reels, videos and content featuring people have been the biggest asset to growth.

STRATEGIC PLANNING

Driven by community inequities highlighted and intensified by the longevity of the pandemic, the Economic Development Division developed a plan to demonstrate the City’s long-term vision for a healthy and thriving Santa Rosa community by centering equity and targeted universalism. As seen below, the theory of change articulates how the Economic Development Division will fulfill the vision of a healthy and thriving Santa Rosa community, fueled by the exchange of diverse ideas, innovative practices, and collective responsibility.



This plan aligns with the recently adopted Public Art Program Strategic Plan 2021-2024, available online here: <https://srcity.org/arts>.

MUSICIAN RELIEF GRANTS

The Public Art Program, in conjunction with the City of Santa Rosa Economic Recovery Task Force, awarded 71 Musician Relief Grants to Santa Rosa musicians facing financial hardship due to COVID-19. Grant awards ranged from \$1,000 to \$2,000 per musician with the purpose of supporting working/performing musicians in the Santa Rosa arts community who lost income due to the inability to perform live during the pandemic.

AMERICAN RESCUE PLAN ACT (ARPA) FUNDED PROGRAMS

The Economic Development Division also began the process of planning and implementing American Rescue Plan Act (ARPA) funded projects to support economic recovery:

- Childcare Support Program Facility Fund
- Child College Savings Accounts (Baby Bonds)
- Small Business Tenant Improvements (Small Business Support Program: façade and parklet improvements)

2021 Accomplishments Visit Santa Rosa

SALES

- Compiled for internal and external use, a guide for gatherings as we advanced through the State's Blueprint for a Safer Economy.
- Focus on smaller conferences, hybrid meetings, and social events in the short-term as well as the return of larger repeat events for the 2nd quarter of 2022.
- Through the group sales effort sent leads and referrals to lodging and non-lodging partners as well as continued to provide servicing to programs with visitor information and group event planning.
- Renewed relationships with hospitality industry partners, adapting and educating stakeholders and clients of new operating procedures regarding pandemic protocols.
- Participated in virtual trade shows for the meetings industry, and in-person programs 2nd quarter of 2022 in the meetings/craft beer and sports markets.

MARKETING + PUBLIC RELATIONS

- Use of various social media platforms to stimulate engagement and sharing of

the destination with 33,000 Facebook, 6,744 Instagram and 4,908 Twitter followers as of May 2022.

- Regularly updated content and provided a dynamic website experience resulting in 103,447 unique website visitors in 2021.
- Emphasize public relations and earned media that created favorable converge for the destination by participating with Visit California media missions and relationship-based outreach to influencers.
- Year 6 of the Santa Rosa Beer Passport program resulted in the most successful and well-attended FeBREWary campaign to date. Nearly 1000 craft beer lovers completed the passport and collected medals. This had a net positive economic impact and stimulated significant overnight stays during the month of February.

CALIFORNIA WELCOME CENTER

- Based on popular demand and feedback from merchants in Historic Railroad Square, the California Welcome Center—closed to the public due to the pandemic in March 2020—is scheduled to reopen its doors in June 2022.

Earned Media Coverage - Q4 2021 – Q1 2022

Publication	Date	Title	Partner Featured/Mentions	Reach
Sunset Magazine	October 2021	13 New Hotels in Wine Country	Flamingo Resort	1M
Wonder with Wander.com	November 2021	Things to do in Santa Rosa, CA	Annadel State Park Armstrong Woods State Preserve Art House Hotel Charles M. Schulz - Sonoma County Airport Charles M. Schulz Museum Children's Museum of Sonoma County Flamingo Resort Luther Burbank Center for the Arts Luther Burbank Home & Garden Mac's Deli Museum of Sonoma County Perch + Plow Snoopy's Home Ice Third Street Aleworks Warike Restobar	350K
Travel Awaits.com	November 2021	11 Fantastic Things to do in Coastal Bodega Bay, California	Bodega Bay Lodge & Spa Bodega Head Park & Beach Charles M. Schulz - Sonoma County Airport Drake's Sonoma Coast Links at Bodega Harbor Osmosis Day Spa Sanctuary Sonoma Coast Vineyards	6M
Meeting Planners International Northern California Chapter Newsletter	December 2021	Interview with Charlene Lennon		n/a
Stuffed Suitcase.com	January 2022	Top 31 Best Family Vacation Spots in the US for 2022	Charles M. Schulz Museum Safari West	62K
Business Insider.com	January 2022	I own a brewery where fans camp out overnight to snag a bottle of our famous IPA. Here's how we built up a huge community of customers.	Russian River Brewing Company	96M
KSRO Radio/Amaturo Media	February 2022	Santa Rosa Beer Passport Radio Advertisement/Brew Ha Ha (\$660 investment)	3 Disciples Brewing AC Marriott Santa Rosa Sonoma Wine Country The Art House Hotel Bear Republic Brewing Company Belly: Left Coast Kitchen & Taproom Best Western PLUS Wine Country Inn & Suites Brew Coffee and Beer House Cooperage Brewing Company Courtyard by Marriott Santa Rosa The Flamingo Resort Fogbelt Brewing Company HenHouse Brewing Company Hotel E Hotel La Rose Hyatt Regency Sonoma Wine Country Iron Ox Brewing Company La Quinta Inn & Suites by Wyndham Santa Rosa Moonlight Brewing Company Old Caz Beer Old Possum Brewing Company Russian River Brewing Company – SR & Windsor Seismic Brewing Company	1.5M

Earned Media Coverage - Q4 2021 – Q1 2022

Publication	Date	Title	Partner Featured/Mentions	Reach
Meeting Planners International Northern California Chapter Newsletter	February 2022	Interview with Brad Calkins		6K
Sonoma Marin Area Rail Transit	February 2022	Social Media Posts	Take SMART to the Downtown Santa Rosa station to celebrate FeBREWary	8K
Smart Meetings	Feb/March 2022	Shout out to Women Who Roar	Sonoma County Pride	11.5K
Sonoma Magazine	February 2022	It's FeBREWary in Sonoma County. Here's Where to Celebrate	Russian River Brewing Company Bear Republic Brewing Co. Brewpub - Lakeside HenHouse Brewing Company 3 Disciples Brewing Cooperage Brewing Company Iron Ox Brewing Company Old Possum Brewing Fogbelt Brewing Company Seismic Brewing Company Moonlight Brewing Company Third Street Aleworks Shady Oak Barrel House Steele & Hops Public House Old Caz Beer SF Beer Week Wilibeas	n/a
North Bay Bohemian	February 2022	Hops Spring Eternal – "FeBREWary" Returns	3 Disciples Brewing Cooperage Brewing Company Fogbelt Brewing Company HenHouse Brewing Company Iron Ox Brewing Company Moonlight Brewing Company Old Caz Beer Old Possum Brewing Company Russian River Brewing Company – SR & Windsor Seismic Brewing Company Shady Oak Barrel House Third Street Aleworks AC by Marriott Sonoma Wine Country The Art House Best Western Garden Inn Best Western PLUS Wine Country Inn & Suites Courtyard by Marriott The Flamingo Resort Hotel La Rose Hyatt Regency Sonoma Wine Country La Quinta Inn & Suites by Wyndham Santa Rosa The Sandman Hotel Wilibeas Armstrong Woods State Preserve Hotel E Sonoma County Pride	n/a
Brew Ha Ha Podcast	February 2022	Herlinda Heras: HenHouse and SF Beer Week	HenHouse Brewing Company Santa Rosa Beer Passport SF Beer Week	n/a
Metrosource Magazine	Feb/March 2022	The Sunny Side of Life – Three Getaways to Beat the Winter Blues	Armstrong Woods State Preserve Hotel E Russian River Brewing Company – SR & Santa Rosa Sonoma County Pride	114K

Earned Media Coverage - Q4 2021 – Q1 2022

Publication	Date	Title	Partner Featured/Mentions	Reach
Sonoma Magazine	February 2022	It's FeBREWary in Sonoma County. Here's Where to Celebrate	Links to VSR FeBREWary page.	
Brew Ha Ha Podcast	February 2022	Herlinda Heras: Third Street Aleworks and Shady Oak Barrel House	Bear Republic Brewing Company Old Caz Beer Seismic Brewing Company SF Beer Week Shady Oak Barrel House Third Street Aleworks	n/a
Press Democrat	February 2022	Beer Fans Flock to Sonoma County Taprooms Despite Delay of Pliny the Younger	3 Disciples Brewing HenHouse Brewing Company Russian River Brewing Company – SR & Windsor SF Beer Week	6K
Pasadena Magazine	February 2022	The Best Weekend Getaway Ideas to Fill Your Soul (and Stomach)	Flamingo Resort	20K
Valley Scene Magazine	March 2022	Best of Spring Break	Charles M. Schulz Museum Safari West	190K
Visit California	March 2022	Spring Break Family Travel	Charles M. Schulz Museum Safari West Snoopy's Home Ice	37K

- Worked with industry partners such as Sonoma County Tourism, Visit California, and California Travel Association to amplify reopening message and response.
- Regular calls and communication with local and state industry groups and elected officials.
- Engaged visitors through in-house produced videos and social media posts.
- Conducted a partner outreach campaign, sending VSR staff on visits to reengage with hotel staff (December 2021 – January 2022) following 16 months of lockdowns.
- Developed and shared content to support local businesses including:
 - Downtown Santa Rosa's "Open and Out" program averaging over 2,000 website visits in September 2021
 - Promoted local business with Winter Lights and Downtown Santa Rosa skating rink.

Organizational Pivots

- Hired new public agency of record (October 2021), 360viewPR.
- Initiated a 6-month banner ad campaign promoting the destination on TripAdvisor.com
- Initiated a Meeting and Events advertisement campaign on Facebook and LinkedIn.
- Resumed keyword SEO (March 2022).

What's New 2021-2022

AIRLINES

Avelo Airlines - 2021

The inaugural Flight from America's first new mainline airline in nearly 15 years — Avelo Airlines — landed at Charles M. Schulz Sonoma County Airport on April 28, 2021. Avelo will offer daily non-stop service between LA's iconic Hollywood Burbank Airport (BUR) and Santa Rosa (STS), the gateway to wine country.

aha! Airlines - 2022

Powered by veteran ExpressJet Airlines, announced nonstop service between Reno and Santa Rosa, Calif. beginning July 14, 2022 – connecting the urban heart of the wine country and the “Biggest Little City in the World.”

<https://sonomacountyairport.org/aha-announces-nonstop-flights-to-santa-rosa-from-reno-tahoe-hub/>

AIR ROUTES

Alaska Airlines - April 2021

Alaska Airlines is increasing its service and commitment to Santa Rosa/Sonoma County with more nonstop flights. Starting June 1, the airline will offer daily nonstop service between Santa Rosa/Sonoma County and Burbank. On Sept. 8, Alaska will add additional flights to both Orange County and San Diego. With the additional flight, the airline will have 13 peak day nonstop service to six destinations from Sonoma County.

Avelo Airlines - September 2021

Avelo Airlines added flights to Las Vegas from Santa Rosa

<https://sonomacountyairport.org/terminal-improvement-and-modernization-project/>

HOTELS

Art House Hotel

Opened August 2021

36 Rooms

Art House, built in a sleek modern design, appointed in serene neutral tones, offers a sophisticated stay, designed as a city sanctuary, and just steps away from the heart of downtown action. Its prime location, two blocks off historic Courthouse Square, makes for the perfect launch point to Sonoma County's spectacular wine country, redwoods, and coastline or just relaxing in the Art Gallery Lounge.

620 7th Street - arthousesantarosa.com

La Quinta Inn & Suites by Wyndham

Opened February 2021

The new La Quinta Inn & Suites by Wyndham is a contemporary hotel, located in the heart of Santa Rosa and features include super-fast Wi-Fi, micro & fridge, outdoor pool, hot tub, fire pit patio area, oversized fitness center, and a lobby bar.

111 Commercial Court -

wyndhamhotels.com/laquinta/santa-rosa-california/la-quinta-inn-and-suites-santa-rosa-sonoma/overview

Hampton Inn and Suites Santa Rosa

Opening in September 2022

100 Rooms

The Hilton Hampton Inn & Suites is a 4-story, 100-room, 61,800 square foot new hotel that is located in a well-established mixed-use area adjacent to the Sutter North Bay Health Plaza in Santa Rosa, allowing access to nearby restaurants and a wide range of retail services. .

3815 Airway Drive -

<https://www.hilton.com/en/hotels/stsbahx-hampton-suites-santa-rosa-sonoma-wine-country/>

MAJOR HOTEL RENNOVATIONS

Flamingo Resort

Remodel completed June 2021

The Flamingo Resort is a mid-century marvel and was the place to see and be seen in Santa Rosa of the late 1950s. Patterned after the horizontal glass and stone design of Las Vegas' Flamingo, wings of rooms fanned out from a resort-size pool and manicured gardens, all topped by a big, pink bird revolving atop a landmark 50-foot tower. The buildings, rendered with natural materials and iconic angular silhouettes, are the work of master architect Homer A. Rissman and was declared a Historic Landmark in 1996.

2777 Fourth Street - flamingoresort.com

Holiday Inn Express Santa Rosa North

Remodeled completed May 2021

The hotel was closed for seven months and completely remodeled bringing in the Holiday Inn Express brand. The remodel was from top to bottom including all guest rooms, public areas, and the outdoor pool where they have added grills and fire pits for the year-round wine country experience.

2632 Cleveland Avenue – ihg.com/holidayinnexpress/hotels/us/en/santa-rosa/stsca/hoteldetail

Courtyard by Marriott - Renovation completed in May 2022

RESTAURANTS & BAKERIES

Grill Santa Rosa – Mediterranean Kitchen - 2021

Head founders, Ali Cetin & Berat Ilhan, fuse Mediterranean-inspired cuisine, comforting

classics, and west coast flair to craft their seasonal menus including our ever-changing Grill Santa Rosa, a four-course dining experience.

Santa Rosa Plaza - grillsantarosa.com

Johnny Donuts - 2021

Owner and founder Craig Blum was part of the opening team for the first US Hard Rock Café but then he got the idea of starting a food truck and doughnuts quickly became his calling. In addition to doughnuts, the new shop will serve up Crodoughs, Bismarks, cinnamon rolls, and even vegan doughnuts.

1200 4th Street - johnnydoughnuts.com

Dolan's Den - 2021

Local owners Derek and Trinh Dolan have always appreciated restaurants and bars, never missing a date night at any one of Trinh's favorite spots. While working in the corporate world, Trinh would always dream of bartending or cooking up one of her amazing meals for the reward of putting a smile on a stranger's face. Born in Vietnam and raised as an Airforce brat, Trinh spent her childhood in different countries and was exposed to many different cultures.

Derek—born in San Francisco and raised in Sebastopol—always had one foot in the city and one in the country. He decided to follow in the footsteps of his grandpa and great-grandpa and is working as a Local 38 plumber in San Francisco. The thought of a career change often crosses his mind but for now, plumbing is first. Derek spends his free time supporting Trinh's dream of owning a bar and grill during an unprecedented time of entering the restaurant business.

995 Piner Road - dolansden.com

Crumbl Cookies - 2021

Local owners Jim and Moley are successful restaurateurs from Ukiah and their son Chris, and his wife Caley (from Petaluma) decided as a family to jump headfirst into this incredible fun adventure. A rotating menu with 120+ specialty cookies is made fresh daily, and they're baked in an open kitchen for all cookie-lovers to see up close! They are still looking for that quintessential Santa Rosa/Sonoma County cookie to add to their offerings.

2154 Santa Rosa Avenue -

crumblcookies.com/santarosa

Huckleberry's - 2021

Ann Bailey, owner, and General Manger is from the Bay Area and has always been a breakfast fan. Previously she managed other restaurants before diving headfirst into ownership and opening Huckleberries in Santa Rosa where they serve southern cooking with a California twist.

3441 Cleveland Avenue – huckleberrys.org

Falafel Hut 2 - 2021

Owner Mohamed Shawa opened his first restaurant, Falafel Hut, in 2006 with this father in San Rafael. Since then, he's been serving up authentic Middle Eastern cuisine reminiscent of his Palestinian heritage — shawarma, kebabs, gyros, and, of course, falafel. His recipes, inspired by his mother's cooking, come straight from Palestine, a place he's visited for long stretches of time over the years (he even got married there) and where his cousin has been a chef for thirty years. And now, he's going into business with his cousin, Asem Alshawwa, to open Falafel Hut's sister restaurant, Falafel Hut 2 in Santa Rosa.

701 Fourth Street - falafelhut.co

Tony's Galley - 2021

722 Village Court -

<https://www.tonysgalley.com/>

Nothing Bundt Cake - 2021

Founders Dena Tripp and Debbie Shwetz started out making cakes for their friends and family and the cakes they made were delicious, unlike anything anyone had tasted and as a result the side project turned into something more. Local owners Jan and Waverly are a mother and daughter team. Jan's bakery in Arizona has won best dessert/bakery in the Phoenix East Valley for the past three years and Waverly is currently the chairwoman of the Healdsburg Young Professionals and Entrepreneurs.

266 Coddington Center -

nothingbundtcakes.com

ACME Burger – 2021

Owner Todd's passion for food began when he assisted his father in the family catering business at 15 years old in Connecticut. He pursued a culinary career at the Culinary Institute of America in Hyde Park, New York and completed his apprenticeship on Grand Cayman Island in the British West Indies. ACME features Sonoma Mountain Beef burgers (locally raised, hormone and antibiotic free, grass-fed and grain finished), Willie Bird (local) turkey burger, the Impossible Burger (plant-based protein), Bodega Bay rock cod, and a comprehensive menu of freshly prepared sides and salads.

1007 W. College Avenue - acmeburgerco.com

Sushi Rosa - 2021

From the same family as Otoro Sushi in Healdsburg.

515 4th Street - facebook.com/sushirosa

Warike Restobar - 2022

Warike Restobar was born in the search for the perfect pairing between Peruvian cuisine and the best product obtained in the Californian waters. Three family partners Latin roots: Luigi, Kevin, and Gustavo bring the concepts of the true cevicheria and Peruvian restaurants to downtown Santa Rosa. From the same family as Ayawaska in Petaluma and Novato.
527 Fourth Street - warikesf.com

La Fondita - 2022

Roseland's iconic La Fondita restaurant is expanding to downtown Santa Rosa. Known for more than 20 years for authentic, affordable Mexican cuisine, the downtown location will be the third for owner Maria Elena Reyes. Elena Maria Reyes started her food business in 1996 with an old food truck she and her husband financed by selling their cars and asking her grandmother for a few thousand dollars in start-up money.
630 Third Street

The Branch Line – 2022

The Pharmacy Cafe owner Kim Bourdet is opening a new plant-based restaurant and mercantile in the former Flying Goat Coffee space in Railroad Square. 10 Fourth St. - <https://www.sonomamag.com/the-pharmacy-owner-opens-second-santa-rosa-restaurant/>

Red Bird Bakery - 2022

467 Sebastopol Road - <http://www.redbirdbakery.com/>

Wooden Petal Bakery – 2022

404 Santa Rosa Avenue - <https://www.woodenpetal.com/>

Vine Burgers – 2022

Vine Burgers is a passion project by James Byus III that is almost three decades in the making. A career that has spanned nearly every facet of the food and beverage industry—front of house, back of house, sales, sourcing, premiere hospitality concierge, and more—has culminated in a restaurant concept that unites exceptional wine and hip cuisine with a modern aesthetic.
3579 Industrial Drive - <https://www.vineburgers.com/>

ACTIVITY/ATTRACTION**Sessions Climbing – Opening 2022**

Sessions Climbing broke ground in April 2021. Local rock climber Kevin Jorgeson, who complete a free climb of the Dawn Wall of El Capitan in Yosemite National Park with partners Tommy Caldwell is starting the next adventure. Session Climbing set to open in 2022 is a 55-foot-high, 23000-square-foot structure featuring indoor climbing, yoga, and fitness center.
965 South A Street - sessionclimbing.com

FY 2022-23 Looking Ahead

City Santa Rosa

Initiatives

- **Strategic Plan Implementation**
 - Business audit and data collection
 - Improve Business website on srcity.org
- **Marketing:**
 - Out There SR website and social media
 - Paid advertising
- **Local Engagement:**
 - Merchandise
 - Placemaking & Public Art Collaborations
 - Event Promotion
- **Event Support:**
 - Reorganize city-wide event support funding programs

2022 Looking Ahead

Visit Santa Rosa

Initiatives

- Re-open Welcome Center, the city's concierge desk, with staff and volunteer recruitment.
- Market Santa Rosa as a premier destination through effective public relations, media campaigns, product offerings, digital assets, social media platforms, events, and direct sales.
- Work with our industry partners Visit California, Sonoma County Tourism, Santa Rosa Metro Chamber of Commerce, the Downtown Action Organization, and Studio B with City of Santa Rosa Economic Development Division to increase and ensure coverage of all our destination offerings.
- Continue to analyze visitor and market insights and analytics post-pandemic to determine the best timing and updates for our marketing and sales strategies.
- Enhance the SRTBIA Event Support Program to attract, retain and grow events that create economic impact and promote the overall destination.
- Continue to create economic development and impact through media mentions, education, and the sourcing and servicing of revenue-producing opportunities for our business community.
- Participation in professional associations, such as California Travel Association, Destination Marketing Association of the West, West Coast Destination Marketing Organization Alliance, Meeting Planners International, Silicon Valley Business Travel Association, International Gay Lesbian Travel Association, LGBT Meeting Planners Association, California Outdoor Recreation Partnership, Bay Area Brewers Guild, and maintain certification from Sports Events & Tourism Association.

Proposed Budgets

CITY OF SANTA ROSA WORK PLAN – FY 2022-23 PROPOSED CITY BUDGET

	EXPENSE
Administration + Operations <i>Staff, overhead, maintenance costs</i>	\$288,000
Professional Services	\$180,000
Event Support & Attraction	\$ 50,000
Business/Workforce, OTSR, Placemaking Programs	\$ 215,985
Total	\$ 733,985
	REVENUE
Council Approved Budget	\$500,000
Carry Forward	\$233,985
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 -\$233,985
Reserves - \$20,698

VISIT SANTA ROSA WORK PLAN – CY 2022

PROPOSED VISIT SANTA ROSA BUDGET

	BUDGET
Administration / Operations	\$ 386,550
California Welcome Center Ops	\$ 296,100
Sales, Marketing, Promotions, PR	\$ 654,600
Event Support & Attraction	\$48,000
Total	\$ 1,385,250

Contacts

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DATA SOURCES

- The EDB Sonoma County Annual Hospitality Report 2021
- City of Santa Rosa TOT Annual and Quarterly Reports 2021
- California Travel Impacts 2021
- Press Democrat Articles, 2021 and 2022
- Sonoma County Tourism