

SRTBIA

Santa Rosa Tourism Business Improvement Area

ANNUAL REPORT FY 2021-2022 **WORK PLAN FY 2022-2023**

City Council – August 23, 2022



Rafael Rivero, Economic Development Specialist
Planning & Economic Development Department

SRTBIA: **Overview**

- Established **August 3, 2010** - **Santa Rosa Ordinance 3946**
- **3% Assessment** on lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses
- Distribution of Funds Collected:
 - **30%: City of Santa Rosa**, Economic Development Division
 - **70%: Santa Rosa Metro Chamber**, Visit Santa Rosa Program

SRTBIA: Overview

ADVISORY BOARD

5 members appointed by City Council:

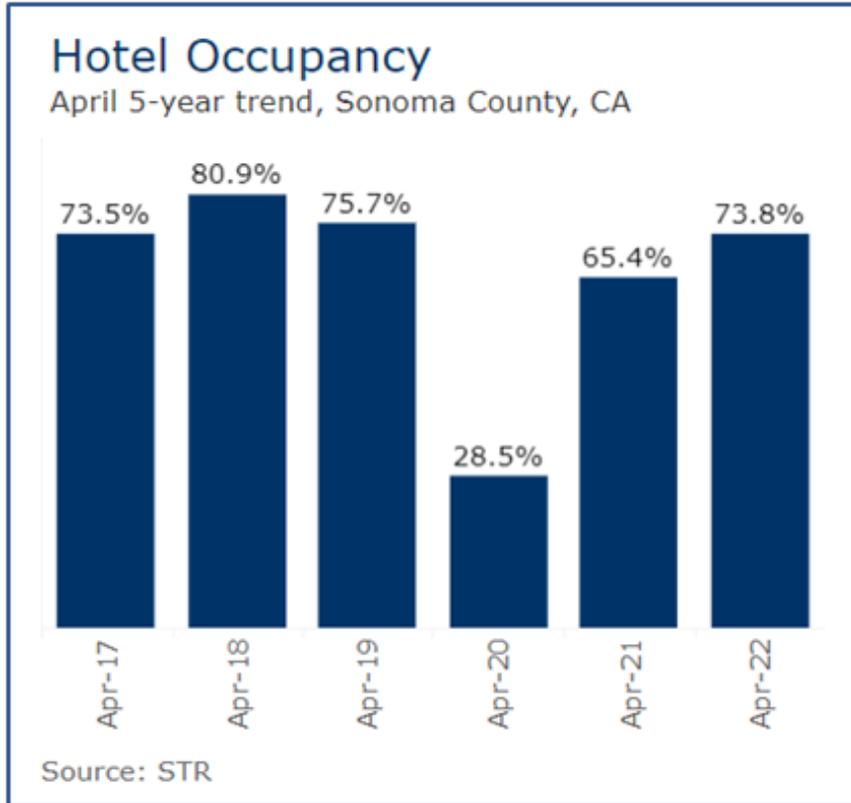
- 1 Santa Rosa Metro Chamber employee
- 1 City of Santa Rosa employee
- 3 hotel operators, at least 1 full service, and 1 select service

Current Roster:

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

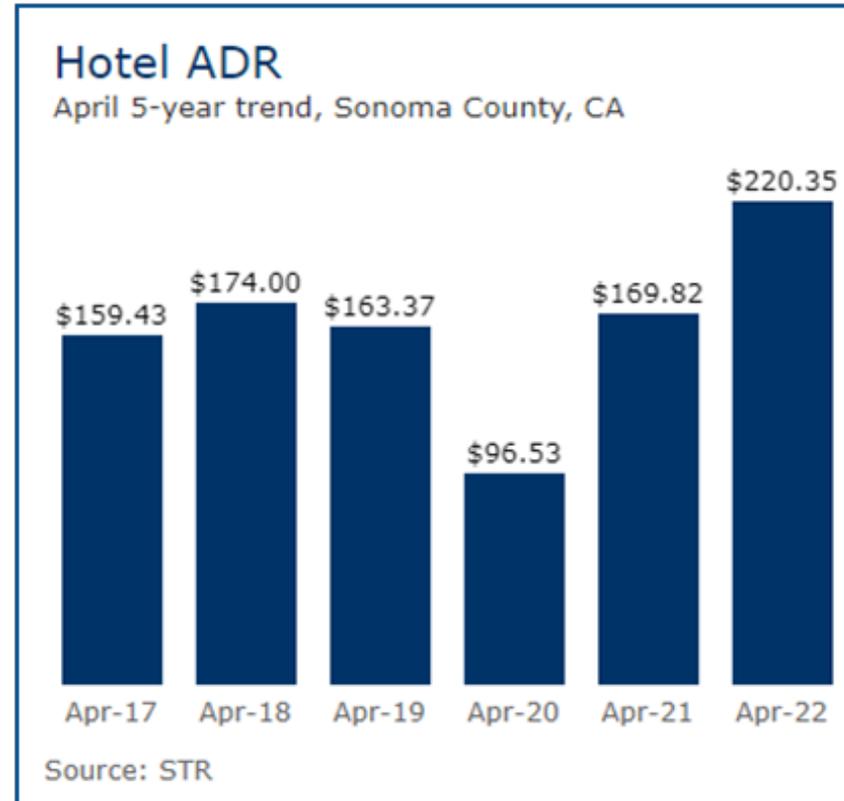
SRTBIA: Tourism Indicators

- April 2022 Average Occupancy Rate: 73.8%
- April 2022 Average Daily Rate: \$220.35



Occupancy Rate

Determined by dividing the total room nights sold by the total room nights available for purchase.



Annual Average Daily Rate (ADR)

Represents the average amount spent on accommodations by a visitor per room night.

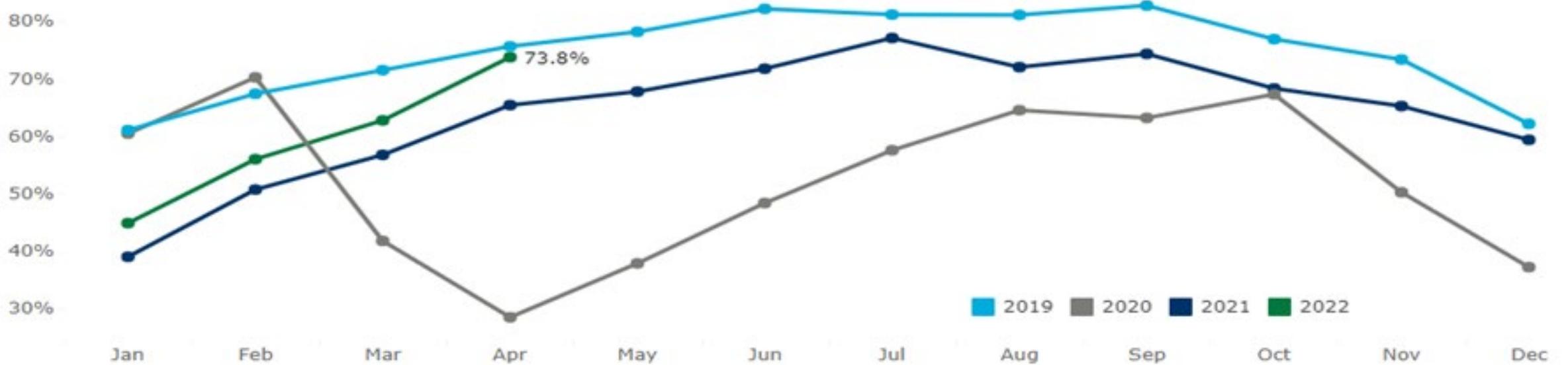
SRTBIA: Tourism Indicators

Annual Occupancy Rates by Month

Hotel Occupancy

Occupancy by month, Sonoma County, CA

Year



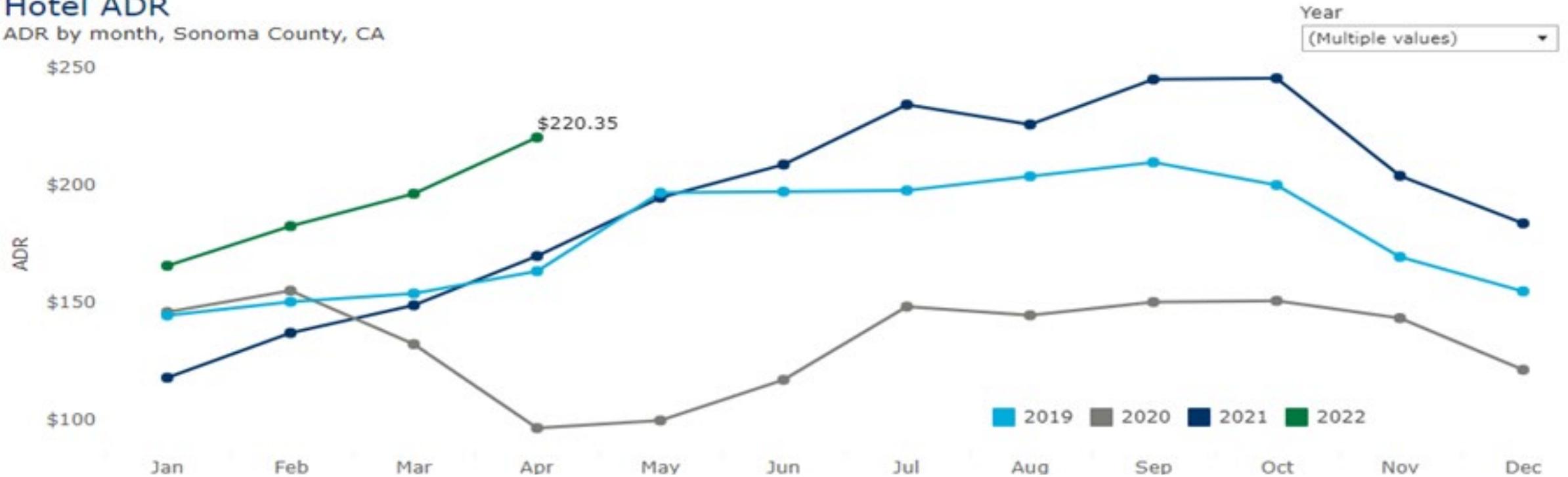
Source: STR

SRTBIA: Tourism Indicators

Annual Average Daily Rate by Month

Hotel ADR

ADR by month, Sonoma County, CA

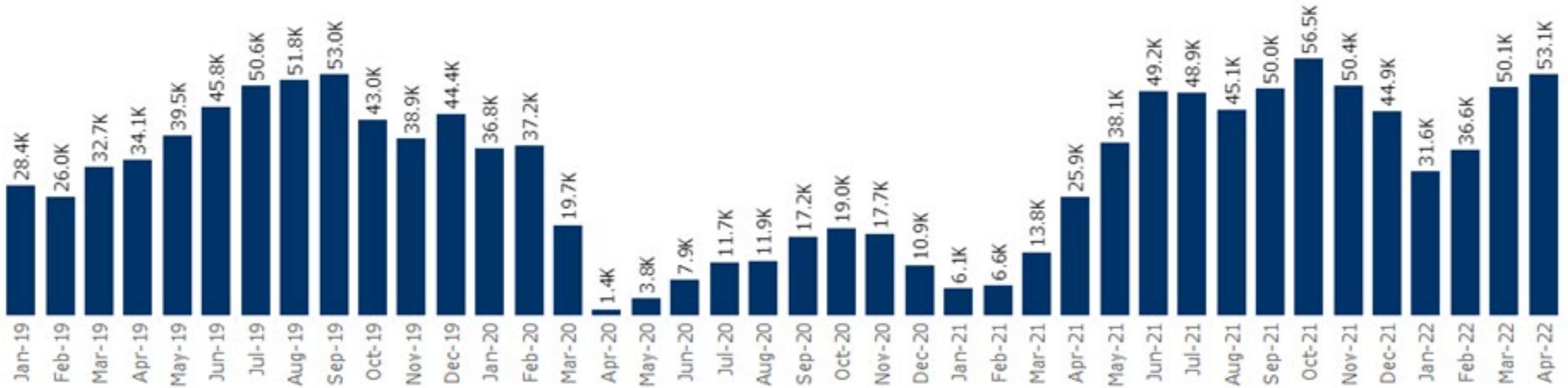


SRTBIA: Tourism Indicators

Sonoma County Airport Travel Trends (# of passengers)

Air Travel

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



Source: STS - Sonoma County Airport

SRTBIA: Tourism Indicators

Cities within Sonoma County

All Direct Impacts: 2021p

	Visitor Spending	Earnings	Employment	Tax Receipts		Total
				Local	State	
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

Travel Impacts

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.

- **SR Visitor Spending: \$317.5M**
- **SR Employment: 2.8k**
- **SR Total Receipts: \$31.9M**

SRTBIA: **Financial Summary**

- **9% Transient Occupancy Tax** (SR General Fund)
applied to all lodging establishments within Santa Rosa city limits
- **2% Sonoma County TBIA** (Sonoma County Tourism)
*applied to Sonoma County lodging establishments with annual receipts above \$350k
EXCEPT for the cities of Healdsburg and Sonoma (opted out)*
- **3% Santa Rosa TBIA** (30% City and 70% Chamber)
applied to all lodging establishments within Santa Rosa city limits

Total Tax and Assessments: 14%

Paid by people staying in Santa Rosa lodging establishments, including hotels, motels, inns, vacation rentals, and all similar lodging businesses except as noted

SRTBIA: Financial Summary

SRTBIA Assessment Revenue (3% local assessment)

	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	

SRTBIA: Financial Summary

Transient Occupancy Tax (9%)

	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%

SRTBIA: Financial Summary

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 Sources – City of Santa Rosa

Council Approved Budget **\$350,000**

Carry Forward **\$393,551**

Reserves *\$20,698 funds held in reserve that were received beyond Council approved budget*

SRTBIA: Financial Summary

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

SRTBIA: Looking Ahead

CITY OF SANTA ROSA BUDGET + WORK PLAN – FY 2022-2023

	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

Initiatives

Strategic Plan Implementation

- Business audit/data collection
- Improve on-line access

Marketing

- Out There SR program
- Paid advertising

Local Engagement

- Merchandise
- Placemaking and Public Art collaborations
- Event promotion

Event Support

- Reorganize city-wide event support funding programs

SRTBIA: **Looking Ahead**

VISIT SANTA ROSA BUDGET + WORK PLAN – CY 2022

	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

Initiatives

- Market Santa Rosa as a Premier Overnight Destination
- Attract, Retain and Grow Groups & Events
- Reopen the California Welcome Center in Railroad Square
- Visitor & Market insights analysis to update marketing/sales strategies

SRTBIA: **Recommendation**

It is recommended by the Planning and Economic Development Department that the Council, by resolution, accept the Fiscal Year 2021-2022 Annual Report, approve the continuation of the annual assessment on Santa Rosa lodging businesses, and adopt the Fiscal Year 2022-2023 Budget and Work Plan.