

Event Details	
Event Name	Beerfest - The Good One
Event Date(s)	June 8, 2019
Event Description	Beerfest brings together 50+ breweries and cideries from around Northern California to showcase the latest releases in craft beers and hard ciders.
Event Location	Luther Burbank Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA 95404
Is this a new or returning event?	Returning event. With additional marketing support, the event has great potential to grow and showcase Santa Rosa. We want to expand the audience for this event, both geographically and demographically.
Contact Name Phone Email Mailing Address	Linda Galletta 707-544-1581 lgalletta@f2f.org 873 Second Street Santa Rosa, CA 95404
Legally Responsible Organization	Face 2 Face
Total Event Cost	\$25,000
Amount Requested	\$1500
How Will Funds from SRTBIA Be Used?	Funds will be used to expand the marketing of Beerfest to reach audiences in Sonoma County and beyond - specifically reaching out to audiences in Marin, Mendocino, San Francisco and Napa counties.

## General Event Information (Please answer all questions fully)

<b>How many room nights will the event generate?</b>	Estimate 25+ (marketing to other counties will increase the hotel stays.)
<b>Who is the target audience for this event?</b>	Men and women 30 - 70 years of age who have an interest in craft beers and ciders and who enjoy visiting and exploring this region.
<b>What is the anticipated attendance?</b>  <b>Attendees from out of Sonoma County?</b>  <b>Attendees from within Sonoma County?</b>	1500 20% 80%
<b>What is the history of this event?</b>	This festival started as an informal community-driven gathering on the Russian River at the height of the AIDS crisis, and now has become a much-beloved annual event presented by Face to Face and attracts about 1500 people from all over the state. (The nickname "The Good One" comes from feedback we've received over the years, from fans and brewers telling us this fest is "the good one" because of the beautiful outdoor setting and the outstanding products represented.)
<b>If this is an existing event, how many room nights has it produced in the past and what hotels were used?</b>	This is an existing event, but to this point room nights have not been tracked.
<b>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</b>	We have not.
<b>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</b>	Yes
<b>Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?</b>	This event has the capacity to grow beyond the current 1500. Luther Burbank Center for the Arts is enhancing its outdoor space, and Beerfest would be able to use more space and expand its attendance proportionally.
<b>How does this event support or re-affirm Santa Rosa's brand?</b>	The event features many local makers of beer and cider including Santa Rosa's Fogbelt Brewing, Hen House Brewing, Moonlight Brewing, Seismic Brewing, Russian River Brewing, and Sonoma County's Crooked Goat, Bear Republic, California Caboose Cider and many others. It re-affirms Santa Rosa's brand as a hub of the area's beer and wine market.

<b>Describe the community support for this event. Include financial and in-kind support.</b>	This event is supported by 50+ breweries/cideries who donate all of their product, by local businesses who provide financial sponsorship and by 100 volunteers who staff the event.
<b>How will this event be funded in the future?</b>	This event will continue to be supported by business and volunteer contributions. The goal is to increase the market reach as well as sponsorship and brewery support so that the event can expand its attendance.
<b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b>	Marketing plan is through radio, print and electronic media - website ( <a href="https://www.beerfestthegoodone.com/">https://www.beerfestthegoodone.com/</a> ) and social media, Facebook ( <a href="https://www.facebook.com/Beerfestsonomacounty/">https://www.facebook.com/Beerfestsonomacounty/</a> ). Santa Rosa will get great exposure through press releases, social media and print advertising.
<b>Will there be media coverage of this event?</b> <b>Local – Regional – National</b>  <b>With this media coverage, describe who will be covering this event</b>	Yes, there will be local and regional media coverage by the Press Democrat, Bohemian, La Voz, Pacific Sun, as well as local and regional radio stations.
<b>Additional information or comments.</b>	This is an important event to reinforce Santa Rosa's identity as the hub of Sonoma County's craft brew industry. With Visit Santa Rosa support, Beerfest has the potential to expand it's visitor impact.

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*