Santa Rosa Tourism Business Improvement Area
Event Support Application

The Santa Rosa Tourism Business Improvement Area (SRTBIA) offers the opportunity for event planners and organizers to seek funding to support their events in Santa Rosa. These guidelines set forth the criteria for application to the SRTBIA. As the primary purpose of the SRTBIA is economic impact, all SRTBIA applications must detail how the proposed event will generate overnight stays.

To ensure the success of your application, please note the following:

- Applicants must use the attached Application Form.
  (You may attach additional information to your application, if necessary.)

- Send completed forms and any additional material to Keith Roberts with the City of Santa Rosa at rrivero@srcity.org with a copy to Tanya Rainey with Visit Santa Rosa at tanyar@visitsantarosa.com.

- You may apply at any time during the year, however, your application will not be reviewed until the next scheduled SRTBIA Board meeting following the receipt of your application. Your application must be received 7 working days prior to the meeting for consideration. The SRTBIA Board will review the application and vote on funding. SRTBIA Board meetings are held on the fourth Thursday of every other month. (Subject to change.)

- Questions should be addressed to the Executive Director of the Santa Rosa CVB at 707-524-2116 or bradc@visitsantarosa.com.

Event Support Application Assessment Process
Applications will be reviewed by the SRTBIA board. Consideration for approval and the amount of funding awarded will be dependant on several factors. Overnight stays, new event or repeat event, media coverage, marketing & brand support for Santa Rosa, event time (season vs. off-season), organizational plans and potential for long term growth.

Event Timing
The most important consideration will be event timing and special consideration will be give to events that are held during low occupancy. For an estimate of occupancies during your event contact the Executive Director of the Santa Rosa CVB.

Timing	Special Consideration
Event held during peak occupancy	Low
Event held during shoulder period	Medium
Event held during low occupancy	**Extremely High**

Other consideration will be given to events based upon the below chart.

Category	Consideration

Confirmed room nights during non peak occupancy
The goal is to produce a minimum of 100 new or additional room nights (excluding vendor and staff rooms) during need (low hotel use) times. For new events: estimate room nights or provide supporting documentation from a similar event. For existing events provide supporting documentation including potential for expansion.

< 100	Low
101-500	Medium
>500	High

Media Coverage

Local	Low
Regional or non major	Medium
Major outlet and/or national coverage	High

Long Term Growth Potential

0-100 Room Nights	Low
101-500 Room Nights	Medium
>500 Room Nights	High

Marketing & Organizational Plan

None	Low
Minimal marketing plan	Medium
Well thought-out & organized	High

The SRTBIA board will evaluate each event separately and allowable expenditures will vary depending on many of the above factors. At its discretion the board may only allow one type of expenditure (such as marketing & advertising).

Example of Allowable Expenditures
- Site fees and other related costs incurred <u>within the city limits</u> of Santa Rosa. *(Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc.)*

- Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino. These include but are not limited to promotional materials, trade shows, advertising and media buys.

Disallowed Expenditures
- General operating or administrative salaries or wages.

- Advertising and marketing expenses in Sonoma County or the immediate surrounding counties.

- Site fees and other related costs incurred outside the city limits of Santa Rosa.

Repeat Submissions:
Events may be funded more than one time; however, the intent is for events to become self sustaining. Organizations may submit applications for different events.

Post-Event Summary Report:
All expenditures *for items funded by SRTBIA* <u>must</u> be documented and a report must be received by the Executive Director of the Visit Santa Rosa no later than 90 days following the last day of the funded event. The report should include:

1. A brief summary outlining estimated attendance
2. A zip code analysis or event attendance survey that details the number of attendees that are from out of the area
2. Information on advertising placed to promote the event (if applicable)
3. A general assessment of the event which addresses its success and any concerns or recommendations for changes.
4. Verification of the room nights reported by the Santa Rosa CVB
5. Copies of checks issued for payment of services or copies of corresponding invoices equal to the amount of funding provided

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect final funding and considerations of future applications.

OVERVIEW OF EVENT SUPPORT TERMS

1. Include the Visit Santa Rosa logo and the City of Santa Rosa logo on printed materials, marketing materials, and link the CVB logo to the VisitSantaRosa.com and City logo to OutThereSR.com from the event/organization website.

2. Permitting the Visit Santa Rosa to hang signage at the event and be given sponsorship benefits as per the value of the event support.

3. Guarantee a complete and accurate report of the event's activity to the Visit Santa Rosa within 90 days of the event conclusion (including complete expense statement on reimbursable items, if applicable). Included in this documentation should be verification of total room nights, total event attendance, estimated attendance from out of the area and if possible estimated local spending by event organizer.

4. Agree to notify the Visit Santa Rosa immediately if the event is cancelled, rescheduled or downsized. Because of the importance of filling room nights over need times, if the dates of the event are changed, the contract becomes void and funding will no longer be guaranteed. The SRBIA Board must approve funding for the new dates.

5. Hold harmless the Santa Rosa Tourism Business Improvement Area, the Santa Rosa Chamber of Commerce dba the Visit Santa Rosa, the City of Santa Rosa and staff and volunteers from said mentioned organizations from all claims, liabilities, causes of action and judgments arising out of the event.

6. Unless previously agreed upon or given a waiver, only Santa Rosa (within SRTBIA boundaries) hotel rooms will be considered in the 'Room Night' counts for your application.

7. If event support is granted, a completed and signed W9 must be provided prior to payment.

Event Details

Event Name	Levi's GranFondo
Event Date(s)	October 5, 2019, October 3, 2020, October 2, 2021
Event Description	Levi's GranFondo mass-participation road cycling event with family oriented activities during the festival for the event.
Event Location	Old Courthouse Square
Is this a new or returning event?	11th Year running.
Contact Name **Phone** **Email** **Mailing Address**	Carlos Perez 707.478.9034 los@bikemonkey.net
Legally Responsible Organization	Bike Monkey Inc.
Total Event Cost	$700,000 - $950,000
Amount Requested	$40,000
How Will Funds from SRTBIA Be Used?	Supports marketing expenditures. Funds go to help pay for radio, print and digital advertising and collaborative marketing efforts with the City of Santa Rosa.

General Event Information (Please answer all questions fully)

How many room nights will the event generate?	> 500
Who is the target audience for this event?	All audiences, all ages. 35-65yo is the largest sector of Levi's GranFondo.
What is the anticipated attendance? **Attendees from out of Sonoma County?** **Attendees from within Sonoma County?**	4,500 cyclists 2,000-3,000 additional festival goers. Greater than 60% from outside Sonoma County.
What is the history of this event?	This is the 11th year of Levi's GranFondo. In 2018 the economic impact was calculated by the Sonoma County Economic Development board to be $2.7million.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Unknown exact room night count. All hotels fully booked the weekend of the event every year since inception. Pour-over is as far away as Petaluma, Cloverdale, Sonoma, Sebastopol and smaller towns in between.
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?	Astro Hotel, Best Western SR, Flamingo, Hampton Inn Windsor, Hyatt Regency, Marriott Courtyard, Oxford Suites, The Sandman. Total room block contracted is 400 room nights.
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?	Yes. Further clarification on requirements needed. However we have no restrictions with regard to this matter.
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?	We are in a phase of growth where the limit will be the number of hotels available to us.
How does this event support or re-affirm Santa Rosa's brand?	It is all about the bounty of the region which is fundamental to making Santa Rosa great. Our focus is to celebrate the best of the region in one central place. The categories include beer, wine, food, cycling, community, business and pulled together with live music.

Describe the community support for this event. Include financial and in-kind support.	We receive over 1,000 volunteers throughout the weekend to help produce the event each year, underscoring the community's desire to see the event succeed. Financial support comes in the form of regional sponsorship and grant money as well as endemic and non-endemic sponsors. Each year, the streets leaving Santa Rosa are lined with residents cheering on riders as they depart for Levi's GranFondo. This year our festival component expands to include something for everyone whether you're a cyclist or not.
How will this event be funded in the future?	Event registration fees/ticket sales, merchandise sales, event partner cash sponsorship, in-kind service sponsorship from organizations like Ghilotti, and further support from the City of Santa Rosa to invest in the tourism that the event generates.
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	Press releases, social media support from large event partners like Specialized, Mercedes Benz and Patron Tequila, print, digital and radio advertising, and our mailing list of 37,000 people from around the world who have expressed interest in, or who have participated in Levi's GranFondo. Occasionally we produce TV commercials for Levi's GranFondo that air during large cycling events such as the Tour de France or the Amgen Tour of California. We utilize a local film crew to produce marketing material both in film and still imagery, and post-production work will be done in 2019 to create promotional material for future years of the experience.
Will there be media coverage of this event? Local – Regional – National **With this media coverage, describe who will be covering this event**	Regional radio coverage for 2019 will take place--KZST and partner stations.
Additional information or comments.	

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.*