

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 Rafael Rivero 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 Visit Santa Rosa 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. Support is subject to available funds and at the discretion of the board.

Event Timing

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

Timing

Event held during peak occupancy
Event held during shoulder period
Event held during low occupancy

Special Consideration

Low

Medium

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 within the city limits of Santa Rosa (excluding vendor and staff rooms) during need 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 within the city limits 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* must be documented and a report must be received by the Executive Director of 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. Estimated room nights in Santa Rosa with methodology for calculation room nights.
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 Visit Santa Rosa logo to 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 Metro 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) room nights 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	Beerfest, The Good One
Event Date(s)	Saturday, June 6, 2020
Event Description	Beerfest, The Good One is a celebration of over 50+ breweries and cideries from around the Northern California region to showcase the latest releases in craft beers and hard ciders.
Event Location	Luther Burbank Center for the Arts, 50 Mark West Spring Road, Santa Rosa, CA 95404
Is this a new or returning event?	This is recurring event and in 2020 Beerfest will be celebrating it's 29 th year as a Beer Festival and fundraiser for Face to Face.
Contact Name Phone Email Mailing Address	Gary Saperstein 707-544-1581 gsaperstein@f2f.org 873 Second Street, Santa Rosa, CA 95404
Legally Responsible Organization	Face To Face
Total Event Cost	\$25,000
Amount Requested	\$3,200.00
How Will Funds from SRTBIA Be Used?	Funds would be used to logo all the Beerfest glassware branded with Visit Santa Rosa on them. The glasses are a keepsake for all the approx. 1,400 attendees of the Beerfest event. This would bring awareness to Santa Rosa and brand the event for the region.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?	We are going to reach out and partner with a few hotels in the area to become our Beerfest Partner Hotels and will promote that on our website.
Who is the target audience for this event?	The demographic is a diverse 25-65 audience. We market the event to the Bay Area specifically reaching out to audiences in Marin ,Mendocino, San Francisco and Napa Counties.
What is the anticipated attendance?	We anticipate 1,400 in attendance
Attendees from out of Sonoma County?	40%
Attendees from within Sonoma County?	60%
What is the history of this event?	Beerfest started out 29 years ago in Guerneville. It was a fundraiser in the height of the HIV/AIDS Crisis to help Face To Face. The woman who started the event retired about 18 years ago and asked Face to Face if they would like to take over the event to keep the fundraising component tied to the organization. In the past decade with the Craft Beer movement growing the event has grown alongside and continues to grow each year.
If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?	We have not tracked this information in the past but am hoping to do so by partnering with a few hotels in Santa Rosa for 2020's event.
Have you approached or contracted with any lodging establishments for the event for which you are requesting support? If so, who have you contacted and how many room nights have you requested?	Yes, we are putting out requests for a few Santa Rosa Hotels to become "Beerfest Partner Hotels"
If you receive event support from the SRTBIA, we ask that you use Visit Santa Rosa services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?	Yes. We would love to promote the service to attendees via Social Media as well as via our ticketing services emails to attendees.
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?	There is room to grow this event at the Luther Burbank Center and then have the possibility to move to a larger location if needed.
How does this event support or re-affirm Santa Rosa's brand?	The event supports Santa Rosa's identity as the hub of Sonoma County's Craft Brew industry. With Visit Santa Rosa's support we have the potential to reach out and expand its visitor impact.

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>We received support both financial and in-kind from our Breweries who participate in the event. We also receive financial support from local businesses who participate in the event. The Bohemian Paper has also been a sponsor providing ads promoting the event.</p>
<p>How will this event be funded in the future?</p>	<p>We will continue to fund this event with local Sponsors as we have done in the past. As it continues to grow we see the opportunity to bring on more sponsors.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>We market the event heavily via Social Media. In our posts we always include the location of the event and “thank” our sponsors such as Visit Santa Rosa and the Luther Burbank Center here in Santa Rosa. We take out Ads in The Bohemian and receive coverage from the Press Democrat prior to and after the event.</p>
<p>Will there be media coverage of this event? Local – Regional – National</p> <p>With this media coverage, describe who will be covering this event</p>	<p>Yes! Our local Radio Station provides media coverage with commercials and ticket give-a-ways to help promote the event.</p>
<p>Additional information or comments.</p>	<p>We are truly appreciative of the support we received with Visit Santa Rosa in 2019 and look forward to a continued relationship with our Beerfest, The Good One fundraiser!</p>

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.*

STRBIA Event Recap	
Event Name	
Event Date(s)	
Event Description	
Event Location	
Recap Prepared By	
Event Attendance by Day	
Are you attaching a zip code analysis or visitor survey results?	
If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?	
How many room nights do you estimate were used within Santa Rosa? What SRTBIA lodging establishments were contracted/used for the event?	
How were SRTBIA funds used?	
Is there any other economic impact you would like to share about the event?	

This is to be completed and returned to the Visit Santa Rosa Executive Director within 90 days of the conclusion of the event.

Please attach any relevant information including copies of articles, advertisements, press releases or economic data related to the event.