



Hosted by Jean Schulz & Monte Schulz  
at Snoopy's Home Ice, Santa Rosa, California

Snoopy's Senior World Hockey Tournament 2020  
is pleased to present the following to  
The City of Santa Rosa  
and Visit Santa Rosa  
(SRTBIA)

**PROPOSAL  
TO BE A PRESENTING SPONSOR  
OF SNOOPY'S 44TH ANNUAL  
SENIOR WORLD HOCKEY TOURNAMENT**

**BACKGROUND** For 43 years life-long hockey players gathered annually in Santa Rosa for 10 days of friendly competition and celebration of their hockey families around the world

In 2019, the Tournament was suspended while the Schulz family invested \$1.5 million in installing new ice and dasher boards so that the community would have an ice arena for many decades to come. The restored arena itself draws 150,000 people annually, keeping the ice busy from 6 a.m. to 11 p.m. most days, offering

- public skating and lessons for local residents,
- youth hockey and related youth tournaments drawing hockey families to the city,
- local adult hockey league games and tournaments for adults from throughout the West Coast,
- SRJC hockey games,
- with the new dasher boards, the highly competitive, contact-style Senior "A" Adult Hockey League games and planned tournaments are expected to fill the spectator stands,
- and, of course, Snoopy's Senior World Hockey Tournament, which will be July 10-19, 2020.

**Already 68 teams have signed up for the 2020 Senior Tournament.** Twenty of those teams will travel from the nearby Marin, Sonoma, Napa and Solano counties. The other 40+ teams traveling to Santa Rosa include **9 teams from Canada, 8 from Southern California, 4 from Washington State, 3 from New York, 3 from Connecticut, 2 from Colorado, and 2 from Texas. Other states representing with at least one team are Arizona, Florida, Hawaii, Illinois, Indiana, and Oregon.** (One team consists of 12-15 players plus their managers and families. At least 790 will need lodging in the region for 4-6 days minimum.)

**Each team plays three times over five days,** with a refreshing day off between games to 'recuperate'. Based on last year's survey, they define 'recuperate' as golfing, wine and beer tasting, touring, and dining with their old friends from other regions.

One exciting prospect this year is that **Mark Sertich, who played hockey on Charles Schulz's team and is Guinness Book of World Record's oldest hockey player, will celebrate his 99th birthday on one of his game days.** He played in the 2018 tournament and is already registered for 2020. He plays on the Continental 75's with his son, Mark Sertich, Jr.

**NUMBERS & ECONOMIC IMPACT** In 2017, the Sonoma County Tourism office used our best guesses to calculate for us that Snoopy's Senior World Hockey Tournament 2017 might have brought in as much as \$3.5 million. They were wrong.

Following the last Tournament in 2018, we did a survey asking our players where they stayed and for how long, and what they did while they were at the Tournament. The County Tourism Office redid the calculation using actual numbers. Their calculation indicated the **Tournament brings in \$5.8 million in economic impact, just slightly less than one day of The Ironman.**

**We are very proud of our ability as a local event with all local staffing to bring in that kind of economic impact to our region, and to do it without burdening City Services or disrupting our friends and neighbors' regular traffic patterns.**

**HISTORY** All of this is possible for the community because Charles M. (Sparky) Schulz, an avid, life-long hockey player, brought the Tournament to Santa Rosa in 1975. He expanded the divisions' age ranges, as he aged, to the delight of senior players from across the United States and Canada, and many years including teams from Japan. Today, approximately 1,000 hockey players from 40 to 99 years of age enjoy their favorite sport on Snoopy's (and Sparky's) Home Ice.

Jeannie, Craig, Amy, Jill, and Monte Schulz resolved to keep the Tournament going after Sparky's passing in 2000 and have proven their commitment this last year with their investment in substantial improvements to the arena. There were concerns that giving the Tournament a year off would reduce the enthusiasm for attending, but as soon as registration was announced the world-wide senior hockey network responded robustly, and the Tournament schedule was filled.

Over the years costs for the Tournament have risen, and interest has expanded, it's been more difficult to make it work. Even today it is underwritten in part by the Schulz family, but that will not continue forever. The Tournament needs to break even.

**TODAY** We want to keep the Tournament going for all the world's senior hockey fans, and, now more than ever, to continue the long-term, locally-driven, proven economic value to the community.

**OUR REQUEST** We are requesting a \$30,000 grant, support for an independent third party to do our economic impact study so that our numbers can be verified, and a registration code set up with your lodging members so that we can track where exactly our players stay.

The \$30,000 will be spent locally on

➤ EMT Standby Services	\$20,000
➤ Santa Rosa theme jackets and registrants' bags, and for our hosted BBQ equipment and supplies	\$10,000

In exchange we offer the following recognitions to the City of Santa Rosa and Visit Santa Rosa as one of the Presenting Sponsors of the Tournament:

- Your logos on
  - Print materials transmitted both on paper and digitally
  - Website
  - 3 Rink Boards, which surround the ice during play
  - On all sponsor thank you displays
- "Santa Rosa, California" inscribed on registrants' jackets and registration bags
- Links to Visit Santa Rosa and OutThereSantaRosa websites on the Tournament website

- The opportunity for the Mayor to provide Welcome Notes in the Tournament Souvenir Program
- The opportunity for Visit Santa Rosa and Out There Santa Rosa to have a table in front of the arena during the Tournament to promote their partners.
- The opportunity to have Visit Santa Rosa lodging members be listed as options in our mailings to Teams and Players.
- The opportunity for a representative to welcome our players personally at the Tournament Gathering BBQ on Wednesday, July 15, 2020.
- The opportunity to provide up to three banners which we will place at the rink during the Tournament and at the BBQ celebration.
- The opportunity to put Tourism Guides into the registration packet distributed as players sign in.
- The commitment to house referees in Visit Santa Rosa member properties as much as possible when the Tournament has to purchase lodging for them.

We are attaching a full SRTBIA Event Support Application and a 2018 Program so that you can see the full scope of the Tournament.

We look forward to working with you.



Gina Huntsinger  
General Manager

Blake Johnson  
Tournament Director



**Santa Rosa Tourism Business Improvement Area Event Support Application**  
**Snoopy's Senior World Hockey Tournament 2020**

**Event Details**

<b>Event Name</b>	<b>Snoopy's 44<sup>th</sup> Annual Senior World Hockey Tournament</b> 2019 was only the second time in Tournament history that the Tournament was postponed one year.
<b>Event Date(s)</b>	July 10-19, 2020
<b>Event Description</b>	The tournament draws 70 adult amateur hockey teams of 12-18 members to play more than 100 hockey games over 10 days. Each team plays 3 games over 5 days. Players are a minimum of 40 years old. It is anticipated that the oldest player in 2020 will be 99. After taking a year off to rebuild the ice, we are thrilled to report that as of December 1, 2019, 68 teams are already registered to spend 5 days enjoying the competition and camaraderie of dedicated hockey players from across the USA and Canada.
<b>Event Location</b>	Snoopy's Home Ice (aka Redwood Empire Ice Arena) 1667 W Steele Lane, Santa Rosa, CA
<b>Is this a new or returning event?</b>	44 <sup>th</sup> year at Snoopy's Home Ice.
<b>Contact Name Phone</b> <b>Email</b> <b>Mailing Address</b>	Gina Huntsinger gina@snoopyshomeice.com 707-546-7147 Ext. 206 Snoopy's Home Ice 1667 W Steele Lane, Santa Rosa, CA 95403
<b>Legally Responsible Organization</b>	Redwood Empire Ice Operations, LLC
<b>Total Event Cost</b>	\$180,000
<b>Amount Requested</b>	\$30,000 plus a third-party economic impact study in order to collect impartial evidence of our economic impact.
<b>How Will Funds from SRTBIA Be Used?</b>	\$20,000 for Standby EMTs \$10,000 for Santa Rosa-themed jackets and registrants' bags, and for our hosted BBQ equipment and supplies.

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

<b>How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?</b>	Based on the 2018 survey: 3500 room nights in hotels/VRBO/AirBnBs, 500 room nights with family and friends, and 400 room nights RV and camping.
<b>Who is the target audience for this event?</b>	Hockey players and their support teams, families and friends aged 40 plus with sufficient disposable income to purchase and keep up hockey equipment, and travel to tournaments.

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<p><b>What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?</b></p>	<p>Approximately 30% attend from Sonoma, Napa, Marin and other nearby drive-in regions.  70% come from outside the region including (in 2018)  12% from Southern California  5% from Sacramento and foothills of California  4% from Silicon Valley  30% from states outside California  18% from Canada  2020 registrations appear to follow about the same breakdown.</p>
<p><b>What is the history of this event?</b></p>	<p>In 1973, when he was entering his 50's, Charles (Sparky) Schulz's Santa Rosa Ice Hockey Team played in the 4<sup>th</sup> Annual Senior Olympics Hockey Tournament in Burbank, California. The next year, the director of that Tournament asked Sparky if he would host future Tournaments at his Redwood Empire Ice Arena, now called Snoopy's Home Ice. He agreed and the Tournament has been held in Santa Rosa every July since 1975, except 2001 when the Arena was closed briefly for equipment renovations. Sparky continued to play in the tournament through 1999, less than a year before his death at 78.</p> <p>Originally a 40-and-over Tournament, as Sparky aged, so did the Tournament Divisions. The 55+ Division was added in 1978, 60+ was added in '83, 65+ in '88, 70+ in '93 and 75+ in '98. Today the Tournament teams include players in their late 90's, many having played in the Tournament for two or more decades.</p> <p>In 2002, Jeannie and Monte Schulz became the Tournament Sponsors to carry on Sparky's tradition of gathering life-long hockey players to compete in their favorite sport and celebrate their hockey friendships and friendly competitions.</p> <p><b>In 2019, the Tournament was not held while the Schulz family invested \$1.5 million in completely new ice, new dasher boards, and a refresh for the arena. The new arena surface and surrounding boards will allow the arena to continue offering Senior Tournaments, add Senior "A" Adult Hockey tournaments for regional and state teams, and be a community resource for decades to come.</b></p>
<p><b>If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?</b></p>	<p>Based on the 2018 survey, 3500 room nights in hotels/VRBO/AirBnBs, 500 with family and friends, and 400 in RV and camping.</p> <p>We do not have specific information about hotels within the City of Santa Rosa Boundaries, but anecdotally, in 2018, the Flamingo Hotel was happy to provide \$3,000 worth of complimentary room nights, based on their hockey pick up rate.</p>
<p><b>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?</b></p>	<p>We again have a sponsorship agreement with the Flamingo Hotel &amp; Resort. Other hotels currently in discussion are The Sandman, The Courtyard by Marriott, and the Doubletree in Rohnert Park.</p>

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<b>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?</b>	<p>We would be very happy to have a code to identify our players when they register at local lodging. However, we have no control how the teams handle their registrations.</p> <p>We would promote your list of code links, but we will have to give priority listing to lodging facilities which have agreed to provide comp room nights for our 11 referees and other officials who travel here to work for 7-10 days.</p>
<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>	<p>Unless the arena can find a location for and fund an additional sheet of ice, the tournament is full. We are working on getting an announcer which we believe will amp up spectator attendance some.</p> <p>With our new full-size dasher boards, we will be able to grow our year-round tournament schedule. For example, in March we will host a statewide Guns &amp; Hoses Tournament. Guns &amp; Hoses is a First Responders league. Additionally, we have been able to attract a Senior "A" Hockey team that calls Snoopy's Home Ice their home ice.</p>
<b>How does this event support or re-affirm Santa Rosa's brand?</b>	<p>Santa Rosa is known for hosting endurance sports. Unlike many sports, hockey's gliding, low-impact but highly aerobic nature provides athletes <i>lifetime</i> endurance. Our players are excellent examples of this! They play hockey into their 60s, 70s, 80s and 90s – weekly at home, and annually here to celebrate their love of hockey and the friendships they have developed. They are active travelers, golfers, and hikers, and they love our craft beer and wine industries.</p>
<b>Describe the community support for this event. Include financial and in-kind support.</b>	<p>Fans of hockey and Snoopy's home ice volunteer to serve as hosts at the hospitality room, and in some cases for lodging. A few hotels support us with comped room, and 6 restaurants provide food for the hospitality room to promote their locations.</p>
<b>How will this event be funded in the future?</b>	<p>It is be funded by Tournament revenue and by Redwood Empire Ice Operations, LLC, as possible.</p>
<b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b>	<p>Marketing for participants is largely via email. However, these enthusiastic hockey fans, do go home to Vancouver, or Houston, or Seattle, or Toronto, or wherever, and talk about "The Snoopy" and their trips to Santa Rosa with all their hockey friends. To them, Santa Rosa, Snoopy, and Hockey are synonymous.</p>
<b>Will there be media coverage of this event? Local – Regional – National. With this media coverage, describe who will be covering this event</b>	<p>If Mark Sertich is able to celebrate his 99th birthday on our ice, it is likely we will have media present.</p>
<b>Additional information or comments.</b>	<p>Please see attached Sponsorship Proposal.</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.*