



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	2021 DJFE Triathlon Race Series
Event Date(s)	26 September 2021
Event Description	This triathlon/duathlon series was created to help bring the sport of triathlon to Sonoma County. These are short distance triathlons/duathlon open to all levels of ability. This is an excellent first race and will help you succeed in a non-competitive atmosphere. All are welcome to participate. Excellent for novices, great competition for the seasoned triathlete/duathlete.
Event Location	Finley Aquatic Center & Park
Is this a new or returning event?	Returning event (7th Year)
Contact Name Phone Email Mailing Address	Dana Jones 707-291-7164 dana@djsfitnessevolution.com 239 Juanita Court, Santa Rosa, CA
Legally Responsible Organization	Inspiration Sports Foundation (501c3)
Total Event Cost	\$5,500
Amount Requested	\$1,500.00
How Will Funds from SRTBIA Be Used?	There is a need for more marketing materials to encourage more sign-ups. Currently, a majority of our sign-ups are for athletes from outside of Sonoma County. Since we are one of the first few events post-covid, we are expecting a higher than normal amount of out of town sign-ups.

General Event Information (Please answer all questions fully)

<p>How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?</p>	<p>At least 50 room nights.</p>
<p>Who is the target audience for this event?</p>	<p>Anyone from the ages of 7-99.</p>
<p>What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?</p>	<p>Anticipated attendance is 150 athletes plus family. Usually, we have about 40% of our attendees are from outside Sonoma County. So 60% are from within.</p>
<p>What is the history of this event?</p>	<p>We started this event in 2014 in response to the drought. We thought a pool triathlon would be a great race to get people into the sports, encouraging families to participate and highlight Santa Rosa's trail system.</p>
<p>If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?</p>	<p>We have not kept any data about past hotel usage.</p>
<p>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?</p>	<p>We are currently approaching hotels in regards to lodging incentives for our athletes.</p>
<p>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?</p>	<p>Yes!</p>
<p>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?</p>	<p>This event has the capacity to grow to 300 participants, which will help increase room growth. This year, we are keeping it small due to COVID-19 and the plan is to grow it to Finley's Pool Capacity which is 300-350.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>We are showcasing everything that Santa Rosa has to offer in terms of a travel destination, a race destination and bring tourism back to our area.</p>

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>We are receiving support from Clover (in-kind), Echelon Bike (in-kind), Bully Roasters (\$500 marketing), and several independent donors who are sponsoring youth (entry fee scholarships)</p>
<p>How will this event be funded in the future?</p>	<p>We are hoping to secure regular sponsors to help grow youth athletics through our camps and events.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>The event is in our 7th year and has slowly grown over the years with minimal funding. We created a non-profit to help support the event and help us gain funding and sponsors. Our target audience is anyone from 7-99 who is looking for a challenge without the pressure of competing. We think that increasing our social media presence, print media, as well as radio ads will help grow this family friendly 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>We have attempted to contact the Press Democrat, KZST and other news outlets to cover the event.</p>
<p>Additional information or comments.</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	2021 DJFE Triathlon Race Series
Event Date(s)	26 September 2021
Event Description	This triathlon/duathlon series was created to help bring the sport of triathlon to Sonoma County. These are short distance triathlons/duathlon open to all levels of ability. This is an excellent first race and will help you succeed in a non-competitive atmosphere. All are welcome to participate. Excellent for novices, great competition for the seasoned triathlete/duathlete.
Event Location	Finley Aquatic Center & Park
Recap Prepared By	Dana Jones, Executive Director, Inspiration Sports Foundation
Event Attendance by Day	This is a one day event and attendance with participants, volunteers and spectators will be about 200 people.
Are you attaching a zip code analysis or visitor survey results?	No
If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?	I have their registration forms and we are not done registering participants.
How many room nights do you estimate were used within Santa Rosa? What SRTBIA lodging establishments were contracted/used for the event?	50 room nights.
How were SRTBIA funds used?	Marketing through social media, print media, promotional videos
Is there any other economic impact you would like to share about the event?	These participants will most often stay in the area to eat a meal and shop before returnign home.

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.