



**SANTA ROSA TOURISM BUSINESS  
IMPROVEMENT AREA ADVISORY BOARD  
REGULAR MEETING AGENDA AND  
SUMMARY REPORT - FINAL  
SEPTEMBER 22, 2022**

**11:00 A.M.**

PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND THE RECOMMENDATION OF THE HEALTH OFFICER OF THE COUNTY OF SONOMA, THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ADVISORY BOARD MEMBERS WILL BE PARTICIPATING IN THIS MEETING VIA ZOOM WEBINAR.

MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING VIRTUALLY AT: [HTTPS://SRCITY-ORG.ZOOM.US/J/86440495704](https://srcity-org.zoom.us/j/86440495704) OR BY DIALING 833-548-0276 (Toll Free), THEN ENTER WEBINAR ID: 864 4049 5704.

Public Comment may be made live during the meeting via Zoom or submitted by 5:00 P.M., Wednesday, September 21, via e-mail at [economicdevelopment@srcity.org](mailto:economicdevelopment@srcity.org) or via recorded voice message at 707-543-3080. Recorded voice message comments will be played (up to 3 minutes each) at the time that Agenda Item is discussed during the Santa Rosa Tourism Business Improvement Area Advisory Board. Email public comments will be attached to the item for Board and Public review.

**1. CALL TO ORDER AND ROLL CALL**

**2. PUBLIC COMMENTS**

This is the time when any person may address matters not listed on this agenda, but which are within the subject matter of the jurisdiction. The public may comment on agenda items when the item is called. Each speaker is allowed three minutes.

**3. APPROVAL OF MINUTES**

**3.1** Approval of Minutes: July 28, 2022

**Attachments:** [2022.07.28 Meeting Minutes - Draft](#)

#### **4. EVENT SUPPORT APPLICATIONS**

**4.1** 19th Annual Pinot On The River

**Attachments:** [2022.10.08 -Event Support - POTR](#)

**4.2** Wyndham Cup by American Junior Golf Association

**Attachments:** [2023.07.10-13 - Event Support - AJGA](#)  
[2023.07.10-13 - Fact Sheet - AJGA](#)  
[2023.07.10-13 - 2017 Fulfillment Report - AJGA](#)

#### **5. ADJOURNMENT**

**Contact Rafael Rivero at (707) 543-3460 with any questions regarding the agenda.**

The City of Santa Rosa does not discriminate on the basis of disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Economic Development Administrative Secretary at (707) 543-3227 (TTY Relay at 711) or at [ecleary@srcity.org](mailto:ecleary@srcity.org). Request should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.



# City of Santa Rosa

## Text File

**File Number: 22-025SRT**

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**Agenda Date:** 9/22/2022

**Version:** 1

**Status:** In Committee

**In Control:** Santa Rosa Tourism Business Improvement Area Advisory Board

**File Type:** SRT- Agenda Item

**Agenda Number:** 3.1



**Santa Rosa Tourism Business  
Improvement Area Advisory Board  
Meeting Minutes - Draft**

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Thursday, July 28, 2022

11:00 AM

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**1. CALL TO ORDER AND ROLL CALL**

Chair Thompson called the meeting to order at 11:01 AM.

Member Rumble joined the meeting at 11:05 AM.

**Present** 5 - Board Member Todd Anderson, Board Member Tony Pace, Board Member Donna Renteria, Board Member Peter Rumble, and Alternate Board Member Tara Thompson

**Absent** 2 - Alternate Board Member Charlene Lennon, and Board Member Rafael Rivero

**2. PUBLIC COMMENTS**

None

**3. APPROVAL OF MINUTES**

3.1 Approval of Minutes: May 26, 2022

**A motion was made by Board Member Pace, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as submitted. The motion carried by the following vote.**

**Yes:** 5 - Board Member Anderson, Board Member Pace, Board Member Renteria, Board Member Rumble and Alternate Board Member Thompson

**Absent:** 2 - Alternate Board Member Lennon and Board Member Rivero

**4. EVENT SUPPORT APPLICATIONS**

4.1 Beer City - Continued from May 26, 2022, meeting.

**A motion was made by Board Member Anderson, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$7,250. The motion carried by the following vote:**

**Yes:** 5 - Board Member Anderson, Board Member Pace, Board Member Renteria, Board Member Rumble and Alternate Board Member Thompson

**Absent:** 2 - Alternate Board Member Lennon and Board Member Rivero

#### 4.2 Turkey Trot

**A motion was made by Board Member Rumble, seconded by Board Member Renteria, that this SRTBIA Advisory Board agenda item be approved as amended. Support will be provided in the amount of \$5,000. The motion carried by the following vote:**

**Yes:** 5 - Board Member Anderson, Board Member Pace, Board Member Renteria, Board Member Rumble and Alternate Board Member Thompson

**Absent:** 2 - Alternate Board Member Lennon and Board Member Rivero

### 5. APPROVAL OF DRAFT 2021-2022 ANNUAL REPORT & 2022-2023 WORKPLAN

#### 5.1 Review and Approval of the Draft 2021-2022 Annual Report and 2022-2023 Work Plan

**A motion was made by Board Member Rumble, seconded by Board Member Pace, that this SRTBIA Advisory Board agenda item be approve as submitted. The motion carried. by the following vote:**

**Yes:** 5 - Board Member Anderson, Board Member Pace, Board Member Renteria, Board Member Rumble and Alternate Board Member Thompson

**Absent:** 2 - Alternate Board Member Lennon and Board Member Rivero

### 6. ADJOURNMENT

Chair Thompson adjourned the meeting at 11:34 AM. The next regular meeting of the Santa Rosa Tourism Business Improvement Area Advisory Board is Thursday, September 22, 2022, at 11:00 AM.



# City of Santa Rosa

## Text File

**File Number: 22-026SRT**

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**Agenda Date:** 9/22/2022

**Version:** 1

**Status:** In Committee

**In Control:** Santa Rosa Tourism Business Improvement Area Advisory Board

**File Type:** SRT- Agenda Item

**Agenda Number:** 4.1



## **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 [kr Roberts@srcity.org](mailto:kr Roberts@srcity.org) with a copy to Tanya Rainey with Visit Santa Rosa at [tanyar@visitsantarosa.com](mailto: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](mailto: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**

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 (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 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 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	
Event Date(s)	
Event Description	
Event Location	
Is this a new or returning event?	
Contact Name Phone Email Mailing Address	
Legally Responsible Organization	
Total Event Cost	
Amount Requested	
How Will Funds from SRTBIA Be Used?	

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

How many room nights will the event generate?	
Who is the target audience for this event?	
What is the anticipated attendance?  Attendees from out of Sonoma County?  Attendees from within Sonoma County?	
What is the history of this event?	
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	
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?	
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?	
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?	
How does this event support or re-affirm Santa Rosa's brand?	

<p><b>Describe the community support for this event. Include financial and in-kind support.</b></p>	
<p><b>How will this event be funded in the future?</b></p>	
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	
<p><b>Will there be media coverage of this event? Local – Regional – National</b></p> <p><b>With this media coverage, describe who will be covering this event</b></p>	
<p><b>Additional information or comments.</b></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.*

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

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.**



# City of Santa Rosa

## Text File

File Number: 22-027SRT

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**Agenda Date:** 9/22/2022

**Version:** 1

**Status:** In Committee

**In Control:** Santa Rosa Tourism Business Improvement Area Advisory Board

**File Type:** SRT- Agenda Item

**Agenda Number:** 4.2



## 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](mailto:RRivero@srcity.org) with a copy to Tanya Rainey with Visit Santa Rosa at [tanyar@visitsantarosa.com](mailto: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 Director of Sales of Visit Santa Rosa at 707-524-2114 or [charlenel@visitsantarosa.com](mailto:charlenel@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  
101-500  
>500

Low  
Medium  
High

**Media Coverage**

Local  
Regional or non-major  
Major outlet and/or national coverage

Low  
Medium  
High

**Long Term Growth Potential**

0-100 Room Nights  
101-500 Room Nights  
>500 Room Nights

Low  
Medium  
High

**Marketing & Organizational Plan**

None  
Minimal marketing plan  
Well thought-out & organized

Low  
Medium  
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	Wyndham Cup
Event Date(s)	July 10 - 13, 2023
Event Description	This event will bring 40 of the nations top junior golfers from the east and west to compete against each other in a team format at Mayacama Golf Club
Event Location	Mayacama Golf Club
Is this a new or returning event?	Returning (was last here in 2017)
Contact Name Phone Email Mailing Address	James O'Brien 816-244-4088 jobrien@aiga.or 1980 Sports Club Dr. Brunswick, GA 30517
Legally Responsible Organization	American Junior Golf Association
Total Event Cost	\$130,000 - \$150,000
Amount Requested	\$10,000
How Will Funds from SRTBIA Be Used?	Can help cover a variety of expenses which include: staff lodging, food + beverage, signage, equipment, gifts, etc.

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?	City of Santa Rosa : 250-300, Sonoma : 300+
Who is the target audience for this event?	
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	40 players plus family & AJGA staff, estimating 100-200 attendees 95% is estimated to be from out of Sonoma
What is the history of this event?	Hosted the 2017 Wyndham Cup at Mayacama. Visit Santa Rosa supported the event for \$5000
If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?	Produced 303 in 2017
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?	Not yet
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
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?	This would not be a yearly, repeating event.
How does this event support or re-affirm Santa Rosa's brand?	Being partnered & promoted by a high level, non-profit, national junior golf organization.

Describe the community support for this event. Include financial and in-kind support.	Will look to get local member support from Mayacama.
How will this event be funded in the future?	Title sponsorship from Wyndham
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	Exposure on website and signage
Will there be media coverage of this event? Local – Regional – National  With this media coverage, describe who will be covering this event	None scheduled as of now
Additional information or comments.	See 2022 AJGA Fact Sheet

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.



*Developing Golf's  
Next Generation*

# American Junior Golf Association

1980 SPORTS CLUB DRIVE • BRASELTON, GA 30517 • (770) 868-4200 • AJGA.ORG • A 501(c)(3) NONPROFIT ORGANIZATION

## About the AJGA

- The American Junior Golf Association is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. The AJGA provides valuable exposure for college golf scholarships and has an annual junior membership (boys and girls, ages 12-19) of more than 7,000 junior golfers from 50 states and 60 foreign countries.
- To ensure scholarship opportunities for all junior golfers who have the skill, the AJGA created the Achieving Competitive Excellence (ACE) Grant program to provide financial assistance to young players in need. Since 2003, more than \$5 million has been reimbursed to program participants, who have, in turn, earned more than \$15 million in college scholarships.
- Since 2009, junior golfers have raised more than \$5 million for charities through the Leadership Links program. Jack Nicklaus, Rickie Fowler and Harold Varner III have supported the program, and the USGA matches funds raised for junior golf charities.
- Led by Executive Director Stephen Hamblin, approximately 60 full-time staff members perform the day-to-day operations of the AJGA from its National Headquarters in Braselton, Georgia. The Association is served by an elected Board of Directors, headed by Chairman of the Board J.R. "Digger" Smith.
- In 2022, the AJGA will conduct more than 120 tournaments in 33 states and the Dominican Republic. AJGA tournaments are typically 36- or 54-hole stroke-play events featuring boys and girls divisions. AJGA events are typically preceded by a Qualifier to help local or less-experienced juniors "play their way in" to AJGA tournaments.
- The AJGA provides exceptional junior golfers the opportunity to develop and showcase their competitive skills and has built a reputation of providing the best exposure vehicle for college golf scholarships. Hundreds of college coaches receive results from AJGA tournaments and Qualifiers. Nearly all AJGA participants enter college and most play college golf with financial aid.

## History and Support of the AJGA

- The AJGA conducted its first national junior tournaments, the Rolex Tournament of Champions and the Polo Golf Junior Classic, in 1978, after which the first Rolex Junior All-America Team also was named.
- TaylorMade and adidas are the AJGA's Nationals Sponsors, supporting the AJGA for more than 25 years.
- Rolex, in its fourth decade of sponsorship, became a Premier Partner in 2004.
- TaylorMade has served as the Official Ball of the AJGA since 2016. adidas has been the Official Apparel and Footwear of the AJGA since 2017.
- More than 150 corporate sponsors currently support the AJGA. Nearly 60 percent of the Association's operating budget comes from corporate sponsorship and individual donations.

## About AJGA Players

- The AJGA annually recognizes outstanding golf achievement through the selection of Rolex Junior All-Americans.
- Each year, 24 male and female junior golfers receive Rolex Scholastic Junior All-America honors for outstanding achievements in the classroom and on the golf course, as well as community service.
- AJGA alumni have risen to the top of amateur, collegiate and professional golf:

In NCAA Division I, 24 of the past 32 men's champions and 25 of the past 32 women's champions are AJGA alumni.

Former AJGA juniors have compiled more than 1,000 victories on the PGA and LPGA Tours.

Tiger Woods, Phil Mickelson, Jordan Spieth, Rickie Fowler, Bubba Watson, Webb Simpson, Sergio Garcia, Scottie Scheffler, Dustin Johnson, Patrick Reed, Collin Morikawa, Justin Thomas, Stacy Lewis, Ariya Jutanugarn, Alison Lee, Lexi Thompson, Inbee Park, Paula Creamer, Nelly Korda, Cristie Kerr and Morgan Pressel are some notable alumni.

Host Hotel Average Room Rate	\$ 159.00				
Host Hotel Room Nights	300	\$ 47,700.00	\$ 6,678.00	\$ 54,378.00	
Alternative Hotels for Qualifier	0				
Alternative Hotels for Qualifier Room Rate	\$ 269.00	\$ -	\$ -	\$ -	
Alternative Hotels for Qualifier Room Nights	0				
Alternative Hotels for Tournament	0				
Alternative Hotel Average Room Rate	\$ 269.00	\$ -	\$ -	\$ -	
Alternative Hotel Room Nights	0				
Food Income from Tournament	\$ 12,450.00			\$ 12,450.00	
Food Income from Qualifier	\$ -			\$ -	
Rental Car Income Tournament	\$ 1,500.00			\$ 1,500.00	
Rental Car Income Qualifier	\$ -			\$ -	
Total Administrative Operation Cost	\$ 78,500.00			\$ 78,500.00	
Tourn. Practice Rd. Cost Weekday	\$ -				
Tourn. Practice Rd Cost Weekend	\$ -			\$ -	
# Tourn. Practice Rd. Cost Weekend	0				
Qualifier Practice Round Cost	\$ -			\$ -	
# Qualifier Practice Rounds	0				
Qualifier Host Hotel Nights	0	\$ -	\$ -	\$ -	
Hotel Tax Rate	14%				
Alternative Hotel Price 1	\$ -			Visitor Spending	\$ 68,328.00
Alternative Hotel Price 2	\$ -			Total Administrative Oper Cost	\$ 78,500.00
Alternative Hotel Price 3	\$ -			Economic Impact	\$ 146,828.00
Alternative Hotel Price 4	\$ -			Regional Multiplier	2.37
Alternative Hotel Price 5	\$ -			Total Economic Impact	\$ 347,982.36
Alternative Hotel Average	\$ -				