



City of Santa Rosa

Legislation Details

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On agenda: 1/15/2019 **Final action:**
Title: SONOMA COUNTY TOURISM UPDATE

Sonoma County Tourism (SCT) receives funds from a 2% Tourism Business Improvement Area assessment on Santa Rosa lodging establishments earning more than \$350,000/year. This briefing will address SCT's fire recovery efforts, their new "Life Opens Up" brand, the economic impact of tourism, and their community engagement efforts.

Sponsors: Planning and Economic Development

Indexes: Not a Project

Code sections:

Attachments: 1. Presentation

Date	Ver.	Action By	Action	Result
1/15/2019	1	City Council	table	