



# City of Santa Rosa

## Legislation Details

<b>File #:</b>	19-0086	<b>Version:</b>	1	<b>Name:</b>	Sonoma County Tourism update
<b>Type:</b>	CC- Staff Briefing	<b>Status:</b>		<b>Status:</b>	Agenda Ready
<b>File created:</b>	1/16/2019	<b>In control:</b>		<b>In control:</b>	City Council
<b>On agenda:</b>	1/29/2019	<b>Final action:</b>		<b>Final action:</b>	
<b>Title:</b>	SONOMA COUNTY TOURISM UPDATE - Continued from January 15, 2019 City Council Meeting				
	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.				
<b>Sponsors:</b>	Planning and Economic Development				
<b>Indexes:</b>	Not a Project				
<b>Code sections:</b>					
<b>Attachments:</b>	1. Presentation				

Date	Ver.	Action By	Action	Result
1/29/2019	1	City Council	received and filed	