



2024 SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT, BUDGET AND FUTURE WORK PLAN

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City Council Meeting
November 4, 2025

Planning and Economic Development

BACKGROUND

Santa Rosa Tourism Business Improvement Area (SRTBIA)

Established: May 25, 2010, by City Council Ordinance No. 3946

- Formed under the **Parking and Business Improvement Area Law of 1989 (Streets & Highways Code §36500 et seq.)**

Purpose:

- Fund programs, services, and activities that **promote tourism** in Santa Rosa
- Support **lodging operators** by increasing overnight stays through marketing and promotion of the city's scenic, cultural, and recreational assets

STRUCTURE

Assessment Structure:

- **3% fee** on overnight stays at Santa Rosa lodging establishments
- Funds dedicated to **marketing and tourism-related activities** that drive overnight visits

Fund Administration:

- Lodging operators remit assessments **quarterly** to the City
- City retains a **2% administrative fee**
- Remaining **98%** distributed:
 - **30%** → City of Santa Rosa Economic Development Division
 - **70%** → Santa Rosa Metro Chamber (contracted for tourism and welcome center operations)

GOVERNANCE

SRTBIA Advisory Board:

- Established by City Council
 - Recommends use of funds and assessment methodology
 - Prepares **Annual Report** each fiscal year (per §36533) detailing expenditures and benefits

Ongoing Oversight:

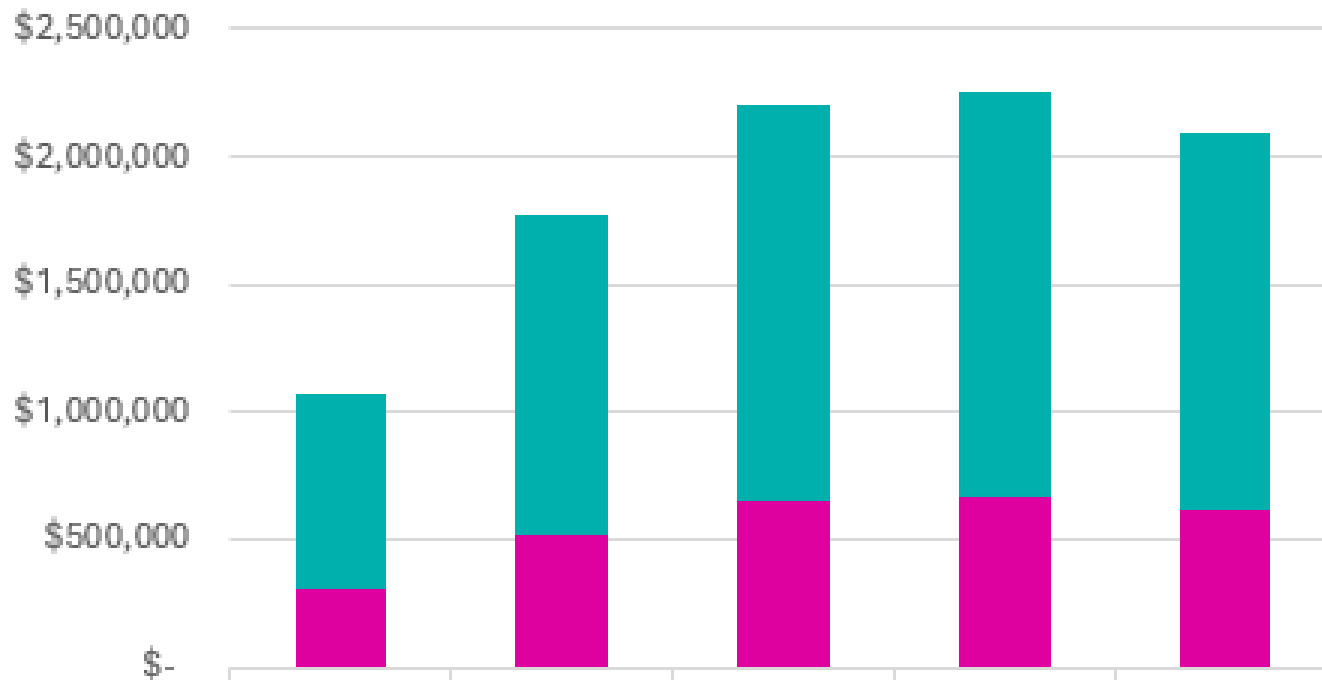
- City Council annually adopts the **SRTBIA Board's Annual Reports, Budgets, and Work Plans**

Staff Support:

- Staffing and SRTBIA Board liaising through the City of Santa Rosa Economic Development Division

REVENUE

SRTBIA Revenue by CY



Chamber 70%	\$742,995	\$1,234,362	\$1,540,925	\$1,572,306	\$1,463,354
City 30%	\$318,426	\$529,012	\$660,397	\$673,845	\$627,152

ANALYSIS

SRTBIA Annual Report, Budget & Work Plan Overview

Annual Report (Exhibit A):

- Summarizes activities and expenditures from the last reporting period

Budget (Exhibit A):

- Outlines planned expenditures and anticipated use of future assessments

Work Plan (Exhibit A):

- Expands fund uses to include additional tourism-related activities
- Aligns with Ordinance No. 3946 and the Parking & Business Improvement Area Law of 1989

ANNUAL REPORT

The Santa Rosa Tourism Business Improvement Area Advisory Board met on September 25, 2025, to approve the Annual Report, Budget and Future Work Plan.

Required Elements of the Annual Report & Work Plan

(Per Parking and Business Improvement Area Law of 1989, Streets & Highways Code §36500 et seq.)

- **Changes to Boundaries:** No changes recommended
- **Improvements & Activities:** Detailed in report
- **Estimated Costs:** Outlined in report
- **Changes to Assessment Method or Basis:** No changes recommended
- **Surplus or Deficit Revenues:** Outlined in report
- **Other Contributions (non-assessment sources):** Outlined in report

WORKPLAN

- **Three-year** plan (amendable annually)
- Shifts administrative and clerical duties not assigned to the Board to staff
- Calls for development of a **Santa Rosa Tourism Strategic Plan**
- Increases **collaboration with regional tourism partners**
- Directs an **evaluation of SRTBIA operations**, including processes, board composition, and meeting frequency
- Calls for greater support of **art, culture, and economic development** initiatives

IMPACTS

Fiscal Impact:

- No impact to the City's General Fund

Environmental Impact (CEQA):

- Not considered a “project” under CEQA §15378
- Alternatively **exempt under CEQA §15061(b)(3)** — no potential for significant environmental effects

RECOMMENDATION

The Planning and Economic Development Department recommends that the Council, by resolution, approve the 2024 Santa Rosa Tourism Business Improvement Area (SRTBIA) Annual Report, Budget and future Work Plan and the continuation of the annual assessment on Santa Rosa lodging businesses as further defined in § 6-56.300 et seq, in City of Santa Rosa code.