



SRTBIA

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

2024 ANNUAL REPORT & 2025 - 2028 WORK PLAN





Required Components

Section 36500 et seq. of the California Streets and Highways Code

In accordance with the Parking and Business Improvement Area Law of 1989, Section 36500 et seq. of the California Streets and Highways Code, the following information must be included in the Annual Report and Work Plan:

Changes to boundaries	—	No changes recommended
Improvements and activities to be provided for the upcoming fiscal year	—	Outlined herein
Estimated cost of providing the improvements and the activities for the upcoming fiscal year	—	Outlined herein
Changes to the method and basis of levying the assessment	—	No changes recommended
The amount of any surplus or deficit revenues to be carried forward from a previous fiscal year	—	Outlined herein
The amount of any contributions to be made from sources other than assessments levied pursuant to this part	—	Outlined herein



Visit
SANTAROSA
SAN JOSE COUNTY

visitsantarosa.com

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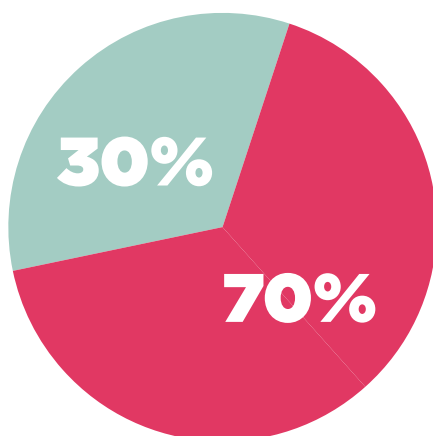
SRTBIA

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

OVERVIEW // BOUNDARIES // SCOPE

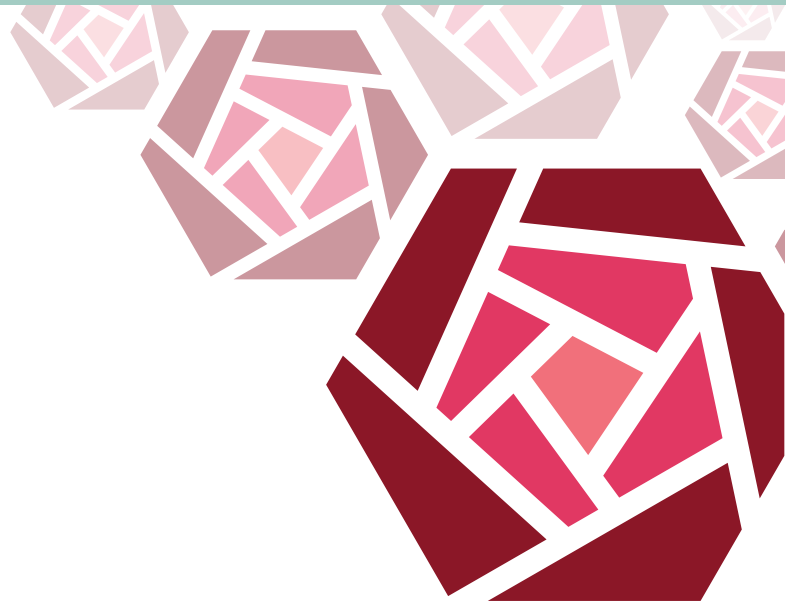
The SRTBIA was established by Ordinance 3946 on August 3, 2010, creating a public-private partnership between the City of Santa Rosa, the Santa Rosa Metro Chamber, and Santa Rosa lodging establishments. The SRTBIA is a 3% assessment collected by the City of Santa Rosa on lodging operators within Santa Rosa city limits. On a quarterly basis, the lodging establishments remit these funds to the city. After a 2% city administrative fee is deducted from the total funds remitted, the remaining 98% of the funds are disbursed as follows:

30% of the funds collected are allocated to and managed by the city's Economic Development Division to support destination brand and tourism infrastructure programs.



70% goes to the Santa Rosa Metro Chamber for their Convention & Visitors Bureau and Welcome Center operations & services (aka Visit Santa Rosa). The assessment provides for efficient and complementary tourism infrastructure support, destination marketing, tourism, and group sales programs that encourage and support overnight stays.

Through targeted marketing and strategic programs, Visit Santa Rosa, in conjunction with the SRTBIA Advisory Board, works to drive overnight stays, benefiting the local lodging industry while enhancing the city's reputation as a must-visit location in Northern California.



AUTHORIZED USES

(Ordinance 3946, Section 6-56.290)

The purpose of forming the SRTBIA as an assessment area under state law was to provide revenue to defray the costs of services, activities, and programs that promote and encourage tourism within Santa Rosa to the benefit of the assessed lodging establishments. Revenues from assessments may be used for programs, services, and activities inside or outside Santa Rosa if such programs, services, and activities promote and encourage overnight visits to the city. Revenues may also be used to pay or reimburse administrative costs incurred by the chamber or the city in connection with the creation of the SRTBIA and the ongoing administrative costs associated with marketing and event activities.

ASSESSMENT BOUNDARIES

Participating Businesses

Lodging businesses are those operating within the Santa Rosa city limits and include hotels, motels, bed & breakfast inns, short-term occupancies, and all similar lodging businesses.

TRANSIENT OCCUPANCY TAX (TOT)

*As of January 1, 2025, a new TOT rate of 11% is effective per the November 2024 election ballot measure.

Transient Occupancy Tax (TOT), also known as a “hotel tax,” is authorized under State Revenue and Taxation Code Section 7280. The City of Santa Rosa has, by code, set the TOT for the City of Santa Rosa at 11 percent for the privilege of occupying a hotel, inn, motel, short-term (vacation) rental, bed & breakfast, or other lodging where accommodations are offered for a period of 30 days or less.

Under the code, lodging operators in the City of Santa Rosa are required to charge this TOT of 11 percent of the rent to “transient” guests. The tax is paid by the occupant and collected by the lodging operator. The lodging operator then remits the tax to the City of Santa Rosa. Lodging operator payment for TOT must be remitted to the city on or before the last day of the month following the close of each calendar quarter.

A three percent City Tourism Business Improvement Area (BIA) assessment also applies to all lodging establishments, and a two percent Sonoma County Tourism BIA applies to most hotel/motels.

Advisory Board

ROSTER AND REQUIREMENTS

ANANDA SWEET

CEO

Santa Rosa Metro Chamber

RAFAEL RIVERO

Economic Development Specialist

City of Santa Rosa

DONNA RENTERIA

Best Western Garden Inn Hotel

Select Service Hotel Representative

TODD ANDERSON

Best Western Plus

Wine Country Inn & Suites Hotel

At-Large Hotel Representative

TONY PACE

Hotel-E

Full Service Hotel Representative

JANELLE MEYERS

VP, Marketing & Communications

Santa Rosa Metro Chamber (Alternate)

The SRTBIA Advisory Board is comprised of five members appointed by the Santa Rosa City Council and are outlined as followed:

- One Santa Rosa Metro Chamber employee
- One City of Santa Rosa employee
- Three hotel operators with at least...
 - One employed by a full-service hotel
 - One employed by a select-service hotel

The role of the advisory board is to advise the city council on the amount of the area's assessments and on the services, programs, and activities to be funded by the assessments. The advisory board is required to meet at least quarterly; the meetings are open to the public with a Zoom option available .

Events Supported by SRTBIA

2023 - 2024 THE COMMUNITY DOLLARS AT WORK

Staff members from both the city and the chamber met over the course of the fiscal year and determined a new streamlined online process that allows efficiency in the application process and offers effective data collection.

The renewed goal of the City of Santa Rosa & Visit Santa Rosa Event Support Program is to provide a streamlined application, a consistent review and award process for event support, and to encourage community events in Santa Rosa that develop community culture, provide community service, attract visitors, and contribute to destination vitality and placemaking.

The SRTBIA advisory board met throughout the FY 2023-2024 and approved funding for the following destination events through the Event Support Program.

American Junior Golf Association Wyndham Cup	\$5,000	\$37,500	2023 Q3+Q4*
Santa Rosa Marathon	\$7,500		
Snoopy's Senior World Hockey Tournament	\$15,000		
Santa Rosa Turkey Trot	\$10,000		

* Q1 + Q2 of 2023 funded events are listed in the 22-23 SRTBIA annual report.

Beer City Half Santa Rosa	\$7,500	\$107,000 AWARDED	2024
Santa Rosa Marathon	\$20,000		
Country Summer Music Festival	\$30,000		
2024 Snoopy's Senior World Hockey Tournament	\$20,000		
Beerfest-The Good One	\$2,500		
2024 Monster Truck Spring Nationals (Santa Rosa)	\$3,000		
Sonoma County Hot Air Balloon Classic	\$5,000		
2024 DJFE Triathlon Race Series	\$1,000		
The SoCo Market	\$1,000		
California Artisan Cheese Festival	\$5,000		
Sonoma County Pride	\$12,000		

Revenue Summaries

ASSESSMENT & TRANSIENT OCCUPANCY TAX

SRTBIA ASSESSMENT ACTUALS BY QUARTER

	Q1	Q2	Q3	Q4	TOTAL	
2025	TBD	TBD	TBD	TBD	TBD	TBD
2024	\$400,821	\$651,360	\$641,372	\$439,295	\$2,132,848	- 4%
2023	\$422,847	\$648,141	\$721,315	\$449,428	\$2,229,731	- .5%
2022	\$368,023	\$673,372	\$714,762	\$489,747	\$2,240,904	+ 24%
2021	\$228,704	\$445,422	\$660,718	\$464,501	\$1,799,345	+ 66%
2020	\$313,586	\$156,254	\$334,471	\$278,534	\$1,084,865	- 45%
2019	\$351,256	\$541,518	\$601,181	\$475,984	\$1,969,939	+ 4%
2018	\$393,065	\$512,191	\$552,694	\$437,034	\$1,894,984	- 7%
2017	\$366,148	\$534,354	\$652,108	\$466,841	\$2,019,451	- .5%
2016	\$359,117	\$532,130	\$659,689	\$476,713	\$2,027,649	+ 10%
2015	\$319,047	\$471,471	\$600,755	\$432,620	\$1,823,893	+ 11%
2014	\$278,597	\$414,046	\$538,212	\$400,503	\$1,631,358	+ 11%
2013	\$243,392	\$388,906	\$486,382	\$333,570	\$1,452,250	+ 11%
2012	\$213,069	\$324,949	\$442,635	\$305,237	\$1,285,890	+ 11%
2011	\$192,463	\$285,884	\$405,871	\$258,274	\$1,142,492	

SR TOT SANTA ROSA TRANSIENT OCCUPANCY TAX BY QUARTER**

	Q1	Q2	Q3	Q4	TOTAL	
2025	TBD	TBD	TBD	TBD	TBD	TBD
2024	\$1,202,463	\$1,954,078	\$1,924,118	\$1,317,885	\$6,398,544	- 7%
2023	\$1,256,544	\$1,944,426	\$2,163,947	\$1,498,286	\$6,875,203	+ 2%
2022	\$1,104,071	\$2,020,117	\$1,469,243	\$1,468,243	\$6,737,718	+ 24%
2021	\$686,114	\$1,336,267	\$1,393,504	\$1,393,504	\$5,398,040	+ 66%
2020	\$940,781	\$468,785	\$1,003,241	\$835,645	\$3,248,452	- 45%
2019	\$1,053,999	\$1,624,527	\$1,803,583	\$1,427,865	\$5,909,974	+ 4%
2018	\$1,179,143	\$1,536,583	\$1,658,045	\$1,311,085	\$5,684,856	- 7%
2017	\$1,098,497	\$1,603,056	\$1,956,283	\$1,400,538	\$6,058,374	- .5%
2016	\$1,077,265	\$1,595,850	\$1,979,736	\$1,430,498	\$6,083,349	+ 10%
2015	\$957,684	\$1,414,356	\$1,802,200	\$1,296,492	\$5,470,732	+ 11%
2014	\$836,436	\$1,241,672	\$1,614,794	\$1,202,053	\$4,894,955	+ 11%
2013	\$730,203	\$1,166,691	\$1,459,427	\$1,004,402	\$4,360,723	+ 11%
2012	NA	NA	NA	NA	NA	NA
2011	NA	NA	NA	NA	NA	

100% of Santa Rosa's TOT is General Fund Revenue with no special earmarks.

**Figures are subject to change if TOT payments are received late. When a new quarter is updated, adjustments may be applied to prior quarters; therefore, reported numbers are subject to revision.

Budgets Vs. Actual

FISCAL YEAR 2023-24 // CALENDAR YEAR 2024

VSR BUDGET CY 2023

	Revenue	Budgeted	Actual
Admin / Operations		\$664,656	\$622,085
CWC Operations		\$289,947	\$265,877
Sales / Marketing		\$385,000	\$408,398
Event Support		\$130,000	\$105,000
Assessments	\$1,585,327		
CWC Funding	\$51,957		
Other	\$51,587		
TOTAL	\$1,688,871	\$1,469,603	\$1,401,360

CY 2024

	Revenue	Budgeted	Actual
Admin / Operations		\$687,967	\$693,128
CWC Operations		\$281,148	\$259,684
Sales / Marketing		\$385,000	\$489,074
Event Support		\$130,000	\$150,030
Assessments	\$1,389,723		
CWC Funding	\$30,164		
Other*	\$116,459		
TOTAL	\$1,536,346	\$1,484,115	\$1,591,916

The Santa Rosa Metro Chamber maintains a reserve balance of \$500,000 in the VSR budget which is not used for annual expenses.

* This income is a combined total from advertising, grants, interest income, and merchandise sales.

CITY BUDGET FY 2023-2024

	Revenue	Budgeted	Actual
*Administration		\$304,702	\$186,800
**Professional Services		\$150,000	\$157,595
Marketing / Promotions		\$225,591	\$10,473
Event Support & Attraction		\$150,000	\$22,635
Council Approved Budget	\$500,000		
FY 22-23 Carry Forward*	\$293,132	\$293,132	
Available Reserves	\$389,693		
TOTAL	\$1,182,825	\$1,123,425	\$377,503**

* Approximately 40% of 4 FTEs is covered by SRTBIA funding

** Contracts related to Out There Santa Rosa, cultural arts and events, in addition to other related program needs.

+ Budget Contingency

++ This variance represents salary, administrative and program savings as a result of staffing shortages and organizational changes.

SRTBIA REVENUE

The TBIA revenue represents an additional assessment that lodging properties pay on individual room night stays.

TBIA

FY 2023 - 2024**

\$2,132,848

BREAKDOWN⁺

City Administrative Fee*
2% **\$42,862**

City of Santa Rosa
30% **\$632,993**

Visit Santa Rosa
70% **\$1,470,166**

* In compliance with State Code and per Santa Rosa Ordinance No. 3946, the Tax Collector (City) may charge an amount equal to its actual costs of collection and administration, not to exceed 2% of the assessments collected to defray incurred administrative costs. The 2% administrative fee is deducted from the total funds remitted and the remaining 98% of the funds are disbursed as indicated above.

** Figures are subject to change if TOT payments are received late. When a new quarter is updated, adjustments may be applied to prior quarters; therefore, reported numbers are subject to revision.

+ THESE NUMBERS ARE APPROXIMATIONS AND MAY NOT REFLECT ALL FINAL FEES AND ADJUSTMENTS

Tourism Indicators

REPORTING TRENDS ACROSS SONOMA COUNTY

HOTEL ADR

2018–2019 - Stable, around \$153–\$154.

2020 - Dropped sharply to \$123.39 during the pandemic.

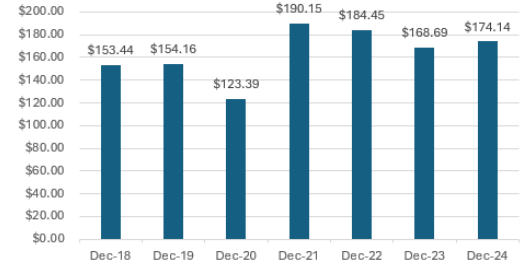
2021 - Surged to \$190.15, the highest in the period.

2022 - Slight decline to \$184.45.

2023 - Fell further to \$168.69.

2024 - Partial recovery to \$174.14.

Trend - ADR has remained above pre-pandemic levels since 2021, showing resilience in pricing despite fluctuations in demand.



$$\text{ADR} = \frac{\text{Room Revenue}}{\text{Rooms Sold}}$$

ADR (Average Daily Rate):

The average revenue earned per occupied room in a given time period.

HOTEL OCCUPANCY

2018–2019 - Healthy levels around 62%.

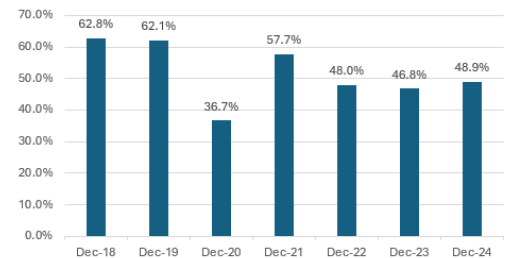
2020 - Plummeted to 36.7%, reflecting pandemic disruptions.

2021 - Recovery to 57.7%, though below pre-pandemic highs.

2022–2023 - Declined to 46–48%, with a low of 46.8% in 2023.

2024 - Small rebound to 48.9%.

Trend - Occupancy has struggled to regain pre-pandemic strength, with recovery slower than ADR.



$$\text{Occupancy Rate \%} = \frac{\text{Rooms Sold}}{\text{Rooms Available}} \times 100$$

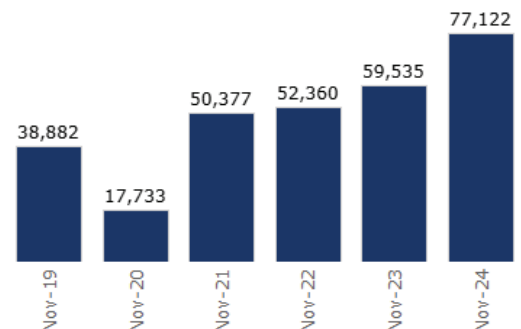
Hotel Occupancy: Measures the percentage of available rooms that are sold.

AIR TRAVEL

Passenger traffic at STS has more than quadrupled since the pandemic low in 2020, showing consistent and strong growth—culminating in record-high activity in November 2024.

- In November 2019, STS handled 38,882 passengers.
- Traffic dropped sharply to 17,733 in November 2020, due to COVID-19.
- A strong recovery followed:
 - 50,377 in 2021
 - 52,360 in 2022
 - 59,535 in 2023
 - 77,122 in 2024, the highest in the 6-year span.

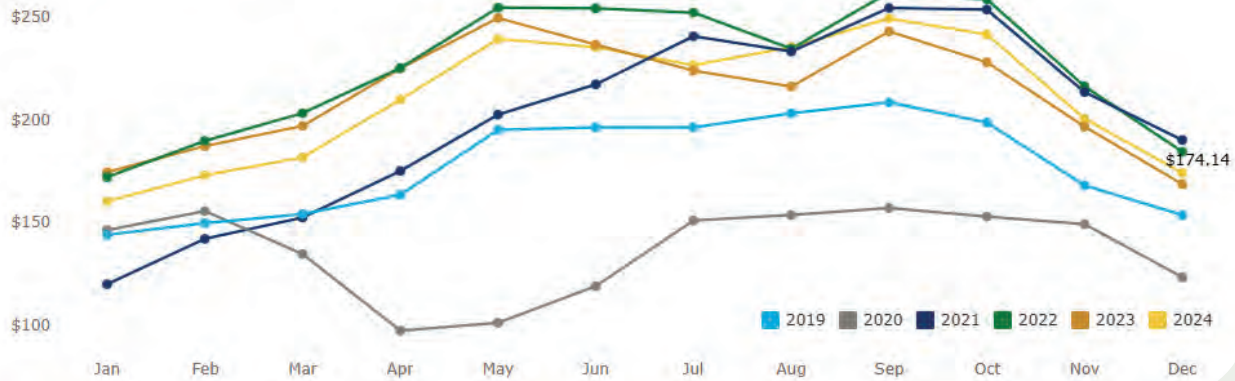
Total passenger enplanements and deplanements
STS - Sonoma County Airport



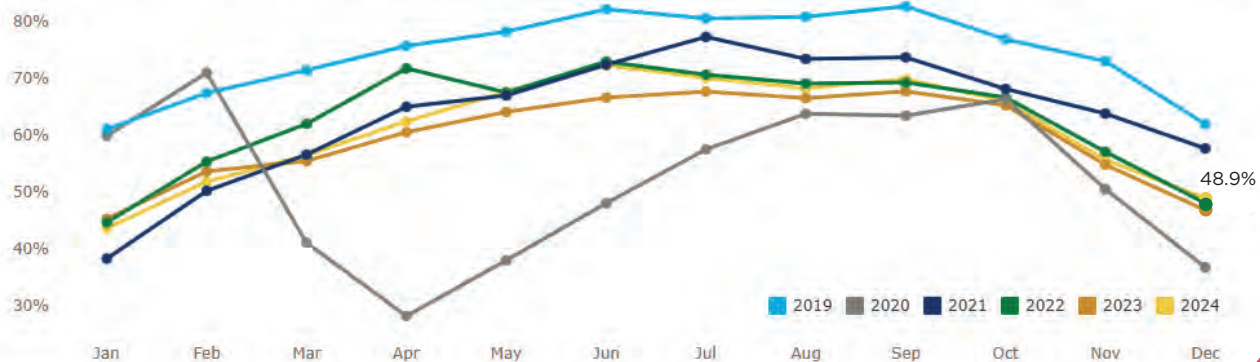
EXECUTIVE SUMMARY

From 2018 to 2024, Sonoma County's hotel performance showed diverging trends between pricing and demand. ADR rebounded strongly after the 2020 pandemic low and has remained above pre-2019 levels, reflecting solid pricing power. In contrast, occupancy has recovered more slowly and remains well below pre-pandemic highs, signaling ongoing challenges in fully restoring demand.

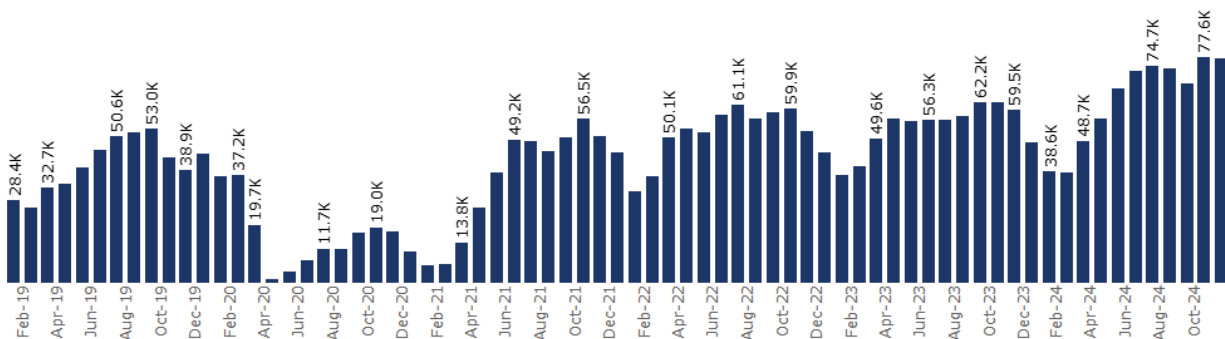
ADR by month, Sonoma County, CA

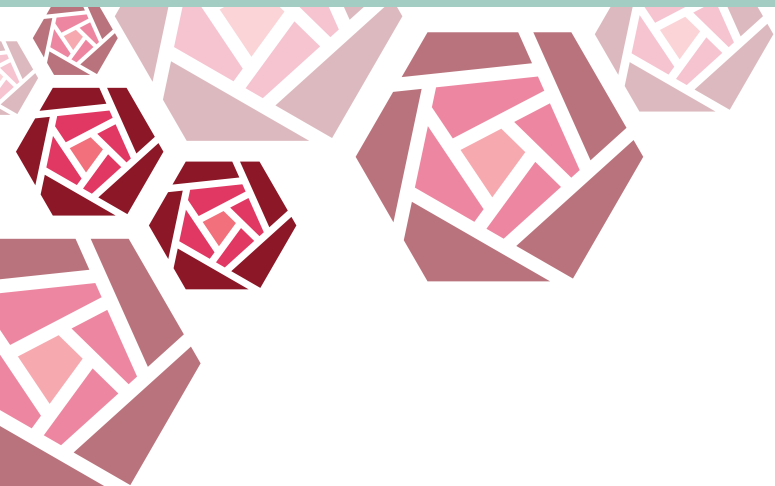


Occupancy by month, Sonoma County, CA



Total passenger enplanements and deplanements by month
STS - Sonoma County Airport





Travel Impacts 2024

SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

Post-pandemic growth in travel to Sonoma County flattened in 2023. The county welcomed fewer overnight and day visitors compared to 2022, and spending associated with these travelers decreased just 0.9%. Despite the slowdown in visitation, employment in the travel industry grew by 3.7% in 2023. As employment responds with a lag to spending, this increase in jobs is attributable to the rapid spending growth of 2021 and 2022.

Impacts by City

JOBS CREATED / EARNINGS

	Spending \$ in Millions	Earnings \$ in Millions	Employment # of Jobs	Tax Receipts* \$ in Millions		
				Local	State	TOTAL
Cloverdale	10.1	4.5	97	1.1	0.5	0.4
Healdsburg	234.6	106	2,262	22.3	12.5	9.8
Petaluma	147.1	66.4	1,418	14.0	7.9	6.1
Rohnert Park	144.1	65.1	1,389	13.7	7.7	6.0
SANTA ROSA	358.1	161.7	3,452	34.0	19.1	14.9
Sebastopol	18.7	8.4	180	1.8	1.0	0.8
Sonoma	165.7	74.8	1597	15.7	8.9	6.9
Windsor	83.5	37.7	805	7.9	4.5	3.5
Unincorp. / Other	1,116.5	504.2	10,764	106.1	59.6	46.5
COUNTY TOTALS	2,278.3	1,028.9	21,965	216.5	121.7	94.8

Source: The Economic Impact of Travel in Sonoma County 2023/Prepared by Dean Runyan Associates

Parallel Growth Patterns

TRAFFIC // OCCUPANCY // ADR

- **Passenger traffic** rebounded strongly from 2020 to 2024, with a 335% increase from the pandemic low.
- Similarly, **hotel occupancy** rose from 36.7% (Dec 2020) to 48.9% (Dec 2024).
- **ADR** jumped from \$123.39 (Dec 2020) to \$174.14 (Dec 2024) — a 41% increase.

These trends show that as air travel to Sonoma County increased, hotel demand recovered and pricing power improved, reflecting a healthy tourism and travel market.

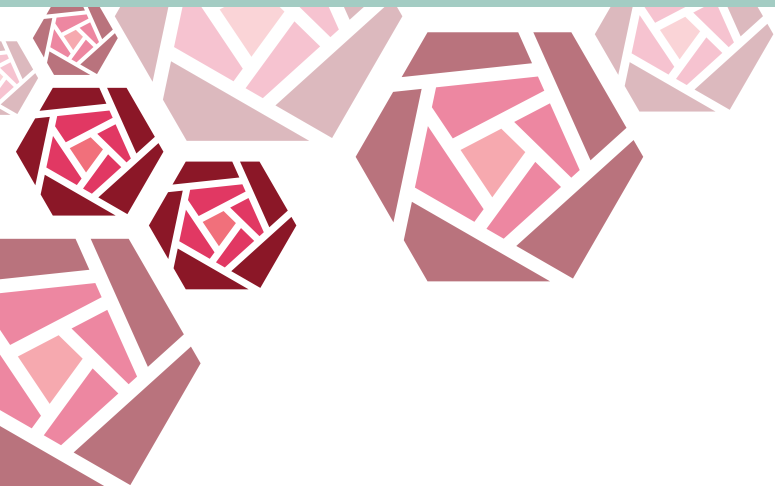
Travel to Sonoma County rebounded strongly in 2024 after a slower 2023. The county welcomed more overnight and day visitors, supported by a sharp increase in air travel. **Passenger traffic** at Charles M. Schulz–Sonoma County Airport (STS) reached 772,758 in 2024, a 20.5% increase over 2023 and the highest annual total on record.

Avelo Airlines expanded its presence at STS in early 2024, establishing a crew base and launching new nonstop routes to Salt Lake City and Ontario, California, in October.

Alaska Airlines and American Airlines maintained consistent service throughout 2024, providing nonstop flights to key destinations including Seattle, Los Angeles, San Diego, Phoenix, and Dallas.

Source: Charles M. Schulz Sonoma County Airport

Hotel performance mirrored the uptick in travel, with December 2024 occupancy rising to 48.9% and the average daily rate (ADR) increasing to \$174.14. Visitor spending grew modestly, and employment in the travel industry expanded by 3.7%, reflecting the sustained recovery and growing demand in the region.



Hotel Performance Trends

YEARLY REPORTING TRENDS FROM 2018 - 2025

Santa Rosa hotels are facing a softer revenue environment (RevPAR decline) at a time when supply growth has moderated, pointing to demand-side challenges rather than oversupply.

The data shows that while hotel revenues recovered more quickly than supply stabilized, recent RevPAR softening suggests that future growth will rely more on stimulating demand than adding capacity.



RevPAR

REVENUE PER AVAILABLE ROOM

Definition - RevPAR measures the revenue a hotel earns per available room, regardless of whether it is occupied.

Santa Rosa hotels saw steady RevPAR growth through 2019, peaking at over \$120 before the sharp downturn in 2020 during the pandemic. RevPAR rebounded strongly in 2021-2022, climbing back above \$110, but has gradually softened since, ending 2024 at about \$97. This trend highlights lingering demand challenges even as pricing power remains relatively strong compared to pre-2015 levels.

$$\text{RevPAR} = \frac{\text{Room Revenue}}{\text{Rooms Available}} \quad (\text{or}) \quad \text{ADR} \times \text{Occupancy Rate}$$

- Rose steadily from **2015 through 2019**, peaking at just over **\$125**.
- Dropped sharply in **2020** to around **\$65**, reflecting pandemic impacts.
- Rebounded quickly in **2021-2022**, climbing back above **\$110**.
- Since **2023**, has softened again, trending downward toward **\$90** by 2025.

Key Takeaway - RevPAR shows strong recovery after the pandemic dip, but recent declines suggest weaker demand or pricing pressure despite stabilized supply.



Data courtesy of the CoStar Report



2024 Marketing Efforts

5.75B

MEDIA REACH

Measured in unique monthly visitors across multiple online outlets

NEW

776,499

WEBSITE VIEWS

2,971,041

SOCIAL IMPRESSIONS

185,563

AD CLICKS

1,833,180

VIDEO VIEWS

11,907

CWC HANDOUTS

7,067,254

AD IMPRESSIONS

1,639

RADIO BROADCAST ADS



And still counting!



Visit Santa Rosa

In 2024, Visit Santa Rosa made strides in showcasing the city as a premier destination. With nearly **three million** social media impressions, over 776,000 website views (since rebranding and launching in March '24) and 1.83 million video views, the marketing efforts reached a broad audience across multiple platforms.

Press coverage reached 5.75 billion pickups (measured in UMV Unique Monthly Visitors), while 1,639 radio ads amplified our region's stories. The team also launched two new digital passports—the Santa Rosa Cannapass and Santa Rosa Festivities on 4th—highlighting unique local experiences.

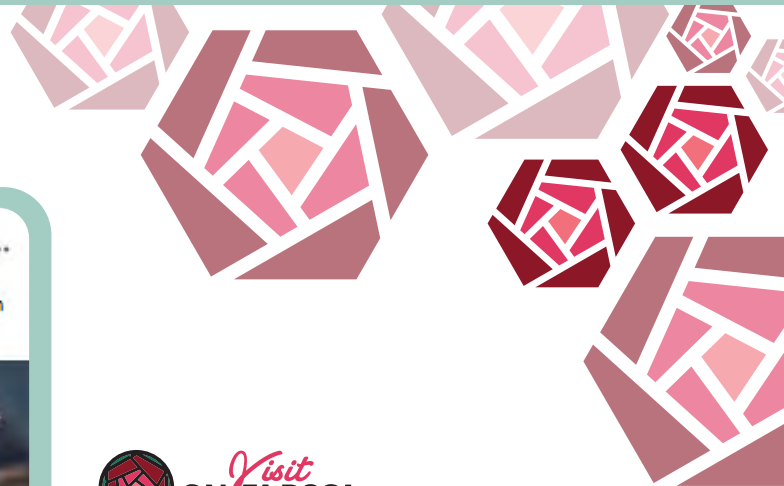
MILESTONES

- First ever Visit Santa Rosa Visitor Inspiration Guide
- **NEW** Podcast, Visit Santa Rosa partner and consumer newsletters
- Named the 10th Best Beer City in the nation by USA Today Readers' Choice Awards

NEW 2024 WEBSITE

New website launched in 2024 Q1.

Website Statistics (Totals)	2023	2024
Total Visits / Traffic Acquisition	311,449	312,980
Users / Unique Visitors	266,771	256,025
New users / User Acquisition	262,798	250,676
Pageviews	530,022	776,499
Pages per Visit	1.65	3.11
Avg Engagement Time	1:01	1:00



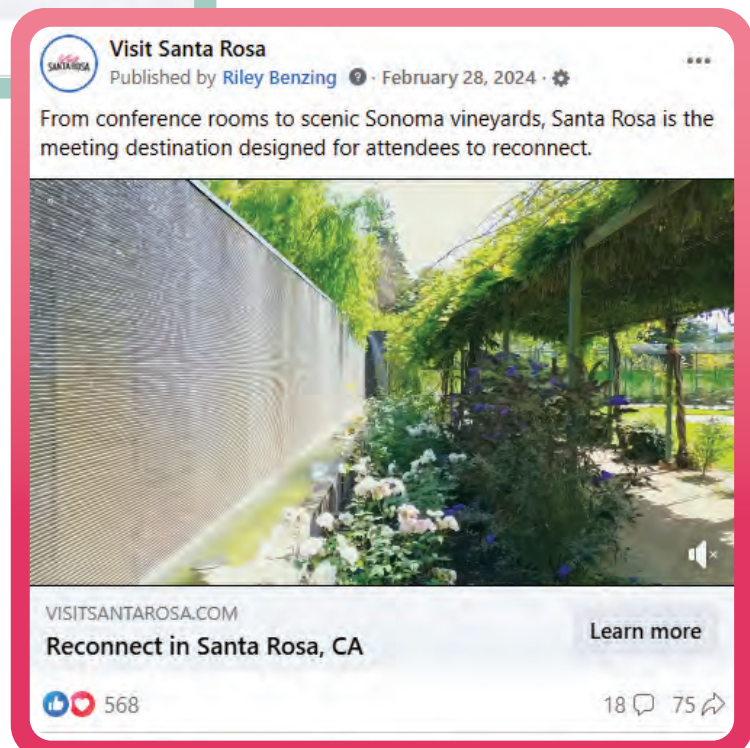
Signature Marketing Efforts

In 2024, Visit Santa Rosa continued to raise a glass - both literally and figuratively - to the spirit of our destination through two signature marketing efforts: **Cheers to Being Here** and **Cheers to Meeting Here**.

CHEERS TO BEING HERE

Celebrating Santa Rosa's flavors, scenery, and spirit — from wineries and breweries to outdoor adventures and local culture. An invitation to savor the moment and experience the best of our city.

Unifying brand voice for leisure & business travelers strengthened Santa Rosa's reputation as a must-visit destination elevated awareness across regional, national, and meeting-industry markets.





Signature Marketing Efforts

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Visit Santa Rosa

Published by Riley Benzing · July 10, 2024 ·

Plan your event in Santa Rosa, CA, and celebrate building lasting relationships in Sonoma Wine Country.

[VISITSANTAROSA.COM](#)

Meet in Santa Rosa

Learn more about Santa Rosa and explore attrac...

St. Francis Winery and 40 others

2 4

Visit Santa Rosa

Published by Riley Benzing · June 12, 2024 ·

From conference rooms to scenic Sonoma vineyards, Santa Rosa is the meeting destination designed for attendees to reconnect.

Visit Santa Rosa

Published by Riley Benzing · February 28, 2024 ·

From conference rooms to scenic Sonoma vineyards, Santa Rosa is the meeting destination designed for attendees to reconnect.





Cheers Analytic Overview

2024 "CHEERS TO BEING HERE" + "CHEERS TO MEETING HERE" CAMPAIGNS

FLY MARKET

DMAs: Seattle, NYC, Chicago
Addressable Audience: 43.9M

DEMOGRAPHICS

53% male / 47% female
36% 25-44 / 37% 55+
44% \$100k+ HHI
51% college/post degree
51% married
63% no children under 18

CHANNELS

LinkedIn
X (Twitter)
Reddit
Instagram
Connected TV: Apple TV+, Showtime,
Amazon Prime Video

CONTENT

Healthy & nutritious foods
International travel
Living an exciting life

VALUES

Authority: commanding & confident
Influence: prestige & importance
Pleasure: amusement & indulgence

DRIVE MARKET

DMAs: Los Angeles, San Francisco-San Jose-Oakland
Addressable Audience: 25M

51% male/ 49% female
49% 25-44
44% \$100k+ HHI
51% college/post degree
42% married
66% no children under 18

Nextdoor
Reddit
LinkedIn
Instagram
Connected TV: Apple TV+, Showtime,
iTunes/App Store TV

High class social events
Health & fitness
Acquiring wealth and influence

Stimulation: excitement & variety in life
Achievement: successful & admired
Influence: admired, appreciated & successful

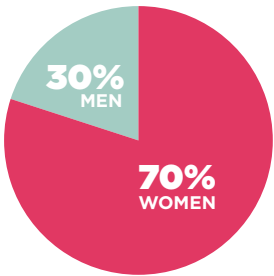
PAID ANALYTICS

	Total Users	Engaged Sessions	Engagement Rate
Search	72,793	61,026	68.51%
Social	16,321	4,562	17.42%

Website & Social Media Demographics

WEBSITE	Active Users	New Users	Engaged Sessions	Engagement Rate	Engagement Time
United States	229,576 (91.6%)	229,929	172,705	59.32%	1M 05S
Canada	7,063 (2.82%)	7,075	1,852	23.43%	20S
Poland	1,687 (0.67%)	1,686	21	1.24%	0S
India	1,185 (0.47%)	1,103	948	60.73%	35S
Mexico	1,092 (0.44%)	1,073	437	33.03%	19S
Not Set	1,075 (0.43%)	1,074	232	21.58%	1S
Philippines	1,028 (0.41%)	1,021	676	55.59%	48S
United Kingdom	979 (0.39%)	949	697	59.67%	57S
China	843 (0.34%)	774	127	14.77%	6S
Germany	536 (0.21%)	464	333	52.52%	1M 3S

SOCIAL MEDIA

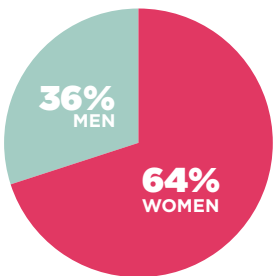


TOP CITIES Santa Rosa

Rohnert Park
Petaluma Windsor
San Francisco
Sebastopol
Healdsburg Napa
Sacramento Novato

TOP COUNTRIES United States

Mexico Japan
Canada
Philippines
United Kingdom
India Italy
Brazil Nigeria



TOP CITIES Santa Rosa

Cairo, Egypt
Los Angeles
Rohnert Park Windsor
Sacramento
San Francisco
Alexandria, Egypt San Jose

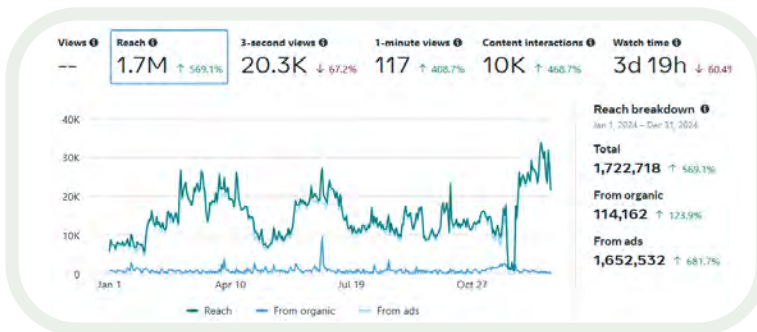
TOP COUNTRIES United States

Egypt Mexico
Turkey Algeria
Jordan Iraq Italy
Philippines Tunisia



Social Media Analytics

ORGANIC & PAID REACH OVERVIEW

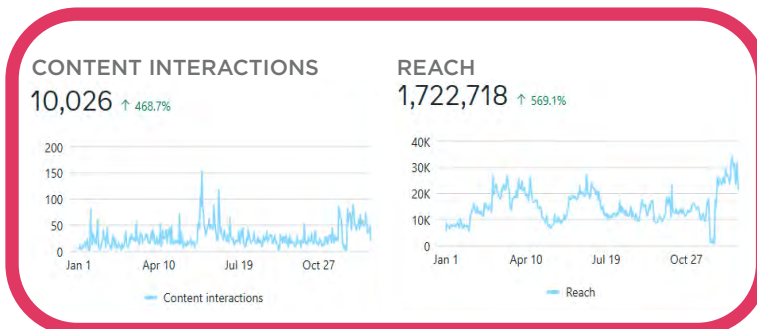


In 2024, Visit Santa Rosa's social media efforts on Facebook and Instagram alone reached over 1.7 million people and generated 1.8 million video views. Paid campaigns accounted for the majority of reach, while organic content continued to foster engagement and visibility.

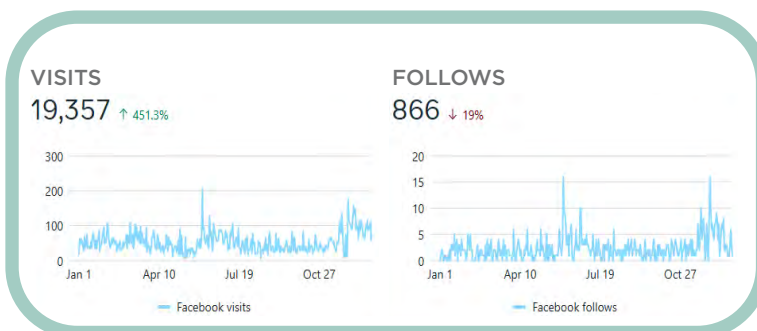
Notable highlights include a 400% increase in long-form video views and key growth during seasonal campaigns. Overall, social media marketing efforts generated 10,000 content interactions and nearly 20,000 page visits, reinforcing a strong connection between campaigns and audience engagement.

While total interactions and visits declined slightly compared to the previous year, consistent spikes during major campaigns highlight the effectiveness of targeted promotions in driving interest and action. Visit Santa Rosa remains focused on deepening engagement, strengthening organic reach, and expanding awareness of Santa Rosa as a premier destination.

REACH & INTERACTION



VISITS & NEW FOLLOWS



SOCIAL STATISTICS

	Reach	Follows	
2023 Q3-Q4	2,236,873	4,533	Totals include FB, IG, LinkedIn & TikTok
*2024	3,853,209	5,743	*All of 2024 except IG stats for Q4



SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP®

Point of Interest Analysis

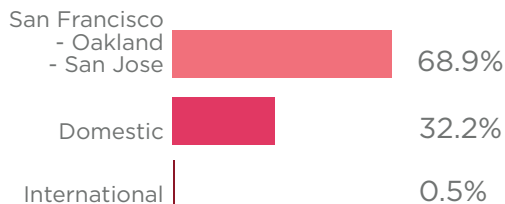
FEB 2023 - JUNE 2025 COURTESY OF SONOMA COUNTY TOURISM

45.5%
NEW
VISITORS

37.3%
OVERNIGHT
VISITORS

VISITOR BREAKDOWN

Unique Visitors

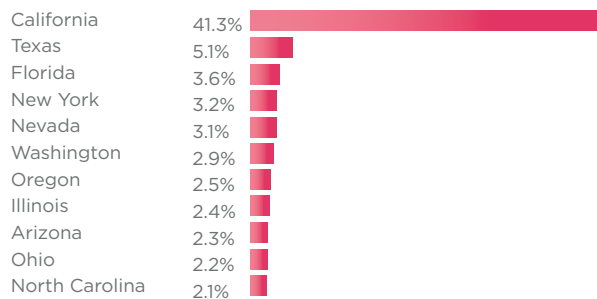


VISITS BREAKDOWN

Total Visits

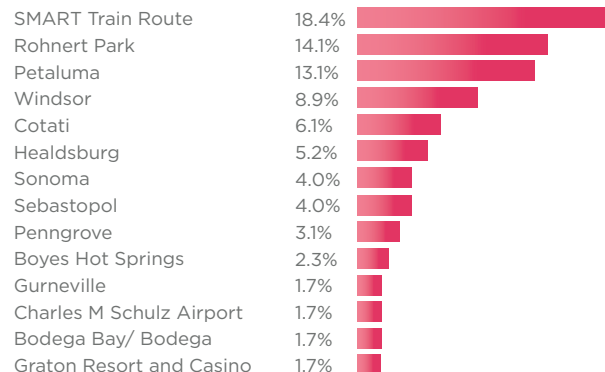


TOP ORIGIN MARKET BY STATE



Unique Visitors, Excluding
San Francisco-Oakland-San Jose, CA

TOP CROSS-VISITED POINTS OF INTEREST





Passport Programs

In 2024, Visit Santa Rosa expanded its portfolio of free digital passports, offering engaging and interactive ways for visitors and residents to experience the community. These programs highlight local businesses, promote extended stays, and encourage repeat visitation. Each passport leverages incentives and unique experiences to strengthen Santa Rosa's position as a dynamic destination.

CANNAPASS

Launched as part of Sonoma County's broader agricultural identity, the CannaPass introduces visitors to Santa Rosa's award-winning cannabis industry. The program guides participants through top dispensaries and curated experiences, rewarding check-ins with points and prizes while positioning the city as a leader in cannabis tourism.

DISCOVER DOWNTOWN

This free passport promotes exploration across Downtown

Santa Rosa, Railroad Square, and Santa Rosa Plaza. Through dining specials, retail promotions, and seasonal activations, the program fosters increased foot traffic and supports small businesses, particularly during the holiday season.

FESTIVITIES ON 4TH

Created in partnership with local business districts, this holiday-focused passport amplifies downtown activations and extends the visitor experience through the season.

BEER PASSPORT

A cornerstone of Visit Santa Rosa's efforts to market the city as a premier craft beer destination, the Beer Passport provides year-round access to participating breweries. Building on the momentum of "FeBREWary," the program extends engagement across the calendar year, connecting visitors with local breweries and encouraging overnight stays.

Beer Passport Stats	2023	2024	2025
Pass Sign-ups	1917	2010	2013
Total Check-ins	10424	13135	13881
Medals Collected	616	495	678
# of Locations	11	16	27





Public Relations

PUBLIC RELATIONS (PR) QUARTERLY REPORTING

In partnership with 360 View PR, Visit Santa Rosa established the collaborative PR plan in four separate areas of focus for the year, see pitches table to right.

PITCHES

Q1 - Family

Family-friendly activities and multigenerational destinations

Q2 - Meetings

Bleisure travel, corporate meetings and retreats, and Santa Rosa as a meeting destination

Q3 - Arts and Culture

Festivals, History, and Museums

Q4 - Beer

FeBREWary, Beer Passport, Craft Beer Scene

Coverage		
2024 - Q1	AUDIENCE REACHED	The Ultimate Guide To Weekend Getaways For Bay Area Families
	2B	Fun Things To-Do In Santa Rosa And More Of Sonoma County
	PIECES OF COVERAGE	Find More Than Just Wine In Santa Rosa, The Gateway To California, Wine Country
	9	Skip-Gen Travel
		510 Families // MSN // Visit California // Johnny Jet // Trekaroo:Kids.Trips.Tips.
2024 - Q2	AUDIENCE REACHED	A First-Timers Guide To Sonoma California: Wine Tasting Hiking And More
	8.5B	A Day In Santa Rosa With Kids: Children's Museum Of Sonoma County
	PIECES OF COVERAGE	2024 LBGTQIA Pride Guide
	7	The Perfect Weekend In Santa Rosa, CA (On A Budget!)
		Work for your Beer // Pride Journeys // LA Parent // Lonely Planet
2024 - Q3	AUDIENCE REACHED	10 Best Family Vacation Ideas For Fall 2024, According To Travelers And Experts
	3.6B	A Wino's Guide To The 20 Best Wineries In California
	PIECES OF COVERAGE	20 Best Glamping Spots Near Los Angeles For Unforgettable Family Adventures
	5	Family Vacationist // Fodor's Travel // USA Today // Yahoo! // Aol.
2024 - Q4	AUDIENCE REACHED	Napa/Sonoma: Hints Of Wine Country Chic
	6.7B	15 Underrated Vineyards To Visit In California
	PIECES OF COVERAGE	This Norcal Wine Country Hotel Is A Groovy And Glamorous Retro Getaway
	9	Smart Meetings // Islands // Matador Network



California Welcome Center

DIRECTING VISITORS INTO THE LOCAL COMMUNITY

TOTAL VISITORS WELCOMED

2024 // 29,237 2024 International // 892

2023 // 17,490 2023 International // 757

+ 67% from 2023 + 17.8% from 2023

GROSS MERCH SALES

2024 // \$16,159 vs. 2023 // \$13,251

Up 22% from 2023

11,907 TOTAL pieces of collateral handed directly to visitors in 2024

4,313 TOTAL custom curated gift totes for conferences, weddings & more

MILESTONES

Hired new Visitor Services and Membership Manager to run the California Welcome Center.

Art Gallery hanging system was installed resulting in two unique gallery shows and a meet the artist event.

California Welcome Center team and volunteers continued to be of service at Santa Rosa Metro Chamber large scale events on Old Courthouse Square and at SRMC networking mixers.

Created a Community Corner so community members and hospitality partners can post their events.



SRTBIA 2025 - 2028 Work Plan

INTRODUCTION

The **Santa Rosa Tourism Business Improvement Area (SRTBIA) 2025–2028 Workplan** represents a formal recommendation from the SRTBIA Board — an advisory body to the Santa Rosa City Council — developed in close partnership with City staff, Visit Santa Rosa, and the Santa Rosa Metro Chamber of Commerce. The workplan establishes clear goals and action items for a three-year period, guiding the use of SRTBIA funds and resources to drive tourism in Santa Rosa while directly benefiting the hoteliers and lodging establishments who contribute through the SRTBIA assessment.

The assessment area itself is established and defined by **Chapters 6.56.260–6.56.420 of the Santa Rosa City Code**, which sets forth the purpose of its creation: to “...provide revenue to defray the costs of services, activities, and programs that promote and encourage tourism within the area...”.

Once adopted by the city council, this workplan will take effect and be reviewed annually by the SRTBIA Board. Updates or modifications deemed necessary through this review process will be forwarded to Council for consideration and adoption, ensuring the plan remains responsive to changing market conditions and community needs.

The workplan is designed to uphold council policy regarding the role and responsibilities of the SRTBIA Board and the use of assessment revenues to support activities directly tied to travel and tourism. It also aligns with the city council’s broader goals of driving prosperity across the region, including advancing the objectives set forth in the city’s adopted **Economic Development Strategic Plan**.

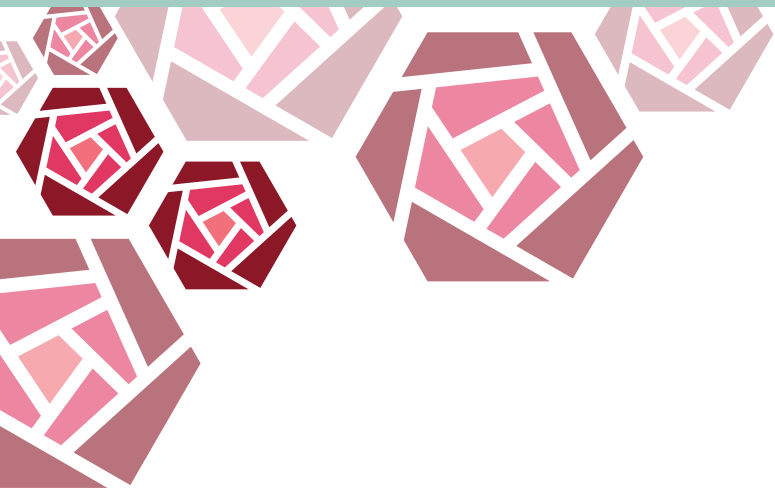
In addition, the workplan is framed to comply with the **California Streets and Highways Code**, which provides the statutory framework for establishing and operating Parking and Business Improvement Areas (PBIAs) and Tourism Business Improvement Districts (TBIDs). By aligning with this legal framework, as well as city policy and regional economic development strategies, the SRTBIA Workplan provides a clear, accountable, and forward-looking roadmap for investing in tourism promotion and strengthening Santa Rosa’s role as a destination city.



Strategic Plan Development & Implementation

SRTBIA 2025 - 2028 WORK PLAN

- Support the adopted City of Santa Rosa Economic Development Strategy and Implementation Plan, ensuring alignment with tourism-related economic impacts.
- Conduct an analysis and provide recommendations for improvement of SRTBIA processes and procedures for programs, with a focus on operational efficiency and strategic alignment.
- Defer administrative and clerical roles and responsibilities not explicitly assigned to the SRTBIA Board (as outlined in the CA Constitution and City Ordinance) to staff, ensuring streamlined governance and operational efficiency.
- Work with the City Clerk's Office to modify the number of SRTBIA Board meetings and convenings to those strictly necessary to fulfill duties under the Streets and Highways Code and Article XIII.D of the California Constitution.
- Evaluate and recommend improvements for board composition, roles, and responsibilities to ensure compliance with the purpose of special districts and business improvement areas, per Section 36622 of the Streets and Highways Code and Article XIII.D of the California Constitution.



Engagement

SRTBIA 2025-2028 WORK PLAN

MARKETING

- Continue advancing web, online and social media assets to enhance Santa Rosa's tourism brand.
- Identify new marketing and advertising opportunities, including partnerships that leverage local, regional, and state-level tourism initiatives.
- Work collaboratively with the Santa Rosa Metro Chamber, Sonoma County Tourism, Visit California, The Railroad Square Association, The Downtown Action Organization, hoteliers, and other industry partners to amplify Santa Rosa's destination appeal.

LOCAL ENGAGEMENT

- Expand merchandise initiatives to enhance visitor experience and brand recognition.
- Continue supporting placemaking and public art collaborations aligned with the Economic Development Strategic Plan.
- Enhance event support and promotion to increase overnight stays and economic impact.
- Strengthen partnerships with local business districts to integrate tourism initiatives with small business growth.

TOURISM STRATEGIC PLANNING & COLLABORATION

- Work collaboratively with the Santa Rosa Metro Chamber, Visit Santa Rosa, and other partners to facilitate the solicitation, procurement, and completion of a Santa Rosa-specific Tourism Strategic Plan.
- Ensure the Tourism Strategic Plan aligns with the Economic Development Strategic Plan and integrates with regional and statewide tourism strategies.
- Evaluate the effectiveness and strategies of Visit Santa Rosa in conjunction with the new Tourism Strategic Plan.



EVENTS

- Expand support for community events in public spaces that foster economic activity, visitor engagement, and overnight stays in Santa Rosa.
- Enhance the City of Santa Rosa Event Support Program, prioritizing events that:
 - Align with tourism goals and generate room nights.
 - Contribute to Santa Rosa's cultural and economic vibrancy.
 - Take place during off-peak times to extend the tourism season.
 - Showcase Santa Rosa's unique identity, history, and local businesses.



ART

- Support both temporary and permanent public art installations that enhance Santa Rosa's appeal as a cultural tourism destination.
- Prioritize art projects that encourage visitors to explore Santa Rosa, including murals, interactive art, and installations in high-traffic areas.
- Collaborate with local artists, cultural organizations, and community partners to fund and implement creative placemaking initiatives.
- Facilitate public-private partnerships to leverage funding for large-scale, tourism-attracting art projects.
- Align public art initiatives with marketing and tourism efforts, ensuring broad visibility and engagement from visitors.



Visit Santa Rosa

SRTBIA 2025 - 2028 WORK PLAN

- Assess Visit Santa Rosa's current strategic approaches to determine areas for improvement and realignment with the new Tourism Strategic Plan.
- Continue targeted marketing and sales efforts to position Santa Rosa as a premier destination.
- Enhance data-driven visitor and market insights to refine marketing and outreach strategies.
- Strengthen relationships with industry partners, including but not limited to, Visit California, Sonoma County Tourism, Santa Rosa Metro Chamber, and local business associations, to maximize Santa Rosa's visibility.
- Enhance the SRTBIA Event Support Program to attract, retain, and grow tourism-generating events.
- Continue engagement in professional tourism and economic development associations to stay informed on industry trends and best practices.

Business Development & Lodging Industry Support

SRTBIA 2025 - 2028 WORK PLAN

- Explore and identify strategies to increase hotel occupancy beyond events and traditional marketing initiatives.
- Develop targeted business attraction efforts aimed at industries and organizations that generate consistent business travel, conferences, and corporate retreats in Santa Rosa.
- Partner with local lodging operators to understand their needs and provide support in attracting new market segments, including group travel, corporate bookings, and midweek stays.
- Work with hospitality partners to develop packages and promotions that enhance visitor experiences and incentivize longer stays.
- Assess opportunities to support infrastructure and amenities that make Santa Rosa a more attractive year-round destination for overnight visitors.
- Facilitate connections between lodging operators and regional/national travel networks to increase visibility and booking potential.
- Research and implement best practices from comparable destinations to drive year-round tourism demand, including business travel, educational tourism, and sports tourism.

VSR WORK PLAN / BUDGET 2025

	Revenue	Budgeted
Admin / Operations		\$852,697
CWC Operations		\$316,724
Sales / Marketing		\$315,000
Event Support		\$140,000
Assessments	\$1,500,000	
CWC Funding	\$30,000	
Other	\$47,500	
TOTAL	\$1,577,500	\$1,624,421

The Santa Rosa Metro Chamber adopts its annual budget in January of each calendar year. The VSR budget presented in the table above is approximate, subject to change pending the chamber's normal budgeting process. No use of reserves or carry forward balance is anticipated.

CITY OF SANTA ROSA BUDGET 2025

	EXPENSE
Administration* + Operations	\$364,171
Professional Services	\$150,000
Event Support & Attraction	\$182,187
Business/Workforce, OTSR, Placemaking Programs	\$200,000
TOTAL	\$896,358
	REVENUE
Council Approved Budget	\$500,000
Carry Forward	\$396,358
Unappropriated Reserve Funds	\$0
TOTAL	\$896,358

*Staff - 40% of 4 City FTE (Includes salaries & benefits)

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