

2024-2025 Event Support Funding

Santa Rosa Tourism Business Improvement Area Advisory Board

Meredith Knudsen: Arts and Culture Coordinator

September 26, 2024

Overview

- Applications opened August 12, 2024 – September 12, 2024
- Events must take place October 1, 2024 – June 30, 2025
- Moving to streamlined grant application periods

Apply February – March for events July 1- December 31

Apply August – September for events January 1 – June 30

Application Overview

36 Applicants 4 ineligible

- 20 SRTBIA (13 New)
- 12 Community Promotions (8 new)

65% new applicants

- **Total Event funding requested:** \$695,285 (SRTBIA & Community Promotions)
- **SRTBIA funding available:** 100k

Scoring

1. How well does the event meet the authorized uses of the BIA funding; to promote and encourage tourism which will benefit the operators of lodging establishments paying assessments, through the promotion of the scenic, recreational, cultural and other attractions designed to increase overnight visits to the area.
2. How well does the proposed use of Event Support Funds meet guidelines for eligible expenses (city services, venue fees, advertising, event marketing inside or outside the area designed to promote overnight visits)?
3. How well does the proposed use of Event Support Funds meet the guidelines? The funding should NOT be the sole source of funding for the event and/or used for the organization's staff/employee wages or salaries

Recommendaton

	Average	Requested	Recommended	Recommended CP
Pride	11.6	40,000	12,000	18k CP
Wine Country Face off *	11.3	10,000	10,000	
Cheese Fest *	10.8	50,000	25,000	
Country Summer	10.3	65,000	25,000	
Growlers Hockey Seaason *	10	15,000	6,000	
Antique Fair *	9.6	10,000	6,000	
Beer City	9.4	14,400	5,000	
Sharing Institute *	9.3	50,000	4,000	
Storytelling Festival *	9.3	7500	4,000	
RR Square Music	9	24,235	2,000	20k CP
SoCo Market	7.4	10,000	500	
Luther Burbank Holiday *	7	3000	500	
Rooted Steps *	6.66	10,000	0	
Shoemaking Class *	6.5	50,000	0	
Winterblast	6.5	26,000	0	13k CP
Turkey Trot	6.25	20,000	0	
CAN New Years Event *	6	8700	0	
Atletico *	6	50,000	0	
Childrens Consignment *	4.3	15,000	0	
Unplug, Connect, Explore *	4.25	3000	0	
		Total	100,000	
* New Applicants				

Recommendation

Approve Event Support Funding for October 1, 2024 – June 30, 2025