

Criteria	Support type	2024 Event Name:	Amount requested?	Ck Cut			2023 Support	GL 380313	JL 42118	Notified of new app process
Must be free to attend Organizer must be a non profit	Community Promotions	Roseland Cinco de Mayo	\$10,000.00				\$0			
	Community Promotions	Wednesday Night Market	\$45,000.00				\$73,000	\$73,000		
	Community Promotions	Matsuri! Japanese Arts Festival	\$6,000.00				\$6,000	\$6,000	\$0	
	Community Promotions	OPaf North (Other Places art fair North)	\$4,000.00				\$0			
	Community Promotions	39th Annual Sonoma County Pride Parade & Festival	\$40,000.00				\$20,000	\$15,000	\$5,000	
	Community Promotions	Railroad Square Music Festival (8th Annual)	\$22,308.00				\$25,000		\$10,000 (+\$15,000)	x
	Community Promotions	Kiwanis Harvest Art & Wine Festival	\$5,000.00				\$0			x
			\$132,308.00							
			2024 Request		Funding - Award Letters Sent 4.26.24	Scores	2023	Change		
Free to attend or ticketed. Organizer can be for profit or non profit	SRTBIA	Santa Rosa Marathon	\$20,000.00	8/29/2024	\$20,000.00	87.5	\$0	\$0		x
	SRTBIA	Country Summer Music Festival	\$30,000.00	8/13/2024	\$30,000.00	86.3	\$20,000	\$10,000		x
	SRTBIA	2024 Snoopy's Senior World Hockey Tournament	\$20,000.00	8/19/2024	\$20,000.00	86.3	\$15,000	\$5,000		x
	SRTBIA	Beerfest-The Good One	\$2,500.00	7/29/2024	\$2,500.00	83.8	\$2,000	\$500		x
	SRTBIA	2024 Monster Truck Spring Nationals (Santa Rosa)	\$3,000.00	7/29/2024	\$3,000.00	78.8	\$2,000	\$1,000		x
	SRTBIA	Sonoma County Hot Air Balloon Classic	\$15,827.14	8/29/2024	\$5,000.00	72.5	\$0	\$0		x
	SRTBIA	2024 DJFE Triathlon Race Series	\$2,500.00	Sept	\$1,000.00	70	\$1,000	\$1,500		x
	SRTBIA	The SoCo Market	\$15,000.00	6/4/2024	\$1,000.00	57.5	\$0	\$15,000		x
	SRTBIA	California Artisan Cheese Festival	\$5,000.00	N/A			\$5,000	\$0		x
			\$113,827.14		\$82,500.00		\$45,000			
	Community Promotions	Luther Burbank Rose Parade & Festival	\$50,000.00							
Total requested for Community Promotions and SRTBIA excluding the Rose Parade			\$246,135.14							
Total requested for Community Promotions and SRTBIA including the Rose Parade			\$296,135.14							

Attendance	% outside SR	Notes
6,000	65%	
30,000	65%	Sells out many hotels
6,000	80%	
1,000	70%	
6,000	60%	
10,000	50%	Funds to RP hotels
150	50%	
3,000	25%	

Community Promotions (w/o WNM) \$87,308.00  
 Available Funding \$47,000.00  
 Diff (+/-) \$40,308.00

SRTBIA -\$31,327.14 # \$0.00