

2010/2011 2011/2012

Marketing, Advertising, Public Relations

\$126,000 \$200,000

Santa Rosa Brand Growth, Enhancement & Promotion (Tactics)

Marketing campaigns/web tools to reinforce SR tourism destination	\$0	\$2,500
Collaborate on BIA Tourism/Marketing Program to Encourage overnights	\$0	\$2,500
Continue building cycling brand & publications	\$21,000	\$20,000
Cross-promote CVB web-based efforts	\$5,000	\$5,000
Support culinary destination development: restaurant assn/guide	\$15,000	\$20,000
Seasonal/holiday promotions to encourage overnights (Stay/Shop/Save)	\$85,000	\$150,000
Presentations to Council/Stakeholders on Achievements	\$0	\$0

Events & Attractions

\$65,000 \$100,000

Promote place-making & cultural programming of public spaces

Support/Grow Existing Successful Events (TOC)	\$25,000	\$25,000
Promotion/support for existing & locally grown events	\$30,000	\$50,000
Creation of City policies - street busking, hospitality zone, banners	\$10,000	\$25,000

Total Budget (2010/2011 Appropriated - 2011/2012 Forecast)

\$191,000 \$300,000