City of Santa Rosa
Economic Development & Housing

Event Support Application

This application is for consideration for financial support from the Santa Rosa Tourism Business Improvement Area (SRTBIA). ***Only** events that produce lodging room nights will be considered for funding*. Application review for SRTBIA support will take place at regularly scheduled Board meetings. Please submit completed application to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, by email at annem@visitsantarosa.com.

Event Details	
Event Name	Annadel Cross Country Mountain Bike Race
Event Date(s)	June 4th - 5th
Event Description	See attached overview
Is this a new or returning event?	Returning with a new twist (last year = 250 racers, this year = 700 plus downtown start)
Contact Name, Phone & Email	Carlos Perez (707) 478-9834 Los@BikeMonkey.net
Legally Responsible Organization	Bike Monkey LLC
Total Event Cost	Approx $27,000
Amount Requested	$5,000
How Will Funds from SRTBIA Be Used?	To promote the event and to pay for public services to enhance its level of production. A Downtown start will cost police and public works, but will showcase Santa Rosa's involvement.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	Unknown. Approx. 70% of participation is non-local.
Who is the target audience for this event? What is the anticipated attendance?	700 Mountain bike racers from the bay area and neighboring states
If this is an existing event, how many room nights has it produced in the past?	N/A, unknown

Describe the event's capacity to incubate (can the event grow over the years?).	The event will grow more than 300% this year with potential to become a multi-day stage race in 2012.
How does this event support or re-affirm Santa Rosa's brand?	By piggy-backing on the already successful GranFondo and leveraging those promotional channels to further solidify that SR is a destination for cyclists.
Describe the community support for this event. Include financial and in-kind support.	Agriculture and Open Space will contribute $3000 to support the event's efforts to raise money for State and Regional parks. A large component of in-kind and volunteer support will lead to it's production
How will this event be funded in the future?	Through continued increases in registration and rates and popularity.
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	Santa Rosa is the host city. A downtown start embodies this and will start in front of City Hall. The City gets mentioned in virtually all of our marketing material as well.
Additional information or comments.	I am personally happy to discuss creative ways in which the City can capitalize on the opportunities this event presents.

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*