

Santa Rosa Tourism Business Improvement Area  
Annual Report  
September 1, 2010 – June 30, 2011

- Recommended Changes to Boundaries  
None
- Improvements & Activities Provided for Fiscal year 2010/2011

**Transient Occupancy Tax (TOT):** Transient Occupancy Tax for the first two quarters in operation was \$1,830,915. This was a 7.1% increase over the same time period last year.

**City of Santa Rosa Activities (City)**

**Stay/Shop/Save Holiday Promotion:** This promotion, reaching Lake, Humboldt and Mendocino Counties, reinforced Santa Rosa as a shopping destination for these counties. The 2010 winter holidays and the 2011 Valentine's/Presidents' Day shopping seasons were targeted as prime periods to disseminate this message. Visitors from these areas were offered a savings coupon on check in at a Santa Rosa hotel. This promotion produced just over 8,400 media placements in print and broadcast media and approximately 400 hits to the City's webpage dedicated to the Stay, Shop and Save program.

**Santa Rosa Convention & Visitors Bureau (CVB)**

**Travel Zoo:** The CVB continued with the Travel Zoo promotion. Due to funding, only six promotions were run for the 2010 calendar year. The cost of the program to the CVB was \$15,000 and total room nights generated by the Travel Zoo promotion was 1,439. Gross room revenues were generated in the amount of \$140,710 and TOT revenues of \$12,664. Total estimated leisure spending using the DMAI industry standard multiplier was \$882,395.

**Group Business:** Total room nights booked by group sales activities in the 2010 calendar year was 3,998. Using the Destination Marketing Association International Industry Standard formula (matching the Sonoma County Tourism Bureau formula) the total spent in Santa Rosa due to group sales was \$1,867,866.

**CVB Staffing:** A new Executive Director, Brad Calkins was hired. With the BIA funds, a newly created sales position was established, and Jeran Stumbaugh was hired as Director of Sales (DOS) for the Santa Rosa CVB. The main responsibilities of the DOS will be to sell groups and events for Santa Rosa.

**Welcome Center:** The California Welcome Center assisted 50,347 walk-in visitors along with handling 4,212 tourism related phone calls and 1,340 email requests

for additional information on lodging, attractions and activities. With walk-in visitors the California Welcome Center was able to make specific direct referrals for 3,530 winery visits, 1,479 restaurant recommendations and 647 accommodation request and reservations. Total estimated spend for the walk in visitors to the Welcome Center is \$5,478,342. The spend is estimated by using industry formulas that take into account the number of visitors who require accommodations verses those who do not. In addition, a divider is used to account for those visitors who stay in the area verses those who are passing though.

**Web Hits:** The Santa Rosa CVB websites [www.visitsantarosa.com](http://www.visitsantarosa.com) and [www.tastesantarosa.com](http://www.tastesantarosa.com) saw 349,587 total visits for the 2010 calendar year.

### **Cooperative Programs**

**Event Support:** City of Santa Rosa and the CVB supported three events intended to bring an overnight audience to Santa Rosa: the Santa Rosa Marathon, the Annadel Mountain Bike Race and the first annual Sonoma County Senior Games.

- Estimate of Cost of Providing Improvements & Activities 2010/2011  
See budget actual report

- Method & Basis of Levying Assessment (in detail)

Each operator of a lodging establishment shall pay as an assessment a sum equal to three percent (3%) of the rent charged by the operator. "Operator" means the person who is the owner of a Lodging business, whether in the capacity of an owner, lessee, sublessee, mortgagee in possession, or licensee of the real property upon which the Lodging business is located, or other capacity. When the Operator performs his or her functions through a managing agent of any type or character other than an employee, the managing agent shall also be deemed an Operator for the purposes of this article, and shall have the same duties and liabilities as his or her principal. Compliance with the provisions of this article by either the principal or the managing agent shall, however, be considered compliance by both. For purposes of the imposition of Assessments pursuant to 6-56.300, the term "Operator of a Lodging establishment" shall include persons or entities who manage the rental of individual residential units to Transients, even if such units are not owned by such Operator. "Lodging" means any accommodation consisting of one (1) or more rooms or other living spaces which are occupied or intended or designed for occupancy by Transients for dwelling, lodging, or sleeping purposes. Such term includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed location, or other similar structure or portion thereof. The term "Lodging" does not include an organized camp, as that term is defined in Section 18897 of the Health and Safety Code, or any establishment operated by a public or non-profit entity exclusively for the purpose of providing temporary shelter for the homeless. "Rent" means the consideration charged, whether or not received, for the occupancy of a space

in a Lodging valued in money, whether to be received in money, goods, labor, or otherwise, including all receipts, cash, credits, property, and services of any kind or nature, without deduction therefrom whatsoever.

- Amount of Any Surplus or Deficit Revenues to be Carried Over  
Amounts will be determined at close of the fiscal year.
- Amount of Contributions to be Made from Sources Other than Assessments  
The CVB receives \$30,000 from Sonoma County for Welcome Center Operations and produces additional revenue through merchandise sales and display & advertising co-op sales.
- Recommendations for 2011/2012 Fiscal Year  
The City and the CVB will continue with the work plans approved for the 2010/2011 fiscal year. Of particular note, the CVB is creating a social media plan and campaign to promote Santa Rosa as a year-round overnight destination, while the newly created and hired Director of Sales will focus on selling Santa Rosa with the goal of increasing room nights 200% over previous efforts. The City and CVB will seek out new events to support while continuing to work closely on existing events in Santa Rosa that increase overnight stays during non-peak times. The Stay, Shop and Save campaign will continue, with an added emphasis on Santa Rosa as a destination not only for shopping but also for cultural and community events.