

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	Santa Rosa International Film Festival
Event Date(s)	September 14 – 20, 2011 Venues: Summerfield Cinemas, 3 rd Street Cinemas, Roxy Theater, and outdoors under the stars at nearby Deerfield Ranch Winery, in Kenwood, Sonoma Valley
Event Description	<p>The Santa Rosa International Film Festival presents a quality event of 100+ films from around the world with master classes, intimate conversations with industry insiders, and numerous culinary events. The event begins on Wednesday night Sept 14 with two sneak previews in two separate venues, followed by Opening Night on Thursday Sept 15 – again offering two films in two separate locations as opening night galas. Friday, Saturday and Sunday films screen all day and night with a Jury awards night Sunday. Monday and Tuesday programs include film screenings for high school students and educators and the festival's award winners.</p> <p>The event mission is to raise awareness about cultural diversity, the arts, social, political and environmental issues, and to build community through partnerships with local businesses, schools, and other non-profits.</p>
Is this a new or returning event?	<p>The event is an extension of the Wine Country Film Festival which started in Santa Rosa 24 years ago. For two decades WCFF was a "roving" event bringing great films to cities, towns and communities in both Napa and Sonoma counties. Last year WCFF returned to Santa Rosa to the 3rd Street Ciinemas and the response there was very good. Subsequently after meetings with city officials and local business leaders the decision was made to consolidate the event and to rename it the Santa Rosa International Film Festival. Santa Rosa is the heart of Sonoma County and it has a growing appreciation for cultural diversity, the environment, social issues and the arts. Santa Rosa is the perfect location for the event.</p>
Contact Name, Phone & Email	Justine Ashton, 707.935.3456 wcfilmfest@aol.com
Legally Responsible Organization	Society for the Advancement of the Arts and Film

Event Details	
Total Event Cost	\$175,000.00 (cash and In-kind)
Amount Requested	\$2,500.00 – 5,000.00
How Will Funds from SRTBIA Be Used?	The funds will be used for print advertisements in publications that target the film festival “circuit” crowd - people who travel to film festivals and spend at least two nights in the host city. The publications are Palm Springs newspaper The Dessert Sun weekend edition and depending on funds received and ad costs, the Hollywood Reporter, Venice Magazine or Variety. The Hollywood Reporter and Variety are major entertainment publications. Venice Magazine is a popular magazine (Venice CA) and is a film festival circuit favorite.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	500 (1 st year)
Who is the target audience for this event? What is the anticipated attendance?	<p>The Santa Rosa International Film Festival has the potential to become a Destination Film Festival. This is one of our goals.</p> <p>Target audience: People who are part of the Film Festival circuit. They are sophisticated, well traveled and attend film festivals around the world.</p> <p>Anticipated attendance for 2011: Travelers (Fly ins and drive ins): 250 Local 2,500</p>
If this is an existing event, how many room nights has it produced in the past?	Due to tough economic times, the past few years do not reflect what the event has historically produced in terms of room nights. In 2007 250 travelers spent two nights (500 room nights).
Describe the event’s capacity to incubate (can the event grow over the years?).	We believe the event will grow over the years. Santa Rosa is the perfect city for an international Film Festival. It has hotels, restaurants, shops and is surrounded by some of the most famous food purveyors and wineries in the world. We believe given steady economic improvement that within the next three years the Santa Rosa International Film Festival will be known internationally as a Film Festival Destination attracting up to 9,000 people.

<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>SRIFF is a cultural experience that provides opportunities to better understand - through the powerful medium of cinema - the arts, the environment and cultural diversity all of which support Santa Rosa's history, its future and how it is perceived today.</p> <p>The event is informal, fun, affordable and accessible. In addition, SRIFF will bring economic, media, status and entertainment benefits to the city.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Owners of the movie theaters in Santa Rosa are supporters of the SRIFF, as are the owners of nearby Deerfield Ranch Winery for the outdoor screenings.</p> <p>The Flamingo Resort and Hilton Hotel are Official Hotels. Both hotels offer Festival Travel Packages. Cellars of Sonoma is the Official Railroad Square Tasting Room.</p> <p>Joel Jaman of Keegan & Coppin is a committee member, helping SRIFF network in the downtown area. Joel secured a space (upstairs at One Santa Rosa Ave) that will be SRIFF's Hospitality Lounge, an ideal location between the Roxy and 3rd Street Cinemas.</p> <p>Financial support from various individuals, banks and local businesses is pending. The County of Sonoma has committed \$2,700 for SRIFF advertising expenses COMCAST is considering a \$5,000 cash donation. SolarCraft has committed \$250</p> <p>In-kind support (partial list) Professional services (\$50,000) Theaters (\$45,000) Hotel rooms (\$25,000) Internet (\$5,000) Printing (\$2,000) Shipping (\$5,000)</p>
<p>How will this event be funded in the future?</p>	<p>Through sponsorships, ticket revenue, grants and in kind support.</p>

<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>SRIFF will bring to the City of Santa Rosa a very high level of media exposure:</p> <p>Local, SF Bay Area Regional, National & International Media will promote and cover the Festival. Estimated impressions is 20 million via PRINT, ONLINE, RADIO, CABLE and the EVENT.</p> <p>The City of Santa Rosa will be prominently acknowledged at all key consumer touch points including</p> <ul style="list-style-type: none"> ~ Website and Social Media Outreach ~ E-Newsletter and Email Notifications ~ Campaign Posters, 4C Rack Card and Collateral (Logo) ~ In theater Podium Recognition ~ Program Guide (Logo) ~ Press Kits – mention in local, regional and national Press Releases ~ On –site Signage
<p>Additional information or comments.</p>	

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.*