

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.** The SRTBIA's goal is to support events that produce a minimum of 100 room nights now or in the future. 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.

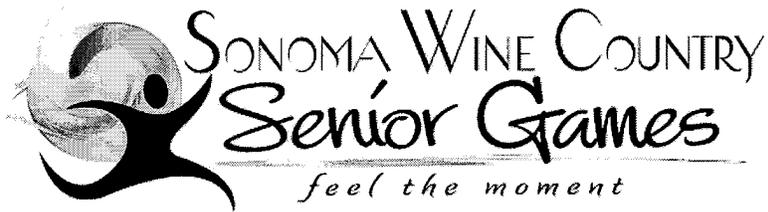
Event Details	
Event Name	Sonoma Wine Country Senior Games + Celebration of Athletes
Event Date(s)	May 31 - June 10, 2012
Event Description	A world-class, Olympic format international sporting event for athletes 50+.
Is this a new or returning event?	returning
Contact Name, Phone, Email & Mailing Address	Amy Crabb 707.525.0143 x146 acrabb@councilonaging.com 30 Kawana Springs Rd, Santa Rosa 95404
Legally Responsible Organization	Council on Aging
Total Event Cost	\$50,000 +
Amount Requested	\$5000
How Will Funds from SRTBIA Be Used?	Marketing efforts for overnight stays and/or expenses for Celebration of Athletes and other events in Santa Rosa

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	2012 = 100+
Who is the target audience for this event? What is the anticipated attendance?	Age 50+ Athletes, spouses, spectators
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	70+ Flamingo + others

<p>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</p>	<p>Hilton - 110, Flamingo - 140</p>
<p>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</p>	<p>Renewed contracts with hotels from last year's event. If attendance requires additional blocks, will use SREVB to secure contracts.</p>
<p>Describe the event's capacity to incubate (Can the event grow over the years?). What kind of room night growth do you anticipate over the years?</p>	<p>Yes, we are targeting to grow to 10,000 participants over a 2 week games in the next 5 yrs. With 50% participation coming from outside of Sonoma County.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>With a focus on wellness, lifestyle and tourism, the Wine Country Games will encourage participants to explore wine country... shop, dine, taste, experience. Santa Rosa is the "hub" of operations with our Athlete Village (Registration) @ Flamingo + Events @ the SRJC</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Financial + in-kind support by such community leaders as Kaiser, Medtronic, SRJC, St. Joseph, local banks and others. Companies providing volunteers and sponsoring teams. Local Communities, Chambers, tourism and press.</p>
<p>How will this event be funded in the future?</p>	<p>Sponsorships, registration + event fees</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Santa Rosa will receive full exposure thru web, email marketing, print ads, CSA and NSGA calendars and articles.</p>

Additional information or comments.	<i>See attached</i>
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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.*



Contact: Amy Crabb
707-525-0143 x 146
acrabb@councilonaging.com

Sonoma County, CA - Athletes in Sonoma County and across the country are redefining the “senior moment” by competing in the Senior Games movement! No longer satisfied to look on as the youngsters have all the fun, these athletes are proving that decline and disability are not the inevitable consequences of aging.

The 2012 *Sonoma Wine Country Senior Games* takes place May 31 – June 10, in venues around the county. Hundreds of 50 year plus athletes will compete in 14 sports, including swimming, soccer, basketball, running, walking, tennis, bocce ball, golf, square dancing, table tennis, cycling, pickleball and softball.

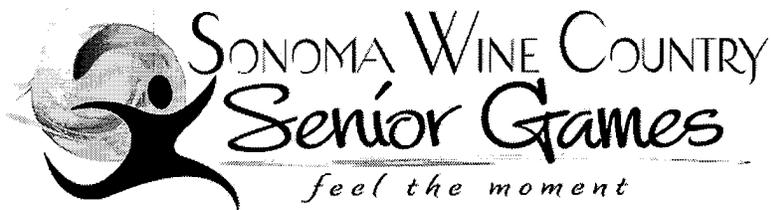
The *Sonoma Wine Country Senior Games* will provide participants a total experience, not just another sporting competition. Attendees will enjoy Sonoma-focused festivals, celebrations, social events, health screenings, food and wine experiences, and help to foster relationships that will last a lifetime. There is a registration fee of \$40, plus sport fee. Online registration opens January 1.

Taking the lead on the *Sonoma Wine Country Senior Games* is the Council on Aging Services for Seniors. Seeking "to enhance the quality of life for Sonoma County's aging community by providing services that promote well-being and maintain independence," the Council on Aging saw the Wine Country Senior Games as a perfect fit. CEO Marianne McBride explains, “In 2010 we identified the need to enhance the quality of life for Sonoma County's aging community while engaging the younger, more active seniors.”

Council on Aging is the premier senior service agency serving Sonoma County since 1966. Currently, Council on Aging provides wrap-around services that ensure quality of life and promote well-being so that seniors can maintain independence through 16 programs. There are four departments that provide Social, Financial, Legal and Nutrition including Meals on Wheels.

We strive to become a world-class, Olympic-format, international sporting event for athletes 50 years and better. The *Sonoma Wine Country Senior Games* will truly be a celebration of life after 50 and redefine "A Senior Moment!"

For more information, to register or to volunteers visit our website:
www.winecountrygames.com.



Athletes

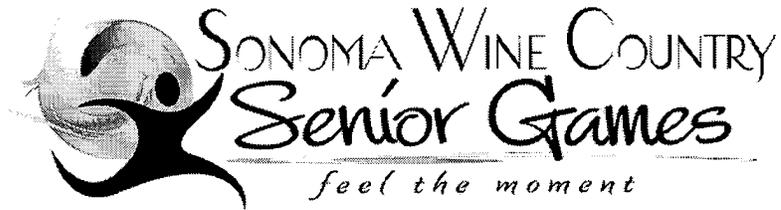
Santa Rosa's **Terri Simpson** didn't play sports as a young girl. In fact, she didn't start playing soccer until she was 51. A dozen years later, she not only plays in the Sonoma County Women's Soccer League, but has competed in the World Masters Games in Canada and Australia. A poster child for senior sports, Simpson is the commissioner of soccer for the Sonoma Wine Country Senior Games and will also be a competitor.

Dick Lewis is a lifelong swimmer (U.C. Berkeley, where he swam and played water polo). A master swimmer who has competed in pool events since 1971, he took up open water swimming after moving to Santa Rosa in 1994. Now 81, Lewis trains at the Airport Club in Santa Rosa. Life-threatening health problems forced him to take time off in 2010. Doctors said his excellent physical condition saved his life. Now he's back to swimming and competed in the 2011 Senior Games.

Seventy year-old **Arthur Webb** has completed the grueling 135-mile Badwater Ultramarathon 13 official times. The footrace across Death Valley in 130 degree air and 200 degree pavement temperatures crosses two mountain ranges and finishes halfway up Mt. Whitney. It is considered the most difficult running event in the world. Art is running in the Sonoma Wine Country Senior Games because he is committed to experiencing life and its challenges.

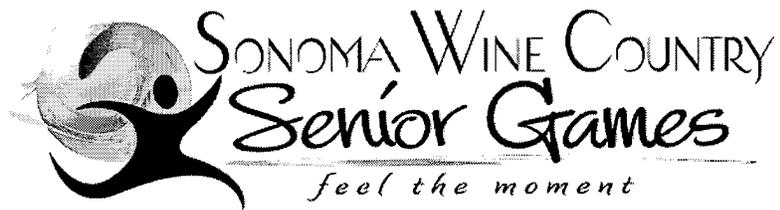
Richard Turnheim is 60 now but started playing basketball at 10 years old at the playground, while growing up in San Francisco. While he didn't play in high school, Richard did play while serving in the Coast Guard in 1970. He spent two years in Alaska playing for the Coast Guard, in a number of military and regional tournaments. When he got out in 1974, he moved to Santa Rosa, and has played recreational basketball since. In 2009, Richard played on two teams at the World Senior Games in Sydney, Australia. He currently plays for Murphy's Irish Pub in the Jack Benny (39+) league in Sonoma, and plans to play this summer in a 25+ league at the Sonoma Boys and Girls Club.

Shirley Fee grew up riding horseback in the hills of Mendocino County, and never thought she would become a runner. After moving to Santa Rosa in 1995 and at the age of 58, she ran her first marathon. Since then, she has participated in 13 marathons and one 50K. Shirley placed third in her age group in Portland, won her age group in Seattle at age 68, and at 70 won her age group in the Northface Endurance Marathon and the Way Too Cool 50K. She has done two sprint triathlons, winning her age group each time. Shirley says, "I've lost count of the half-marathons, and other races I have done and I'm looking forward to doing more trail races for many years to come." Shirley serves as our Walk/Run Sports Commissioner.



Sporting Events Dates & Locations

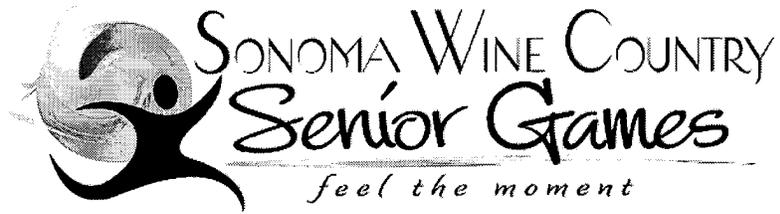
<u>Archery</u>	<u>Sunday, June 10</u>	<u>Lake Sonoma</u>
<u>Basketball</u>	<u>Saturday & Sunday, June 9-10</u>	<u>Santa Rosa Junior College</u>
<u>Bocce Ball</u>	<u>Friday and Saturday, June 1-2</u>	<u>Julliard Park, Santa Rosa</u>
<u>Cycling</u>	<u>Sunday, June 3</u>	<u>City of Healdsburg</u>
<u>Golf</u>	<u>Thursday, May 31</u>	<u>Windsor Golf</u>
<u>Pickleball</u>	<u>Friday – Sunday, June 1-3</u>	<u>Hiram Lewis Park, Windsor</u>
<u>Soccer</u>	<u>Saturday and Sunday, June 9-10</u>	<u>Trione Fields, Santa Rosa</u>
<u>Softball</u>	<u>TBD</u>	<u>Magnolia Park, Rohnert Park</u>
<u>Square Dancing</u>	<u>Friday & Saturday, June 9 & 10</u>	<u>Spring Lake Village, Santa Rosa</u>
<u>Swimming</u>	<u>Saturday, June 9</u>	<u>Santa Rosa Junior College</u>
<u>Table Tennis</u>	<u>Thursday, June 7</u>	<u>Mountain Shadow Recreation Center</u>
<u>Tennis</u>	<u>TBD</u>	<u>TBD</u>
<u>5K & 10K Run/Walk</u>	<u>Saturday, June 2</u>	<u>City of Cloverdale</u>



Commissioners/Coaches

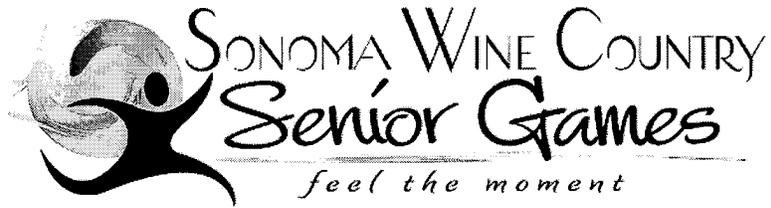
Each sport is organized and managed by a volunteer commissioner.

Archery	Polly & John Loades
Basketball SRJC	Robert Leonard
Bocce Ball	Susan Cole
Cycling	Laura Charameda
Golf	Damien Reddy
Pickleball	Dena Lash
Square Dance	Carolyn Maloney
Softball	David Thomas
Swimming	Erika Richards
Table Tennis	Emily Webster
Soccer	Terri Simpson
Walk/Run	Shirley Fee



Sponsors

Principal:	Kaiser Permanente
Platinum:	St. Joseph Health System
Gold Medal:	Flamingo Resort Hotel Santa Rosa Junior College
Silver Medal:	verihealth Santa Rosa Convention & Visitors Bureau City of Santa Rosa
Bronze Medal:	Wells Fargo Sonoma Bank Exchange Bank Healdsburg Chamber of Commerce & Visitors Bureau
Blue Ribbon:	Sonoma Homecare First Community Bank Emeritus at Santa Rosa Medtronic At Home Nursing



Partners

- City of Cloverdale
- City of Rohnert Park
- Cloverdale Chamber of Commerce
- County of Sonoma Parks & Recreation
- Healdsburg Chamber of Commerce
- Santa Rosa Parks and Recreation
- Santa Rosa Chamber of Commerce
- Sonoma County Tourism Bureau
- Spring Lake Village
- The Press Democrat
- Walgreens
- Windsor Parks & Recreation
- Windsor Chamber of Commerce