



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 Information	
Event Name	<i>Orchestral Opening of the Green Music Center (GMC)</i>
Event Date(s)	<i>Sept. 30, 2012</i>
Event Description	<i>Santa Rosa Symphony, GMC resident orchestra, will do performance to celebrate opening of the hall.</i>
Is this a new or returning event?	<i>New - one-time Major event</i>
Contact Name, Phone, Email & Mailing Address	<i>ALAN SILVER, 546-7097, ext. 213 asilow@santarosasympphony.com; 50 Santa Rosa Ave, #410, Santa Rosa, CA 95404</i>
Legally Responsible Organization	<i>Santa Rosa Symphony</i>
Total Event Cost	<i>\$160,000</i>
Amount Requested	<i>\$16,000 - \$24,000</i>
How Will Funds from SRTBIA Be Used?	<i>To market once in a lifetime concert bringing press & audiences from the Bay Area & beyond.</i>

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	<i>est. 300 - 500 room nights</i>
Who is the target audience for this event? What is the anticipated attendance?	<i>Target - national press & Bay area lovers of classical music. Anticipate attendance of 1,400 people</i>
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	<i>+ possibly 3-4,000 more if lawn is ready</i>

<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><i>NO, not as yet</i></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><i>YES</i></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><i>One time event - hall opening.</i></p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p><i>High branding of Santa Rosa as artistic excellent, culturally advanced locale.</i></p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p><i>Tickets will be sold for 1,400 seats. Corporate sponsors will be sought.</i></p>
<p>How will this event be funded in the future?</p>	<p><i>_____</i></p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p><i>This will be once in a lifetime press coverage of hall opening focusing on Santa Rosa Symphony. Working with SF PR firm. Advertising in print throughout Bay area. + electronic promotions + direct mail to our database</i></p>

Additional information or comments.	<i>The opening of Weill Hall at the GAC has already caught the attention of press nationwide. This kickoff will put Santa Rosa + SRS "on the map" as to speak as a premier cultural tourism destination for years to come.</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.