

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	NATIONAL HEIRLOOM EXPOSITION
Event Date(s)	SEPT 11, 12, 13, 2012
Event Description	PURE FOOD EXPOSITION, OLD FASHIONED FAIR EDUCATIONAL SPEAKERS, FARMERS FORUMS LIVESTOCK + POULTRY (HERITAGE BREEDS) SHOWS
Is this a new or returning event?	RETURNING
Contact Name, Phone, Email & Mailing Address	PAUL WALLACE THE SEED BANK, 199 PETALUMA BLVD PETALUMA, CA 94952 (415) 518 0333
Legally Responsible Organization	NATIONAL HEIRLOOM EXPOSITION
Total Event Cost	\$130,000 -
Amount Requested	\$10,000 -
How Will Funds from SRTBIA Be Used?	ADVERTISING, MARKETING, MEDIA PACKAGES PRINTED MATERIALS, ALL DISTRIBUTED NATIONALLY

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	ONLINE SALES INDICATED 71% WERE OUTSIDE 100 MILE RADIUS IN 2011 (11,000 ATTENDEES)
Who is the target audience for this event? What is the anticipated attendance?	ANTICIPATED ATTENDANCE 20,000; PURE FOOD ENTHUSIASTS.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	NOT ACCURATELY TRACKED, BUT WE CAN ACCOUNT FOR 100+

<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>NO.</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>WE CAN CERTAINLY RECOMMEND IT.</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>WE BELIEVE 2012 WILL DOUBLE OVER 2011, THE SO.CO. FAIRGROUNDS HAS AMPLE ROOM FOR GROWTH FOR SEVERAL YEARS.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>IT IS A PERFECT AGRICULTURAL FIT!</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>100+ VOLUNTEERS IN 2011, WE ARE HOLDING THIS EVENT DUE TO THE DEMAND IN THE AREA FOR EDUCATION ON FOOD FARMING AND FOOD RELATED ISSUES. 300 SCHOOL KIDS WERE BUSSED IN DURING THE 2011 EVENT FOR EDUCATIONAL + FUN ACTIVITIES. 20 SCHOOLS PARTICIPATED AS EXHIBITORS.</p>
<p>How will this event be funded in the future?</p>	<p>WE HOPE IT WILL BE SELF FUNDING, PLUS ALL PROFITS GENERATED ABOVE COSTS ARE DONATED TO SCHOOL GARDENS AND FOOD PROGRAMS.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>SANTA ROSA IS MENTIONED ON ALL MATERIALS, INCLUDING 450,000 FLYERS MAILERS, MEDIA KITS, ELECTRONIC MARKETING, EXPO WEBSITE BAKER CREEK CATALOG (320,000 COPIES) ETC.</p>

Additional information or comments.	
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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.*