



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	Levi's GranFonds
Event Date(s)	October September 27-30
Event Description	Large cycling event
Is this a new or returning event?	Returning
Contact Name, Phone, Email & Mailing Address	Carlos Perez 478-9034 LoS@BikeMonkey.net
Legally Responsible Organization	Bike Monkey Inc.
Total Event Cost	Approx. \$500,000
Amount Requested	\$5,000
How Will Funds from SRTBIA Be Used?	To purchase VIP accommodations at local hotels.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	Hotels will be full
Who is the target audience for this event? What is the anticipated attendance?	7,500 cyclists from around the country and world.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Hotels full

<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>Yes.</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>No. We contract directly with hotels to secure room blocks for our participants and to produce host hotels.</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>More than capacity.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>100% of event profits are charitably returned to the community. Community provides in-kind support and more than 1,000 volunteers.</p>
<p>How will this event be funded in the future?</p>	<p>Registration fees.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>A feature length documentary is being produced about the event, Levi and the local brand. This in addition to in-person experience of participants.</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.*