

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	Tour de Fuzz - A Ride with Sonoma County's Finest
Event Date(s)	Saturday 9/8/12
Event Description	50K/100K/100-mile bike ride drawing some 1,000 cyclists from the North Bay and beyond. Fundraising event for the Law Enforcement Chaplaincy of Sonoma County
Is this a new or returning event?	returning (3rd year)
Contact Name, Phone, Email & Mailing Address	Cathy Balach, Event Director, 707-538-8133 director@tourdefuzz.org; PO Box 9033, SR CA 95405
Legally Responsible Organization	Law Enforcement Chaplaincy of Sonoma County
Total Event Cost	est. \$35,000+
Amount Requested	\$3,000
How Will Funds from SRTBIA Be Used?	Advertising & outreach to Davis area and South Bay to really expand into further areas. Advertising: primarily newspaper; outreach=presence & materials partnering with South Bay & Davis-area events.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	200+
Who is the target audience for this event? What is the anticipated attendance?	Primary are cycling enthusiasts who
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Hilton - 45 room nights in 2011 Flamingo - don't know Hotel La Rose - don't know assume same for Flamingo, less for HLR

<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, est doubling last year, so expecting we'll hit around 90 (just blocking out around 50 right now)</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>Yes</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 it can grow -- we envision this similar to the Police Unity Tour, we are doubling (100% increase) from 2011, & plan to increase over next 3 years</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>Yes -- Santa Rosa is the hub for some of thebest cycling around, the center of SoCounty!</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>ALL community ran, partners with SR Police Officers Assoc, SoCo Deputy Sheriffs Ass., Sponsors: Kendall Jackson, Whole Foods, St Josephs, SR Recycling, Sutter, Clover & more</p>
<p>How will this event be funded in the future?</p>	<p>Same as it currently is: via sponsorships plus operations.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Tour de Fuzz has started a website guide to stay & visit focusing on SR; will work with all hotels in SR; will promote other activities in SR. 2012 first year with PR plan in place, building the region as a cycling powerhouse with SR as the hub!</p>

Additional information or comments.	Tour de Fuzz works closely with SR and SC law enforcement and has strong community support and the potential for high visibility in the media. 2012 is the first year it has an Event Director, PR support, and plans to double. TdF has the potential to be an event powerhouse, but requires outreach and advertising activities further away to build awareness -- it's a truly unique event, not just a cycle ride!
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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.*