

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	Wine Tourism Conference
Event Date(s)	November 14 - 15, 2012
Event Description	The WTC is the annual gathering of North America's wine tourism professionals, with 200-240 attendees expected.
Is this a new or returning event?	The location rotates each year. This is the first year in Santa Rosa.
Contact Name, Phone, Email & Mailing Address	Allan Wright, 303-842-0474, allan_wright@zephyradventures.com PO Box 16, Red Lodge, MT 59068
Legally Responsible Organization	Zephyr Adventures
Total Event Cost	\$350 per person
Amount Requested	\$4,000
How Will Funds from SRTBIA Be Used?	The funds from SRTBIA will be used to fund 1/2 the main conference lunch, which takes place November 14. SCTB is funding 1/2 the lunch. SRTBIA will be the co-sponsor and could provide local wine.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	Estimated 100
Who is the target audience for this event? What is the anticipated attendance?	Audience are wine and tourism professionals from across North America, including wine associations, tourism, associations, etc. Expected 200-240.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	In the first year (last year) at the Napa Valley Marriott 72 room nights were booked. Attendance will rise and we expect more people from outside the area.

<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>Flamingo Resort is the host hotel. 120 room nights reserved.</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>Already done.</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>This event will travel to other locations. However, Zephyr Adventures runs six conferences per year and this is already our third conference in Santa Rosa.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>This is a very prestigious event, being the ONLY wine tourism conference in the hemisphere. It helps to show Santa Rosa as a leader in wine tourism.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Please see our list of important Partners below.</p>
<p>How will this event be funded in the future?</p>	<p>The event is funded mostly from registration fees. In future years local areas will be asked to fund two lunches before we even choose the host location. We did not do that this year.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>Our local Partners are all promoting this conference to their memberships. Touring & Tasting Magazine is sending multiple emails to their mailing list. We are directly contacting every winery association and many tourism associations in the country.</p>

Additional information or comments.	Our Partners: SCTB, Sonoma County Vintners, Wine Institute, Sonoma State University, Touring & Tasting Magazine, Vineyard & Winery Management, WineJobs.com, Wine Bloggers Conference, dlvr.it, WineSur.com, Napa Valley Destination Council, Napa Vintners, and CANVAS. We would love to add you to this list! See www.WineTourismConference.org for details.
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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.*