



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)	SEPTEMBER 10, 11, 12, 2013
Event Description	PURE FOOD EXPOSITION, OLD FASHIONED FAIR EDUCATIONAL SPEAKERS, FARMERS FORUMS, HERITAGE LIVESTOCK + POULTRY SHOWS, KIDS EDUCATIONAL DAY
Is this a new or returning event?	RETURNING
Contact Name, Phone, Email & Mailing Address	PAUL WALLACE (415) 518 0333 PAUL@RARESEEDS.COM 199 PETALUMA BLVD, N, PETALUMA, CA 94952
Legally Responsible Organization	
Total Event Cost	\$180,000.00
Amount Requested	\$10,000.00
How Will Funds from SRTBIA Be Used?	ADVERTISING, MARKETING, MEDIA PACKAGES, NATIONAL DISTRIBUTION.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	400 APPROX
Who is the target audience for this event? What is the anticipated attendance?	FOOD FARM AND GARDEN ENTHUSIASTS ANTICIPATED ATTENDANCE OVER 20,000.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	MULTIPLE HOTELS INCLUDING: HILTON, FLAMINGO, JAGABOND. MULTIPLE OTHER HOTELS WERE UTILIZED BY ATTENDEES WHO CHOOSE TO STAY ELSEWHERE. ABOUT 300 ROOM NIGHTS WERE TRACKED IN 2012

<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 CONTACTS SIGNED, HOWEVER PLANNED AND HILTON HAVE APPROACHED US.</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 WILL RECOMMEND IT EXCLUSIVELY.</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>WITH 12,000 ATTENDEES IN 2011 (OUR INAUGURAL YEAR) AND 15,000 ATTENDEES IN 2012, WE BELIEVE WE HAVE AMPLE ROOM FOR GROWTH FOR MANY YEARS AT SONOMA CO. FAIRGROUNDS.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>IT IS A PERFECT AGRICULTURAL FIT. EVEN MORE NOW THAN EVER, GIVEN THAT HARVEST FAIR HAS CHANGED ITS FORMAT</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>OVER 1500 SCHOOL KIDS PARTICIPATED IN 2012. PLUS OVER 30 SCHOOLS EXHIBITED. LOCAL SONOMA CO. BUSINESSES LIKE AMY'S KITCHEN, STRAWS CLOVER + MANY OTHERS ARE SPONSORS. OVER 100 LOCALS VOLUNTEER. SPECIAL RATES APPLY FOR NON-PROFITS</p>
<p>How will this event be funded in the future?</p>	<p>INTERNALLY / SELF FUNDED. SPONSORSHIPS, BOOTH FEES + ENTRANCE FEES.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>SANTA ROSA IS MENTIONED AS SPONSOR IN OVER 400,000 PIECES OF COLLATERAL MATERIALS DISTRIBUTED NATIONWIDE. ALSO: ELECTRONIC MEDIA BAKER CREEK + SEED BANK WEBSITE 350,000 SEED CATALOGS DISTRIBUTED</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.*