

## 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](mailto:annem@visitsantarosa.com).

Event Details	
Event Name	Peggy Sue's All-American Cruise
Event Date(s)	June 6, 7 & 9 2013
Event Description	4 day - cruise - in - Chili - look OSS - BBA, Beer, wine tasting - 800 plus can show - Cruise - live Entertainment
Is this a new or returning event?	11th year
Contact Name, Phone, Email & Mailing Address	Rich & Peggy Williams 707-575-3267 1935 Amy Ave Santa Rosa, CA 95401 richpegw@aol.com
Legally Responsible Organization	Same as Above
Total Event Cost	\$110,000
Amount Requested	what ever is av
How Will Funds from SRTBIA Be Used?	We would like to use the money to help with in Top Entertainment This year is \$13,000 plus 8 rooms 2 nights & meals & transportation to - from SFAP

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	200-250 Rms 2-3 night
Who is the target audience for this event? What is the anticipated attendance?	Families - all ages - Can enthusiasts Fri - 3-4000 Sat - Sun over 6,000 Sat Night - 4,000
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Flamingo - Best Western Hilton Garden Inn Sandman Motel 6-12, Vagabond, Courtyard, Fountainhead, America Best Value & Know some have stayed in RP and also Sno-Co Fairgrounds Campgrounds & Petaluma KOA

<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>Some as mentioned All they can block</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>Please I appreciate the help but need best rates</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 can and do grow as participants and locals are bringing family &amp; guest to enjoy weekend</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>We have taken-run to wineries we have new &amp; winery pouring. we travel back roads</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Huge! Business Sponsors NO in-kind support</p>
<p>How will this event be funded in the future?</p>	<p>car registrations - Sponsorships gate attendances.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>We mail over 2,000 Slips to the western states - web-site - 3 months print-ad Drive Map western US - 2 mo. print Ad Cruise-News - Northern CA - MV (15) <sup>15</sup>           Top radio stations - Banner signs - 5,000 copies of our Slips Full color event guide many taken home out of town/states T-shirts spotted everywhere!</p>

**Additional information or comments.**

Over \$250,000 has been donated back to local youth programs plus Am. Cancer Society - Sonoma Co. Diabetes. Many local businesses have grown over the years because of this event.

Most downtown restaurants have their biggest night of the year on our Sat. Cruise and  
Thank us!

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you feel 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.