

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
Event Date(s)	Saturday September 14, 2013 (with pre-ride event on 9/13 and post-ride on 9/15)
Event Description	50K/100K/100-mile recreational bike ride for the Law Enforcement Chaplaincy in Sonoma County. Ride starts and ends at (former) Ursuline High School in Santa Rosa. Post ride event is also open to non-riders
Is this a new or returning event?	Recurring -- 3rd official year. This will continue to be an annual event.
Contact Name, Phone, Email & Mailing Address	Cathy Balach - 707-703-9535 - director@tourdefuzz.org Tour de Fuzz, PO Box 9003, Santa Rosa, CA 95405
Legally Responsible Organization	Law Enforcement Chaplaincy of Sonoma County (www.sonomalawchaplains.org)
Total Event Cost	\$43,500
Amount Requested	\$5,000
How Will Funds from SRTBIA Be Used?	Target groups discussed below via (1) materials/support for event outreach (such as the Police Olympics in southern CA and other partner groups), (2) targeted print media (esp. law enforcement publications, also Cycle CA and other 'proven' winners), (3) online targeted advertising to cyclists and law enforcement

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	250+
Who is the target audience for this event? What is the anticipated attendance?	Two primary target audiences: (1) cycling enthusiasts from the western states and (2) law enforcement officers who cycle, from nationwide.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Hilton Hotel la Rose Sandman

<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 -- in process of selecting 3 hotels from support provided by SRCVB</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. This year we plan to grow by 30% and reach the maximum that our venue can hold. We had 450 riders in 2011 and 950 riders in 2012 (over double) and plan to hit 1250 this year (note this does not include other attendees-see comments elsewhere). We envision this event similar to the Police Unity Tour on east coast.</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>Santa Rosa is the hub for some of the best cycling around and Tour de Fuzz helps reaffirm the sports emphasis. It takes place in Santa Rosa, our hotels are in Santa Rosa, and we promote Santa Rosa tourism to the riders & their families.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Partners include SR Police Officers Association, SoC Deputy Sheriffs Assn, we work with SR Cycling Club and Red Peloton, our event volunteers work mostly in our community law enforcement or are chaplains with LECS, supporters include Kendall Jackson, Bohemian Grove, Whole Foods, Sutter and more</p>
<p>How will this event be funded in the future?</p>	<p>Via sponsorships and operations.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<ol style="list-style-type: none"> 1. Dedicated website pages on the TdF website 2. We have dedicated 'law enforcement hospitality' to help law enforcement plan their trips to SR 3. Addition of new professional HR person (Rayne Wolfe) to our volunteer staff means we will expand our ability to promote the event thru the media 4. Including SR logos in our print materials (and online of course)

Additional information or comments.	<p>Our 2013 goal is 1250 riders. There are 3 things we are doing to encourage out-of-town stays:</p> <ol style="list-style-type: none">1. Event on Friday night - this year it will be a FREE hospitality event to encourage overnight visitors. We had a paid event last year but decided to do a free one instead.2. Sunday event in the works to encourage 2 night stays (we will likely do a Sunday spin-out, a leisurely ride and lunch)3. We make the event family friendly so it welcomes non-riders. This means that riders can buy tickets for the entire family. Once there, non-riders can enjoy the entertainment & BBQ AND an open pool and law enforcement demos. <p>Our personal goal is to make this THE most friendly cycling event anyone has ever gone to.</p>
--	---

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.*