



## 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 Keith Roberts, City of Santa Rosa, at [KRoberts@SRCity.org](mailto:KRoberts@SRCity.org) and send a copy to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, at [AnneM@VisitSantaRosa.com](mailto:AnneM@VisitSantaRosa.com).

Event Details	
Event Name	CAFE Electric Aircraft Symposium VIII
Event Date(s)	April 25 & 26, 2014
Event Description	A scientific gathering in which an expert faculty presents cutting edge technology and information to an international audience of aviation and aerospace industry participants
Is this a new or returning event?	Returning
Contact Name, Phone, Email & Mailing Address	Brian Scelcy M.D. 544-0171 CAFE 400 @ Soric.net 4370 Raymond Way, SR 95404
Legally Responsible Organization	The CAFE Foundation
Total Event Cost	\$ 20,000.00
Amount Requested	\$ 1,000.00
How Will Funds from SRTBIA Be Used?	To promote, perpetuate and enlarge the Annual event

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	120
Who is the target audience for this event? What is the anticipated attendance?	Aerospace industry international, 150 people.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	1 year at Doubletree. Previous years (first 3) were out of county. 3 years at the Flamingo. Each year has had about 100 room nights

<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>The Flamings Hotel &amp; Resort 50 to 60 rooms have been reserved for 2 nights for our guests</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>For 2014, we have already asked attendees to book with the Flamings Hotel.</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>Potential growth to 500 room nights in the next 3 years</p>
<p>How does this event support or re-affirm Santa Rosa's brand?</p>	<p>Attendees are attracted to the attributes of wine country after the meetings are over.</p>
<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>Volunteers from the CAFE Foundation provide the support and audio-visual documentation.</p>
<p>How will this event be funded in the future?</p>	<p>Absent a potential major corporate sponsor, the event will continue to have to be self-sustaining through out</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>The marketing plans include announcement in major aerospace publications, both print and on-line. Participants are encouraged to use their sparetime to explore Santa Rosa.</p>

Additional information or comments.

This event is an outgrowth  
of the historic <sup>NASA</sup> Green Flight  
Challenge Competition,  
held in September of 2011,  
at Sonoma Co. Airport.

This symposium is  
unique in the world in  
converging experts from

industry, academia and the  
private design community  
to share ideas, innovations  
and research results concerning  
electric-powered flight in  
small aircraft. Visitors come  
from all over the world to participate.

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.