



## Santa Rosa Tourism Business Improvement Area Event Support Application

The Santa Rosa Tourism Business Improvement Area (SRTBIA) offers the opportunity for event planners and organizers to seek funding to support their events in Santa Rosa. These guidelines set forth the criteria for application to the SRTBIA. As the primary purpose of the SRTBIA is economic impact, all SRTBIA applications must detail how the proposed event will generate overnight stays.

### To ensure the success of your application, please note the following:

- Applicants must use the attached Application Form.  
(You may attach additional information to your application, if necessary.)
- Send completed forms and any additional material to Keith Roberts with the City of Santa Rosa at [kroberts@srcity.org](mailto:kroberts@srcity.org) with a copy to Anne Mitchel with Visit Santa Rosa at [annem@visitsantarosa.com](mailto:annem@visitsantarosa.com).
- You may apply at any time during the year, however, your application will not be reviewed until the next scheduled SRTBIA Board meeting following the receipt of your application. Your application must be received 7 working days prior to the meeting for consideration. The SRTBIA Board will review the application and vote on funding. SRTBIA Board meetings are held on the fourth Thursday of every other month. (When scheduled)
- Questions should be addressed to the Executive Director of the Santa Rosa CVB at 707-524-2116 or [bradc@visitsantarosa.com](mailto:bradc@visitsantarosa.com).

### Event Support Application Assessment Process

Applications will be reviewed by the SRTBIA board. Consideration for approval and the amount of funding awarded will be dependant on several factors. Overnight stays, new event or repeat event, media coverage, marketing & brand support for Santa Rosa, event time (season vs. off-season), organizational plans and potential for long term growth.

### Event Timing

The most important consideration will be event timing and special consideration will be give to events that are held during low occupancy. For an estimate of occupancies during your event contact the Executive Director of the Santa Rosa CVB.

#### Timing

Event held during peak occupancy  
Event held during shoulder period  
Event held during low occupancy

#### Special Consideration

Low  
Medium  
**Extremely High**

Other consideration will be given to events based upon the below chart.

**Category**

**Consideration**

**Confirmed room nights during non peak occupancy**

The goal is to produce a minimum of 100 new or additional room nights (excluding vendor and staff rooms) during need (low hotel use) times. For new events: estimate room nights or provide supporting documentation from a similar event. For existing events provide supporting documentation including potential for expansion.

< 100

101-500

>500

Low

Medium

High

**Media Coverage**

Local

Regional or non major

Major outlet and/or national coverage

Low

Medium

High

**Long Term Growth Potential**

0-100 Room Nights

101-500 Room Nights

>500 Room Nights

Low

Medium

High

**Marketing & Organizational Plan**

None

Minimal marketing plan

Well thought-out & organized

Low

Medium

High

The SRTBIA board will evaluate each event separately and allowable expenditures will vary depending on many of the above factors. At its discretion the board may only allow one type of expenditure (such as marketing & advertising).

**Example of Allowable Expenditures**

- Site fees and other related costs incurred within the city limits of Santa Rosa. (Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc.)
- Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino. These include but are not limited to promotional materials, trade shows, advertising and media buys.

**Disallowed Expenditures**

- General operating or administrative salaries or wages.
- Advertising and marketing expenses in Sonoma County or the immediate surrounding counties.
- Site fees and other related costs incurred outside the city limits of Santa Rosa.

### **Repeat Submissions:**

Events may be funded more than one time; however, the intent is for events to become self sustaining. Organizations may submit applications for different events.

### **Post-Event Summary Report:**

All expenditures *for items funded by SRTBIA* must be documented and a report must be received by the Executive Director of the Santa Rosa Convention and Visitors Bureau no later than 90 days following the last day of the funded event. The report should include:

1. A brief summary outlining estimated attendance
2. A zip code analysis or event attendance survey that details the number of attendees that are from out of the area
2. Information on advertising placed to promote the event (if applicable)
3. A general assessment of the event which addresses its success and any concerns or recommendations for changes.
4. Verification of the room nights reported by the Santa Rosa CVB
5. Copies of checks issued for payment of services or copies of corresponding invoices equal to the amount of funding provided

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect final funding and considerations of future applications.

### **OVERVIEW OF EVENT SUPPORT TERMS**

1. Include the Santa Rosa Convention & Visitors Bureau logo and the City of Santa Rosa logo on printed materials, marketing materials, and link the CVB logo to the VisitSantaRosa.com and City logo to OutThereSR.com from the event/organization website.
2. Permitting the Santa Rosa Convention & Visitors Bureau to hang signage at the event and be given sponsorship benefits as per the value of the event support.
3. Guarantee a complete and accurate report of the event's activity to the Santa Rosa Convention & Visitors Bureau within 90 days of the event conclusion (including complete expense statement on reimbursable items, if applicable). Included in this documentation should be verification of total room nights, total event attendance, estimated attendance from out of the area and if possible estimated local spending by event organizer.
4. Agree to notify the Santa Rosa Convention & Visitors Bureau immediately if the event is cancelled, rescheduled or downsized. Because of the importance of filling room nights over need times, if the dates of the event are changed, the contract becomes void and funding will no longer be guaranteed. The SRBIA Board must approve funding for the new dates.
5. Hold harmless the Santa Rosa Tourism Business Improvement Area, the Santa Rosa Chamber of Commerce dba the Santa Rosa Convention & Visitors Bureau, the City of Santa Rosa and staff and volunteers from said mentioned organizations from all claims, liabilities, causes of action and judgments arising out of the event.
6. Unless previously agreed upon or given a waiver, only Santa Rosa (within SRTBIA boundaries) hotel rooms will be considered in the 'Room Night' counts for your application.
7. If event support is granted, a completed and signed W9 must be provided prior to payment.

Event Details	
Event Name	Russian River Mud Run
Event Date(s)	Oct 25 <sup>th</sup> , 2015
Event Description	A 5K/10K mud run / obstacle course staged off Russian River & Riverfront Regional Park.
Event Location	Yaka Ama, Forrestville CA
Is this a new or returning event?	Returning
Contact Name Phone Email Mailing Address	Orhan Sarabi 707 703 9616 srmorathona@gmail.com PO Box 7972 Santa Rosa CA 95407
Legally Responsible Organization	True Brit Running LLC.
Total Event Cost	50,000 + to produce
Amount Requested	5,000
How Will Funds from SRTBIA Be Used?	To secure specific expo booths at major Tough Mudder races. These events attract a large out of area participant. Also targeted facebook ads in markets outside 100 miles + within to focus on wine country + weekend stays.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	We think at least 300. Possibly 400+ with your help.
Who is the target audience for this event?	25-40 year olds that travel to all major Bay Area Tough mudders.
What is the anticipated attendance?	2000 +
Attendees from out of Sonoma County?	25% - 35% goal
Attendees from within Sonoma County?	60-70 %.
What is the history of this event?	We have produced 4 different events over the last 4 years. We have many corporate teams within Sonoma County that send groups from their company.
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	We have not tracked. Want to start that for 2015. The data we have pulled is 10% from out of area.
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?	We will with the ones we currently use. Hilton, Marriott, Flamingo will all work with us.
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?	Yes will do.
Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?	We can grow to 3,000-4,000 participants. We expect at least 100-200 room night growth per year.
How does this event support or re-affirm Santa Rosa's brand?	Family oriented mud run. No electrification, or dangerous obstacles. All are under 8ft high. Have had no claims in 4 years & over
Describe the community support for this event. Include financial and in-kind support.	2000 children in 4 years have participated. We work with local sponsors like Whole Foods, Hart & Sole, and others to help promote. We work closely with Sonoma County Regional Parks & they are the beneficiary of the event.

<p><b>How will this event be funded in the future?</b></p>	<p>My company True Grit Running LLC has and will continue to do so.</p>
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	<p>We travel to numerous expos from Tahoe, Portland, SF all prior to our event. We would target areas and events just outside Bay Area and more mud runs to have booths at their events.</p>
<p><b>Will there be media coverage of this event?</b>  <b>Local - Regional - National</b></p> <p><b>With this media coverage, describe who will be covering this event</b></p>	<p>Also targeted social media ads.</p> <p>Local - Press Democrat will cover event.  Also working with KZST on radio + live remote.</p>
<p><b>Additional information or comments.</b></p>	<p>In the last 4 years we have grown event to 1700 participants. We have some who have travelled from Southern Cal, Seattle, and many in Bay Area. We want to target wine weekend and focus on those that will come for Friday/Sat nights.</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.

## STRBIA Event Recap

Event Name	Russian River Mud Run
Event Date(s)	Oct 25 <sup>th</sup> , 2015
Event Description	5K, 10K mud <del>run</del> run with obstacles staged off + using Russian River
Event Location	Forestville, Use Yaka Ama grounds & Sonoma County Regional Park, Riverfront Park.
Recap Prepared By	Orhan Sarabi
Event Attendance by Day	We will expect over 2,000 participants. We are going into year five & look to grow regionally.
Are you attaching a zip code analysis or visitor survey results?	Yes
If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?	
What SRTBIA hotels were contracted with for the event?	We have not contracted yet, we plan to work with all the ones we use for marathons.
How were SRTBIA funds used?	To target specific areas within a 3 hr or more drive.
Is there any other economic impact you would like to share about the event?	We have a large local base, but also reach SF, Sacramento now. We will provide after 2015 the impact.

This is to be completed and returned to the Santa Rosa Convention & Visitors Bureau Executive Director within 90 days of the conclusion of the event.

**Please attach any relevant information including copies of articles, advertisements, press releases or economic data related to the event.**