



## **SPECIAL EVENT PROMOTIONAL PROGRAM POLICY**

AMENDED BY SONOMA TID BOARD ON JUNE 16, 2016

### **PREAMBLE:**

The establishment of a Special Event Promotional Program is a requirement of the Agreement between the City of Sonoma and the Sonoma Tourism Improvement District Corporation for Implementation of the Management District Plan, entered into on July 5, 2012. The Agreement states:

Section 2. (d) Special Event Promotional Program. The Organization shall establish a process for accepting applications from event organizers for STID ("TID") funding for the promotion of events that draw overnight visitors, in support of the goals of Section V.F. of the Management District Plan. The annual budgetary allocation for the Special Event Promotional Program shall be determined by the Organization during its annual budget process. The purpose of the Program is to support and promote events that encourage lodging stays in City limits.

The goals stated in Section V.F. of the Management District Plan include "Promotion of events that draw overnight visitors."

### **POLICY:**

The Special Event Promotional Program is a funding mechanism to support special events that drive overnight room stays within City limits. Preference is provided to special events that are scheduled in the "off-season," defined as November through April.

Special events that are not held in the off-season should be considered for funding as the exception, not the rule.

There is no minimum or maximum amount to be budgeted annually for the Special Event Promotional Program; however, program budget viability is necessary for conformance with the Agreement between the City and the Sonoma TID. Total fiscal year 2017-18 TID Grant Program funding: \$50,000.

The Sonoma TID may grant full, partial or no funding to an applicant. The Sonoma TID may consider granting in-kind marketing assistance in lieu of a financial allocation to an applicant. The timing of funding (pre-or post-event) is at the discretion of the TID Board, which shall take into consideration the needs of individual applicants.

Organizers/promoters seeking funding from the Special Event Promotional Program must complete and file an application with the Sonoma TID Board. The TID Board shall place a priority on events which will utilize funding for advertising, marketing and promotion. An official application must be completed and may have supporting documents (not to exceed 10 pages including attachments) and must include the following elements:

- a) Date(s), location(s) and basic information regarding the special event, including contact information for organizers/promoters.
- b) Statement as to whether the event is a new event or a recurring event.
- c) Explanation of what efforts will be utilized to drive visitors to in-City lodging and businesses.
- d) Demonstration of how verifiable overnight stays in City limits and ancillary economic benefits to Sonoma businesses (restaurants, retail, etc.) will be tracked.

- e) Projected number of overnight guests generated through the event.
- f) Organization/promoter's track record of other successful events.
- g) Explain how the event is to be promoted.
- h) Amount of grant funding being sought and what the funding will be utilized for, including a statement as to whether funding is being sought for marketing of the event.
- i) Statement as to whether the event has garnered the necessary permits and permissions from all appropriate governmental agencies or a statement as to where the applicant is in the process.
- j) Statement as to whether the event will proceed if the Sonoma TID funding is not granted.

If the grant is provided by the Sonoma TID, the applicant is required to present data to the Sonoma TID within 60 days following the event, including information regarding use of grant funds, estimated attendance, estimated lodging stays as result of event, and other ancillary economic benefits.

## **APPLICATION PROCESS**

The application period opens July 1, 2017 and closes on August 31, 2017. Applications must be received by the **Sonoma Tourism Improvement District by August 31, 2017** no later than 4:00 p.m. Methods of submitting applications: 1) via email: [marketing@sonomavalley.com](mailto:marketing@sonomavalley.com) (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E, Sonoma, CA 95476. An award decision will be made during September/October 2017.