

# SONOMA

Tourism Improvement District

FY 2019-20 Sonoma TID grant program

In partnership with Sonoma Valley Visitors Bureau

## APPLICATION

To be considered for support through the FY 2019-20 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 21, 2019.

**Please include an IRS Letter of Determination along with each application.**

## Event Details

**Name of Event:** "Economics, Justice, and the Climate Crisis" - A 3-day conference

**Event Date(s):** Nov. 30 – Dec. 3, 2020      **Time:** Day and evening sessions

**Event Location:** Sebastiani Theater, the Sonoma Community Center, Vintage House, others.

**Projected Attendance:** 250-300 people

**Projected overnight rooms:** 125-150 (between 2 and 4 night stays)

### Brief Event Description:

This 3-day conference will focus on economic relationships and systems that support climate solutions, social justice, and greater civic participation. We will bring together environmentalists, educators, scientists, elected office holders, journalists, non-profit and business leaders who are working on renewable energy, climate justice, and economic and political solutions to the climate crisis.

The conference will begin on Monday morning, Nov. 30, and end in the evening of Dec. 2. Morning sessions will be held in the Sebastiani Theater and afternoon break-out sessions will be in the Sonoma Community Center and other venues on or near the plaza. The logistics will be similar to the conference we held in Sonoma in the same venues in 2009 (See attached brochure of that conference.). The estimates for the number of participants and the number of hotel rooms needed are also based on that conference, but we hope to increase the number of participants this time.

We will work with in-town Sonoma Hotels in requesting group rates for our participants and speakers. These hotels will be promoted on our website and in promotional materials. We maintain information on all conference participants' lodging and we will be able to provide that information to the TID after the conference. We will also make arrangements for tracking restaurant and local business traffic. Conference participants will eat lunch in restaurants on the plaza all three days. We may arrange for separately-priced group dinners with a local restaurant and/or caterer. But some people will choose to eat separately at local restaurants (as they did in 2009).

Praxis Peace Institute has already booked meetings rooms at the Sonoma Community Center and secured the use of the Sebastiani Theater for the mornings of Nov. 30, Dec. 1 and 2. Evening events may take place at the Vintage House Stone room. The event will happen even without TID funding, but having funds specifically for promotion would allow us to hire a media consultant and significantly increase our outreach, which will bring more people to Sonoma and to the conference. Our target number of participants is 300, which will require more promotion than our last conference in Sonoma. This grant would also allow us to promote some of the other unique features of our valley. We plan to include local tours for people who wish to stay longer (e.g., Benziger Wine

Tour, visits to organic farms, sustainable businesses, etc.), and some tours may be included in the workshops. We haven't started negotiating with local hotels yet, but will begin this fall.

One of our goals in holding this conference in Sonoma is to walk our talk by hosting the conference within a local living economy, one that supports local businesses and highlights the many sustainable projects that are already in process here. Sonoma Clean Power, the recently-approved minimum wage increase to \$15, the banning of glyphosate, Roundup, and single-use plastic on all city property, the absence of gas-powered leaf blowers, and the environmental and civic awareness of the people in our town are selling points to our demographic.

## **APPLICANT/CONTACT INFORMATION**

<b>Applicant Organization:</b>	<b>Praxis Peace Institute</b>
<b>Name of Applicant:</b>	<b>Georgia Kelly</b>
<b>Phone Number:</b>	<b>707-939-2973</b>
<b>Cell Phone Number:</b>	<b>707-338-3873</b>
<b>Business Address:</b>	<b>P.O. Box 523</b>
<b>City:</b>	<b>Sonoma, CA 95476</b>
<b>E-mail Address:</b>	<a href="mailto:Georgia@praxispeace.org">Georgia@praxispeace.org</a>

## **MARKETING DETAILS**

<b>Target Demographic:</b>	Environmental organizations, environmentalists, green business leaders, community leaders, environmental justice advocates, foundations, non-profit leaders and elected representatives.
<b>Describe your Media plan/mix:</b>	Save-the-Date large-card mailers, Ads in targeted publications (newsprint, magazines, and online publications), Create conference web pages, Create online conference brochure and co-ordinate social media. We will hire a media consultant to help develop sophisticated social media and ad campaigns that target our demographic.
<b>Public Relations Efforts:</b>	Send Press Releases to local newspapers, magazines, foundations, national environmental publications, national and local non-profit organizations and businesses that are aligned with the conference focus. We will highlight the advantages of hosting this conference in the city of Sonoma in all of our promotional materials. In our brochure, there is a section "Why Sonoma," where the unique qualities of our town will be featured, from the center plaza and surrounding boutique hotels and shops to the vineyards and organically-grown food that is produced in our valley. We will highlight the beauty and successes of environmental policies in Sonoma and Sonoma County.
<b>Target Markets:</b>	Attendees of previous Praxis Peace Institute conferences (we have hosted seven conferences through the years and all are well attended, plus we have many repeat attendees). Previous conferences have been held in Sonoma, San Francisco, Pacific Grove,

(Asilomar), Berkeley, and Dubrovnik, Croatia. In addition, Praxis has hosted seminars abroad with a total of over 200 people in Bologna, Italy and Mondragon, Spain.

Other target markets include co-sponsoring organizations, green businesses, and those listed above under the Target Demographic category. We are inviting co-sponsors now.

**Promotional Activities:**

Outreach to organizations, green businesses, and university departments that are aligned with the conference purpose. We will send mailers, e-mail blasts, and host pre-conference information events as well as promote the conference to our membership, which includes people from all parts of the United States. Conference speakers and the Praxis Director will do radio interviews and webinars in promoting the event. Posters, mailed postcards, and ongoing promotion through targeted social media will be combined with print and online ads. We will also offer an early-bird discount and seek discounts or perks from local shops to encourage foot traffic to their businesses. This worked very well in our 2009 conference in Sonoma.

**Paid advertising budget:** \$20,000

**Amount being requested:** \$10,000

**APPLICATION SUBMISSION DETAILS**

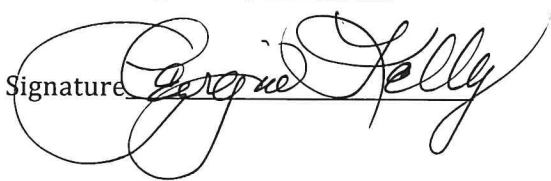
Applications must be received by the Sonoma Valley Visitors Bureau by Friday, August 31, 2019 no later than 4:00 p.m. Methods of submitting applications: 1) via e-mail: [marketing@sonomavalley.com](mailto:marketing@sonomavalley.com) (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E., Sonoma, CA 95476. An award decision will be made and announced during September 2019.

Submitted by:

Name: Georgia Kelly

Title: Executive Director

Signature



Date:

