



**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 31, 2019.

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

**EVENT DETAILS**

**Name of Event:** Creative Experiences in Wine Country Marketing Package

**Event Date(s):** Nov 2019-Apr 2020 **Time:** N/A

**Event Location:** Sonoma Community Center

**Projected Attendance:** 150 first year **Projected overnight rooms:** 150 first year

**Brief Event Description:** Our event is a marketing campaign that includes advertising, marketing & promotion to devise packages with local hotels that will: encourage visitation with arts and culinary workshops, augment visitors' wine country experiences and secure heads in beds in local hotels.

**Years in Sonoma, CA:** 67

**APPLICANT/CONTACT INFORMATION**

**Applicant Organization:** Sonoma Community Center

**Name of Applicant:** John Gurney

**Phone Number:** ( 707 ) 931-4166

**Cell Phone Number:** ( 707 ) 933-7418

**Business Address:** 276 East Napa Street

**City:** Sonoma **St:** CA **Zip:** 95476

**E-Mail Address:** johng@sonomacommunitycenter.org

## MARKETING DETAILS

### MARKETING PLAN AND BUDGET

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

**Target Demographic:** Visitors coming to Sonoma and those here, making plans in the moment

**Describe your Media plan/mix:** We will partner with hotels to develop paid advertising, print marketing,  
social media and public relations to promote creative and culinary experiences  
at Sonoma Community Center and drive attendance to local hotels and  
businesses.

**Describe your Public Relations efforts:** Sonoma Community Center and partner hotels will develop and issue press  
releases and images to newspapers and magazines throughout N. California.

**Target markets:** Our target markets lie in Northern California, including, but not limited to,  
San Francisco, San Jose, Oakland, Sacramento, Monterey and Reno

**Promotional activities:** SCC's marketing and communications partner Valley of the Moon Magazine will  
form partnerships with local hotels to showcase introductory class offers this fall.

**Paid advertising budget:** \$ 10,000

**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 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 and announced during September 2019.

Submitted by:

John Gurney  
NAME

Executive Director  
TITLE

  
SIGNATURE

08/30/19  
DATE

*This communication is an invitation to submit an application and should not be interpreted as approval of TID funding.*

**Sonoma Community Center Application for TID Funding 2019-2020**

**a) Dates, locations and basic information regarding the special event, including contact information for organizers/promoters:**

**Dates:** November 2019 thru April 2020

**Location:** We intend to partner with local hotels such as the Best Western Sonoma Valley Inn, The Lodge at Sonoma Renaissance Resort & Spa, and El Pueblo Inn – prospective partners for this project. Creative and culinary activities would take place in The Center's four dedicated art studios and commercial kitchen.

**Contact:** Director of Arts & Ceramics Kala Stein at (707) 938-4626 x9 or [kala@sonomacommunitycenter.org](mailto:kala@sonomacommunitycenter.org).

**b) Statement as to whether the event is a new event or a recurring event:** This is a new campaign.

**c) Explanation of what efforts will be used to drive visitors to in-City lodging and businesses.**

Our goal is to take a new approach to marketing the Center to share our family-friendly, cultural and culinary capabilities with a broader audience, and at the same time, entice visitors to stay overnight in Sonoma's hotels. By working with our marketing and communications partner Valley of the Moon Magazine, we will establish partnerships with local hotels and develop advertising, marketing, and social media campaigns that will promote visitor-friendly packages with The Center's activities positioned as part of the hotels' offerings to their clients. Together, we would reach visitors planning to come to Sonoma's hotels. Likewise, The Center will accommodate groups of participants, building up opportunities to accommodate travelers who attend business meetings that help fund hotels in the off-season.

By publishing marketing materials to share with the hotels, the Visitors Center, local concierges and tasting rooms, we will attract visitors currently in the market and encourage them to spend time -- and dollars -- in the City's 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.**

In 2018, Sonoma County visitor spending was over \$558 million in the culinary industries and over \$351 million in the arts, entertainment and recreation industries. The Center and partner hotels can track these benefits on a local level in the following ways:



- Hotels will track the number of their guests who take advantage of the Creative Experiences packages that they offer.
- Sonoma Community Center staff can easily track economic benefits through questions on student evaluations. i.e. Did participants attend lunch or visit a business before/after class? What kind of lodging did you use during this stay? Local hotel? VRBO? etc.
- Additionally, the Center will track residence information during the registration process, which will indicate whether a guest is coming from out of town and likely staying overnight. We will count these guests, traveling long distance, among those who will patronize local hotels and restaurants during their stay.

**e) Projected number of overnight guests generated through the event:** During the first year of this campaign, we would expect results of 150 heads in beds with the plan to build year-upon-year to attract 250 overnight guests to Sonoma the following year.

**f) Organization/promoter's track record of other successful events.** Data specific to our course offerings reveal that, from 2017-18 to 2018-19, The Center's class offerings have grown 44% and attendance has grown 47%. These figures reveal that the organization has a wide variety of class offerings to provide visitors and demand for these programs is increasing. Our classes range from world-class, internationally-themed ceramics classes, to painting and drawing workshops led by expert instructors, hands-on fiber arts classes and culinary classes led by experienced chefs. As far as events go, the Center has a strong track record of producing popular annual community events. Among others, we produce a free Thanksgiving Dinner annually for 500 members of the community. We have also produced the Fourth of July Parade/Plaza Celebration, which attracts 10,000 guests and has been named among the top 5 Fourth of July celebrations in the nation.

**g) Explain how the event is to be promoted.**

The Center and Valley of the Moon Magazine will reach out to local hotels to devise packages that will: encourage visitation with arts and culinary workshops at the Center, augment visitors' wine country experiences, and secure heads in beds in local hotels. TID funding will cover costs of advertising, marketing and social media to advertise these partnerships and make these creative experiences known to incoming visitors and existing tourists. To attract drive-in visitors, ads may be purchased in *Sunset Magazine* and *The San Francisco Chronicle*. Marketing would be comprised of a variety of rack cards used in hotels and shared with tourist locations in the community. Ongoing social media campaigns (Facebook & Instagram) will reinforce the offerings of the partners. These efforts will promote the Center's world-class, customizable, workshops for individuals and groups. Daytime, evening, and two-day options are available and no experience is necessary.

**Continued on next page**

**h) Amount of grant funding is 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.**

Funding will be used for marketing this campaign in the following ways:

Advertising:	\$5000
Design and Printing:	\$3150
Photography:	\$600
Social Media:	\$1250
Total grant funds sought:	\$10,000

**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.**

No permits or government permissions are required to run this campaign.

**j) Statement as to whether the event will proceed if the Sonoma TID funding is not granted.**

No, the campaign would not proceed without funding. We require ads, marketing tools and social media to publicize these partnerships and class offerings.

Thank you for your consideration.

INTERNAL REVENUE SERVICE  
EP/EO

Internal Revenue Service  
EP/EO Disclosure Unit  
P.O. Box 2330 Los Angeles, CA 90033

SONOMA COMMUNITY CENTER

276 E NAPA ST  
SONOMA, CA 95476

Person to Contact:  
L. Barragan (A to K)  
F. Mirafior (L to Z)  
Telephone Number:  
(213)894-2336  
Refer Reply to:  
91-280

Date: APR 15 1991

RE: 94-1566728  
SONOMA COMMUNITY CENTER

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in November 1953, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued in November 1953 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

*F. C. Mirafior*

Disclosure Assistant