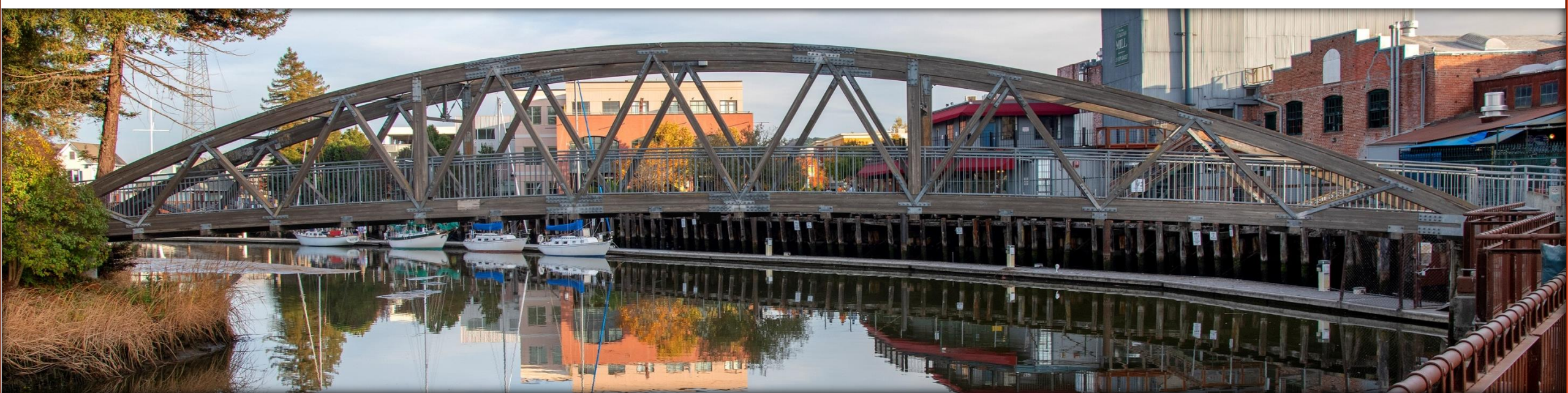




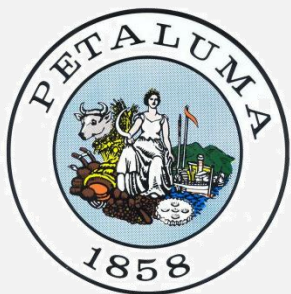
PETALUMA TOURISM IMPROVEMENT DISTRICT

PTID 2022 ANNUAL REPORT



Petaluma Tourism Improvement District Overview

- The City Council approved the establishment of a TID in December, 2018 creating a partnership between the City, the Petaluma Downtown Association (overseeing the Petaluma Visitors Program), and the Petaluma Lodging Association. The PDA board oversees the expenditures of the Visitors Program.
- The TID requires each lodging property with 10 rooms or more, within the City limits, to collect a 2% assessment on short-term room rentals.
- The assessment is used to fund marketing and promotional efforts that provide direct benefit to the payors by increasing overnight stays.
- The PTID initially had a five-year term: January 1, 2019 through December 31, 2023.



PETALUMA
DOWNTOWN



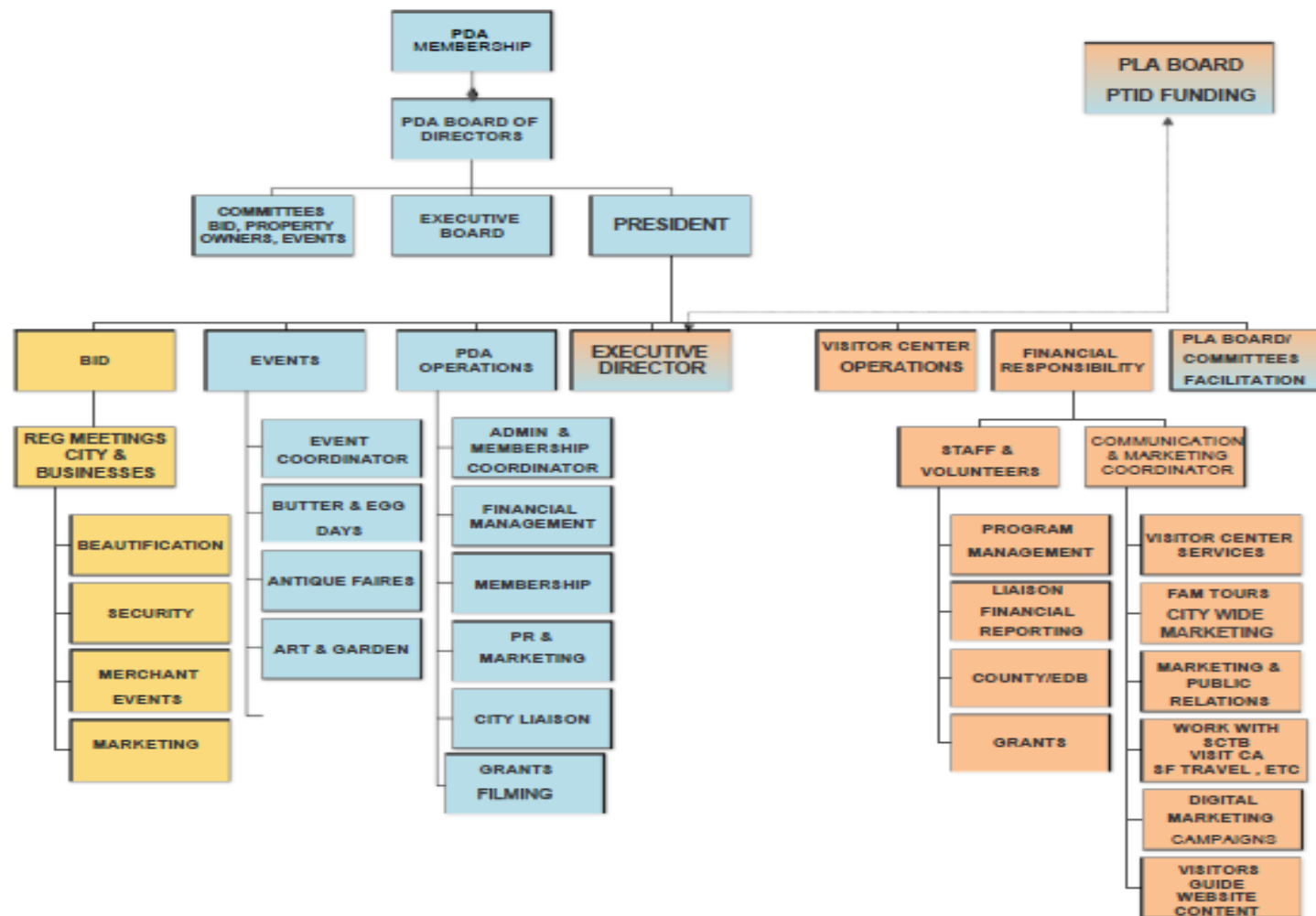
PTID Benefits

- Provides a stable funding source for tourism marketing so that Petaluma can effectively compete with other cities and capture its share of Sonoma County's \$2.23 billion travel market.
- Allows for a wide range of services including marketing and destination development that benefits the City and enhances the visitor experience.
- Generates overnight stays which increases Transient Occupancy Tax and the City's general fund. For every \$1 spent on lodging, visitors spend \$3 more at local businesses such as retail and restaurants increasing sales tax.
- Visitors to Petaluma – in addition to overnight stays result in increased patronage of ALL types of businesses which generates sales tax revenue, creates jobs, and improves the quality of life for the entire Petaluma community.

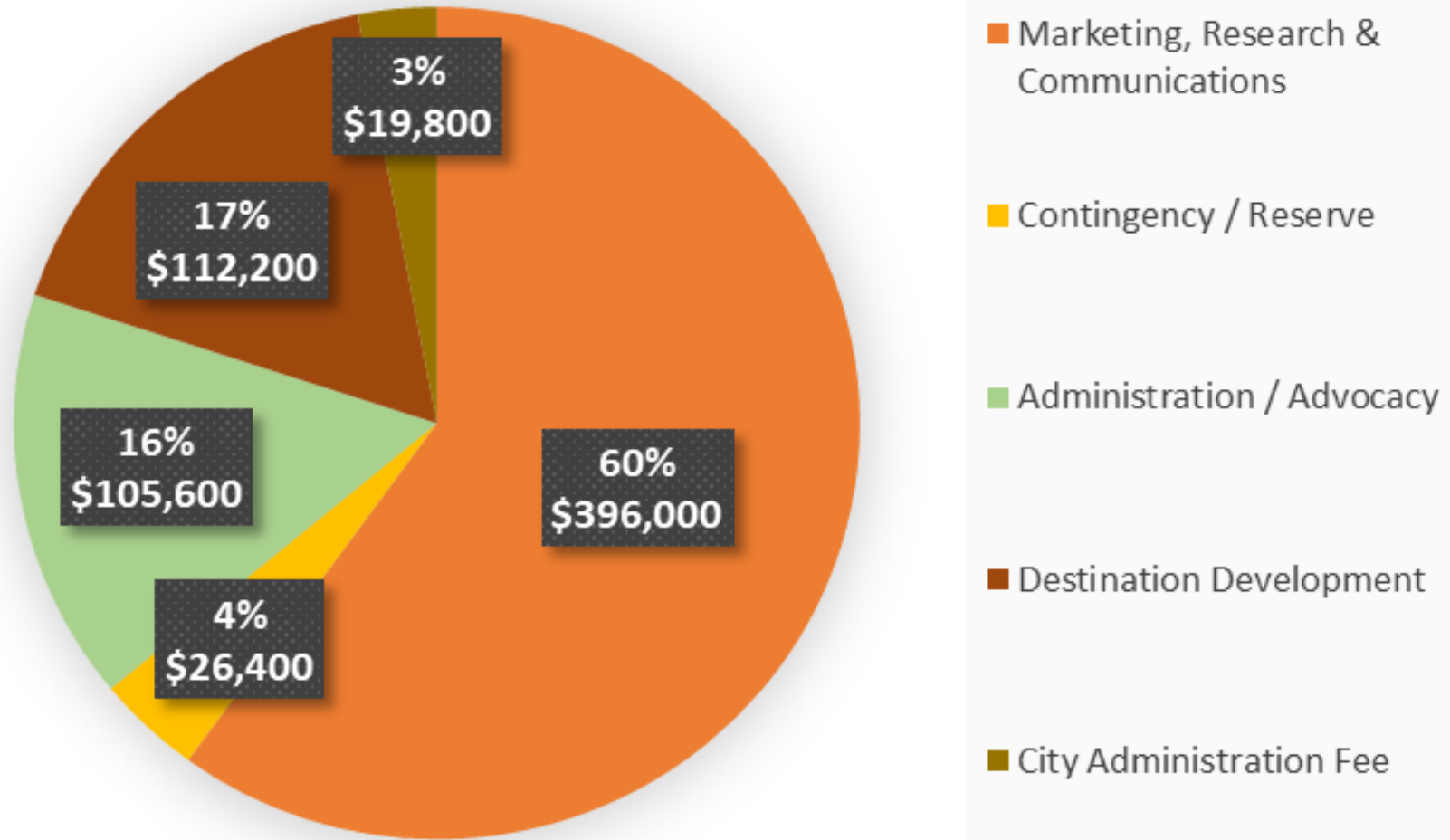


PTID, PLA, PDA ORGANIZATION CHART

PETALUMA DOWNTOWN ASSOCIATION & VISITORS PROGRAM ORG CHART 2023



PTID Annual Budget Allocation: \$660,000



Petaluma Tourism Improvement Collection 2019-2022

Petaluma Lodging Association Profit & Loss January 2019 through December 2022

	Jan - Dec 19	Jan - Dec 20	Jan - Dec 21	Jan - Dec 22
Income				
PTID Fees	618,724.15	383,142.51	519,269.87	656,550.22
Total Income	618,724.15	383,142.51	519,269.87	656,550.22
Expense				
Destination Development - 17%	95,853.58	69,859.87	85,952.75	112,078.90
City Admin Fee - 3%	16,915.35	12,328.22	15,168.13	19,778.63
City Setup Fee	15,833.30	3,166.66	0.00	0.00
Insurance	2,055.50	527.00	502.00	922.00
Legal & Accounting	6,010.02	4,734.98	4,810.99	9,083.40
Licenses & Taxes	20.00	29.00	29.00	29.00
Marketing Management Fees	404,270.96	283,750.14	412,823.97	501,058.63
Meetings	29.00	0.00	0.00	0.00
Office supplies	7.99	13.11	33.16	17.22
Professional Fees- Civitas/PDA	31,314.20	200.00	150.00	0.00
Refund to Hotels/Prof Fees	30,303.50	0.00	0.00	0.00
Total Expense	602,613.40	374,608.98	519,470.00	642,967.78
Net Income	16,110.75	8,533.53	-200.13	13,582.44

Petaluma 10% CITY TOT - HISTORIC 2007-2023

Petaluma	2007	2008	2009	2010	2011
Q1	\$ 254,041.00	\$ 249,762.00	\$ 217,974.00	\$ 185,020.00	\$ 212,922.00
Q2	\$ 402,609.00	\$ 383,884.00	\$ 336,119.00	\$ 328,607.00	\$ 371,683.00
Q3	\$ 508,194.00	\$ 469,838.00	\$ 403,133.00	\$ 458,606.00	\$ 486,115.00
Q4	\$ 340,274.00	\$ 282,038.00	\$ 237,566.00	\$ 278,113.00	\$ 302,368.00
Total	\$ 1,505,118.00	\$ 1,385,522.00	\$ 1,194,792.00	\$ 1,250,346.00	\$ 1,373,088.00

2012	2013	2014	2015	2016	2017
\$ 268,811.00	\$ 220,116.00	\$ 335,858.00	\$ 352,281.00	\$ 457,736.00	\$ 451,715.00
\$ 413,880.00	\$ 413,881.00	\$ 556,221.00	\$ 597,753.00	\$ 700,889.00	\$ 745,272.00
\$ 545,145.00	\$ 619,475.00	\$ 433,317.00	\$ 799,251.00	\$ 866,298.00	\$ 920,786.00
\$ 337,904.00	\$ 408,175.00	\$ 591,604.00	\$ 540,631.00	\$ 588,059.00	\$ 744,462.00
\$ 1,565,740.00	\$ 1,661,647.00	\$ 1,917,000.00	\$ 2,289,916.00	\$ 2,612,982.00	\$ 2,862,235.00

2018	2019	2020	2021	2022	2023
\$ 554,340.00	\$ 600,900.00	\$ 512,442.85	\$ 334,069.00	\$ 555,440.00	\$ 541,818.00
\$ 832,909.00	\$ 971,230.00	\$ 249,033.61	\$ 703,192.11	\$ 1,021,123.00	
\$ 992,296.00	\$ 1,096,680.00	\$ 659,728.19	\$ 1,075,796.00	\$ 1,140,140.00	
\$ 737,000.00	\$ 783,368.00	\$ 429,474.00	\$ 740,900.00	\$ 727,790.00	
\$ 3,116,545.00	\$ 3,452,178.00	\$ 1,850,678.65	\$ 2,853,957.11	\$ 3,444,493.00	\$ 541,818.00

How are PTID Funds Used: Initiative #1

Provide Visitor Center Services at the Visitors Center

- Operate the Visitors Center 7 days a week with 6 part time staff, 1 full-time employee, 9 volunteers, and shared Exec Director
- Visitor Services - Greet walk-in visitors, phone and online inquiries, visitor packets and provide information about Petaluma, Sonoma County and SMART train.
- Capture visitor demographics, reasons for visiting, and other prudent data
- Promote Petaluma hotels, make reservations, restaurants, tasting rooms, and attractions for surrounding areas. Maintaining an inventory of resources and materials.
- Building Maintenance and grounds including weed abatement, refurbishment of signage and banners, literature holders, and homeless concerns.



How are PTID Funds Used: Initiative #2

Destination Marketing

Our message:

A Wine Country visit – whether it’s a weekend or a week – is much more than sipping delicious wine when you make Petaluma your home base. It means adventure in every direction. Explore Petaluma’s walkable historic downtown, play on the river, and then experience the best of the Bay Area. Venture north to the majestic redwoods, south to San Francisco, east to Sonoma Valley, or west to the rugged coast – all less than an hour away.

Our methods:

- Digital Marketing
- Website, video and eblasts
- Visitor Magazine
- Print Media
- Social Media
- Public Relations



Google Display Campaigns Drive Website Traffic:

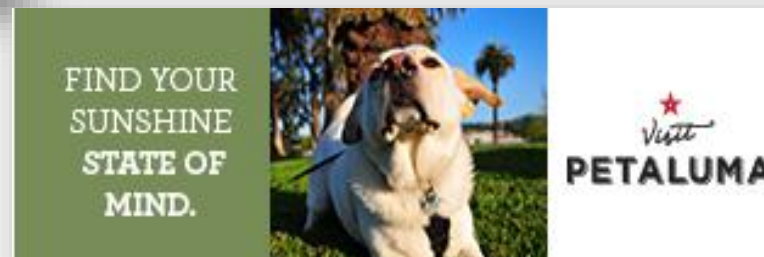
The Google Display Network has over 2 million sites in its network. The sites where the banners appear are based on our audience demographic and machine learning through Google AdWords. The ads appeared on 450+ sites. Madden is able to provide added value at no additional cost because of their buying power.

Search Engine Marketing Drives Website Traffic

- SEM drives traffic to our website. It is the #1 source of site visitation accounting for 32.3%.
- SEM delivered 59,056 users to Visit Petaluma website from 1/1/2022 – 12/31/2022
- Our (CTR) for 6-month campaign was 12.55%, way above the average CTR of 4.68%.

Google display campaigns ads served over 7.4MM impressions

- Prospecting ads which are designed to drive new traffic to our website served over 5MM impressions.
- Remarketing ads allow us to reach consumers who have been to our site previously but did not complete a specific action such as requesting information. Remarketing ads served over 2.3MM impressions.



CREATIVE EXECUTIONS

MINDFUL
MEDITATION.



Visit
PETALUMA

FIND YOUR
PERFECT PAIRING.

WINE COUNTRY GETAWAY

Visit
PETALUMA



Visit Petaluma, CA
Sponsored ·



Go where urban elegance meets classic country charm — where sophistication and adventure converge. Visit Petaluma.



Stroll the
Streets

Learn more



Be Inspired

Learn more



Discover
Pedal Power

Learn more



Shop the
Scene

Learn more



Linger
Longer

Learn more



Share
Dishes.

Learn more



Start
Planning

Learn more

HIT THE TRAIL

Visit
PETALUMA



ADVENTURE IN ALL DIRECTIONS

EXPLORE

Visit
PETALUMA



TRAILBLAZING SOPHISTICATION.

EXPLORE NEW HORIZONS



FUN IN
ALL DIRECTIONS

Visit
PETALUMA

BE INSPIRED



WHERE URBAN ELEGANCE
MEETS CLASSIC COOL.

Visit
PETALUMA



Facebook / Instagram Ad Campaigns Drive Website Traffic

- Facebook Total Reach for 2022: 1,515,010 (vs. 1,246,344 in 2021) 21% increase
- Instagram Total reach for 2022: 157,656 (vs. 144,529 in 2021) 9% increase

Visit Petaluma, CA
Published by Buffer • May 20 at 3:33 PM

Happening now! This year marks the 50th year since George Lucas' coming-of-age movie American Graffiti was released on the silver screen. Cruisin' the Boulevard invited American model cars 1972 or older to join the annual parade of classic American cars cruising through the streets of downtown Petaluma where most of the movie was filmed in the summer of 1972. There are food vendors, old-school DJ live radio, special activities, and guest appearances from some of the stars from... See more



Visit Petaluma, CA
Published by Elisa Seppa • November 14, 2022

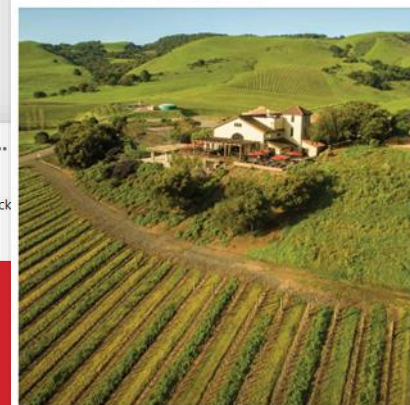
Save the DATES! The holiday season is here and Petaluma is ready to rock around the Christmas tree. Put these dates on your calendar and visit our website for the complete list - and check back soon - new events are being added often!
visitpetaluma.com/2022/02/holiday-events-2022



Save this calendar for Festive Fun throughout the Season!

Visit Petaluma, CA
Sponsored

Picturesque Petaluma is the ideal home base for exploring Sonoma County's world-renown wineries & dramatic coastline.



[VISITPETALUMA.COM](https://visitpetaluma.com)
Book Your Stay in Historic Petaluma

248 3 Comments 65 Shares

Like Comment Share

FIND YOUR
PERFECT PAIRING.
PLAN A WINE GETAWAY



Visit
PETALUMA

FIND YOUR SUNSHINE
STATE OF MIND.
VISIT RESPONSIBLY



Visit
PETALUMA

E-Blasts and Website Content

- Bi-Weekly distribution of “What’s Happening This Week in Petaluma” to 1500+ email addresses including hotels & businesses
- Post hundreds of events on the website
- Create and post new and seasonal stories on the website



Santa's Riverboat Arrival Saturday, November 30

Santa and Mrs. Claus make a uniquely **Petaluma** arrival when they sail up the Petaluma River on a tugboat and dock at River Plaza Shopping Center on East Washington Street.

The festivities start at 11:30am with Petaluma Pete and



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[food & drink](#)

[events](#)

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DINING AND WINE, BEER & SPIRITS EVENTS



BRING YOUR TASTEBUDS TO PETALUMA

Foodies, oenophiles, craft beer aficionados, and devotees of distilled spirits will find special events that make it possible to eat, drink and be merry throughout Petaluma all year long. Just bring your friends, your appetite and your thirst for something delicious!

Have a Petaluma event you'd like to promote? Submit your event here for review. We will contact you if we have any questions.

PETALUMA'S RICH HISTORY



Historic Sites of Petaluma Map and Descriptions

The history and events that shaped the West and California are reflected in Petaluma's landmarks and historic attractions. Rich in authenticity, Petaluma's heritage can be traced through Native American tribes, Mexican settlements, the discovery of gold, railroad expansion, and the San Francisco earthquake.

Chartered in 1858, Petaluma is one of California's oldest cities. The city's riverfront location made it a bustling destination during the mid-19th century Gold Rush when the river carried produce, poultry and dairy products from this fertile valley to the rapidly exploding populations of San Francisco and Oakland.

Spared much of the destruction of the 1906 earthquake, Petaluma boasts buildings whose foundations were laid a century and-a-half ago and whose facades are some of the best



Find out what's happening
THIS WEEK in Petaluma!



Sustainable & Safe Travel

Attracting The Conscious Traveler

Our Messaging: What's important to travelers?

- Petaluma and Sonoma County take pride in providing visitors with an exceptional experience.
- Travelers are seeking destinations that are fun, relaxing, educational, and where they can escape stress.

Our Markets:

- Our fly/drive markets include the Greater Bay Area, Sacramento, Chico, and Southern, CA, expanding to Washington, Oregon, and Texas in 2023-24
- We Lead with location, history, culture, art, adventure, food, wellness, outdoor themes and communicate our commitment to a healthy, sustainable environment

Our Methods:

- Ongoing Search Engine Marketing and Search Engine Optimization.
- Google Display Ads, Facebook / Instagram ads
- Create and promote short videos
- Promote feature stories experiences, people, events, and unique opportunities



Holiday Event Calendar



2019 PETALUMA HOLIDAY EVENTS

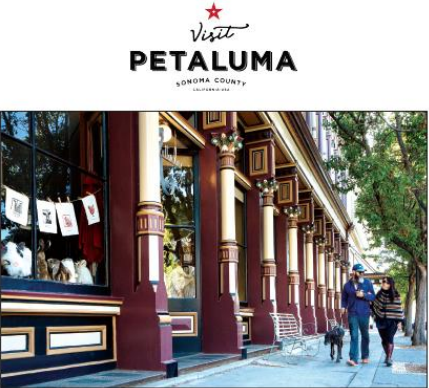
Santa's Riverboat Arrival
Nov. 30, 11:30am at River Plaza Shopping Center
Theatre Square Tree Lighting
Nov. 30, 5:00pm - 8:30pm (Tree Lighting at 6:30pm)

Dec. 6
Light
Downtown

210 Lakes

FOR FES
TH

Adobe Road Winery • Artful Arrangements
Ciderhouse Collective • First Friday
Hotel Petaluma • McWay Ranch • Petaluma
Petaluma Pie Company • Petaluma
Petaluma Shakespeare Company •
Petaluma Visitors Program • Sonoma



EXPERIENCE HISTORIC DOWNTOWN PETALUMA

A charming blend of old and new, historic and hipster, Petaluma offers discoveries around every corner. Delight in boutique and antique shopping, riverside dining and live entertainment. The fun is just a short walk away and it's been that way for 150 years.

VisitPetaluma.com | 707.769.0429

REQUEST OUR FREE 2019-20 VISITOR MAGAZINE!

Sponsored Content

The Press Democrat

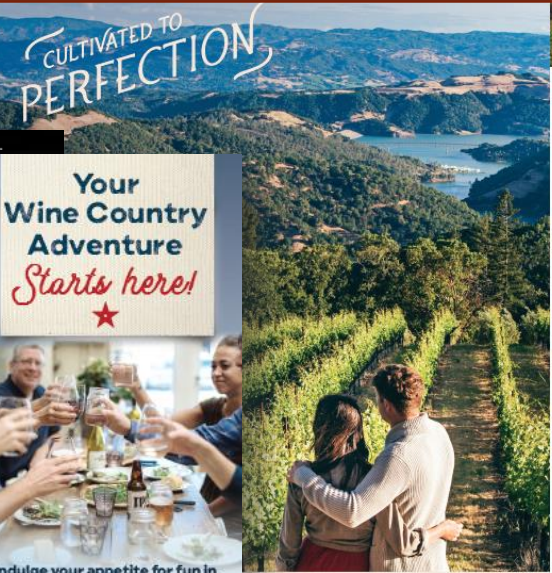
SPONSORED CONTENT

Petaluma knows how to have a good

By Petaluma Visitors Program | May 31, 2019, 12:00AM



Petaluma's population is on the small side (60,871) but its personality is big, celebrating the slough at Rivertown Revival to sampling Sonoma County's brews at the Art & Garden Festival, the Bay Area's favorite weekend getaway for family fun.



Indulge your appetite for fun in historic Petaluma, the gateway to Sonoma County. From boutique and antique shopping to a vibrant entertainment and dining scene - experience it all in the freshest wine region in California.




1 Visit Santa Rosa®
Santa Rosa is the happening hub for all there is to see, do, eat, drink, hike, bike and explore in Sonoma County.
800-404-7673
visitantarosa.com

2 Charles M. Schulz Museum and Research Center
See original comic strips featuring Snoopy, Charlie Brown, and the rest of the Peanuts Gang and learn about cartoonist Charles M. Schulz. The Museum features multiple exhibitions, a theater, and fun for all ages.
707-579-4452
schulzmuseum.org

3 Charles M. Schulz - Sonoma County Airport (STS), Santa Rosa
Fly into Wine Country on Alaska Airlines, American Airlines, United Airlines, or Sun Country Airlines. Fly direct, or connect to anywhere in the continental U.S., Mexico, and beyond.
707-565-7240
2290 Airport Blvd., Santa Rosa
flySTS.com

4 Notre Vue Estate Vineyard and Winery
Breathtaking. Notre Vue Estate Vineyards and Winery is a rich 70-acre tapestry of vineyards and wild open space that provides the foundation for our award-winning wines. Explore custom crafted wine experiences that create lifetime memories. Open daily from 10:30-4:30.
NotreVueestate.com

5 Visit Petaluma
Wine country fun starts in historic Petaluma, gateway to Sonoma County. 32 miles north of San Francisco. Enjoy boutique and antique shopping, entertainment and dining throughout the walkable downtown district.
707-769-0429
VisitPetaluma.com

6 Flamingo Resort and Spa
Voted 2018 "Sonoma Best Resort & Spa" Historic Landmark near Sonoma Valley Wineries & Montgomery Village shopping. 2 pools, Health Club, Spa, Cycle, Yoga, Tennis, Lounge, Entertainment, Poolside Dining, Sunday Brunch, Free Parking, and WiFi.
2777 4th St., Santa Rosa
Reservations: 707-545-8530
FlamingoResort.com

7 Dry Creek Valley - Sonoma Wine Country
Dry Creek Valley encapsulates 60+ world-class wineries in an intimate 14-mile. We promise a genuine wine country experience rooted in both tradition and passion. This is Sonoma's wine country.
drycreekvalley.org

8 Marin French Cheese - Since 1985.
Handcrafting traditional soft-ripened cheeses, Brie and Camembert, daily made with fresh milk from neighboring dairies. Stop in to taste our award-winning cheeses or dine in at our Deli Café. 20 min from Petaluma or Novato & 30 min from Ft. Bidwell. Searsville.
707-762-6001
MarinFrenchCheese.com

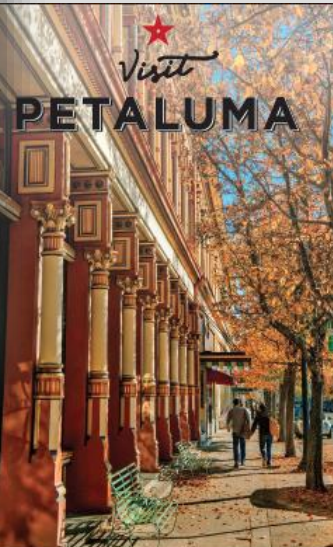
9 Sonoma-Cutrer Vineyards
Sonoma-Cutrer Vineyards in Windsor, CA is an iconic Chardonnay winery in the Russian River Valley on 400 beautiful acres with two world-class croquet lawns.
707-237-5489
sonomacutrer.com

10 San Francisco North/Petaluma KOA Campground Resort
All styles of camping for all styles of fun. RV, Tenting, Cabins and Tiny Houses. Pool, Hot Tub, Bounce House, Rock Wall, Petting Farm, Boogie, Dog Friendly.
petalumakoa.com

11 Sonoma Canopy Tours
Zipline the majestic redwoods just 30 minutes west of Santa Rosa! Zip lines, sky bridges and rappels await. Join us and create a memory of a lifetime with your family and friends.
888-484-7888
sonomacanopytours.com

12 St. Francis Winery & Vineyards
Hand-crafted luscious, elegant and fruit-driven wines from the superior mountain and valley vineyards in Sonoma County's best appellations. Visit and taste Sonoma.
707-833-0245
stfranciswinery.com

SF Chronicle Sonoma Travel Section 2MM circ.



California Road Trips Sonoma County Co-Op 1MM circ.
California Visitor Guide Sonoma County Co-Op
500,000 circ. VISIT CALIFORNIA

Sonoma County
Visitor Guide
125,000 copies

Gentry Magazine
30,000 circulation

FALL IN LOVE (AGAIN) WITH PETALUMA

Petaluma's rolling hills and winding river perfectly showcase the change of seasons. Pumpkin patches dot the landscape. Historic downtown is an adventure waiting to happen. Explore quaint antique stores and delightful boutiques. Taste Petaluma Gap wines. Sample local brews and dance to live music. Your dream weekend getaway awaits you in Petaluma, as it has for more than 150 years.

VisitPetaluma.com | 707.769.0429

Request our FREE 2018-19 Visitor Magazine!

- Produce 60,000 Petaluma Visitor Magazines with 80 local businesses represented in custom-content ads
- Distribute magazines at:
 - More than 258 locations throughout California.
 - At California Welcome Centers, SF pier 39, Moscone Center, Airports, Lake Tahoe , Sacramento & Lake Tahoe
 - At hotels in San Francisco, Marin and Sacramento
 - Through VisitPetaluma.com & Visitors Center



How are PTID Funds Used: Initiative #3 Develop Tourism Partnerships

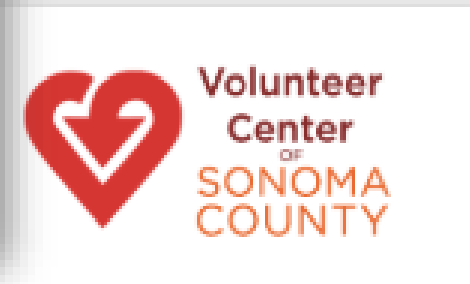
- Petaluma Lodging Association
- City of Petaluma
- Sonoma County Hospitality Association
- Sonoma County Tourism
- Sonoma County Economic Development
- SMART
- Visit Santa Rosa
- Experience Sonoma Valley
- Visit Sonoma Coast
- Visit Healdsburg
- San Francisco Travel
- Visit California
- Brand USA
- Zip Trips KTVU



How are PTID Funds Used: Initiative #4

Engage Community Partnerships

- Serve as community outreach & information hub
- Produce local events including Santa's Riverboat Arrival and host City-Wide Marketing meetings
- Promote local events on website calendar and social media
- Support community organizations by participating in events and disseminating information
- Partner with numerous other non-profit organizations and City resources
- In partnership with the PDA, supervise volunteers for hours of community service



LOOKING FORWARD - WEBSITE REDESIGN

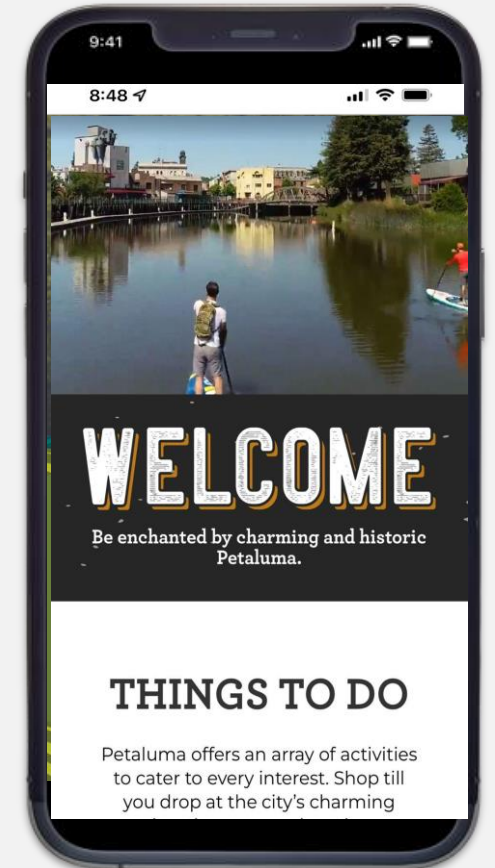
Launched April '23

NEW USERS 122,923
USERS VIA PAID SEARCH 94,643
TOP LANDING PAGES

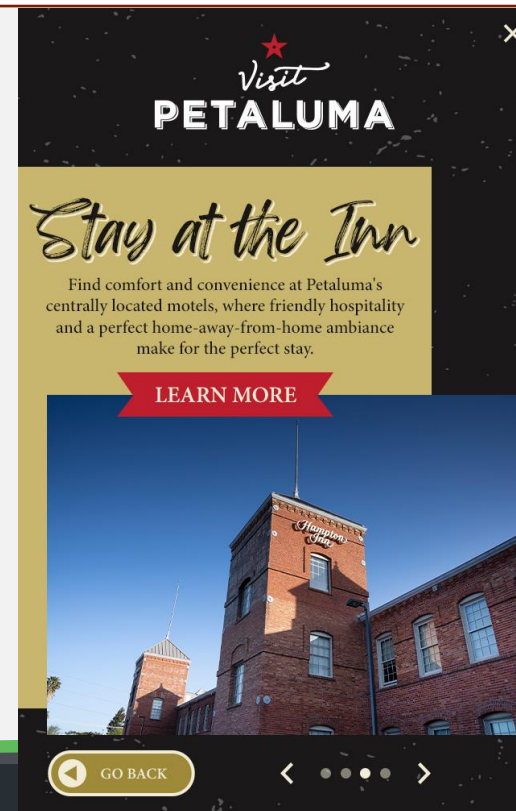
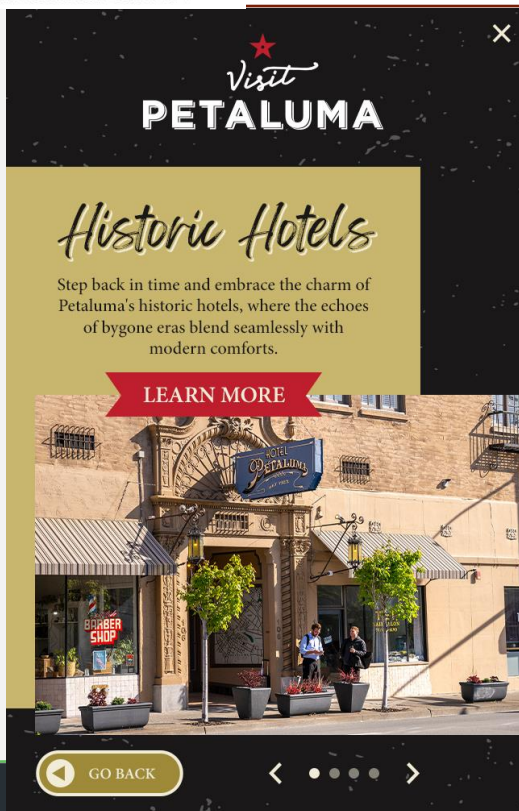
1. Homepage
2. Events at a glance
3. Outdoor Recreation
4. Restaurants
5. Shopping



Outside of California, the top performing metro for organic traffic is the Dallas, TX area, followed by Seattle, Houston, and Las Vegas.



LOOKING FORWARD – Strategic Paid Digital Advertising Opportunities



Mobilefuse Mindset Targeting proprietary solution allows us to look at who our audience is and analyze real-world signals to know when our target audience is most likely to be impacted by our message. Taking these two things into play, we are able to develop dynamic, attention-grabbing creative that fully immerses the audience into the destination and all that it has to offer. The goal of this is to achieve fantastic engagement within our ads, as well as a high number of impressions and click-through rates, driving users back to the website for a wider experience.

LOOKING FORWARD – WITH OPTIMISM

Looking to the future we are optimistic that the tourism market will recover within the next 2 years giving us the opportunity to continue to promote and market Petaluma as a premier destination. We are proud to be one of California's oldest cities, our small-town American charm is abundant with our iron-front buildings, one-of-a-kind boutiques, art galleries and antique stores. Petaluma boasts a plethora of award-winning restaurants and cafes serving the best in Wine Country cuisine. No matter where your travels take you to Sonoma County – we want the world to know that it begins in Petaluma!

Our Petaluma brand is blessed with so much interesting, new, vibrant local content which allows us to share that messaging with Sonoma County Tourism, Visit California, SF Travel, travel destination writers and social media influencers. This allows us to share the Petaluma story far beyond our PTID budget and puts us in front of regional, national, and international markets.

We are encouraged and excited about the opportunity to continue to amplify the unique Petaluma story to the world and to continue to put Petaluma firmly on the destination travel map as the first choice to stay in Sonoma County.