# Economic Development Board

## Board of Directors

- Pam Chantar, Chair
- Jorge Alcazar
- Skip Brand
- Terri Dente
- Terry Garrett
- Kathryn Hecht
- Linda Kachiu
- Wayne Leach
- Michael Nicholls
- Michael Tomasini
- Sheba Person-Whitley, Executive Director

## EDB Foundation Sponsors

### Foundational Level

- Luther Burbank™ Savings

### Presenting Level

- Sonoma Raceway
- Redwood Credit Union
- City of Santa Rosa
- Pacific Gas and Electric Company®
- Kaiser Permanente®
- Pure Luxury Transportation
- Tri Counties Bank
- Exchange Bank

### Premier Level

- Bank of Marin
- St. Joseph Health
- Sonoma Clean Power
- Sonoma County Life Opens Up
- Sutter Health

### Executive Level

- American River Bank
- Comcast
- Keegan & Coppin Co.
- Midstate Construction
- Morgan Stanley
- North Bay Association of Realtors
- Sonoma County Alliance
- Summit State Bank
- Pisenzi & Brinker LLP

### Media Level

- Sonoma County Board of Supervisors

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**SONOMA EDB ORG**

**PG. 2**
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EXECUTIVE SUMMARY

FOURTH QUARTER 2018

The Sonoma County Economic Development Board (EDB), in partnership with Sonoma County Tourism (SCT), is pleased to bring you the 2018 fourth quarter calendar year (CY) Transient Occupancy Tax (TOT) Report. The analysis drafted by the Sonoma County EDB is based on reports from each jurisdiction within the county. This report contains the most recent data available based on county reporting.

The report covers the county’s TOT revenues, compared with Sonoma County’s historical CY numbers, and the accommodation development report for October, November, and December of 2018.

TOT ASSESSMENT BY CITY

<table>
<thead>
<tr>
<th>City</th>
<th>TOT</th>
<th>City</th>
<th>TOT</th>
<th>City</th>
<th>TOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>10%</td>
<td>Rohnert Park</td>
<td>12%</td>
<td>Sonoma</td>
<td>10%</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>14%</td>
<td>Santa Rosa</td>
<td>9%</td>
<td>Windsor</td>
<td>12%</td>
</tr>
<tr>
<td>Petaluma</td>
<td>10%</td>
<td>Sebastopol</td>
<td>10%</td>
<td>Unincorporated County</td>
<td>12%</td>
</tr>
</tbody>
</table>

HIGHLIGHTS

- Sonoma County’s revenues for fourth quarter 2018 increased 9.67% over fourth quarter 2017. Total county revenues equalled $10.8 million.
- Sonoma, Healdsburg, and the unincorporated area had revenue increases of 28.92%, 28.62%, and 22.32%, respectively, from quarter four 2017 revenues.
- Healdsburg and the unincorporated area recorded their best fourth quarter TOT revenues to date.

For questions, please call (707) 565-7170.
SEASONALLY ADJUSTED TOT REVENUES

BY CALENDAR YEAR
Q1 2014 - Q4 2018

This section analyzes the quarterly TOT trends for the aggregated city, unincorporated areas, and total county from first quarter 2014 through fourth quarter 2018.

SUMMARY OF FINDINGS

TOT revenues began to show steady growth in first quarter 2014. The general trend in TOT revenues reflects Sonoma County’s popularity as a tourist destination and the strength of local lodging properties’ average daily and occupancy rates.

Revenues were variant in 2017, particularly in quarter four as a result of the October wildfires. One year later, damaged and destroyed hotels from the fires still have effects on TOT revenue. Smoke from fires outside of the county in November 2018 also impacted fourth quarter 2018 TOT revenues.
TOTAL TOT REVENUE BY QUARTER

Historical Overview

**Quarter One**

<table>
<thead>
<tr>
<th>TOT Revenues 2014-2018 (Millions of Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Graph" /></td>
</tr>
</tbody>
</table>

**Quarter Two**

<table>
<thead>
<tr>
<th>TOT Revenues 2014-2018 (Millions of Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image2" alt="Graph" /></td>
</tr>
</tbody>
</table>

**Quarter Three**

<table>
<thead>
<tr>
<th>TOT Revenues 2014-2018 (Millions of Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Graph" /></td>
</tr>
</tbody>
</table>

**Quarter Four**

<table>
<thead>
<tr>
<th>TOT Revenues 2014-2018 (Millions of Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Graph" /></td>
</tr>
</tbody>
</table>

Source: Sonoma County and City Finance Departments
ANNUAL TOT TRENDS

ANNUAL TOT PERCENT CHANGE

2017-2018

This section shows the annual percentage change in TOT revenues based on the most recent annual data (2017-2018).

Summary of Findings

From 2017 - 2018, all cities and the unincorporated areas of Sonoma County experienced positive growth in annual TOT revenue. This indicates that overnight travel continues to grow in Sonoma County.

![Chart showing TOT Revenues Percent Change 2018](chart.png)

Source: Sonoma County and Cities Finance Departments
TOT TRENDS BY QUARTER

TOT REVENUE PERCENT CHANGE
Quarter over Quarter 2017 to 2018

Source: Sonoma County and City Finance Departments
ANNUAL TOT RECEIPTS

TOTAL CITY AND UNINCORPORATED TOT RECEIPTS

2015-2018 (Calendar Year)

This section analyzes the year-over-year TOT revenue trends for each city and the unincorporated areas from calendar year (CY) 2015 - 2018.

Summary of Findings:

The county as a whole experienced significant growth in the year-over-year TOT revenues in 2018. County TOT revenues experienced a 13.14% growth from $43.7 million in 2017 to $49.5 million in 2018.

Source: Sonoma County and Cities Finance Departments
TOT HISTORICAL COMPARISON

CLOVERDALE, HEALDSBURG, PETALUMA, ROHNERT PARK
Q1 2014 to Q4 2018

Cloverdale TOT Revenues
Thousands of Dollars

Healdsburg TOT Revenues
Thousands of Dollars

Petaluma TOT Revenues
Thousands of Dollars

Rohnert Park TOT Revenues
Thousands of Dollars

Source: Cloverdale Finance Department
Source: Healdsburg Finance Department
Source: Petaluma Finance Department
Source: Rohnert Park Finance Department
TOT HISTORICAL COMPARISON

SANTA ROSA, SEBASTOPOL, SONOMA, WINDSOR
Q1 2014 to Q4 2018

Santa Rosa TOT Revenues
Thousands of Dollars

Sebastopol TOT Revenues
Thousands of Dollars

Sonoma TOT Revenues
Thousands of Dollars

Windsor TOT Revenues
Thousands of Dollars

Source: Santa Rosa Finance Department

Source: Sebastopol Finance Department

Source: Sonoma Finance Department

Source: Windsor Finance Department
TOT HISTORICAL COMPARISON

UNINCORPORATED AREA
Q1 2014 to Q4 2018

Unincorporated Area TOT Revenues
Thousands of Dollars

Source: Sonoma County Auditor-Controller/Treasurer-Tax Collector
# DATA TABLE

## HISTORICAL TOT FIGURES

First Quarter 2015 to Fourth Quarter 2018

### 2015

<table>
<thead>
<tr>
<th></th>
<th>UNINCORP.</th>
<th>CLOVERDALE</th>
<th>HEALDSBURG</th>
<th>PETALUMA</th>
<th>Rohnert Park</th>
<th>Santa Rosa</th>
<th>SEBASTOPOL</th>
<th>SONOMA</th>
<th>WINDSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st QTR.</td>
<td>$2,138,741</td>
<td>$29,617</td>
<td>$484,171</td>
<td>$352,281</td>
<td>$592,996</td>
<td>$956,764</td>
<td>$79,325</td>
<td>$557,193</td>
<td>$296,522</td>
</tr>
<tr>
<td>2nd QTR.</td>
<td>$3,520,067</td>
<td>$59,500</td>
<td>$808,862</td>
<td>$597,754</td>
<td>$818,270</td>
<td>$1,413,327</td>
<td>$120,140</td>
<td>$916,055</td>
<td>$460,999</td>
</tr>
<tr>
<td>3rd QTR.</td>
<td>$4,889,504</td>
<td>$88,174</td>
<td>$972,300</td>
<td>$799,251</td>
<td>$975,733</td>
<td>$1,801,829</td>
<td>$150,571</td>
<td>$884,612</td>
<td>$585,810</td>
</tr>
<tr>
<td>4th QTR.</td>
<td>$3,176,502</td>
<td>$57,701</td>
<td>$725,932</td>
<td>$540,631</td>
<td>$748,204</td>
<td>$1,294,574</td>
<td>$112,859</td>
<td>$1,171,629</td>
<td>$455,315</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$13,724,814</td>
<td>$234,993</td>
<td>$2,991,265</td>
<td>$2,289,917</td>
<td>$3,135,203</td>
<td>$5,466,494</td>
<td>$462,895</td>
<td>$3,529,490</td>
<td>$1,798,647</td>
</tr>
</tbody>
</table>

### 2016

<table>
<thead>
<tr>
<th></th>
<th>UNINCORP.</th>
<th>CLOVERDALE</th>
<th>HEALDSBURG</th>
<th>PETALUMA</th>
<th>Rohnert Park</th>
<th>Santa Rosa</th>
<th>SEBASTOPOL</th>
<th>SONOMA</th>
<th>WINDSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st QTR.</td>
<td>$2,298,335</td>
<td>$42,540</td>
<td>$512,384</td>
<td>$457,736</td>
<td>$615,223</td>
<td>$1,075,396</td>
<td>$86,520</td>
<td>$719,658</td>
<td>$353,453</td>
</tr>
<tr>
<td>2nd QTR.</td>
<td>$3,529,886</td>
<td>$62,065</td>
<td>$847,694</td>
<td>$700,889</td>
<td>$915,763.25</td>
<td>$1,590,844</td>
<td>$140,468</td>
<td>$646,809</td>
<td>$490,516</td>
</tr>
<tr>
<td>3rd QTR.</td>
<td>$5,734,479</td>
<td>$81,543</td>
<td>$1,059,088</td>
<td>$866,298</td>
<td>$1,077,191</td>
<td>$1,977,191</td>
<td>$164,058</td>
<td>$1,162,978</td>
<td>$571,285</td>
</tr>
<tr>
<td>4th QTR.</td>
<td>$4,415,785</td>
<td>$55,495</td>
<td>$810,127</td>
<td>$588,059</td>
<td>$782,910</td>
<td>$1,428,134</td>
<td>$119,664</td>
<td>$1,094,821</td>
<td>$457,057</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$15,978,485</td>
<td>$241,644</td>
<td>$3,229,293</td>
<td>$2,612,982</td>
<td>$3,138,153</td>
<td>$6,071,565</td>
<td>$510,711</td>
<td>$3,624,266</td>
<td>$1,872,312</td>
</tr>
</tbody>
</table>

### 2017

<table>
<thead>
<tr>
<th></th>
<th>UNINCORP.</th>
<th>CLOVERDALE</th>
<th>HEALDSBURG</th>
<th>PETALUMA</th>
<th>Rohnert Park</th>
<th>Santa Rosa</th>
<th>SEBASTOPOL</th>
<th>SONOMA</th>
<th>WINDSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st QTR.</td>
<td>$3,155,030</td>
<td>$30,348</td>
<td>$642,763</td>
<td>$451,715</td>
<td>$653,789</td>
<td>$1,096,346</td>
<td>$88,290</td>
<td>$693,971</td>
<td>$554,115</td>
</tr>
<tr>
<td>2nd QTR.</td>
<td>$6,063,887</td>
<td>$70,470</td>
<td>$1,131,284</td>
<td>$745,272</td>
<td>$943,453</td>
<td>$1,398,479</td>
<td>$141,998</td>
<td>$1,243,544</td>
<td>$615,467</td>
</tr>
<tr>
<td>3rd QTR.</td>
<td>$7,659,642</td>
<td>$88,337</td>
<td>$1,343,539</td>
<td>$920,786</td>
<td>$1,207,814</td>
<td>$1,798,098</td>
<td>$174,895</td>
<td>$789,820</td>
<td>$590,986</td>
</tr>
<tr>
<td>4th QTR.</td>
<td>$3,876,508</td>
<td>$74,233</td>
<td>$978,536</td>
<td>$744,462</td>
<td>$1,332,457</td>
<td>$1,243,544</td>
<td>$144,521</td>
<td>$1,094,821</td>
<td>$457,057</td>
</tr>
</tbody>
</table>

### 2018

<table>
<thead>
<tr>
<th></th>
<th>UNINCORP.</th>
<th>CLOVERDALE</th>
<th>HEALDSBURG</th>
<th>PETALUMA</th>
<th>Rohnert Park</th>
<th>Santa Rosa</th>
<th>SEBASTOPOL</th>
<th>SONOMA</th>
<th>WINDSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st QTR.</td>
<td>$4,262,497</td>
<td>$38,595</td>
<td>$770,878</td>
<td>$554,340</td>
<td>$1,112,743</td>
<td>$1,164,414</td>
<td>$106,642</td>
<td>$711,581</td>
<td>$497,666</td>
</tr>
<tr>
<td>2nd QTR.</td>
<td>$6,225,503</td>
<td>$740,378</td>
<td>$1,185,588</td>
<td>$832,909</td>
<td>$1,339,620</td>
<td>$1,530,148</td>
<td>$152,621</td>
<td>$1,247,239</td>
<td>$665,520</td>
</tr>
<tr>
<td>3rd QTR.</td>
<td>$7,456,140</td>
<td>$108,603</td>
<td>$1,581,019</td>
<td>$992,296</td>
<td>$1,399,953</td>
<td>$1,610,797</td>
<td>$173,237</td>
<td>$1,471,327</td>
<td>$718,625</td>
</tr>
<tr>
<td>4th QTR.</td>
<td>$4,741,820</td>
<td>$44,539</td>
<td>$1,285,550</td>
<td>$737,000</td>
<td>$1,047,125</td>
<td>$1,268,549</td>
<td>$127,057</td>
<td>$1,018,269</td>
<td>$565,556</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$22,685,960</td>
<td>$265,775</td>
<td>$5,493,951</td>
<td>$3,116,545</td>
<td>$4,899,440</td>
<td>$5,573,908</td>
<td>$559,558</td>
<td>$4,448,415</td>
<td>$2,447,377</td>
</tr>
</tbody>
</table>
TOT SPENDING BREAKDOWN

Unincorporated Area

TOT tax revenues are derived from a 9-12% tax on the rental of hotel and motel rooms, inn beds, and campgrounds in the unincorporated areas.

Source: Sonoma County Auditor-Controller/Treasurer-Tax Collector

County of Sonoma TOT Budget Breakdown
Unincorporated Area
Fiscal Year 2017-2018

- Other 23.1%
- Measure L 23.89%
- Culture & Events 2.89%
- Audit & Collection 2.51%
- Agricultural Promotion 0.77%
- Tourism 15%
- Economic Development Board 13.52%
- Transfer to General Fund 18.11%

Source: County of Sonoma
CITY TOT SPENDING

TOT SPENDING BREAKDOWN

By City

TOT tax revenues are derived from taxes on the rental of hotel and motel rooms, inn beds, and campgrounds in Sonoma County cities. The General Fund provides funding for a wide range of city needs, including:

- Fire
- Police
- Planning and Building
- Public Works
- Administration
- Community Services

TOT budget breakdowns are provided by each respective city’s finance department.

Most cities allocate all TOT revenue to the general fund. Healdsburg and Petaluma also allocate revenue to additional categories, including Community Services, Collection and Administration, and Cultural and Art Events.

Source: Sonoma County and City Finance Departments
# INDUSTRY DEVELOPMENT

## SONOMA COUNTY LODGING DEVELOPMENTS

### Unincorporated Area, Petaluma, and Cotati

#### Q4 2018 Updates

Sonoma County currently has 25 lodging industry development projects in the works. When completed 2,163 rooms will be added to Sonoma County.

### Unincorporated Area

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
<th>Use Permit Approved and Hearing Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Sonoma Country Inn (Graywood Ranch)</td>
<td>Luxury/Resort</td>
<td>7945 Highway 12, Kenwood</td>
<td>50</td>
<td>2019</td>
<td>Application approved by Board of Supervisors</td>
<td></td>
</tr>
<tr>
<td>New</td>
<td>Guerneville Park Resort</td>
<td>Hotel w/ restaurant and spa</td>
<td>17165 Highway 116, Guerneville</td>
<td>120</td>
<td>Q1 2020</td>
<td>Requires BZA actions (not yet scheduled)</td>
<td></td>
</tr>
<tr>
<td>New</td>
<td>Tru by Hilton</td>
<td>Hotel w/ outdoor pool</td>
<td>195 Aviation Blvd, Santa Rosa</td>
<td>101</td>
<td>Entitlements 2019</td>
<td>BZA hearing waiver and IS/MND to be noticed - mid-March</td>
<td></td>
</tr>
</tbody>
</table>

### City of Petaluma

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
<th>Use Permit Approved and Hearing Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Riverfront Courtyard Marriott</td>
<td>Focused Service</td>
<td>500 Hooper St.</td>
<td>122</td>
<td>2019</td>
<td>Approved</td>
<td></td>
</tr>
<tr>
<td>New</td>
<td>Petaluman Hotel</td>
<td>Full Service</td>
<td>2 Petaluma Blvd. South</td>
<td>54</td>
<td>Unknown</td>
<td>Inactive</td>
<td>10/31/2013</td>
</tr>
<tr>
<td>New</td>
<td>Home2Suites</td>
<td>Extended Stay</td>
<td>1205 Redwood Way</td>
<td>140</td>
<td>2022</td>
<td>Design Stage</td>
<td></td>
</tr>
</tbody>
</table>

### City of Cotati

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
<th>Use Permit Approved and Hearing Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Reverb by Hard Rock Hotel</td>
<td>TBD</td>
<td>147 Joseph Way</td>
<td>150</td>
<td>2021</td>
<td>In application review</td>
<td></td>
</tr>
</tbody>
</table>

Lodging properties in this section are in various stages of completion. This report is meant to merely provide a ‘snapshot’ of their current status during the time this report was produced. The EDB and SCT will continue to update this information, quarterly, based on information from each jurisdiction. Projects still under construction from previous reports are also represented above. Lodging properties that have been announced but are not in the approval process are not included.
## INDUSTRY DEVELOPMENT

### CITY LODGING DEVELOPMENTS

**Santa Rosa and Rohnert Park**  
**Q4 2018 Updates**

#### City of Santa Rosa

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
<th>Use Permit Approved (Date) and Hearing Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Courthouse Square Hotel</td>
<td>Limited</td>
<td>37 Old Courthouse Square</td>
<td>70</td>
<td>Q2 2019</td>
<td>Under construction</td>
<td>7/16/2017 Design Review Board</td>
</tr>
<tr>
<td>New</td>
<td>Residence Inn by Marriott</td>
<td>Limited</td>
<td>3558 Round Barn Circle</td>
<td>114</td>
<td>2019</td>
<td></td>
<td>Application in process</td>
</tr>
<tr>
<td>New</td>
<td>Hampton Inn and Suites</td>
<td>Limited</td>
<td>3745 Airway Drive</td>
<td>101</td>
<td>2019</td>
<td></td>
<td>Applications pending</td>
</tr>
<tr>
<td>New</td>
<td>The Inn at Santa Rosa</td>
<td>Limited</td>
<td>111 Commercial Court</td>
<td>100</td>
<td>Q1 2019</td>
<td>Under construction</td>
<td>11/17/2016 Zoning Administrator</td>
</tr>
<tr>
<td>New</td>
<td>AC Hotel by Marriott</td>
<td>Limited</td>
<td>210 5th Street</td>
<td>144</td>
<td>2019</td>
<td>Design Review Board</td>
<td></td>
</tr>
<tr>
<td>Expansion</td>
<td>The Economy Inn</td>
<td>Limited</td>
<td>502 Santa Rosa Avenue</td>
<td>20</td>
<td>2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### City of Rohnert Park

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
<th>Use Permit Approved (Date) and Hearing Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Cambria Hotel and Suites</td>
<td>Full Service</td>
<td>5870 Labath Ave</td>
<td>132</td>
<td>Q1 2019</td>
<td>Part of Five Creek Project, Under construction</td>
<td>Approved by Planning Commission June 2017</td>
</tr>
<tr>
<td>New</td>
<td>Home2Suites by Hilton</td>
<td>Full Service</td>
<td>6490 Redwood Drive</td>
<td>100</td>
<td>Q1 2020</td>
<td>Final stages of planning</td>
<td>Under review</td>
</tr>
<tr>
<td>New</td>
<td>Fairfield Inn &amp; Suites by Marriott</td>
<td>Full Service</td>
<td>405 Martin Avenue</td>
<td>100</td>
<td>Q3 2019</td>
<td>Across from the Cambria</td>
<td>Approved by Planning Commission September 2017</td>
</tr>
<tr>
<td>New</td>
<td>TBD</td>
<td>Full Service</td>
<td>6400 State Farm Drive</td>
<td>156</td>
<td>Q4 2020</td>
<td>Conceptual</td>
<td>Under Review</td>
</tr>
</tbody>
</table>
# INDUSTRY DEVELOPMENT

## CITY LODGING DEVELOPMENTS

### Sebastopol, Healdsburg, and Sonoma

#### Q4 2018 Updates

### City of Sebastopol

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Wildflower</td>
<td>Limited service</td>
<td>8050 Bodega Avenue</td>
<td>11</td>
<td>TBD</td>
<td>Use Permit for French Garden Inn expired, new owners will be coming to Planning Commission to approve a Use Permit for an 11-room inn.</td>
</tr>
<tr>
<td>New</td>
<td>Hotel Sebastopol</td>
<td>Full service</td>
<td>6828 Depot Street</td>
<td>66</td>
<td>2020</td>
<td>Use Permit approved; No building permits issued.</td>
</tr>
<tr>
<td>New</td>
<td>Hotel Barlow</td>
<td>Limited Service</td>
<td>6780 McKinley Street</td>
<td>60</td>
<td>TBD</td>
<td>Use Permit expired; returned for Preliminary Review to Planning Commission</td>
</tr>
</tbody>
</table>

### City of Healdsburg

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>NuForest Mill Hotel</td>
<td>TBD</td>
<td>164 Healdsburg Ave</td>
<td>53</td>
<td>Q4 2019</td>
<td>Early development</td>
</tr>
<tr>
<td>New</td>
<td>Saggio Hills Resort &amp; Spa</td>
<td>TBD</td>
<td>16694 Passalacqua Road</td>
<td>130</td>
<td>TBD</td>
<td>Seeking financing</td>
</tr>
<tr>
<td>New</td>
<td>Healdsburg Ave Hotel</td>
<td>TBD</td>
<td>230 Healdsburg Ave</td>
<td>TBD</td>
<td>TBD</td>
<td>Early development</td>
</tr>
</tbody>
</table>

### City of Sonoma

<table>
<thead>
<tr>
<th>Development Type</th>
<th>Project Name</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Completion Year (Est.)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>Hotel Project Sonoma</td>
<td>Hotel w/spa and restaurant</td>
<td>153 West Napa St. &amp; 541 First St. West</td>
<td>62</td>
<td>2019</td>
<td>Per direction of the City Council on appeal, a recirculated draft EIR is being prepared, with additional analysis of traffic and project alternatives</td>
</tr>
<tr>
<td>New</td>
<td>Hawker Sonoma</td>
<td>Boutique Hotel</td>
<td>158-172 West Napa St.</td>
<td>7</td>
<td>TBD</td>
<td>Use Permit application approved by Planning Commission on 10/13/16. Under construction.</td>
</tr>
</tbody>
</table>
SOURCES

City data is provided by the finance and planning departments of Cloverdale, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor. County TOT revenue figures are provided by the Sonoma County Auditor-Controller / Treasurer-Tax Collector. County industry developments are provided by the Permit Resource and Management Departments.

METHODOLOGY

Total, city, and unincorporated area TOT revenues are seasonally adjusted using X-13ARIMA-SAM, which is a seasonal adjustment software produced, distributed, and maintained by the U.S. Census Bureau. Seasonal adjustments are only made for page 6 of this report. All other data figures are unadjusted.

A calendar year runs from January to December. Each quarter contains three months of the year, beginning with January, February and March for the first quarter. A fiscal year runs from July to June. Please note that this report contains data updated through the fourth quarter (October, November, December) of calendar year 2018, and contains the most recent data available based on county reporting.

All information contained within this report was obtained from sources believed to be accurate, but Sonoma County Tourism (SCT) and the Economic Development Board (EDB) do not guarantee that it is accurate or complete. This report is intended for informational purposes only and does not represent an endorsement of any proposed project by the SCT or EDB or any of their employees, affiliates, or members.

ACKNOWLEDGMENTS

The Transient Occupancy Tax reports are produced by the Economic Development Board in conjunction with Sonoma County Tourism. This quarter’s report was prepared by Tourism Research Project Coordinator, Laura Broderick.

Thank you to the finance and planning departments of Cloverdale, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor for providing TOT revenue figures and industry updates for Sonoma County cities. Thank you to the Permit and Resource Management Department (PRMD) and the Sonoma County Auditor-Controller / Treasurer-Tax Collector office for providing information for the unincorporated areas of Sonoma County.