## ECONOMIC DEVELOPMENT BOARD

### BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>KATHRYN HECHT, CHAIR</td>
<td>Chair</td>
</tr>
<tr>
<td>JORGE ALCAZAR</td>
<td></td>
</tr>
<tr>
<td>SKIP BRAND</td>
<td></td>
</tr>
<tr>
<td>BETZY CHÁVEZ</td>
<td></td>
</tr>
<tr>
<td>LINDA KACHIU</td>
<td></td>
</tr>
<tr>
<td>JORDAN KIVELSTADT</td>
<td></td>
</tr>
<tr>
<td>WAYNE LEACH</td>
<td></td>
</tr>
<tr>
<td>REGINA MAHIRI</td>
<td></td>
</tr>
<tr>
<td>RICHARD MARZO</td>
<td></td>
</tr>
<tr>
<td>MICHAEL NICHOLLS</td>
<td></td>
</tr>
<tr>
<td>ETHAN BROWN, Interim Executive Director</td>
<td></td>
</tr>
</tbody>
</table>

### EDB FOUNDATION SPONSORS

#### FOUNDATIONAL LEVEL

- Luther Burbank®

#### PRESENTING LEVEL

- City of Santa Rosa
- Exchange Bank
- Kaiser Permanente®
- Pacific Gas and Electric Company®
- Redwood Credit Union

#### PREMIERE LEVEL

- Bank of Marin
- Providence Santa Rosa Memorial Hospital
- Sonoma Clean Power
- Sutter Health

#### EXECUTIVE LEVEL

- COMCAST
- PISENTI & BRINKER LLP
- NORTH BAY ASSOCIATION OF REALTORS
- SUMMIT STATE BANK

---

SONOMA COUNTY BOARD OF SUPERVISORS
CONTENTS

4. EXECUTIVE SUMMARY
5. SEASONALLY ADJUSTED DATA
6. TOT QUARTERLY TRENDS
8. HISTORICAL DATA TABLE & INDUSTRY DEVELOPMENT
11. SOURCES, METHODOLOGY & ACKNOWLEDGMENTS
EXECUTIVE SUMMARY

FIRST QUARTER 2022
The Sonoma County Economic Development Board (EDB), in partnership with Sonoma County Tourism (SCT), is pleased to bring you the 2022 First 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.

This report analyzes Sonoma County’s historical Q1 TOT revenue numbers and contains the accommodation development report for January, February, and March of 2022.

TOT ASSESSMENT BY CITY

<table>
<thead>
<tr>
<th>City</th>
<th>Tax Rate (%)</th>
<th>TOT Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>10%</td>
<td>$77,228.68</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>14%</td>
<td>$1,709,507.00</td>
</tr>
<tr>
<td>Petaluma</td>
<td>10%</td>
<td>$555,440.00</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>12%</td>
<td>$705,330.57</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>9%</td>
<td>$1,091,856.00</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>12%</td>
<td>$101,561.28</td>
</tr>
<tr>
<td>Sonoma</td>
<td>10%</td>
<td>$1,094,528.00</td>
</tr>
<tr>
<td>Windsor</td>
<td>12%</td>
<td>$445,012.12</td>
</tr>
<tr>
<td>Unincorporated County</td>
<td>12%</td>
<td>$7,318,452.12</td>
</tr>
<tr>
<td>TOTAL</td>
<td>-</td>
<td>$13,098,916.46</td>
</tr>
</tbody>
</table>

Source: Sonoma County and Cities Finance Departments

HIGHLIGHTS
• Sonoma County’s revenues for First Quarter 2022 increased 53.43% over First Quarter 2021. Total county revenues for Q1 2022 equaled $13.1 million.
• Each city and Unincorporated County had year-over-year increases in TOT revenues from Q1 2021 to Q1 2022.
• Healdsburg recorded the highest TOT revenues amongst the cities with $1.7 million. Unincorporated county’s TOT revenue was $7.3 million, making up 56% of Sonoma County’s total TOT revenue from Q1 2022.

For questions, please call (707) 565-7170.
FIRST QUARTER (CY)
This section analyzes the quarterly TOT trends for the aggregated city and unincorporated areas of Sonoma County from each First Quarter from 2019 to 2022.

Summary of Findings
• Sonoma County TOT revenues appear to have recovered since the lows in 2020 and 2021. Total seasonally adjusted revenues were recorded at $16.1 million for Q1 of 2022.
• TOT revenues from the end of 2021 and beginning of 2022 have exceeded pre-pandemic levels. Total TOT revenue for Q1 2019 was $10.1M versus $16.1M in 2022.
• The incorporated cities’ revenues represented 44%, while Unincorporated County brought in 56% of the total revenues.
TOT QUARTERLY TRENDS

TOT RECEIPTS
Q1 2019- Q1 2022
This section analyzes the quarter-over-quarter TOT revenue trends for each city and the unincorporated areas from Q1 2019 - Q1 2022.

Summary of Findings:
• The county’s TOT revenues overall increased 53.4% year-over-year from $8.5 million in Q1 2021 to $13.1 million in Q1 2022.
• For the fourth consecutive quarter, Healdsburg recorded the highest TOT revenues of the incorporated cities, with $1.7 million.
• Unincorporated County and each city had year-over-year increases in TOT revenue.

Q1 TOT Receipts
By City & Unincorporated Area, 2019-2022
(Millions of Dollars)

Source: Sonoma County and Cities Finance Departments
TOT QUARTERLY TRENDS

TOT REVENUE PERCENT CHANGE
Q1 2019 - Q1 2022
This section shows the percentage change in TOT revenues based on the past four years of first quarter data from each city in Sonoma County.

Summary of Findings
• Sonoma saw the largest increase in year-over-year TOT revenues with an increase of 180.44% from Q1 2021 to Q1 2022.
• Cloverdale and Healdsburg also saw large increases in year-over-year TOT revenue with increases of 130.16% and 121.45% respectively.
• Each city and Unincorporated County had year-over-year increases in TOT revenues from Q1 2021 to Q1 2022.
• Each incorporated city had a larger year-over-year increase in Q1 TOT revenues from 2021 to 2022 than from 2020 to 2021.

Source: Sonoma County and Cities Finance Departments
HISTORICAL TOT FIGURES

FIRST QUARTER 2019 TO FIRST QUARTER 2022

<table>
<thead>
<tr>
<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>Q1 2019</td>
<td>$4,215,832</td>
<td>$28,890</td>
<td>$832,580</td>
<td>$600,900</td>
<td>$886,119</td>
<td>$1,020,324</td>
<td>$125,918</td>
<td>$673,703</td>
</tr>
<tr>
<td>Q1 2020</td>
<td>$3,236,226</td>
<td>$29,586</td>
<td>$691,747</td>
<td>$512,443</td>
<td>$750,498</td>
<td>$899,208</td>
<td>$104,312</td>
<td>$581,147</td>
</tr>
<tr>
<td>Q1 2021</td>
<td>$5,420,573</td>
<td>$33,554</td>
<td>$661,680</td>
<td>$334,069</td>
<td>$564,706</td>
<td>$633,763</td>
<td>$74,472</td>
<td>$390,285</td>
</tr>
<tr>
<td>Q1 2022</td>
<td>$7,318,452</td>
<td>$77,229</td>
<td>$1,709,507</td>
<td>$555,440</td>
<td>$705,331</td>
<td>$1,091,856</td>
<td>$101,561</td>
<td>$1,094,528</td>
</tr>
</tbody>
</table>

INDUSTRY DEVELOPMENT

SONOMA COUNTY LODGING & INDUSTRY PROJECT DEVELOPMENTS

Q1 2022 Updates
Sonoma County currently has 22 lodging industry development projects in the works. When completed 2,123 rooms will be added to Sonoma County.

<table>
<thead>
<tr>
<th>Project Name</th>
<th>City</th>
<th>Development Type</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Opening (Est.)</th>
<th>Phase</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotati Hotel</td>
<td>Cotati</td>
<td>New</td>
<td>Boutique</td>
<td>147 Joseph Way</td>
<td>153</td>
<td>2022</td>
<td>Final Planning</td>
<td>-</td>
</tr>
<tr>
<td>The Lodge at Healdsburg Tapestry Collection by Hilton</td>
<td>Healdsburg</td>
<td>New</td>
<td>Upscale Chain</td>
<td>1261 Grove St</td>
<td>60</td>
<td>2022</td>
<td>In Construction</td>
<td>-</td>
</tr>
<tr>
<td>Appellation Healdsburg</td>
<td>Healdsburg</td>
<td>New</td>
<td>-</td>
<td>16977 Healdsburg Ave</td>
<td>108</td>
<td>2023</td>
<td>Final Planning</td>
<td>-</td>
</tr>
<tr>
<td>Hotel Weaver</td>
<td>Petaluma</td>
<td>New</td>
<td>Boutique</td>
<td>2 Petaluma Blvd S</td>
<td>93</td>
<td></td>
<td>In Plan Check</td>
<td>New construction of a 85,802 sf hotel on a vacant pad established by the Redwood Technology Center PUD.</td>
</tr>
<tr>
<td>Home 2 Suites by Hilton</td>
<td>Rohnert Park</td>
<td>New</td>
<td>Limited Service</td>
<td>Business Park Drive</td>
<td>86</td>
<td>2022 June</td>
<td>Final Planning</td>
<td>Recived planning approval in Aug. 2021; no building permits applied to date</td>
</tr>
<tr>
<td>Home 2 Suites by Hilton</td>
<td>Rohnert Park</td>
<td>New</td>
<td>Limited Service</td>
<td>6490 Redwood Dr</td>
<td>96</td>
<td>2022 summer</td>
<td>In Construction</td>
<td>-</td>
</tr>
</tbody>
</table>
### INDUSTRY DEVELOPMENT

<table>
<thead>
<tr>
<th>Project Name</th>
<th>City</th>
<th>Development Type</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Opening (Est.)</th>
<th>Phase</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ishaq Project</td>
<td>Rohnert Park</td>
<td>New</td>
<td>Rentable units for extended stay</td>
<td>NW Corner of Golf Course &amp; Dowdell</td>
<td>220-240</td>
<td>-</td>
<td>Planning approvals</td>
<td>Built in two phases with two hotels</td>
</tr>
<tr>
<td>Hotel E</td>
<td>Santa Rosa</td>
<td>Expansion</td>
<td>Limited Service</td>
<td>19 Old Courthouse Square- associated with 37 Old Courthouse Square</td>
<td>30</td>
<td>-</td>
<td>Plans approved, permit not issued</td>
<td>Delayed due to COVID. Construction anticipated to begin early-2023.</td>
</tr>
<tr>
<td>Economy Inn</td>
<td>Santa Rosa</td>
<td>-</td>
<td>Economy</td>
<td>502 Santa Rosa Ave</td>
<td>42</td>
<td>2023</td>
<td>Planning</td>
<td>-</td>
</tr>
<tr>
<td>Residence Inn by Marriott</td>
<td>Santa Rosa</td>
<td>New</td>
<td>Limited Service</td>
<td>3558 Round Barn Circle</td>
<td>112</td>
<td>-</td>
<td>In building plan review</td>
<td>Most recent is a denied building review</td>
</tr>
<tr>
<td>Fountaingrove Golf Club Clubhouse</td>
<td>Santa Rosa</td>
<td>Fire Rebuild</td>
<td>-</td>
<td>1525 Fountaingrove Parkway</td>
<td>-</td>
<td>-</td>
<td>Issued Temporary Occupancy November 17, 2021.</td>
<td>Rebuild clubhouse destroyed in Tubbs fire; Director Level Design Review Permit Approved 01/2020</td>
</tr>
<tr>
<td>Fountaingrove Golf Club Gate House and Athletic Center Expansion</td>
<td>Santa Rosa</td>
<td>Fire Rebuild</td>
<td>-</td>
<td>1525 Fountaingrove Parkway</td>
<td>-</td>
<td>-</td>
<td>Plans approved; Bulding permit not issued; no change to status as of 8/2022</td>
<td>Director Level Design Review Permit Approved 10/23/2019</td>
</tr>
<tr>
<td>Hampton Inn &amp; Suites</td>
<td>Santa Rosa</td>
<td>New</td>
<td>-</td>
<td>3815 Airway Drive</td>
<td>100</td>
<td>November 2022</td>
<td>Most recent inspection 6/2022</td>
<td>Design Review approved August 2019</td>
</tr>
<tr>
<td>Tru by Hilton</td>
<td>Santa Rosa</td>
<td>New</td>
<td>Midscale chain</td>
<td>195 Aviation Blvd</td>
<td>101</td>
<td>2024</td>
<td>Planning</td>
<td>-</td>
</tr>
<tr>
<td>Hyatt Place Sonoma Wine County</td>
<td>Unincorp. Area</td>
<td>New</td>
<td>Limited Service</td>
<td>3750 N. Laughlin Road</td>
<td>165</td>
<td>-</td>
<td>Planning</td>
<td>Requires PC action, tentatively scheduled March 10. Environmental Doc (MND) to circulate in February.</td>
</tr>
</tbody>
</table>


### INDUSTRY DEVELOPMENT

<table>
<thead>
<tr>
<th>Project Name</th>
<th>City</th>
<th>Development Type</th>
<th>Lodging Type</th>
<th>Address/Location</th>
<th>Rooms Proposed</th>
<th>Opening (Est.)</th>
<th>Phase</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kazemini Ranch</td>
<td>Unicorp. Area</td>
<td>New</td>
<td>Full Service</td>
<td>1820 Los Alamos Road, Santa Rosa</td>
<td>50</td>
<td>-</td>
<td>Planning</td>
<td>25 2-unit cabin resort; Requires Use Permit approval, currently incomplete</td>
</tr>
<tr>
<td>Optimal Hospitality</td>
<td>Unicorp. Area</td>
<td>New</td>
<td>-</td>
<td>251 Aviation</td>
<td>101</td>
<td>-</td>
<td>Final Planning</td>
<td>Use Permit Approved</td>
</tr>
<tr>
<td>Tribute Portfolio Sonoma</td>
<td>Unicorp. Area</td>
<td>-</td>
<td>Upper Upscale Chain</td>
<td>175 W Verano Ave</td>
<td>120</td>
<td>2026</td>
<td>Planning</td>
<td>-</td>
</tr>
<tr>
<td>Verano Hotel and Housing</td>
<td>Unicorp. Area</td>
<td>New</td>
<td>-</td>
<td>175 East Verano Avenue, 155 West Verano Avenue, 135 West Verano Avenue</td>
<td>120</td>
<td>-</td>
<td>Final Planning</td>
<td>Final Design Review approved in December 2021. Pending building permits.</td>
</tr>
<tr>
<td>The McClelland</td>
<td>Windsor</td>
<td>New</td>
<td>Limited Service</td>
<td>McClelland Dr &amp; Market St</td>
<td>160</td>
<td>Spring 2024</td>
<td>In Construction</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.
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 5 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 First Quarter (January, February, and March) of calendar year 2022, 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 Project Coordinator, Katherine Fosburgh.

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 Sonoma and the Sonoma County Auditor-Controller / Treasurer-Tax Collector office for providing information for the unincorporated areas of Sonoma County.