



## **2016-17 Mendocino County Event & Program - **DRAFT**** **Funding Request Information**

For the 2016-2017 fiscal year, the Mendocino County Tourism Commission and the Festival Committee has approved a budget of **\$25,000** for funding requests for events and programs happening July 1, 2016-June 30, 2017. Based on qualified applications, MCTC may award grants up to \$2,500, depending on the demonstration of need.

MCTC invites tourism project funding requests from businesses and organizations that produce programs or events to increase overnights stays to our area, positively impacts sales tax businesses, promote tourist attractions in the region or develop programs targeted to a large percentage of visitors.

Through this funding request program, the Mendocino County Tourism Commission (MCTC) seeks to invest in the development and expansion of events that identify with the MCTC brand for both residents and visitors with the specific goals of increasing tourism and revenue.

### **Activities not eligible for funding:**

- Past events and/or programs in process
- Events or programs political or religious in nature
- Events or programs funded by MCTC for (3) three consecutive years
- Concerts or concert series within an individual business
- General administrative costs
- Operational expenses
- Commercial or for-profit organizations requesting funds for capital improvements or projects
- Program promoting tourism outside of Mendocino County
- Events or programs directed mostly to residents of Mendocino County
- Award requests for more than \$2,500

Funding available for these requests come out of MCTC's overall budget, made possible by the county-wide lodging assessment.



**Events are evaluated using a number of criteria, including:**

**Event & Program Sustainability**

The event or program is produced with strong growth opportunity that offers the long-term potential of being produced for several years at least; and, the event or program may position the county to attract similar events or programs.

As a part of sustainability, funding is given out at a maximum for (3) continuous years before discontinuation. This policy allows for new event and program growth.

**Event & Program Marketing**

The event or program strengthens MCTC's marketing position as a destination for educational, athletic, environmental, and arts and cultural events and experiences.

**Event & Program Economics**

The event or program has the high potential of impacting both commercial lodging and sales tax businesses while minimizing the county's financial risk by offering a positive return on the MCTC's investment.

**Who May Apply**

Non-profit organizations and businesses with a project or event who can demonstrate the need for funding. These events and programs must be held in Mendocino County aimed at tourism development and bring visitors to Mendocino County communities that will create overnight stays in Mendocino County's commercial lodging properties, plus a positive impact to sales tax businesses.

Priority will be given to events and programs held mid-week (Sunday-Thursday) and/or the off-peak season (December-February).

**Application & Selection Process**

Funding applications are accepted by the last business day of each month and reviewed by the Festival Committee. Determination of the award will be made within 15 days of the application deadline. One application per organization, per event/program per fiscal year.



**Volunteer Mendocino County**

For every \$100 requested, we ask you or your organization to donate 0.25 hours to another Mendocino County event or program.

This pay-it-forward program allows for events seeking volunteers to access a database of individuals and/or organizations who are willing to donate hours for the success of events throughout the county.