



## 2016-17 Mendocino County Event & Program Funding Request Application

### EVENT/PROGRAM DETAILS

Event/Program Name AVWA Coast Trade Tasting

Years in existence? 10+

Description A trade tasting, started by Bob Nye, to bring attention to the offerings of the wineries along Highway 128; leading to increased sales, attention, and visits

Date(s) April 5, 2017 to throughout the year.

Location(s) Little River Inn, Little River

Website www.avwines.com

### EVENT/PROGRAM HISTORY & FUTURE PROJECTIONS

Please fill in any and all applicable information below. If not applicable, fill in "N/A". If this is a new event, please fill in the future projections of this portion.

	2013	2014	2015	2016	2017
Total Revenue	<u>3,000</u>	<u>3,300</u>	<u>3,150</u>	<u>3,150</u>	<u>3,150</u>
Total Expenditures	<u>3,600</u>	<u>3,475</u>	<u>3,130</u>	<u>3,125</u>	<u>4,705</u>
# Attendees	<u>76</u>	<u>98</u>	<u>80</u>	<u>105</u>	<u>200</u>
% Attendees Outside the County	<u>15%</u>	<u>15%</u>	<u>15%</u>	<u>15%</u>	<u>65%</u>
# Vendors	<u>33</u>	<u>35</u>	<u>35</u>	<u>37</u>	<u>40</u>
# Volunteers	<u>2</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>6</u>
# Room Nights	<u>18</u>	<u>19</u>	<u>19</u>	<u>20</u>	<u>100</u>

\*Please note: the number of room nights can include hotels, motels, vacation rentals, RV parks & campgrounds.

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### EVENT/PROGRAM BUDGET

Please provide or attach up to a (1) one page outline of your event/program budget (please include any paid staff)

#### Revenue

21 Participating Wineries @ \$150 ea.	\$	3,150
	\$	
	\$	
	\$	
	\$	

#### OTHER FUNDING

<input type="checkbox"/> We will receive other sponsorship dollars	\$	
<input type="checkbox"/> We will receive matching funds	\$	
<input checked="" type="checkbox"/> We will receive in-kind donations - wine	\$	

Total Revenue \$ 3,150

#### Expenses

Facility rental and catering	\$	2,500
Staff hours for event	\$	1,161
Program Printing	\$	100
Invitation Printing	\$	100
Invitation Postage	\$	470
Raffle (attendance inducement) Prize	\$	89
Advertising	\$	160
Permit	\$	25
	\$	
	\$	

Total Expenses \$ 4,705

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## EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 2,500

How will the funds be used? The funds will be used to increase effective outreach, through printed invitations sent more widely, hopefully increasing attendance; and then to offset unbudgeted increases in catering costs for

\*Note: you will be required to provide supporting documentation in the Post Event/Program Report.

*what we hope will be double the number of visitors.*

Has this event or program received funding from Visit Mendocino County (Mendocino County Tourism Commission) in the past?  NO  YES If YES, how many consecutive years? \_\_\_\_\_

How do you feel the out-of-town visitor will benefit from your event or program? Visitors will be educated, entertained, and influenced by an improved event, with your support, to make return visits and stays to Mendocino County.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? The lodging

community will see guest stays increase as tourism is stimulated during the event and beyond.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? MCTC/VMC's support will allow us to

increase event attendance, and attendees will visit shops and restaurants during their visit, and during subsequent visits.

How do you feel the municipalities (county & city governments) will benefit from your event/program?

A quality event, from printed and mailed invitations to world class wine and amazing food, at one of Mendocino County's premier venues, reflects well and enhances the reputation of our

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communities and Mendocino County.



What benefit or how will Visit Mendocino County (MCTC) be recognized in exchange for funding?

MCTC/VMC will be recognized as an event sponsor on communications and event materials, as well as on our website.

How can Visit Mendocino County (MCTC) help make your event/program more successful with our existing services?

- Assist in collecting room rates & facilitating room blocks for attendees, vendors, performers and/or speakers
- Partner by utilizing existing marketing vehicles to promote to audiences outside the county
- Partner by utilizing existing media promotions to promote to audiences outside the county
- Electronic distribution of information concerning your program or event to stakeholders
- Other \_\_\_\_\_

**ORGANIZATIONAL | COMPANY INFORMATION**

Fed Tax ID | SS# | Business License # 20-4480058

Organization/Business Name Anderson Valley Winegrowers Association  
 Chair/CEO Bob [unclear] Joe Webb Phone (707) 895-9463

Main Contact John Cesano Role Executive Director

Email john@avwines.com Phone (707) 895-9463

Address P.O. Box 63/7000 Highway 128

City/Zip Philo, CA 95466

Website www.avwines.com

AK (please initial) YES, I will attain all the proper permits and/or insurance coverage necessary to be in compliance with city, county, state and/or federal requirements before my event/program begins. Failure to do so will result in the revocation of funds.

AK (please initial) YES, I attest that the information provided in this event/program applications is true, complete and accurate. I further agree that if my application is approved by the Mendocino County Tourism Commission (MCTC) that I will provide the "Post Event/Program Report" to MCTC in compliance with the application reporting requirements within 45 days after the event or program. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of funds.

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Signature: *J. M. Conner* Date: 9/15/16

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This area is for the Festival Committee & MCTC Executive Director

Recommendation: Yes: \_\_\_\_\_ No: \_\_\_\_\_ AMOUNT: \$ \_\_\_\_\_ ED \_\_\_\_\_

Notes: \_\_\_\_\_

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