



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

### EVENT/PROGRAM DETAILS

Event/Program Name 20th annual Anderson Valley Pinot Noir Festival  
 Years in existence? 19 previous  
 Description A four day wine and food event, focused on the premier wine varietal of Mendocino County, yielding the most press attention, and resulting in the greatest number of lodging room night stays.  
 Date(s) May 18, 2017 to May 21, 2017  
 Location(s) various locations in Yorkville, Boonville, Philo, and Navarro  
 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>159,342</u>	<u>157,505</u>	<u>172,389</u>	<u>175,575</u>	<u>173,991</u>
Total Expenditures	<u>110,225</u>	<u>114,118</u>	<u>132,358</u>	<u>127,124</u>	<u>129,818</u>
# Attendees	<u>1,010</u>	<u>1,125</u>	<u>1,250</u>	<u>1,400</u>	<u>1,260</u>
% Attendees Outside the County	<u>50%</u>	<u>55%</u>	<u>55%</u>	<u>58%</u>	<u>60%</u>
# Vendors	<u>49</u>	<u>55</u>	<u>61</u>	<u>65</u>	<u>65</u>
# Volunteers	<u>20</u>	<u>22</u>	<u>24</u>	<u>25</u>	<u>30</u>
# Room Nights	<u>500</u>	<u>525</u>	<u>550</u>	<u>600</u>	<u>600</u>

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

\*Funding is based on availability and subject to change without notice. Funding for this program is made possible by the Mendocino county-wide lodging assessment and Mendocino County Tourism Commission.



**EVENT/PROGRAM BUDGET**

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

Please see attached 2013-2017 budget.

**Revenue**

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

**OTHER FUNDING**

<input type="checkbox"/> We will receive other sponsorship dollars	\$ _____
<input type="checkbox"/> We will receive matching funds	\$ _____
<input type="checkbox"/> We will receive in-kind donations	\$ _____
<b>Total Revenue</b>	\$ _____

**Expenses**

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total Expenses</b>	\$ _____

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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 offset expenses, add yet unbudgeted portable restroom trailers, increase security crossing guards, and improve on already great experience, leading to increased tourism, room stays, sales tax, and return visits to

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

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 return for additional visits 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 enjoy increased room stays associated with our four day event, and beyond as your support allows us to influence return visits and stays to Mendocino County.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? Mendocino County restaurants, shops, gas stations, and other retail partners will enjoy increased traffic and sales revenue from the visitors who come to enjoy the four day event that your support helps improve and make possible.

How do you feel the municipalities (county & city governments) will benefit from your event/program? A quality four day event held in Mendocino County, at locations in Yorkville, Buynville, Philo, and Navarro, reflects county wide, and enhances the reputation of our communities and Mendocino County.

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

MCTC/VMC will be recognized as a sponsor on our website, in communications, and at the event

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  
 Bob President  
 Joe Chair/CEO

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

JK (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.

JK (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: John M. Cosmo Date: 9/15/16

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This area is for the Festival Committee & MCTC Executive Director

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

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

All	Site Cleaning Labor	0	500	500	500	500	500	500	463,888	4500	CAN'THIS BE REDEVELOPED?	4500	1500	308	1000	
All	Mach	106,203	1200	1200	1300	1500	1500	386,971	800	1500	308	800	394	1000		
All	Security	0	350	375	400	400	400	742.5	800	200	200	200	200	200	200	
All	Volunteer Coordinator										Voted by: AYP/NF Committee					
All	Auction Expense/ payout to I	20,856	25,000	20,000	21,000	21,000	21,000	21,076.85	2000	2000	2000	20,000	18,799.54	1800		
All	Cash out to auction day of											0	0	0		
All	Square fees			\$563.33	460	2015	682.37	682.37	2015	0	0	650	598.21	600		
All	Permits											0	0	290		
All	Guarantee funding tax											37.5	0	100		
All	Auction sound system	500	500	500	500	500	500	500	100	0	0	0	0	500		
All	Auction Rentals	349	350	380.4	390.4	390.4	390.4	390.4	0	0	0	0	0	100		
All	Signs								278.4	0	0	0	0	350		
All	Auction Painting by Gerald R	3000		4000	4000	4000	4000	2674.38	0	5000	5000	5000	1,875	150		
All	Sat. W/ VMD Expenses													3750		
All	WMD Racket purchase for spot	300	300	240	300	300	300	270	200	300	300	300	133.76	19.11 + 11.4	135	
All	WMD Rentals	416	500	443.8	500	500	500	11,122.50	2000	2000	2000	2000	82.25	0		
All	WMD Caterers	15,885	16000	14,475	16,000	16,000	16,000	8310.26	16000	16000	16000	16,000	2001.53	1,318.65 (\$)	3000	
All	WMD balance back to winner	369	300	935.2	200	200	200	5015.63	2000	0	0	0	15,360	4860 (1) + 6	11000	
All	Glass Cleaning labor	0	500	0	500	500	500	0	0	0	0	0	0	0	0	
All	Press at each dinner	527	500	370	500	500	500	270	300	300	300	300	145.13	200		
All	Brochure Design (A Land)															
All	Press Invoes	95	150	179.9	200	200	200	106.38	200	200	200	200	133.76	19.11 + 11.4	135	
All	Press Loading	895.09	800	673.23	700	700	700	1037.19	3000	3000	3000	3000	82.25	0		
All	Paper Goods	3,351	3600	3561.5	3700	3700	3700	3855.57	4000	4000	4000	4000	4106	144 + 356.05	3000	
All	Event Glasses	204.33	200	222.27	225	225	225	499.07	500	500	500	500	1088.44	1200		
All	PKS Merchandise	307.86	300	1120.98	1000	1000	1000	799.11	1000	1000	1000	1000	4001.27	4000		
All	Postage and Printing	2,348	2400	2209.08	2400	2400	2400	725.19	1000	1000	1000	1000	945.76	132 + 347.97	200	
All	CC Fees/Festival Events	3,888.97	4000	1918.26	4000	4000	4000	3718.66	3700	3700	3700	3700	113.27	37.84 + 6.45	1000	
All	Event Programs	0	300	0	300	300	300	21.355	200	200	200	200	3534.6	3800		
All	Regulatory Fees	290	300	190	300	300	300	152	300	300	300	300	315.65 + 250	200		
All	Seminar - open house & spouse	692.33	800	895	900	900	900	233.55	300	300	300	300	0	315		
All	Poster Printing	300	300	200.3	250	250	250	150.38	200	200	200	200	179.08	124.34 + 54	300	
All	Misc. Expenses	230.57	500	294.72	500	500	500	45.8	50	50	50	50	0	200		
All	Thank you gifts	600	600	600	600	600	600	400	500	500	500	500	0	50		
All	Misc Fees	815	700	724	700	700	700	825	700	700	700	700	0	50		
All	Event help	75.52	2000	1200	3000	3000	3000	1830.87	2000	2000	2000	2000	2000	500		
All	Penetration - FR	200	200	0	200	200	200	0	100	100	100	100	2000	2000	2000	
All	<b>Total Expenses</b>	<b>110,225</b>	<b>122310</b>	<b>14418.23</b>	<b>12175</b>	<b>12175</b>	<b>12175</b>	<b>132358.39</b>	<b>140025</b>	<b>138752.5</b>	<b>127124.1</b>	<b>138752.5</b>	<b>127124.1</b>	<b>128818</b>	<b>45173</b>	
All	<b>Net Income</b>	<b>41,678</b>	<b>25,315.00</b>	<b>43,037.00</b>	<b>32,625</b>	<b>32,625</b>	<b>32,625</b>	<b>40,030.42</b>	<b>23,475</b>	<b>35,875.00</b>	<b>48950.9</b>	<b>35,875.00</b>	<b>48950.9</b>	<b>128818</b>	<b>45173</b>	