



2016-17 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Mushroom, Wine & Beer Camp

Years in existence? 6+ (Please note the Museum has only been overseeing this event for the past 2 years)

Description Mushroom, Wine & Beer Camp is one of the signature events of Mendocino County's annual mushroom festival, and a major fundraiser for the Mendocino County Museum. Featuring the 'best of' Mendocino County food, wine & beer, guests enjoy a mushroom cook-off contest prepared by local chefs, wine & beer tastings, mushroom walks, activities, games, crafts and more! Proceeds support the Museum's exhibits and programs.

Date(s) November 5, 2016 to _____

Location(s) Wente Scout Reservation (Willits)

Website www.MendocinoMuseum.org

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	\$25,740	\$38,818	N/A	\$ 27,100	
Total Expenditures	\$15,862	\$18,133	N/A	\$18,500	
# Attendees	350	400	N/A	300	
% Attendees Outside the County		70	N/A	50	
# Vendors	26	30	N/A	30	
# Volunteers	10	15		20	
# Room Nights	1-2	1-2	N/A	1-2	

*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 QUESTIONNAIRE

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

How will the funds be used? To transport the majority of MWB Camp participants to and from the event by bus, in order to enhance the "camp experience", to reduce the number of drivers and the amount of parking at Wentle, and to provide a buffer of time between the event and people getting in their own vehicles to drive.

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

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? Guests will have the opportunity to get to know the incredible restaurants, wineries and breweries located here in Mendocino County, as well as will be able to enjoy the stunning physical scenery of the area and become more familiar with the Mendocino County Museum - of our county's best resources - while taking part in the annual Mushroom Festival.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? Actively promoting our event to guests out of county will directly benefit the lodging community as we are encouraging overnight stays during the 'off' season.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? The event showcases the 'best of' Mendocino County - introducing what the county has to offer to individuals who may not know otherwise and encouraging their repeat patronage. Additionally, as our event is only 5 hours out-of-town attendees will be spending the night, eating and shopping at retail establishments when they are not at our event.

How do you feel the municipalities (county & city governments) will benefit from your event/program? Fostering outside awareness and visibility of the Mendocino County Museum and the wonderful resources within our county will help raise the profile of our entire community.

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

If funded, we will recognize VMC and MCTC as a major event sponsor and will include both logo placement and organizational name in all promotional materials, in all print and social media, on our event website and in our program.

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 # 46-3023967

Organization/Business Name Mendocino Museum Community Partners

Chair/CEO Alison Glassey Phone 707-459-2736

Main Contact Same as above Role _____

Email glassey@co.mendocino.ca.us Phone _____

Address 400 East Commercial Street

City/Zip Willits, CA 95490

Website www.MendocinoMuseum.org.

(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.

(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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MUSHROOM, WINE & BEER CAMP

Saturday, November 5, 2016

12:00-5:00 pm

Transportation Proposal

Destination:

Camp Wente
5401 Canyon Road, Willits

Objective:

To transport the majority of MWB Camp participants to and from the event by bus, in order to enhance the "camp experience", to reduce the number of drivers and the amount of parking at Wente, and to provide a buffer of time between the event and people getting in their own vehicles to drive.

Request:

To receive MCTC funds to cover bus costs to and from the MWB Camp, to allow the Museum to develop and test this transportation component, while the new event design is being inaugurated. Attendance is expected to be lower this first year than for previous events involving the train. Providing bus transportation as part of the total package, rather than for an additional fee both creates a more complete event and leads to a greater rate of use.

Sustainability:

Future events are expected to have higher attendance, and the ticket price may be able to be raised as well, to cover the transportation costs.

Charter Rates:

- Each bus is charged at \$65 per hour for use.
- Hourly rate does not apply when bus is not in service, minimum of 2 hours per use.
- Mileage is charged at \$2.25 per mile driven.
- Museum is requesting six buses. Fort Bragg vehicles are vans.
- MTA has six vehicles available, but is concerned about finding six drivers. Museum would provide drivers with "Dry" Camper status for the event.

Mileage:

- Museum to Wente One-Way: 8 miles
- Willits Hotels to Wente One-Way: 11 miles
- Ukiah to Museum One-Way: 30 miles
- Fort Bragg to Museum One-Way: 40 miles

Logistics:

If arrival and departure times were scheduled on a staggered basis, it would be possible to add one more Museum-to-Wente trip for each of the six vehicles for up to 176 additional guests at an additional mileage cost of \$216.

6 Buses - 8 Routes	Departure	Arrival	Capacity	Use Time	Mileage
A: Ukiah to Wente	11:00	12:00	35	2 hours	38 miles
A: Wente to Ukiah	17:00	18:00		2 hours	38 miles
B: Ukiah to Wente	11:00	12:00	35	2 hours	38 miles
B: Wente to Ukiah	17:00	18:00		2 hours	38 miles
C: Fort Bragg to Wente	10:30	12:00	18	2 hours	48 miles
C: Wente to Fort Bragg	17:00	18:30		2 hours	48 miles
D: Fort Bragg to Wente	10:30	12:00	18	2 hours	48 miles
D: Wente to Fort Bragg	17:00	18:30		2 hours	48 miles
E-1: Willits Hotels to Wente	11:00	11:30	35	2 hours	11 miles
E-2: Museum to Wente	11:45	12:00	35		8 miles
E-2: Wente to Museum	16:30	16:45		2 hours	8 miles
E-1: Wente to Willits Hotels	17:00	17:30			11 miles
F-1: Willits Hotels to Wente	11:00	11:30	35	2 hours	11 miles
F-2: Museum to Wente	11:45	12:00	35		8 miles
F-2: Wente to Museum	16:30	16:45		2 hours	8 miles
F-1: Wente to Willits Hotels	17:00	17:30			11 miles
TOTALS			246	24 hours	420 miles
			COST	\$1,560	+ \$945