



2016-17 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name 1st annual Highway 128 Holiday Wine Passport Weekend
 Years in existence? N/A
 Description A two day, holiday themed, passport event, with Toys for Tots collection at all participating locations, to promote tourism, sales, sales tax, and overnight stays within the Hwy 128 corridor and larger county area.
 Date(s) December 3, 2016 to December 4, 2016
 Location(s) Various locations throughout Anderson Valley and Yorkville Highlands
 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>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
Total Expenditures	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>\$1,406</u>	<u>N/A</u>
# Attendees	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>300</u>	<u>N/A</u>
% Attendees Outside the County	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>50%</u>	<u>N/A</u>
# Vendors	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>25</u>	<u>N/A</u>
# Volunteers	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>2</u>	<u>N/A</u>
# Room Nights	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>40</u>	<u>N/A</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 QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 1,406

How will the funds be used? The funds will allow us to add an off season event, without taking a budget hit for a free inaugural event, two days, allowing us to grow the event, and charge for tickets, in future years.

*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? Visitors will be educated, entertained, and influenced 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 off season room stays associated with our two day event, and beyond as attendees are influenced to return for additional Mendocino County visits.

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 event that your support makes possible.

How do you feel the municipalities (county & city governments) will benefit from your event/program? A quality event held in Mendocino County, with participation from Yorkville Highlands to Anderson Valley, reflects well county wide, and enhances the reputation of our communities and 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, in promotion, and in materials given to each attendee

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
BOD President
Chair/CEO 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

JC (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.

JC (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. Casano Date: 9/15/16

This area is for the Festival Committee & MCTC Executive Director

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

Notes: _____

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