



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Taste of Mendocino
 Years in existence? 3-
 Description A showcase for consumers, trade + media - celebrating Mendocino County's wineries, breweries, spirits, food producers, destination hotels, + restaurants.
 Date(s) April 17, 2018 to April 17, 2018
 Location(s) Fort Mason Gallery 308
 Website www.tasteofmendo.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.

	2014	2015	2016	2017	2018
Total Revenue		15,375	16,880	15,400	18,000
Total Expenditures		25,125	18,270	19,900	21,250
# Attendees		200	200	250	250
% Attendees Outside the County		100	100	100	100
# Vendors		40	32	32	32
# Volunteers		10	10	10	15
# Room Nights		0	0	0	0

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



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

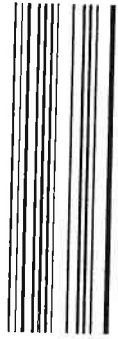
Ticket sales	\$	7500
Winery table fees (30 x 200)	\$	6000
Visit Mendocino County	\$	2500

OTHER FUNDING

<input checked="" type="checkbox"/> We will receive other sponsorship dollars	\$	2000
<input type="checkbox"/> We will receive matching funds	\$	
<input checked="" type="checkbox"/> We will receive in-kind donations	\$	
Total Revenue	\$	18,000

Expenses

Venue	\$	10,000
CATERING / Food	\$	2,000
Printing	\$	750
Security	\$	500
Rentals	\$	500
Contractors	\$	5,000
Glassware	\$	1,500
Advertising	\$	1,000
	\$	21,250
Total	\$	



EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (VMC)?

\$ 2500⁰⁰

How will the funds be used?

To purchase logo glassware - promoting Visit Mendocino County's tagline + logo, digital advertising + social media programming.

*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? 2

How do you feel the out-of-town visitor will benefit from your event or program?

A unique event which creates the sense of Mendocino County - in San Francisco!!

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

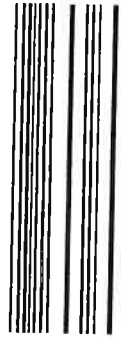
This event targets Bay Area demographics + provides a unique "Taste" of our county - a definite tourism experience to attract visitor to come to Mendocino County.

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program?

Attracting visitors to come to Mendocino County.

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

Attracting visitors to come to our county.



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

Prominent recognition on all marketing materials - website, program + social media - Glassware promotes DMC as a "take away" for guests.

How can Visit Mendocino County (VMC) 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 Promote w/ social media to North Bay area followers.

This portion purposely left blank.



ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # 46-0690621

Organization/Business Name Mendocino Winegrowers Inc

Chair/CEO Scott Willoughby Phone _____

Main Contact Bernadette Byrne Role Executive Director

Email info@mendowine.com Phone 707-901-7629

Address 390 West Stanley St.

City/Zip Ukiah CA 95449

Website www.mendowine.com

BAB

(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.

BAB

(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 Visit Mendocino County (VMC) that I will provide the "Post Event/Program Report" to VMC 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.

Signature: Bernadette Byrne Date: 10/30/17

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____