

2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Mendocino County Homebrew Festival

Years in existence? None

Description A festival featuring home brewers from several clubs in Lake and Mendocino county and also from around Northern CA competing to become the people's choice winner. (The event will also be open to ciders and other fermented beverages.) Local Farm-to-table food will be available for purchase. The event is a benefit for the Good Farm Fund, which is providing insurance and the ABC license.

Date(s) 11/4/17 2-3pm for vip tickets and brew panel judges, 3-6 general public

Location(s) Ukiah Valley Conference Center, Ukiah

Website www.mendohomebrewfest.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	N/A____	N/A____	N/A____	\$7,250	\$10,550
Total Expenditures	____ N/A____	N/A____	N/A____	\$9,750	\$13,000
# Attendees	____ N/A____	N/A____	N/A____	100+	200
% Attendees Outside the County		N/A____	N/A____	50	100
# Vendors	____ N/A____	N/A____	N/A____	26	31
# Volunteers	N/A____	N/A____	N/A____	15	20
# Room Nights	N/A____	N/A____	N/A____	25	50

**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)

Notes: All revenue and expense figures are initial estimates for this 1st time event. Ticket sales assume 5 premium and 100 general sales. There is no paid staff for this event. The goal is to provide a charitable donation to the Good Farm Fund.

Revenue

<input type="checkbox"/> Tickets	_____	\$ 3,300_____
<input type="checkbox"/> Sponsorship	_____	\$ 2,200_____
<input type="checkbox"/> Food sales	_____	\$ 250_____
<input type="checkbox"/> Shirt sales	_____	\$ 100_____
	_____	\$ _____

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 *	\$ 1,400
	Total Revenue	\$ 7,250

Expenses

<input type="checkbox"/> Tasting glasses	_____	\$ 500_____
<input type="checkbox"/> Event Shirts	_____	\$ 500_____
<input type="checkbox"/> Wrist bands, caps, contest gear	_____	\$ 250_____
<input type="checkbox"/> Event prizes	_____	\$ 600_____
<input type="checkbox"/> Day of provisions (e.g., ice, etc)	_____	\$ 450_____
<input type="checkbox"/> Print media, posters and cards plus distribution labor	_____	\$ 1,100_____
<input type="checkbox"/> Beer Specific on-line and print advertising	_____	\$ 1,500_____
<input type="checkbox"/> Radio and print media	_____	\$ 1,000_____
<input type="checkbox"/> Ukiah Valley Conference Center	_____	\$ 3,850
	_____	\$ _____
	Total Expenses	\$ 9,750

* In-kind sponsors to date are KZYX, KWINE & KMAX Radio, and Riley's cab service each values at \$350.

EVENT/PROGRAM QUESTIONNAIRE

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

How will the funds be used? Grant funds will be dedicated to advertising this start up event with paid advertizing focused on North Bay counties. We anticipate using beer-specialty web platforms and other targeted on-line advertizing, postering and radio, in addition to soliciting print stories.

**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? X 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 get to experience one-of-a-kind local brewing creativity & unique tastes along with premium Mendocino farm -to-table food - all while taking in the best of Ukiah's downtown core.

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

This is a drinking event and both brewers and guests will be encouraged to stay over rather driving afterwards. We will also provide complimentary taxi service to local lodging.

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

As noted above the event is designed to get people into downtown and to get them to stay overnight. Additionally the event is set to let its guests out into the downtown dinning area at just the right time for Saturday night dinner.

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

The city of Ukiah is interetsed in a Mushroom festival event. Our selected location is ideal for bringing visitors into the core of Ukiah. As noted above the event is designed to introduce a crowd of hungry people into the downtown core.

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

This event was developed at Visit Mentocino County's request to function as an anchor and attraction that will help boost participation in and awareness of its larger Mushroom, Wine and Beer Festival

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 _____

This portion purposely left blank.

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # 94-1671958 (NCO, the Good Farm Fund sponsor)

Organization/Business Name NCO / Good Farm Fund
Chair/CEO Patty Bruder (Ex Dir) Phone 707-462-1956
Main Contact Matt Brown Role: Event Organizer
Email msb@beermecca.com Phone 707-396-3929
Address 508 Jones Street
City/Zip Ukiah, CA 95482
Website www.mendohomebrewfest.com

___ (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 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: _____ Date: _____

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____