



Mendocino County – Planning an event in the unincorporated areas of Mendocino County? Please contact the Mendocino County Planning & Building Services Department at 707-234-6650 (Ukiah) or 707-964-5379 (Fort Bragg) for permit information and other requirements.

California Department of Alcoholic Beverage Control (ABC) – Planning to serve alcohol at your event? Click here for more information or contact the Santa Rosa District Office at 707-576-2165.

2017-18
~~2016-17~~ **Mendocino County Event & Program
 Funding Request Application**

EVENT/PROGRAM DETAILS

Event/Program Name: Mushroom Festival at the UC Hopland REC

Years in existence? 0

Description A selection of events allowing the public to

- Interact with experts in fungi and leaders in wildlife research
- Relax to the world class acoustic guitar of Alex De Grassi
- Enjoy a mouthwatering dinner of local produce including mushrooms and accompanied by Hopland wines
- Engage with stunning Mendocino County landscapes at the 5,300 acres UC Hopland Research and Extension Center

Date(s) November 4th, events from 10am-9pm

Location(s) UC Hopland Research and Extension Center, 4070 University Road, Hopland

Website <http://hrec.ucanr.edu/>

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	_____	_____	_____	_____	\$7,224 (with
grant – this event would struggle to exist without VisitMendocino funding!)					
Total Expenditures	_____	_____	_____	_____	\$5718
# Attendees	_____	_____	_____	_____	120
% Attendees Outside the County	_____	_____	_____	_____	60%



Vendors In partnership with a number of local produce suppliers, 0 vendors

Volunteers _____ 15

Room Nights _____ 15

*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

Tickets sales \$4,224

Bar sales \$500

Sponsorship/grants \$2500(VisitMendocino)*

TOTAL \$7,224

OTHER FUNDING

We will receive other sponsorship dollars \$ _____

We will receive matching funds \$ _____

We will receive in-kind donations \$ 600

Total Revenue

\$ 7,824 *(including 2.5k grant)
 5324 (w/o grant)

Expenses

Marketing \$1000

Staff time* \$1,622

Catering \$1,796

Running costs of facility (including janitorial) \$250

Cost of County permits \$50

Performer Alex De Grassi at greatly reduced rate \$1000

Speaker Dr. Justin Brashares, UC Berkeley – willing to speak on our behalf for free \$0

Total Expenses

\$ 5,718

EVENT/PROGRAM QUESTIONNAIRE

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



How will the funds be used? \$1000 reduced rate for grammy nominated and internationally acclaimed musician Alex De Grassi (typically his fee is \$4000- but he is open to this reduced rate to support our work), \$1000 advertising/marketing costs, \$500 to support costs of catering.

**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 **If YES, how many consecutive years?** _____

How do you feel the out-of-town visitor will benefit from your event or program? Exposure to a research facility and landscape which is infrequently open to the public. This landscape, it's species and research is commonly referred to as "a gem" in our County. Dr. Justin Brashares is a fantastic speaker conducting research on this site – allowing visitors to understand the science in their "backyard" (an example of Dr. Brashares work in Ghana can be found in this short National Geographic film: <https://www.youtube.com/watch?v=HijeLf9Uwo>.) Now Dr. Brashares considers the "quiet return" of large predators to our Mendocino County landscape.

Coupling this science with the opportunity to forage for fungi and to hear world acclaimed acoustic guitar in the midst of our oak woodlands is a rare opportunity.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? Hopland, Ukiah accommodation should benefit from the number of people who travel from the Bay area to attend an event with a world class musician, researcher and landscape.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? We plan to partner with the growing number of Hopland restaurants to offer visitors a variety of options for lunch/dinner during our event.

How do you feel the municipalities (county & city governments) will benefit from your event/program? Raising awareness of the beauty of this landscape and the rare resources including incredible diversity of fungi and other wildlife. Allowing the opportunity to relax with world class music in a new facility for the county and helping visitors see the value of this property for recreation and research.

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



Recognition on our website, logo on printed materials and through e-mail newsletter to 2000 subscribers. Awareness of event will also be raised through facebook and twitter accounts and through UC avenues to other campuses e.g. Berkeley, Davis.

How can Visit Mendocino County (MCTC) help make your event/program more successful with our existing services?

- Y Assist in collecting room rates & facilitating room blocks for attendees, vendors, performers and/or speakers
 - Y Partner by utilizing existing marketing vehicles to promote to audiences outside the county
 - Y Partner by utilizing existing media promotions to promote to audiences outside the county
 - Y Electronic distribution of information concerning your program or event to stakeholders
- ____ Other _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID - 94-6036494 also please find attached non profit id information

Organization/Business Name U.C. Hopland Research and Extension Center

Chair/CEO Director Dr. Kimberley Rodrigues Phone (707) 744 1424 ext 115

Main Contact Hannah Bird Role Community Educator Email hbird@ucanr.edu

Phone 703 744 1424 ext 105

Address UC HREC, 4050 University Road,

City/Zip Hopland CA 95449

Website hrec.ucanr.edu

XR (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.

XR (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.