



## 2017-18 Mendocino County Event & Program Funding Request Information

For the 2017-2018 fiscal year, the Board of Directors of Visit Mendocino County (VMC) has set a fund of \$20,000 to support events and programs happening July 1, 2017-June 30, 2018. VMC has established a grant application process, with grant awards up to \$2,500, depending on the demonstration of need.

VMC invites tourism project funding requests from businesses and organizations that produce programs or events to increase overnights stays to our area, positively impact sales tax businesses, promote tourist attractions in the region, or develop programs targeted to a large percentage of visitors.

Through this funding request program, VMC seeks to invest in the development and expansion of events and programs that identify with the VMC brand for both residents and visitors with the specific goals of increasing tourism and tourism-generated revenue for our communities.

### **Activities eligible for funding:**

- Events and/or programs slated to take place during the fiscal year shown on this application which meet the criteria listed on the following pages.

### **Activities not eligible for funding:**

- Events or programs political or religious in nature
- Events or programs that may be contrary or harmful to the mission, principles and philosophies of VMC
- Events or programs funded by VMC beyond (3) three consecutive years
- Concerts or concert series within an individual business
- General administrative costs
- Operational expenses
- Commercial or for-profit organizations requesting funds for capital improvements or projects
- Program promoting tourism outside of Mendocino County
- Events or programs directed mostly to residents of Mendocino County
- Requests for more than \$2,500

Funding available for these requests come out of VMC's overall budget, made possible by the county-wide lodging assessment.



## **Criteria for evaluating applications:**

### **Event & Program Sustainability**

An event or program will be considered sustainable if it is produced with strong growth opportunity that offers the long-term potential of taking place for several years. As a part of sustainability, funding is given out at a maximum for (3) continuous years if eligibility criteria are met.

### **Event & Program Marketing**

The event or program strengthens VMC's marketing position as a destination.

### **Event & Program Economics**

The event or program has the high potential of impacting both commercial lodging and sales tax businesses while minimizing this commission's financial risk by offering a positive return on the VMC's investment.

### **Who May Apply**

Applications are accepted from non-profit organizations and for-profit businesses who can demonstrate the need for funding for their program or event. These events and programs must be aimed at tourism development that brings visitors to Mendocino County communities, creates overnight stays in Mendocino County's commercial lodging properties, and positively impacts sales tax businesses. Priority will be given to events and programs held mid-week (Sunday-Thursday) and/or the off-peak season (December-February).

### **Application & Selection Process**

Applications are accepted by the last business day of each month for review by the Festival Committee the following month. All applications are vetted by VMC Staff to ensure compliance with submission criteria. The Festival Committee then will review the application and make its recommendation to the VMC Executive Director, who will make the final determination of the award within 45 days of the Festival Committee's recommendation. Please note: Applications requiring VMC's Board of Directors review and approval may take up to 60 days to process.

Applicants denied by staff's initial review can appeal directly to the VMC Executive Director and have their application reconsidered for review by the Festival Committee. Appeals must be made in writing within 10 calendar days of notification. The Executive Director's decision however is final.

Applications can be submitted (4) four ways:

- **Email:** [info@visitmendocino.com](mailto:info@visitmendocino.com)
- **Mail:** Visit Mendocino County, 345 North Franklin Street, Fort Bragg, CA 95437
- **In Person:** During regular business hours at 345 North Franklin Street, Fort Bragg, CA 95437



- One application per organization, per event/program per fiscal year. Incomplete applications will not be processed. VMC is not responsible for confirming received applications nor lost, damaged or incomplete ones.

### **Volunteer Mendocino County**

For every \$100 requested, we ask you or your organization to donate 0.25 hours to another Mendocino County event or program. This pay-it-forward program allows events seeking volunteers to access individuals and/or organizations that are willing to donate hours and it offers your organization or business an excellent opportunity to network with other event producers throughout Mendocino County.

Please see the enclosed Volunteer Mendocino County Packet for list of some qualifying events. This package also contains a Verification Form. We ask that once the volunteer requirement has been met, this form be completed and signed by the person supervising the volunteer hours. Questions can be directed to Luz Harvey ([Luz@VisitMendocino.com](mailto:Luz@VisitMendocino.com))

### **VMC Toolkit**

With your receipt of funds, we will provide you with a VMC toolkit containing our logo. We ask it be used on your website and printed collateral relating the event or program the funds will be used for. Printed items include posters, rack cards and letterhead. The kit will also contain resources such as contact information for free or low cost marketing opportunities and other useful items to help make your event successful.

### **Event Permit & Insurance Requirement Resources**

**City of Fort Bragg** – Planning an event in the city limits of Fort Bragg? [Click here](#) for more information or contact the Community Development Department at 707-961-2827 ext. 112.

**City of Ukiah** – Planning an event in the city limits of Ukiah? [Click here](#) for more information or contact the Public Works Department at 707-467-5726.

**City of Willits** - Planning an event in the city limits of Willits? [Click here](#) for more information or contact the City Hall at 707-459-4601.

**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 Mendocino County Event & Program Funding Request Application

### EVENT/PROGRAM DETAILS

Event/Program Name Fringe Festival Ball / 'Topless Tapas' dinner show and Dystopian Prom

Years in existence? 1

Description Topless Tapas 4 course dinner show featuring renown chef Nicholas Petti, Stories by Coastal Storytellers, performers from multiple Mendocino Based organizations followed by the 'Dystopian Prom' ball.  
...In cooperation with the Mendocino County 'Almost' Fringe Festival, Flynn Creek Circus and Circus Mecca present the 2nd annual Fringe Festival Ball. While keeping with the 2017 theme, the 2018 Ball promises extra surprises, more entertainment and even more fun...  
'Dystopian Prom' is a one of a kind entertainment event featuring interactive survival games, DJ music, an occasional awkward 'slow' dance, variety performances and the much anticipated 'Anti Prom King and Queen' contest'. Dress your best and adorn with survival gear for the apocalypse of your choosing. Art installations, inter-active games and 'topless' tapas by reknown chef Nicholas Petti...

Date(s) April 14, 2018 to \_\_\_\_\_

Location(s) Crown Hall, Mendocino

Website flynncreekcircus.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	projected 2018
Total Revenue	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>\$7608 with grant</u>	<u>8800 with grant</u>
Total Expenditures	<u></u>	<u></u>	<u></u>	<u>\$7216</u>	<u>8665</u>
# Attendees	<u></u>	<u></u>	<u></u>	<u>196</u>	<u>225</u>
% Attendees Outside the County	<u></u>	<u></u>	<u></u>	<u>42</u>	<u>60</u>
# Vendors	<u></u>	<u></u>	<u></u>	<u>6</u>	<u>6</u>
# Volunteers	<u></u>	<u></u>	<u></u>	<u>23</u>	<u>28</u>
# Room Nights	<u></u>	<u></u>	<u></u>	<u>unknown</u>	<u>unknown</u>

\*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 Estimated based on 2017 financials

Topless Tapas dinner show	\$ 4000
Dystopian Prom Ball	\$ 1000
Bar Sales	\$ 1400
Games / Vendor fees	\$ 200
	\$ 0

### OTHER FUNDING

<input checked="" type="checkbox"/> We will receive other sponsorship dollars seeking local business sponsors starting Jan 2018	\$ unknown
<input type="checkbox"/> We will receive matching funds	\$
<input checked="" type="checkbox"/> We will receive in-kind donations	\$

Beer and Wine \$600	<b>Total Revenue</b>	\$ 6600, or 8800 with MCT grant
Performer Contract fees donated \$3600		\$
Decoration and rental equipment \$1400		\$

### Expenses

Catering	\$ 1100
Space rental	\$ 795
Printing/Posting	\$ 600
Installation materials, miscellaneous (balloons, props, draping, etc..)	\$ 700
DJ and Sound equipment	\$ 600
Permits and insurances	\$ 1700
donated items: beer/wine (\$600), Performer fees (\$3600), event equipment/chairs (\$1400), art (value unknown) marketing design (\$900), Pre-production administration/creation (\$1300)	\$ donated
Advertising	\$ 1200
Staff fees, bartenders, security, door staff, games staff, non volunteer performers	\$ 2000
	\$
<b>Total Expenses</b>	<b>\$ 8695</b>



## EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (VMC)? \$ 2200

How will the funds be used? \_\_\_\_\_

VMC funds will be used for preproduction expenses. Specifically, securing the location (\$795), Initiating advertising (\$1200) and a portion of the promotional print materials (\$200). Funds will be matched and exceeded by volunteer labor, donated equipment, and business sponsorships. Our partnering organizations, Flynn Creek Circus, Circus Mecca and associated artists, musicians, performers and chef Nicholas Petti recognize growth potential for the annual event. We are seeking seed funds to launch the annual event into a financially independent contributor to the economic sustainability of Mendocino County Tourism.

\*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? 2017

How do you feel the out-of-town visitor will benefit from your event or program? Flynn Creek Circus and affiliated organizations are actively building the Mendocino County 'destination' reputation by creating exciting events that feature Mendocino artists, chefs, musicians and performers. Out of county visitors will experience a high quality production that strengthens the area reputation.

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

The event will draw tourism to the area, resulting in both Mendocino 'brand awareness and direct lodging sales. FCC will target out of county fan base of over 11,000 followers.

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? The event will contract only local vendors and suppliers.

How do you feel the municipalities (county & city governments) will benefit from your event/program? The event will generate tax revenue from the permitting process.



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

FCC seeks to create an annual cornerstone event for the 'almost' fringe festival, posting VMC logo and promoting the event/s by engaging local involvement as well as driving out of county attendance.

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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 We would like to partner with lodging members to create hotel/ticket packages.

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