



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Kelley House Emporium

Years in existence? NEW

Description Reinvents for today a suspended 35year auction that attracted visitors for
Creates a shopping mall of local merchants w/o storefronts, with a silent a
Showcases Mendo experiences, and a selection of fine objects
Fri. evening Speakeasy party complements exhibit: 20th Century Outlaws

Date(s) October 5 to October 6, 2018

Location(s) Crown Hall, Mendocino

Website kelleyhousemuseum.org

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					21000
Total Expenditures					14000
# Attendees					400
% Attendees Outside the County					140
# Vendors					12
# Volunteers					30
# Room Nights					140

**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

Budget attached with a comparison to show how much impact the support will have.

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

OTHER FUNDING

We will receive other sponsorship dollars \$ _____

We will receive matching funds \$ _____

We will receive in-kind donations \$ _____

Total Revenue \$ 0

Expenses

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Expenses \$ 0



EVENT/PROGRAM QUESTIONNAIRE

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

How will the funds be used? Primarily on out of area publicity, focus on Bay Area
A share between food, facilities and decorations will improve the event experience.

We estimate significant improved income from your investment; makes this event viable
Goal: establish annual event, but launch potentially too expensive for our current ability

**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? No

How do you feel the out-of-town visitor will benefit from your event or program? Visitors can shop.
For specialty Mendo products they might miss, & wide range of silent auction items
Friday night Speakeasy will be the place to be in town that weekend

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? Event planned w/ help of lodging busines
They report extra value to returning guests. Need for something special to do in town.
Will promote all summer as a reason to come back again, something special in town

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? When visitors come to town to shop, all shops benefit.
Local retailers and restaurants will be donors; their businesses promoted at the event.
Event food is snacks & appetizers so guests will eat primarily at local restaurants

How do you feel the municipalities (county & city governments) will benefit from your event/program? Support economy & hospitality industry; we increase diversity of Mendo attractions
Kelley House has track record for attracting "history tourists," historic-theme events incr
Our goal: increase awareness and appreciation of Kelley House among repeat visitors



What benefit or how will Visit Mendocino County (VMC) be recognized in exchange for funding?
Your early approval will include you as principal sponsor in wide publicity starts June.

Includes website & link, social media, print. Summer teaser campaign for Speakeasy
Kelley House Emporium theme: "Shop Mendocino—Yesterday and Today"

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 # tax ID # 94-2277534

Organization/Business Name Kelley House Museum, Inc.

Chair/CEO Steven R. Smith Phone 707-937-4752

Main Contact Cornelia Reynolds Role Event Chair

Email cjsreynolds@sbcglobal.net Phone 707-494-2149

Address P.O. Box 922

City/Zip Mendocino 95460

Website kelleyhousemuseum.org

CR _____ (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.

CR _____ (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: _____ Cornelia Reynolds Date: May 10, 2018

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____