



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Northern California Women's Empowerment Summit

Years in existence? 1

Description This is an event of women coming together to explore, discover and celebrate the power of being a woman. On site speakers, and speakers from around the world via the web, will help participants clarify their own purpose and direction.

Date(s) June 9, 2018 to _____

Location(s) Little Lake Grange, Willits, CA

Website _____

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	N/A	16,500
Total Expenditures					16,500
# Attendees					100
% Attendees Outside the County					40
# Vendors					20
# Volunteers					20
# Room Nights					20

*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

100 ticket sales at \$65/each	\$ 6,500
<hr/>	<hr/>
We've developed a sponsorship program with a goal	\$
<hr/>	<hr/>
of generating \$10k.	\$
<hr/>	<hr/>
<hr/>	\$
<hr/>	\$

OTHER FUNDING	<input checked="" type="checkbox"/> We will receive other sponsorship dollars	\$ 10,000
	<input type="checkbox"/> We will receive matching funds	\$
	<input type="checkbox"/> We will receive in-kind donations	\$
	Total Revenue	\$ 16,500

Expenses

Event location and insurance	\$ 1000	
<hr/>	<hr/>	
Advertising	\$ 4000	
<hr/>	<hr/>	
Printing - flyers, posters, handouts, etc	\$ 1000	
<hr/>	<hr/>	
SWAG	\$ 500	
<hr/>	<hr/>	
Graphic Design	\$ 1000	
<hr/>	<hr/>	
Decor	\$ 2000	
<hr/>	<hr/>	
Audio/Visual	\$ 2000	
<hr/>	<hr/>	
Food	\$ 1500	
<hr/>	<hr/>	
Misc/Contingency	\$ 750	
<hr/>	<hr/>	
Paid staff	\$ 3000	
<hr/>	<hr/>	
	Total Expenses	\$ 16,500



EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (VMC)? \$ 2500

How will the funds be used? The funds received from VMC will be utilized for advertising and promotion outside of the area to draw in tourists for this unique experience. We're creating an opportunity for out of town visitors to explore Willits and the surrounding area.

**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? The out of town visitor will not only experience the event, they will also have the opportunity to explore Willits and the entire Little Lake Valley. We want them to come back

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event or program? Since the event is an all day event on Saturday we expect out of town guests will need accommodations for both Friday and Saturday evening. We will provide a list of local things to do, attract

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? Guests will need to eat during their weekend stay, they'll want places to shop, and pay for unique Mendocino County experiences such as a trip on the Skunk Train or one of the many options.

How do you feel the municipalities (county & city governments) will benefit from your event/program? The vision is to host the event every year and become THE Northern California Women's Empowerment Summit. This will create recurring revenue for the County and community while positioning Willits as an event destination.



What benefit or how will Visit Mendocino County (VMC) be recognized in exchange for funding?
VMC will be featured as a Signature Sponsor of the event with your logo

featured on all promotional and event materials. We want to create a win-win

situation and help VMC achieve your goals while creating a great annual event

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 # Willits Business License 6504

Organization/Business Name Quantum Level Consulting

Chair/CEO Claudia Wenning Phone 707 354-3111

Main Contact _____ Role _____

Email Claudia@ClaudiaWenning.com Phone _____

Address PO Box 125

City/Zip Willits, CA 95490

Website _____

CW (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.

CW (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: 2/16/18

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____