

Description-

An out door, family friendly, day long music event featuring 18 bands; both local and from out of the area. Music genres consist mostly of Heavy metal, hard rock and punk. The main focus of the event is to create a network for both visiting and local bands that will allow for more events that feature new and fresh talents paired with our local bands. We feel that creating this opportunity for networking will in turn, create a more culturally diverse musical environment, that will ultimately draw patrons and tourists from out of the area. In turn, we feel that this can be helpful to both the local community, as well as the local musicians, hotels/motels, venues and restaurants. The event is free to attend with non-profit beer garden, vendors and food. Along with promoting a network system, we also make our best efforts to promote conscientious causes such as Autism Speaks and Environmental issues. Our Non profit beer garden benefits KMEC the Mendocino Environmental Center, and radio station, which in turn, offers us unlimited advertising through their station.



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Redwood Metafest 2018

Years in existence? 6

Description see attached

Date(s) 8-18-18 to 8-18-18

Location(s) Alex Thomas Plaza Ukiah ca.

Website n/a

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		\$1200	\$1500	\$2200	\$4400
Total Expenditures		\$1200	\$1500	\$2200	\$4400
# Attendees		500	1000	1500	2000+
% Attendees Outside the County		150	350	400	500
# Vendors		10	12	18	20
# Volunteers		65	65	85	120
# Room Nights		75	175	200	250

*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

MetalX Productions (Anderson Ca.)	\$	\$300.00
Fusion Pit (Anderson Ca.)	\$	\$150.00
Trust Tadoo (Ukiah)	\$	\$200
_____	\$	
_____	\$	

OTHER FUNDING	<input checked="" type="checkbox"/> We will receive other sponsorship dollars	\$	\$800
	<input type="checkbox"/> We will receive matching funds	\$	
	<input checked="" type="checkbox"/> We will receive in-kind donations	\$	450
	Total Revenue	\$	<u>1900.000000</u>

Expenses		
Park Rental	\$	\$350
Insurance	\$	\$250
Sound and lighting	\$	\$600
Hospitality	\$	\$300
Non profit tee shirts	\$	\$400
Printed promotion and advertising	\$	\$800
Radio and online promotion/advertising	\$	\$1400
misc.	\$	\$300
_____	\$	
_____	\$	
Total Expenses	\$	<u>4400.000000</u>



EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (VMC)? \$ \$2500.00

How will the funds be used? Funds are intended for promotional expenses through printed ads, posters, and periodicals as well as radio and online promotion. Specifically with North Bay Bohemian, The Press Democrat, The Trader, KMUI Radio and 107.7 thee bone and similar media outlets

**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? n/a

How do you feel the out-of-town visitor will benefit from your event or program? The intent is to introduce the out of town visitors to the music culture of Mendocino County as well as the Community of Mendo County itself

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? These entities have and will continue to benefit from future events created from the networking system, and bands and patrons will attend these events and stay overnight.

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? Our event is free, so patrons reserve thier money for patronizing vendors, and local businesses. The location of the event is in downtown Ukiah, within short walking distance to MANY local restaraunts and businesses

How do you feel the municipalities (county & city governments) will benefit from your event/program? Culturally it shows diversity and makes the area more appealinging to visit and sales taxes generated as a result are both immediate to the event and sustained through future tourism



What benefit or how will Visit Mendocino County (VMC) be recognized in exchange for funding?
We will recognize the VMC as a MAJOR sponsor in all promotional materials
and we are open to suggestions of what the VMC would feel is satisfactory
in recognizing the organization

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 any and all available resources are welcomed

This portion purposely left blank.



ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # 545-49-1010

Organization/Business Name Mendo Metal heads

Chair/CEO n/a Phone _____

Main Contact Bryon Corral Role main organizer

Email b.stiky@yahoo.com Phone 707 812 2949


Address 154 Gardens Ave

City/Zip Ukiah, Ca.

Website 95482

BC (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.

BC (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: _____







