



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name A Taste of Redwood Valley - Wine + Whiskey
 Years in existence? 25
 Description An association (non profit corporation 32-000617) of Redwood Valley wineries who host 3 annual passport type events a year, with visitors visiting each site on the map and sampling their wares, Appetizers are served, musicians on site as well as local artisans
 Date(s) June 16+17, Nov 17+18 to Feb 16, 2019
 Location(s) Individual wineries + distilleries, American Craft Whiskey, Craft Distillers,
 Website Frog Vineyards, Braziano, Guiseppe/Neese, Testa Vineyards
www.tasteofrv.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	2018
Total Revenue	<u>18,670</u>	<u>19,290</u>	<u>13,095</u>	<u>6,345</u>	
Total Expenditures	<u>19,390</u>	<u>20,627</u>	<u>11,121</u>	<u>7,876</u>	
# Attendees	<u>746</u>	<u>771</u>	<u>655</u>	<u>1200</u>	
% Attendees Outside the County	<u>250?</u>	<u>250?</u>	<u>200?</u>	<u>400</u>	
# Vendors	<u>8 wineries 20 artisans</u>	<u>8 wineries 20 artisans</u>	<u>7 wineries 20 artisans</u>	<u>6 wineries 12 artisans</u>	
# Volunteers					
# Room Nights	<u>125?</u>	<u>125?</u>	<u>125?</u>	<u>125?</u>	

*Please note: the number of room nights can include hotels, motels, vacation rentals, RV parks & campgrounds.

In 2017 we starting hosting free events. Attendance greatly increased and sales at wineries + vendors increased



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

For the 2018 budget ^{each} ~~the~~ winery + distillery are contributing \$1000 for the year.
All volunteer staff.

_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____

OTHER FUNDING

- We will receive other sponsorship dollars \$ \$1000 from MWI
- 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)? \$ 2500.00

How will the funds be used? Radio ads targeting Bay Area, Sonoma County and Sacramento

*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? _____

How do you feel the out-of-town visitor will benefit from your event or program? The visitor will discover the rich traditions of Redwood Valley wineries and distilleries.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? Our Father's Day TORV event and our Holiday Sale are 2 day events. Many visitors taste the first day, make notes, and then return the second day to purchase. So they need a place to stay.

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? Visitors come to Inland Mendocino for 2 days and will need to eat breakfast and dinner.

How do you feel the municipalities (county & city governments) will benefit from your event/program? A positive fun experience that will spark interest in returning for more wine tasting & exploration

2018 TOAD Budget

INCOME

Member dues 6000.00

MWI Sponsorship 1000.00

\$7000.00

Expenses

INSURANCE 652

FRANCHISE TAX (DAD) 800

ACCOUNTING + LEAD 500

PROMOTION: RADIO 1000

HOTEL CARDS 2000

PRINT ADS 500

WEB DESIGN MAINT 400

SIGNS 600

CONTINGENCY

548

\$7000.00



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

*We would be happy to provide links on our website, as well as
The Facebook pages of each participating winery.
We could also mention sponsorship on our posters.*

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.

