



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.

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
- **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)

VMC Toolkit

With your receipt of funds, we will provide you with a VMC toolkit containing our logo which we ask be used on your website and printed collateral such as posters, rack cards and letterhead. The kit will also contain resources such as contact information for free or low cost marketing opportunities.

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.

2016-17 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name: NatureFest at Hopland REC

Years in existence? 0

Description [A selection of events allowing the public to](#)

- [Interact with experts and leaders in wildlife research.](#)
- [Explore and engage with stunning Mendocino County landscapes at the 5,358 acre UC Hopland Research and Extension Center while taking part in a citizen science effort to record as many species as possible over a 24 hour period.](#)
- [Enjoy a mouthwatering dinner of local produce.](#)

Date(s) [April 27th and 28th](#)

Location(s) [UC Hopland Research and Extension Center, 4070 University Road, Hopland](#)

Website <http://hrec.ucanr.edu/>

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	_____				\$6,932
Total Expenditures	_____				\$5,064
# Attendees	_____				150
% Attendees Outside the County	_____				40%
# Vendors	In partnership with a number of local produce suppliers, 0 vendors				



Volunteers _____ 40
 # Room Nights _____ 15

*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 – please see attached

Tickets sales	\$4,200	
Sponsorship/grants businesses)	\$2000	(\$1500 MCTC, \$500 local)
TOTAL	\$6,200	

OTHER FUNDING	__y_ We will receive other sponsorship dollars	\$500
	__ We will receive matching funds	\$ _____
	We will receive in-kind donations (prizes)	\$500
	Total Revenue	\$ 1000

Expenses

Marketing	\$100
Staff time*	\$735
Catering	\$2,880
Running costs of facility (including janitorial)	\$500
Portapotties	\$250
Speaker fees/accommodation	\$600

*Over 90 hours of volunteer time expected to be associated with this event, valued at \$2,134 (based on independent sector valuation of CA volunteer hours at \$28.46 per hour)

Total Expenses \$ 5,064

EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 1,500



How will the funds be used? Speaker fees for Lauren Esposito, California Academy of Sciences (\$200), Peter Alagona, Dr. Peter Alagona, UC Santa Barbara (travel \$200), Kate Marianchild (\$200). Offset cost of catered meal on Friday April 27th (\$300), volunteer meals (\$600).

*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** If YES, how many consecutive years? _____

How do you feel the out-of-town visitor will benefit from your event or program? Exposure to a research facility and landscape which is infrequently open to the public. This landscape, its species and research is commonly referred to as “a gem” in our County. Sharing the wonders of this site with the general public and introducing them to scientists and naturalists with the chance to become citizen scientists themselves during the “bioblitz” is a rare opportunity. A photography competition will also run alongside the event allowing participants to enter the best pictures they have taken of this Mendocino landscape and its wildlife.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? Hopland, Ukiah accommodation should benefit from the number of people who travel from the Bay area to attend an event allowing access to experts and to explore this habitat and meet its inhabitants!

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? We plan to partner with the growing number of Hopland restaurants to offer visitors a variety of options for lunch during our event.

How do you feel the municipalities (county & city governments) will benefit from your event/program? Raising awareness of the beauty of this landscape and the rare resources including incredible diversity of wildlife. Allowing the opportunity to relax and enjoy a locally sourced meal in a new facility for the county and helping visitors see the value of this property for recreation and research.

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

Recognition on our website, logo on printed materials and through e-mail newsletter to 2000 subscribers. Awareness of event will also be raised through facebook and twitter accounts and through UC avenues to other campuses e.g. Berkeley, Davis.



How can Visit Mendocino County (MCTC) help make your event/program more successful with our existing services?

- Y Assist in collecting room rates & facilitating room blocks for attendees, vendors, performers and/or speakers
- Y Partner by utilizing existing marketing vehicles to promote to audiences outside the county
- Y Partner by utilizing existing media promotions to promote to audiences outside the county
- Y Electronic distribution of information concerning your program or event to stakeholders
- ___ Other _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID - 94-6036494 also please find attached non profit id information

Organization/Business Name U.C. Hopland Research and Extension Center

Chair/CEO Director Dr. Kimberley Rodrigues Phone (707) 744 1424 ext 115

Main Contact Hannah Bird Role Community Educator Email hbird@ucanr.edu

Phone 703 744 1424 ext 105

Address UC HREC, 4050 University Road,

City/Zip Hopland CA 95449

Website hrec.ucanr.edu

XL (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.

XL (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 Mendocino County Tourism Commission (MCTC) that I will provide the "Post Event/Program Report" to MCTC 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.

		Grizzly Talk, Dinner, Night			SUM OF NATUREFEST COMPONENTS
Event Name		Hike	Spider Talk	BioBlitz	
Income	Number of people attending full price	50	50	60	160
	Full Price ticket \$	60.00	10.00	5.00	
	Number of people attending discounted price	20	20	40	
	Discounted Price Ticket Value \$	15.00	5.00	0.00	
	Number of COMP/speaker tickets	5.00	20.00	40.00	65
	Total number of attendees	75	90	140	305
	Total value of expected ticket sales \$	3300.00	600.00	300.00	4200
	Ticket revenue minus online credit card fee @4%	3168.00	576.00	288.00	4032
	Sponsorship or Grants	500.00	200.00	1200.00	1900
	Per head cost of caterer \$	30.00	0.00	0.00	
Expenses	Other food and drink cost (total)		30.00	600.00	
	Total cost of food inc. catering	2250.00	30.00	600.00	2880
	Base cost of Shippey Hall	250.00	250.00	0.00	500
	Cost of any permits required			250.00	250
	Marketing Costs			100.00	100
	Speaker Costs	200.00	200.00	200.00	600
	Community Educator hours involved in event	10.0	5.0	10.0	25
	Value of community educator staff time	29.38	29.38	29.38	
	Other staff hours involved in events	0.00	0.00	0.00	
	Value of other staff hours	0.00	0.00	0.00	
Total value of staff time	293.80	146.90	293.80	735	
Total cost per head to HREC		39.92	6.97	10.31	
Per head profit		8.99	1.66	0.32	
Total event revenue		3668.00	776.00	1488.00	5932.00
Total event cost		2993.80	626.90	1443.80	5064.50
Total profit of event		674.20	82.83	18.94	775.98

Volunteer hours = 90 hours valued at \$2,561 (based on independent sector valuation of CA volunteer hours at \$28.46 per hour)

April 27th: Schools
April 28th: Public
UC Hopland Research and
Extension Center

Nature Fest



What will YOU find?



University of California

Agriculture and Natural Resources

Research and Extension Center System

