



2022-2023 Mendocino County Event & Program Funding Request Information

For the 2022-2023 fiscal year, the Mendocino County Tourism Commission (MCTC) and the Board of Directors has approved a budget of \$30,000 for funding requests for events and programs happening July 1, 2022-June 30, 2023. Based on funding & qualified applications, MCTC may award grants up to \$3,000, depending on the demonstration of need by a predetermined point system.

MCTC invites tourism project funding requests from businesses and nonprofit organizations, including local tribes that produce programs or events to increase overnight stays to our area, promote tourist attractions in the region or who develop programs targeted to a large percentage of visitors.

Through this funding request program, MCTC seeks to invest in the development and expansion of events & programs that identify with the MCTC brand for both residents and visitors with the specific goals of increasing tourism and revenue. And with the additional goal of supporting businesses and nonprofits equally.

Activities not eligible for funding:

- Past events and/or programs in process
- Events or programs political or religious in nature
- Events or programs that may be contrary or harmful to the mission, principles and philosophies of MCTC
- Concerts or concert series within an individual business
- Program promoting tourism outside of Mendocino County
- Events or programs directed mostly to residents of Mendocino County
- Award requests for more than \$3,000.00

Funding available for these requests come out of MCTC's overall budget, made possible by the county-wide lodging assessment.



Events are evaluated using a number of criteria, including:

Event & Program Sustainability

The event or program is produced with strong growth opportunity that offers the long-term potential of being produced for several years at least; and, the event or program may position the county to attract similar events or programs.

As a part of sustainability, funding is given out at a maximum for (3) continuous years before discontinuation. This policy allows for new event and program growth.

Event & Program Marketing

The event or program strengthens MCTC's marketing position as a destination for educational, athletic, environmental, and arts and cultural events and experiences and focuses on the identified target audience.

TARGETS:

Demographics: • *Primary: Millennial, Gen-Z, Gen-X* • *Secondary: Baby Boomers/Time Affluent* • *HHI: \$100k+*
Geographic: • *Primary: State of California Drive Market* • *Secondary: Fly/Drive Markets: Oregon, Arizona, Nevada, Washington*

Event & Program Economics

The event or program has the high potential of impacting both commercial lodging and sales tax businesses while minimizing the county's financial risk by offering a positive return on the MCTC's investment.

Who May Apply

Non-profit organizations and businesses with a project or event who can demonstrate the need for funding. These events and programs must be held in Mendocino County, be aimed at tourism development and bring visitors to local communities that will create overnight stays in Mendocino County's commercial lodging properties, plus a positive impact to sales tax businesses.

Priority will be given to events and programs held mid-week (Sunday-Thursday) and/or the off-peak season (November -March).

*A point system will be used to determine validity of request.

Application & Selection Process

Funding applications are accepted by the last business day of each month, vetted by the VMC Festival Coordinator and reviewed by the Festival Committee the following month as appropriate. The Festival Committee will make their recommendations to the MCTC Executive Director. Determination of the award will be made within 45 days of the application deadline.

*Please note: If any applications require board review and approval, the award process will take longer (up to 60 days).



Applications can be submitted (3) three ways:

- **Email:** <mailto:janis@visitmendocino.com>
- **Mail:** MCTC - PO Box 89 | Ukiah, CA | 95482
- **In Person:** During regular business hours at 105 West Clay Street | Ukiah, CA | 95482

One application per organization, per event/program per fiscal year. Incomplete applications will not be processed. MCTC is not responsible for confirming received applications nor lost, damaged or incomplete ones.

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.



2022-23 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Hog Farm Hideaway

Years in existence? 2 years

Description The Hog Farm Hideaway is an intimate three-day, family friendly, magical music festival that takes place at the beautiful Black Oak Ranch in Laytonville, CA., featuring three nights with The String Cheese Incident plus many more amazing artists. The festival includes three stages of music, camping, interactive art installations, an eclectic assortment of food vendors, craft beers, wines, and adult libations, a coffee / tea lounge, a fantastic kids-zone, an activist area, healing sanctuary and more!

Date(s) June 9, 2023 to June 11, 2023

Location(s) Black Oak Ranch, CA

Website hogfarmhideaway.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.

	2016	2017	2018	2019	2022
Total Revenue					\$1,436,135.30
Total Expenditures					\$1,443,588.16
# Attendees					3200
% Attendees Outside the County					95%
# Vendors					400
# Volunteers					300
# Room Nights					

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



EVENT/PROGRAM BUDGET

Please provide or attach (1) one page outline of your event/program budget (please include any paid staff)

Overall Revenue from Ticket Sales & Merchandise, etc.

_____ \$ TBD

OTHER FUNDING We will receive other sponsorship dollars \$ NA

We will receive matching funds \$ NA

We will receive in-kind donations \$50,000 (retail value)

Total Revenue \$ _____

Expenses (attached)

_____ \$ _____

Total Expenses \$ _____

Projected Net \$ _____



EVENT/PROGRAM QUESTIONNAIRE

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

How will the funds be used? _____

**Note: you will be required to provide supporting documentation in the Post Event/Program Report.*

How will your organization or business market the event? _____

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? _____

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? _____

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? _____

How do you feel the municipalities (county & city governments) will benefit from your event/program? _____



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

How is your event aligned with the county's branding? _____

How can Visit Mendocino County (MCTC) 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 _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # _____

Organization/Business Name _____

Chair/CEO _____ Phone _____

Main Contact _____ Role _____

Email _____ Phone _____

Address _____

City/Zip _____

Website _____

___ (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.

___ (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.

Signature: _____ Date: _____



This area is for the Festival Committee & MCTC Executive Director:

Event Title:

Event Points Total from Matrix:

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

Notes: _____

