



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 | | | | | 110 (*this is what our event reserves for our own needs, including patrons it would in the thousands+ # of 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 \$ TBD

Expenses (attached)

_____ \$ _____

Total Expenses \$ TBD

Projected Net \$ TBD



EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 3000 _____

How will the funds be used? As a sponsor of the event, Visit Mendocino grant funding will help to underwrite our community outreach and marketing efforts. These efforts focus on communities like the Bay Area, Santa Cruz, Tahoe, and other areas in with a goal of bringing increased numbers of visitors and tourism dollars to Mendocino County.

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

How will your organization or business market the event? _____

Radio ads in markets throughout Northern California and Oregon. Targeted digital ads, social media marketing, and email campaigns.

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? _____

Out of town visitors will benefit from the experience of spending a weekend-long vacation in beautiful Mendocino County, They will enjoy great music, food, and the stunning scenery making them want to return to Mendocino County.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? We've been in contact with nearly all of the hotels and lodging options in the region and they all tell us that they are booked solid thanks to our weekend event. We are grateful to be able to generate much needed revenue for the community in this meaningful way.

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

The majority of our patrons are coming for the entire weekend. They are stocking up on supplies at Mendocino County supermarkets, dining out at local restaurants, filling thousands of vehicles with tanks of gas, and shopping in stores.

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

Mendocino County and city governments are benefiting from a valuable influx of visitors along the 101 corridor, in many towns and areas that don't otherwise see the same level of tourism dollars coming in annually as counties south and coastal areas.



What benefit or how will Visit Mendocino County (MCTC) be recognized and/or promoted in exchange for funding?
Visit Mendocino will be featured as a sponsor on our high traffic festival website and will be provided a booth at the event.
The event will also highlight Visit Mendocino in our social media, PR, and other outreach efforts.

How is your event aligned with the county's branding? Our messaging and event branding prominently features the value of experiencing a visit to beautiful Mendocino County.

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
Yes Partner by utilizing existing marketing vehicles to promote to audiences outside the county
Yes Partner by utilizing existing media promotions to promote to audiences outside the county
Yes Electronic distribution of information concerning your program or event to stakeholders
Other _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # 84-2513406

Organization/Business Name Shooting Star Events, LLC

Chair/CEO Tamara Klamner - CEO Phone _____

Main Contact Aaron Simon Role Marketing Director

Email aaron@benefitarts.org Phone 415-370-7296

Address 104 Fairview Ct.

City/Zip Petaluma, 94952

Website www.hogfarmhideaway.com

AS (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.

AS (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: Aaron Simon Date: 4/20/23



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

Event Title:

Event Points Total from Matrix:

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

Notes: _____

