



**VISIT MENDOCINO COUNTY  
EVENT CALENDAR / TIMING  
FY 2019/2020**

Event Date	Launch Date	Focus	Collateral
Sept 6 & 7, 2019	4 week campaign; launch Aug 9	<a href="#">Winesong</a> The premier wine and food tasting event on the coast. Held at the Mendo Coast Botanical Gardens	AXM campaign FB/IG No video; images?
November 1–10, 2019	8-week campaign; launch September 9	<b>Mushroom Feast Mendocino</b> Build on prior two years' successes. Highlight major events: Homebrew Fest; Circus? Italian Heritage Dinner?; foraging, etc.  Forage Yourself Happy? Landing page for digital campaign – revise with new events	AXM campaign FB/IG <b>Need new images/video</b>
January 2020 (dates TBD)	8 to 10 week campaign; launch November 30?	<b>Crab Feast Mendocino</b> Build on prior years' successes.  Grab Yourself Some Crab Landing page for digital campaign – revise with new events	AXM campaign FB/IG <b>Need new images/video</b>

March 2020	Launch immediately following Crab; run through first three weekends	<b>Whale Festivals:</b> Mendocino, Little River, Fort Bragg First three weekends of March	AXM campaign FB/IG <b>Need new images/video</b>
April 24–May 3, 2010	Launch immediately following Whales	<b>Spring Feast Mendocino</b>  New countywide event: Earth Day, wildflower hikes, spring lambs, county wine event Includes promotion of Taste Mendocino in SF	AXM campaign FB/IG <b>Need new images/video</b>
May to June		<b>July 4</b> in the county  Link to MendoMoment from 2019 (revised)	AXM campaign FB/IG <b>Need images/video</b> (Brendan may have)
Brand awareness	August – June		AXM campaign FB/IG <b>Need new images/video</b>