

Mendocino County Promotional Alliance (MCPA) Timeline

- 1998 MCPA formed mainly by wine and lodging- strong agricultural roots
Organization of parent organizations
Most seats are appointed by parent orgs
Erratic funding from county, wine and other sources
- 2001 Mendocino County Lodging Association (MCLA) went from coastal to county
Minimal funding from membership dues
- Some collaboration between the two, not enough money to be duplicating efforts
- 2006 MCLA formed Business Improvement District (BID)
County matches funds 50 cents to the dollar to MCPA
- Joint marketing committee formed, lots of duplication of efforts
- 2009 MCLA and MCPA create Visit Mendocino County (VMC)
Both parent boards remain active, funds passing from them to VMC
- 2016 VMC reinvented as the Mendocino County Tourism Commission (MCTC)
BID and County matching funds flow directly to MCTC
- MCLA and MCPA go dormant, MCPA retains pre-BID funds
- 2016 MCTC creates 3-year strategic plan
Action item to explore cannabis tourism
Cannabis Task Force Committee created
- 2017 MCTC recognizes importance of cannabis tourism
Committee recommendation to propose MCPA as cannabis promotion org
Policy letter from MCTC approved by MCPA
- 2018 MCPA actively recruits board members and evaluates by-laws
Funding Committee outlines short and long-term funding possibilities
- County sponsors tracking website. By and for Boomers.
- Cally Dym and Mary Ann Petrillo meet with Supervisors McCowan and Gjerde, CEO Carmel Angelo and other county staff. Receive positive support for MCPA to promote cannabis tourism.
- 2019 Mendocino Cannabis Industries Association and Mendocino Growers Association are probably merging. Still no real marketing happening.
- Travis Scott and Cally Dym meet with Supervisors McCowan and Gjerde and Assistant CEO to propose VMC/MCPA partnership for marketing cannabis. Receive positive support.