



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

Event Title: ART IN THE GARDEN @ MENDOCINO BOTANICAL GARDEN

Event Points Total from Matrix: 44

Recommendation: Yes: No: AMOUNT: \$ 3,000- ED _____

Notes: ALTHOUGH THIS IS AN ESTABLISHED EVENT AIG HAS RECENTLY EXPANDED TO A 2 DAY EVENT AND ENCOURAGES OVERNIGHT STAYS. UMC HAS NEVER GIVEN \$, THEY EXPECT >1500 GUESTS. AFTER

COVID MANY OF OUR OTHER EVENTS ARE STRUGGLING TO GET BACK TO PRE PANDEMIC NUMBERS.

THIS EVENT ALSO SUPPORTS THE ARTS IN ADDITION TO ONE OF MENDOCINO COUNTY'S MAJOR ATTRACTIONS - THE COAST BOTANICAL GARDEN.

James McDonald

EVENTS and/or ORGANIZATIONS

CRITERIA	POINTS	Organization	Event Name	Date	Amount	Promotion	Press	Notes
		Mendocino Botanical Ga	Art in the Gardens	Aug		yes	no	
SEASON								
High (1)	1							
Low (5)								
Event Area								
Countywide (5)								
Regional (3)	3							
Community Specific (1)								
Visitor Appeal								
Visitors Only (5)								
Visitors & Locals (4)	4							
Locals Only (1)								
Percentage of Visitors to Locals								
80-20 (5)								
70-30 (5)								
60-40 (4)	4							
50-50 (3)								
40-60 (2)								
30-70 (1)								
20-80 (0)	0							
Encourages Overnight Stays (Visitors or Locals)								
Yes (5)	5							
No (1)								
Encourages local spending/economy?								
Yes (5)	5							
No (1)								
Does event/organization mission/values align with VMC mission/values?								
Yes (3)	3							
No (1)								
Will VMC's image be enhanced by supporting event?								
Yes (3)	3							
No (1)								
Benefits community? E.g., charitable org, economically								
Yes (3)	3							
No (1)								
Expected attendance?								
<250 (2)								
251-500 (3)								
501-1000 (4)								
>1,000 (5)	5							
Unique Event								
Yes (3)	3							
No (1)								
Does Event Audience Match VMC Target Demo								
Yes (5)	5							
Somewhat (2)								
No (1)								
Total	44	total						
Best way to serve event:								
Financial Support	yes							
Promotional Support	yes							
Other								

52 points max

Suggested point award amount.

Other - 500.00

25- 30 = 1,000.00

31-40 = 2,000.00

41-52 = 3,000.00

x