## **EVENTS and/or ORGANIZATIONS**

CRITERIA	POINTS	Organization	Event Name		Amount	Promotion	Press	Notes
		Mendocino Coast Clinic	Crab Cake Cook-off	3-Feb	1,000.00	yes/5,000.00	yes	
<u>SEASON</u>								
High (1)								
Low (5)	5							
Event Area								·
Countywide (5)								
Regional (3)								
Community Specific (1)	1							
<u>Visitor Appeal</u>								
Visitors Only (5)								
Visitors & Locals (4)	4							
Locals Only (1)								
Percentage of Visitors to Locals								
80-20 (5)								
70-30 (5)								
60-40 (4)								
50-50 (3)								
40-60 (2)								
30-70 (1)	2							
20-80 (0)								
Encourages Overnight Stays (Visitors or Locals)								
Yes (5)								
No (1)	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?	1							
<250 (2)								
251-500 (3)	3							
501-1000 (4)								
>1,000 (5)								
Harris and the second								
Unique Event								
Yes (3)	1							
No (1)								

<u>Does Event Audience Match VMC Target Demo</u>					
Yes (5)					
Somewhat (2)	2				
No (1)					
Total	32				
Best way to serve event:					
Financial Support	yes				
Promotional Support	yes				
Other					