	EVENTS and/or ORGANIZATIONS										
CRITERIA	**Seafood & Sips**	**White Wine Fest**	**Whale Fest**	**Pinot Fest**	**Art in the Gardens**	**Winesong**	**Music Fest**	**Film Fest**	**Harvest Fest**		
SEASON											
Winter											
Shoulder											
High											
Countywide											
Visitor Appeal											
Visitors Only											
Visitors & Locals											
Locals Only											
Percentage of Visitors to Locals											
Encourages Overnight Stays (Visitors or Locals)											
Encourages local spending/economy?											
Does event/organization mission/values align with VMC mission/values?											
Will VMC's image be enhanced by supporting event?											
Benefits community? E.g. charitable org											
Best way to serve event:											
Financial Support											
Promotional Support											
Expected attendance?											
Expected revenue generated?											
Unique Event											
Event Demographics											