

## **MEMBERSHIPS**

The intent of Visit Mendocino County is to further grow the reach and visibility as a destination marketing organization in northern California. It is important for the organization to align itself with membership organizations both in and outside of the county to benefit the payors into the assessment, align with the strategic plan, use as a resource and reach overall those goals and objectives.

Examples of these critical industry memberships include:

- Destination Marketing Association International
- DMA West
- California Travel Association
- North Coast Tourism Council
- Bay Area Travel Writers
- San Francisco Travel

Memberships inside of the county should fit within the one of the following categories:

- **Economic development** in the areas of the county's tourism industry (example: Chamber of Commerce)
- **Tourism-focused organizations** where their customer or audience base represents 50% or more visitors and/or media from outside the county (examples: Anderson Valley Wine Association, Mendocino Winegrowers Inc.)

## **IN-KIND PROMOTIONS**

It is the intent of the organization to help foster growth of attractions and events throughout the county. There is also an intent to provide equality and fairness amongst these membership-based entities. Because of this rule, Visit Mendocino County cannot provide direct financial membership support, but is able to provide in-kind support and promotions in exchange for memberships.

Visit Mendocino County should make every effort to provide in-kind promotion of county-wide attractions and events (membership and non-membership based) whose primary goal is to attract tourists and help increase visitor spending for the county.

In exchange for annual memberships (if applicable), VMC staff will provide an informational sheet to demonstrate how the organization's promotional investment meets or exceeds the value of an annual membership level.

## **GRANT PROGRAM**

Financial support for in-county events and programs to increase visitor spending in Mendocino County is available through a simple application process. The funding for this program is on a first-come, first-served basis and is reviewed by the Festival Committee and Executive Director.

If a sponsorship request exceeds the maximum dollar amount in the grant program, a written request can be sent to the Executive Director and Festival Committee for review. The Festival Committee can then make a recommendation whether or not the request moves forward to the full board.

## **VISION**

Enriching experiences for our guests, enhanced lifestyle for our residents, and stability and diversity for our economy.

## **MISSION**

Visit Mendocino County stewards and amplifies the total Mendocino County experience.