



2016-17 Post Event/Program Reporting Form

Please fill out and return the completed form to the Mendocino County Tourism Commission with 45 days concluding your event or program. There are (3) three ways to submit the completed form:

- email: info@visitmendocino.com
- fax: 707-703-4275
- mail/in-person: 345 North Franklin Street, Fort Bragg, CA 95437

EVENT/PROGRAM DETAILS

Event/Program Name Rural Health Rocks Concert
Date(s) April 29, 2017 to _____
Location(s) Cotton Auditorium, Fort Bragg, CA.

EVENT/PROGRAM FUNDING

How much funding did you receive from Visit Mendocino County (MCTC)? \$ 2,500.⁰⁰

How were the funds used? Bohemian/Pac Sun print and online. Press Democrat online sliding billboard in arts and entertainment section.

How do you feel the grant funds helped your event or program? Provided exposure to the event and the Family residency program to individuals living in nearby counties.



EVENT/PROGRAM ACTUALS

Please fill in any and all applicable information below. If not applicable, fill in "N/A". If this is a new event, please fill in the future projections of this portion.

Total Revenue	<u>98,050.⁰⁰</u>	Total Expenditures	<u>\$20,000</u>
# Attendees	<u>847</u>	% Attendees Outside the County	<u>10%</u>
# Vendors	<u>7</u>	# Volunteers	<u>48</u>
# Room Nights	<u>2</u>	*Hotels, motels, vacation rentals, RV parks & campgrounds.	

FINAL EVENT/PROGRAM BUDGET

Please provide or attach up to a one-page outline of your final event/program budget.

Revenue

Sponsorships	\$ <u>51,500.-</u>
Ticket Sales	\$ <u>44,250.-</u>
T-shirts + coffee	\$ <u>1,300.-</u>
Cowboy boots	\$ <u>1,000.-</u>
Misc.	\$ <u>98,050.-</u>

OTHER FUNDING

Other sponsorship dollars	\$ <u>—</u>
Matching funds	\$ <u>— (40,000.-)</u>
In-kind donations	\$ <u>40,000.-</u>
Total Revenue	\$ <u>178,050.⁰⁰</u>

Expenses

Food	\$ <u>4,460.⁰⁰</u>
Technical (lighting, sound, photography)	\$ <u>5,110.⁰⁰</u>
Printing	\$ <u>2,350.⁰⁰</u>
Other (website, tickets, t-shirts, artists)	\$ <u>8,325.⁰⁰</u>
Stipends	\$ <u>—</u>
Total Expenses	\$ <u>20,245.⁰⁰</u>



EVENT/PROGRAM QUESTIONNAIRE

Will you repeat this event or program in the future? YES NO

If YES, what are the future dates? Unknown at this point.

What event(s) or program(s) did you apply your volunteer hours towards? Walk Bike Mendocino and NCO's Human Race

If available, will you be applying for funds next year? YES NO

If YES, how much will you be requesting? \$2500.

How could MCTC improve this program?

(please initial) YES, I attest that the information provided in this Post Event/Program Report is true, complete and accurate. Should I furnish any false information in this report, I hereby understand that such act may result in the denial of future funding.

Signature: Mary Anne Lardis Date: 5/5/17

Please fill out and return the completed form to the Mendocino County Tourism Commission with 45 days concluding your event or program. There are (3) three ways to submit the completed form:

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FMEMC

Family Medicine Education for Mendocino County

Tax ID: 47-4314677

P.O. Box 595
Ukiah, CA 95482

May 5, 2017

Grant Invoice
Rural Health Rocks \$2500.00

Alan Humason, Executive Director
Visit Mendocino
345 North Franklin Street
Fort Bragg, CA 95482

Dear Alan:

Earlier this year, Visit Mendocino approved a \$2500 grant for the promotion of the Rural Health Rocks Concert which was held on Saturday, April 29, 2017 at Cotton Auditorium in Fort Bragg, CA.

This invoice will detail how those funds were used in promoting the event and Mendocino County as a destination for tourist.

\$2196.60	Bohemian and Pac Sun (full page advertisement and custom e-announcements)
\$1198.00	Press Democrat (online sliding billboard on the arts and entertainment section)
<u>\$3394.60</u>	Total spent on advertising out of county

Receipts for both expenditures are attached to this invoice as is the post event reporting form.

If you have any questions, please contact Mary Anne Landis at 707-272-1642.

Thank you- Mary Anne

Invoice Payment Receipt

This payment has been successfully applied. Please print this page for your records.

Details:

- Payment made to The Bohemian/Pacific Sun
- Payment to Customer Account
- Customer: Rural Health Rocks/Family Medicine Education of Mendocino (Katie Fairbairn)
- Credit Card: MSTR (XXXXXXXXXXXX7072)
- Payment Amount: \$2,196.60
- Payment Date: 3/8/2017 at 12:43:18 PM
- Confirmation code: #2017030817431720966
- Card Information Saved

Bohemian + The Sun

attn: Lisa Santos about:blank
fax to: 527-1288

From: <lsantos@bohemian.com>
Date: March 7, 2017 at 11:03:38 AM PST
To: <kfairbairn@mendocino.edu>
Subject: [BULK] Bohemian media plan for signage

approved + charged on
FMEMC credit card

3/8/17

847 5th St
Santa Rosa, CA 95404



Rural Health Rocks/Family Medicine Education of Mendocino

Katie Fairbairn

Katie Fairbairn
Rural Health Rocks/Family Medicine Education of Mendocino
Box 595
Ukiah, CA 95482

Proposal Date	Proposal #	Sales Rep
3/7/2017	1009	Lisa Santos Bohemian Advertising Director 707.527.1200 lsantos@bohemian.com

Pub.	Issue	Year	Section	Ad Size	Color	Frequency	Net	Amount
*The Bohemian	NBB 1712 - 03-22-2017	2017	Music -	Full Page	4-Color	1x	\$1,546.60	\$1,546.60

Santa Rosa P.D

I will call

On 3/8/17 9:31 AM, Lomenzo, Molly wrote:

Hello Mary Anne and Michelle! A couple of questions to get you setup:

1) How will you be paying? Brynn can call for a credit card payment or you can put a check in the mail and tell us the check number before doing so.

2) What address can I have on file for FMEMC?

3) Michelle Brynn will send you the dimensions of the sliding billboard. We will need the camera ready PDF files by Thursday 3/30.

Example: <http://www.pressdemocrat.com/lifestyle/food/>

Thank you all so much!
Molly

Molly Lomenzo
Account Executive/Marketing Consultant
molly.lomenzo@pressdemocrat.com
o: (707) 526-8590
c: (508) 737-2477

Sonoma Media
Investments LLC
Serving the entire North Bay

427 Mendocino Ave
Santa Rosa, CA 95401

pd 3/14/17
cred card
FMEducation

From: Katie Fairbairn [mailto:kfairbairn@mendocino.edu]
Sent: Tuesday, March 07, 2017 2:46 PM
To: Lomenzo, Molly <Molly.Lomenzo@pressdemocrat.com>
Cc: Keller, Brynn <Brynn.Keller@pressdemocrat.com>; DEPRENGER DESIGN (deprengerdesign@gmail.com) <deprengerdesign@gmail.com>; Mary Anne Landis <malandis@pacific.net>
Subject: RE: Rural Health Rocks!

Great, thanks Molly- also, cc'd on this email is Mary Anne Landis, Rural Health Rocks Event Chair (more importantly the person who pays the bills) and Michelle Deprenger who is the graphic artist-

Brynn, please let Michelle know what the dimensions are or if there are any special specifications for the sliding billboards on the Press Democrat?

Molly and Brynn I will be out of the office from March 9 through the 13. In order to keep our train moving forward, please email Mary Anne and Michelle (cc'd on this email).

Any questions for me, I am around through tomorrow. Thank you for the quick response and support of RHR....

P.S. Molly, I have to ask, where you at the Gloria Steinem event last night at the old Luther Burbank Center? if so, I saw you, and wondered if that was the Molly I have been speaking to? if so, what an incredible speaker and what a treat to see and hear her in person- kudo's to the Sonoma Media Group and Summit Bank for their creativity for the Women in Conversation series- it's excellent!

Katie Fairbairn, Executive Director
Mendocino College Foundation, Inc.
<http://foundation.mendocino.edu>
707-468-3164



From: Lomenzo, Molly [<mailto:Molly.Lomenzo@pressdemocrat.com>]
Sent: Tuesday, March 07, 2017 2:38 PM
To: Katie Fairbairn <kfairbairn@mendocino.edu>
Cc: Keller, Brynn <Brynn.Keller@pressdemocrat.com>
Subject: RE: Rural Health Rocks!

Hi Katie! That sounds great. Brynn, cc'd here, will coordinate with you to get payment squared away. The total is \$1,198.

Then, will Brynn coordinate with you about creative? If so, please send her artwork and high-res logos and we will create the sliding billboards and send to you for approval J.

Brynn, meet Katie from the Mendocino College Foundation! She is facilitating this campaign for Rural Health Rocks Concert through the Family Medicine Education of Mendocino County.

Thank you Katie!
Molly

Molly Lomenzo
Account Executive/Marketing Consultant
molly.lomenzo@pressdemocrat.com
o: (707) 526-8590

c: (508) 737-2477



Serving the entire North Bay

427 Mendocino Ave
Santa Rosa, CA 95401

From: Katie Fairbairn [<mailto:kfairbairn@mendocino.edu>]
Sent: Tuesday, March 07, 2017 11:07 AM
To: Lomenzo, Molly <Molly.Lomenzo@pressdemocrat.com>
Subject: Re: Rural Health Rocks!

Molly we would like to book the sliding billboard on April 3-9 and 10-16 on the arts and entertainment page of the press Democrat at \$599 each week. Please let me know what you need in order to proceed. Thank you

Sent from my iPhone

On Mar 6, 2017, at 5:20 PM, Lomenzo, Molly <Molly.Lomenzo@pressdemocrat.com> wrote:

Hi Katie! So great chatting with you today J. Please see attached proposal with pricing and the attached slideshow with all of our reach as well as examples of the ad units I am proposing. Just remember that the sliding billboards get reserved quickly so if a week that you want is taken we will figure something else out. The digital impressions we can start as soon as we receive payment and the camera ready files! I think starting on 3/20 would be more than enough time.

I could only find 2015 demographics for pressdemocrat.com but I did note that 29.6% of our online readers are between 45-54 and 17.8% between 55-64—exactly who you're looking for!

Looking forward to hearing what they think and thank you for reaching out. We do have the best audience for this kind of event.

Best,
Molly

Molly Lomenzo
Account Executive/Marketing Consultant
molly.lomenzo@pressdemocrat.com
o: (707) 526-8590
c: (508) 737-2477



February 23, 2017

Mary Anne Landis
PO Box 595
Ukiah, CA 95482

Dear Ms. Landis;

On behalf of the Festival Committee and Mendocino County Tourism Commission (MCTC), I would like to thank you for submitting an application for grant funds.

The Festival Committee reviewed, discussed and made a recommendation to fund **\$2,500** towards the promotion of the Rural Health Rocks Concert in April 2017 as long as the funds are used to market outside of Mendocino County. The funding recommendation has been received and accepted by the Mendocino County Tourism Commission Executive Director and your organization will be awarded the recommended amount.

The next steps in the process is for your organization to:

- Create and send an invoice with any supporting documents (receipts, quotes, statements) via email to office@visitmendocino.com or mailed to: Mendocino County Tourism Commission, 345 North Franklin, Fort Bragg, CA 95437. Receipt of the invoice indicates the acceptance of the funds and any requirements within the grant criteria. Payments may take up to 7-10 business days after the invoice is received.
- Give direction and timelines in writing to MCTC on tickets, materials, logos, information and/or deadlines in relationship to the benefits for grant funding (send to luz@visitmendocino.com; fax 707-703-4275 or 345 North Franklin Street, Fort Bragg, CA 95437).
- Provide contact information MCTC can post on the published Volunteer Mendocino County list (organization, contact name, contact phone number & contact email address). Your company has agreed to volunteer **6.25 hours** towards another event or program outside of your organization as a way to further this pay-it-forward program.
- Fill out and submit the enclosed 2016-17 Post Event/Program Reporting Form within 45 days after the completion of your event or program. **Yours will be due June 7, 2017.**

If you have any questions, please feel free to contact me at brent@visitmendocino.com or call 707-409-9660 ext 103.

Thank you,

A handwritten signature in cursive script that reads "Brent Haugen".

Brent Haugen
Executive Director
Visit Mendocino County