



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

Taste of Mendocino

Date(s)

June 10, 2017 to June 19, 2017

Location(s)

Fort Mason - Gallery 308

EVENT/PROGRAM FUNDING

How much funding did you receive from Visit Mendocino County (MTC)?

\$ 2500⁰⁰

How were the funds used?

To purchase logo glassware which included the Visit Mendocino website + tagline Wine. Walks. Wilderness. The addition funds were used to support the social media - digital marketing campaign of Spingo + Facebook.

How do you feel the grant funds helped your event or program?

The \$ 2500⁰⁰ helped our organization host a first class event showcasing Mendocino County to the SF Bay Area.

Thank you!



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>13,733</u>	Total Expenditures	<u>19,322</u>
# Attendees	<u>375</u>	% Attendees Outside the County	<u>100%</u>
# Vendors	<u>36</u>	# Volunteers	<u>10</u>
# Room Nights	<u>0</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	<u>Ticket Sales</u>	\$	<u>6173</u>
	<u>UMC sponsorship</u>	\$	<u>2500</u>
	<u>Participation Fees</u>	\$	<u>3600</u>
		\$	
		\$	

OTHER FUNDING	Other sponsorship dollars	\$	<u>1500⁰⁰</u>
	Matching funds	\$	
	In-kind donations	\$	
	Total Revenue	\$	<u>13,773</u>

Expenses	<u>Venue & Rentals + permits</u>	\$	<u>9610</u>
	<u>Contractors - Social Media / Event</u>	\$	<u>4500</u>
	<u>Catering</u>	\$	<u>1250</u>
	<u>Design + Printing</u>	\$	<u>1308</u>
	<u>Glassware</u>	\$	<u>1325</u>
	<u>Security</u>	\$	<u>500</u>
	<u>Advertising</u>	\$	<u>820</u>
	Total Expenses	\$	<u>820</u>

Total Expenses \$ 19,322⁰⁰



EVENT/PROGRAM QUESTIONNAIRE

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

If YES, what are the future dates? TBD

What event(s) or program(s) did you apply your volunteer hours towards? TBD

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

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

How could MCTC improve this program? _____

I think this is a very valuable program which many non-profits could utilize. Communication is key for our constituents to be accessible.

BAR (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: Bernadette A Byrne Date: 7/4/17

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