

**Visit Mendocino County
Wedding Event Venue Survey**

Q1. How many inquiries do you have for events per year?		
Answer Choices	Responses	
0-25	52.08%	25
25-75	29.17%	14
75-150	8.33%	4
Over 150	10.42%	5
	Answered	48
	Skipped	0

Q2. How many weddings do you book in a year?		
Answer Choices	Responses	
0-25	93.75%	45
25-50	2.08%	1
Over 50	4.17%	2
	Answered	48
	Skipped	0

Q3. What is your site fee?		
Answer Choices	Responses	
0-1000	31.82%	14
1001-2500	20.45%	9
2501-4000	6.82%	3
4001-6500	6.82%	3
Over \$6501	34.09%	15
	Answered	44
	Skipped	4

Q4. What is included in your site fee?		
Answer Choices	Responses	
Tables and Chairs	41.67%	20
Linens	20.83%	10
Event Coordinator	22.92%	11
Decor	14.58%	7
Lodging	22.92%	11
Other (please specify)	60.42%	29
	Answered	48
	Skipped	0

Q5. Do you provide in-house services, select all that apply.		
Answer Choices	Responses	
Catering	40.00%	18
Set Up and Tear Down	35.56%	16
Florist	11.11%	5
Officiant	17.78%	8
Music/DJ	11.11%	5
No I do not provide.	46.67%	21
	Answered	45
	Skipped	3

Q6. If you are a lodging property, do you require a buyout of all rooms?		
Answer Choices	Responses	
Yes	56.67%	17
No	43.33%	13
	Answered	30
	Skipped	18

Q7. How would you rate the importance of large events to your business?		
It is vital to my business and directly tied to its success	1	22.92% 11
It is important		31.25% 15
I don't do many and I'm interested in doing more		27.08% 13
It is a small part of my business and not focused on growing that segment		14.58% 7
It is not part of my business and I'm not interested in hosting events		4.17% 2
	Total	Weighted Average
	48	3.54
	Answered	48
	Skipped	0

Q8. In what area (or areas) does your target client live?		
Answer Choices	Responses	
Mendocino County	69.05%	29
Neighboring Counties (Humboldt, Lake, Sonoma)	59.52%	25
SF Bay Area	78.57%	33
Sacramento	45.24%	19
Other	35.71%	15
	Answered	42
	Skipped	6

Q9. Approximately how many people attend your private events?		
Answer Choices	Responses	
Up to 25	15.22%	7
25-100	36.96%	17
100-150	26.09%	12
150-200	15.22%	7
Over 200	6.52%	3
	Answered	46
	Skipped	2

Q10. What is the amount of your target goal for wedding bookings? (refer to attachment for results)	
Answered	36
Skipped	12

Q11. How many additional weddings do you want to book per year? (refer to attachment for results)	
Answered	36
Skipped	12

Q12. Do you believe that Visit Mendocino should provide marketing and promotion support for Weddings?		
Answer Choices	Responses	
Yes	91.49%	43
No	8.51%	4
	Answered	47
	Skipped	1

Q13. Are you interested in hosting Cannabis weddings?		
Answer Choices	Responses	
Yes	43.24%	16
No	56.76%	21
Other (please specify)		13
	Answered	37
	Skipped	11

Q14. Do you currently or have you hosted Cannabis weddings and events?		
Answer Choices	Responses	
Yes	13.64%	6
No	86.36%	38
	Answered	44
	Skipped	4

Q15. Is your venue Cannabis friendly?		
Answer Choices	Responses	
Yes	43.59%	17
No	56.41%	22
	Answered	39
	Skipped	9

Q10 What is the amount of your target goal for wedding bookings?

Answered: 36 Skipped: 12

#	RESPONSES	DATE
1	75000+	8/15/2019 7:35 AM
2	12	8/14/2019 6:35 PM
3	5-8	8/8/2019 8:22 AM
4	\$5000	8/8/2019 5:55 AM
5	12	8/7/2019 8:30 AM
6	30	8/7/2019 12:39 AM
7	10	8/6/2019 4:03 PM
8	30	8/6/2019 9:29 AM
9	5 per year	8/6/2019 9:05 AM
10	6	8/6/2019 6:59 AM
11	5	8/6/2019 5:41 AM
12	NA	8/6/2019 4:40 AM
13	6	8/6/2019 4:17 AM
14	\$4500	8/6/2019 4:07 AM
15	15	8/3/2019 1:33 AM
16	15	8/1/2019 12:31 PM
17	20 weddings	7/31/2019 9:20 AM
18	50000.00	7/31/2019 7:33 AM
19	2 +/- per year	7/31/2019 6:52 AM
20	30	7/31/2019 5:27 AM
21	5 per year	7/31/2019 4:11 AM
22	4-6	7/31/2019 3:09 AM
23	10000	7/31/2019 1:46 AM
24	10	7/31/2019 1:44 AM
25	\$2200	7/30/2019 4:28 PM
26	0	7/30/2019 10:49 AM
27	30	7/30/2019 9:07 AM
28	5000-15,000 per booking	7/30/2019 8:39 AM
29	25	7/30/2019 8:36 AM
30	2	7/30/2019 8:35 AM
31	\$100,000.00 minimum	7/30/2019 8:32 AM
32	400,000	7/30/2019 8:29 AM
33	\$3500 plus 3 cases of wine (estimated additional \$500)	7/30/2019 8:21 AM
34	12-20	7/30/2019 8:17 AM
35	No Target goal	7/30/2019 8:17 AM

36

10 per year

7/30/2019 8:11 AM

Q11 How many additional weddings do you want to book per year?

Answered: 36 Skipped: 12

#	RESPONSES	DATE
1	Depends.	8/15/2019 7:35 AM
2	8	8/14/2019 6:35 PM
3	10	8/13/2019 6:46 AM
4	2-4	8/8/2019 8:22 AM
5	2	8/7/2019 8:30 AM
6	10	8/7/2019 12:39 AM
7	10	8/6/2019 4:03 PM
8	5	8/6/2019 11:18 AM
9	15	8/6/2019 9:29 AM
10	2+	8/6/2019 9:05 AM
11	5	8/6/2019 5:41 AM
12	NA	8/6/2019 4:40 AM
13	4	8/6/2019 4:17 AM
14	2	8/6/2019 4:12 AM
15	10	8/3/2019 1:33 AM
16	10	8/1/2019 12:31 PM
17	20	7/31/2019 9:20 AM
18	150	7/31/2019 7:33 AM
19	2 max.	7/31/2019 6:52 AM
20	3	7/31/2019 4:11 AM
21	25	7/31/2019 3:38 AM
22	happy with that amount	7/31/2019 3:09 AM
23	4	7/31/2019 1:46 AM
24	6	7/31/2019 1:44 AM
25	2	7/30/2019 4:28 PM
26	0	7/30/2019 10:49 AM
27	3	7/30/2019 9:59 AM
28	10	7/30/2019 9:07 AM
29	100	7/30/2019 8:39 AM
30	15	7/30/2019 8:36 AM
31	2	7/30/2019 8:35 AM
32	Just want to continue to book 1 per weekend	7/30/2019 8:32 AM
33	20	7/30/2019 8:29 AM
34	as many as possible. (*more income for private events than nonprofits)	7/30/2019 8:21 AM
35	10	7/30/2019 8:17 AM

