



2016-17 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Mendocino Coast 50K

Years in existence? 1

Description 50K ultra trail marathon (running race)

Date(s) April 22, 2017 to _____

Location(s) Big River, Russian Gulch, Jackson Demonstration Forest, Woodlands Camp

Website mendocinoultra.com

EVENT/PROGRAM HISTORY & FUTURE PROJECTIONS

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.

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------------------|------|------|------|---------|---------|
| Total Revenue | | | | 13,000. | 18,250. |
| Total Expenditures | | | | 12,629 | 14,000 |
| # Attendees | | | | 130 | 150 |
| % Attendees Outside the County | | | | 90% | 90% |
| # Vendors | | | | N/A | N/A |
| # Volunteers | | | | 25-30 | 25-30 |
| # Room Nights | | | | UNKNOWN | UNKNOWN |

*Please note: the number of room nights can include hotels, motels, vacation rentals, RV parks & campgrounds.

*Funding is based on availability and subject to change without notice. Funding for this program is made possible by the Mendocino county-wide lodging assessment and Mendocino County Tourism Commission.



EVENT/PROGRAM BUDGET

Please provide or attach up to a (1) one page outline of your event/program budget (please include any paid staff)

Revenue

| | |
|---------------------|---------------------|
| <u>Registration</u> | \$ <u>14,250.00</u> |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

| | | |
|----------------------|---|---------------------|
| OTHER FUNDING | <input checked="" type="checkbox"/> We will receive other sponsorship dollars | \$ <u>2000.00</u> |
| | <input type="checkbox"/> We will receive matching funds | \$ _____ |
| | <input checked="" type="checkbox"/> We will receive in-kind donations | \$ <u>2000.00</u> |
| | Total Revenue | \$ <u>18,250.00</u> |

Expenses

| | |
|---|---------------------|
| <u>Food/Beverage</u> | \$ <u>1500.00</u> |
| <u>Permits</u> | \$ <u>1500.00</u> |
| <u>Advertising/Promotion</u> | \$ <u>1500.00</u> |
| <u>Tents/tables/equipment</u> | \$ <u>1200.00</u> |
| <u>Shirts/bags/medals/hats</u> | \$ <u>2500.00</u> |
| <u>Miscellaneous Graphic Design ; website support</u> | \$ <u>1000.00</u> |
| <u>Printed Materials</u> | \$ <u>800.00</u> |
| <u>Paid Assistance</u> | \$ <u>1500.00</u> |
| <u>Donations to non-profits</u> | \$ <u>2500.00</u> |
| _____ | \$ _____ |
| Total Expenses | \$ <u>14,000.00</u> |

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EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 1500.00

How will the funds be used? Advertising & Promotion - podcast sponsorship, magazine advertising

*Note: you will be required to provide supporting documentation in the Post Event/Program Report.

Has this event or program received funding from Visit Mendocino County (Mendocino County Tourism Commission) in the past? NO YES If YES, how many consecutive years? 1

How do you feel the out-of-town visitor will benefit from your event or program? Runners and their guests will experience the natural beauty of Mendocino County - trails, cliffs, ocean, river.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event or program? Runners and their guests will stay in Mendocino and Fort Bragg hotels, motels, campgrounds etc.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? Guests will dine and shop locally.

How do you feel the municipalities (county & city governments) will benefit from your event/program? Sales tax etc.



What benefit or how will Visit Mendocino County (MCTC) be recognized in exchange for funding?

Logo on website, registration bags, flyers, posters

How can Visit Mendocino County (MCTC) help make your event/program more successful with our existing services?

Assist in collecting room rates & facilitating room blocks for attendees, vendors, performers and/or speakers

Partner by utilizing existing marketing vehicles to promote to audiences outside the county

Partner by utilizing existing media promotions to promote to audiences outside the county

Electronic distribution of information concerning your program or event to stakeholders

Other _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # 501(C)3 pending

Organization/Business Name M

Chair/CEO Sid Garza-Hillman Phone (707) 972-5028

Main Contact Sid Garza-Hillman Role Race Director

Email director@mendocinoultra.com Phone _____

Address 16440 Franklin Rd.

City/Zip Fort Bragg, CA 95437

Website mendocinoultra.com

OH (please initial) YES, I will attain all the proper permits and/or insurance coverage necessary to be in compliance with city, county, state and/or federal requirements before my event/program begins. Failure to do so will result in the revocation of funds.

OH (please initial) YES, I attest that the information provided in this event/program applications is true, complete and accurate. I further agree that if my application is approved by the Mendocino County Tourism Commission (MCTC) that I will provide the "Post Event/Program Report" to MCTC in compliance with the application reporting requirements within 45 days after the event or program. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of funds.

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