



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name The Alleyway Art Project (A Flockworks project)

Years in existence? 10 - flockworks

Description A community art project to bring a variety of art installations to alleyways and overlooked spaces in Fort Bragg. Focusing on the downtown area, but including residential properties when opportunities present.
Local artists install murals and street art on participating properties.

Date(s) Ongoing to _____

Location(s) Downtown area, Fort Bragg

Website www.fortbraggalleywayart.org

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.

	2014	2015	2016	2017	2018
Total Revenue	_____	_____	_____	_____	See
Total Expenditures	_____	_____	_____	_____	attached
# Attendees	_____	_____	_____	_____	_____
% Attendees Outside the County	_____	_____	_____	_____	_____
# Vendors	_____	_____	_____	_____	_____
# Volunteers	_____	_____	_____	_____	_____
# Room Nights	_____	_____	_____	_____	_____

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

Alleyway Art Budget Overview

VMC Event & Program Funding will build from the momentum and positive response to the Alleyway Art concept. It will provide the next funding that enables more local artists to put contemporary art up into unexpected publicly accessible spaces throughout downtown Fort Bragg. It will be matched by our own discretionary resources and will help us secure support beyond the grant itself

Flockworks has already invested from our discretionary funds the support to prove the concept (\$1,500), get the groundwork laid and undertake the first set of pilot projects (\$1,800). Overall budget for the project is projected to be \$14,000 including grant funds, matching cash and in-kind contributions.

* VMC Event & Program funding of \$2,500 will support artist time--by curator and by the artists designing and installing art, compensation typically @\$25/hr. We project that participating artists and art/project curator will volunteer additional time beyond the compensated hours, with value of \$4,000 minimum.

* Flockworks' commitment has gotten the project underway; we are prepared to commitment additional funds as needed-- up to \$3,000 cash match by Flockworks in the May'18-April'19 Budget. We will also provide other expertise and material support to make the project work--including paint, scaffolding, drop clothes, etc.

* We expect sponsors, partners and site hosts will add at least \$1,500 in funds--many will likely also add time and other material support for events, promotions and related activities, although we have not included this in our budget. Conversations with some local business owners opens possibilities for activities like a Bar Crawl that could generate additional support for the project.

We believe the budget we have outlined is both realistic and modest-- and will maximize the impact from a VMC Program grant.



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		
VMC Grant		2500
_____	\$	_____
Flockworks		1000
_____	\$	_____
Matching funds from businesses and organizations		500
_____	\$	_____
_____	\$	_____
total		4000
_____	\$	_____

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

Expenses		
Artists stipends		2500
_____	\$	_____
Project Coordinator		500
_____	\$	_____
Materials and fees		500
_____	\$	_____
Kickoff Party and promotional materials		500
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
Total Expenses		4000
_____	\$	_____



EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (VMC)? \$ 2500

How will the funds be used? The funds will be used in creating three installations in dntn Fo
A portion will go to a large scale installation on the VMC building. Plus two additional m
in dntn locations. This will add momentum to a larger implementation of the project and
capacity to our ability to build the creative identity of the area.

**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? _____

How do you feel the out-of-town visitor will benefit from your event or program? Visitors can
"discover" art, or can go on a self-guided tour using QR codes which give more informa
about the piece and/or sponsoring org or business. This leads to further exploration.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event or program? Downtown becomes a fun, walkable
art scene. It will be instagrammable, and appealing for younger adventurous visitors wh
need a place to stay.

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? Public art will make the dntn area feel more alive and interesting. This
will encourage locals and visitors to circulate and explore, spend time enjoying food, dri
appreciating local creativity, and wandering into galleries and retail opportunities.

How do you feel the municipalities (county & city governments) will benefit from your event/program? "Placemaking" can have an incredible ROI for a city trying to strengthen their brand.
The city supports this project, it builds on and expands their commitment to visual art pr
downtown. We are finding the same response from local businesses.



What benefit or how will Visit Mendocino County (VMC) be recognized in exchange for funding?
Social media mentions, decal displayed on AAP website and in print materials. On the
installation on the VMC building a QR code will direct to a webpage hosted by the
Alleyway Art Project about VMC as a project partner plus links to VMC's website.

How can Visit Mendocino County (VMC) 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 _____

This portion purposely left blank.



ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # #061807877

Organization/Business Name Flockworks

Chair/CEO Janet Self Phone (707) 937-2728

Main Contact Lia Wilson Role Community Artist

Email liavincenzadesigns@gmail.com Phone (510) 823-5072

Address 517 East Fir St.

City/Zip Fort Bragg, CA

Website www.flockworks.org

JS (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.

JS (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 Visit Mendocino County (VMC) that I will provide the "Post Event/Program Report" to VMC 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.

Signature: *Lia Wilson* Date: 1/26/2018

This area is for the Festival Committee & VMC Executive Director

Recommendation: Yes: _____ No: _____ AMOUNT: \$ _____ ED _____

Notes: _____