

## 2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name	A Taste of	f Redwood	Valley -	Wine TW	uskey	
Years in existence?	25	- guafit	\	a successive of	1 00	
1	ociation (co	ron protest 30	/	of Redwar	1 Valley W	
who host 3 annu	al passport	type event	s agear, in	ith Visitors	Visiting ca	ich
site on the may						
on site as well as	slocal artis	ans		Complete Late		
Date(s) Jlene 16+1-	1		2019			
Location(s) Individu	ul winevics to	istéllevics, Aure	vican Craft	Thiskey Evat	t Distilleus,	
	yorls, Grazian					
& www.ta	V	, ,,		V		
EVENT/PROGRAM H	ISTORY & FUTU	JRE PROJECTIO	ONS			
Please fill in any and al	II applicable info	rmation below. I	f not applicable	e, fill in "N/A". If th	nis is a new	
event, please fill in the	e future projectio	ons of this portio	n.			
		50,410,00				
	2014	2015	2016	2017	2018	
Total Revenue				2017 6 345	2018	
Total Revenue  Total Expenditures			2016		2018	
		2015	2016	6345	2018	
Total Expenditures	2014 18,670 19,390 746	2015 19 290 20,627 771 250?	2016 13,095 11,121 655 200?	6345 7876 1200 400	2018	
Total Expenditures # Attendees	2014 18, 670 19,390 746 the County	2015 19290 20,627 771	2016 13,095 11,121 655 200?	6345 7876 1200	2018	
Total Expenditures # Attendees % Attendees Outside t	2014 18, 670 19,390 746 the County	2015 19 290 20,627 771 250?	2016 13,095 11,121 655 200?	6345 7876 1200 400	2018	
Total Expenditures  # Attendees  % Attendees Outside t  # Vendors & merie	2014 18, 670 19,390 746 the County	2015 19 290 20,627 771 250?	2016 13,095 11,121 655 200?	6345 7876 1200 400	2018	
Total Expenditures  # Attendees  % Attendees Outside t  # Vendors & merie  # Volunteers	2014 18,670 19,390 746 the County?	2015 19290 20,627 771 230? 80mmer	2016 13,095 11,121 655 200? 200? 200?	6345 7876 1200 400 6 Womeries 12 art: saar		
Total Expenditures  # Attendees  % Attendees Outside to  # Vendors & where  # Volunteers  # Room Nights	2014 18,670 19,390 746 The County 2 1252 of room nights can income	2015 19290 20,627 771 250? 800000000000000000000000000000000000	2016 [3,095 11,121 655 200? 200? 200? 2000 125? vacation rentals, R	6345 7876 1200 400 6 wheries 12257	ds.	



#### **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 For the 2018 be Contributing #1 All volunteer sta	pob for the year,	\$\$
OTHER FUNDING	We will receive other sponsorship dollars  We will receive matching funds  We will receive in-kind donations  Total Revenue	\$ 1000 from MWT \$\$ \$\$
Expenses		\$\$
		\$\$
		\$\$
		\$\$
		\$\$ \$\$
		==== \$ ==== \$ \$ 0
	Total Expenses	ξ U



### **EVENT/PROGRAM QUESTIONAIRE**

How much funding are you requesting from Visit Mendocino County (VMC)? \$ 2500,00
How will the funds be used? Radio and targeting By Avea, Sonoma County and Sacramento
*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? The Visitor
will discover the rich traditions of Redwood Valley winevier
How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks &
campgrounds) will benefit from your event program? Our Father's Day TORV
event and our Holiday Sale are 2 day events. Many visitors taste
The first day, make notes, and then return the second day to purchase So they need a place to stay
How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your
event/program? Visitors come to Inland Mendocino for 2 days and will
need to eat breakfast and dinner.
How do you feel the municipalities (county & city governments) will benefit from your event/program?
A positive few experience that will spark interest in
Veturning for more wine tasting + exploration

# 2018 TORV Budget

/NCOME

Member dues

6000,00

MWI Sponsovskip 1000.00

\$7000.00

Expenses

1NSULANCE

652

FLANCEHISE THX BOALLO

800

ACCOUNTING + LEEDL

500

PROMOTION: RADIO

1000

HOTEL CAMOS

2000

PRINT AUS

500

WEB DESIGNA MAIN

400

516 NS

600

CONTINGENCY



What benefit or how will Visit Mendocino County (VMC) be recognized in exchange for funding?
We would be happy to provide links on our website, as well as
The Facebook pages of each participating winzay.
We could also mention spousouship on our postous.
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 * FIN 32-00061
Organization/Business Name A Taste of Redwood Volley
Chair/CEO Maria Testa Phone 707 391-7273
Main Contact KATRINA FREY. Role Transurs
Email Katring frequine, com Phone 707 485-5777
Address 14000 TOWKI ROAD
City/Zip REDWOOD VALLEY, CA 95470
Website www.tastestrv.com
for the constitution of biling maple are given by pour love to audiences outstay the country
(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. Each winery operates unler their ABC permits
(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: Hatting They Date: 5/9/2018
This area is for the Festival Committee & VMC Executive Director
Recommendation:         Yes: No: AMOUNT: \$ ED
Notes: