



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Holly Near & Friends

Years in existence? Since 1999

Description: *Holly Near & Friends* is a benefit concert for Near & Arnold's School of Performing Arts & Cultural Education Programs, with 10% of the ticket sales being contributed to the Community Foundation of Mendocino County Disaster Fund for the local fire victims. Performers include: Holly Near, Quinn VanAntwerp, Lucas Near-Verbrugghe, Breath, Rocio Libertad Mendoza and the Divine LambaZouk Trio.

Date(s) December 16, 3 pm & 8 pm

Location(s) SPACE Theater, 508 W Perkins St. Ukiah, CA 95482

Website www.spaceperformingarts.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	\$18,392	\$11,975	** See note below	\$20,980	\$25,000
Total Expenses	\$2,351	\$3,100		\$3,000	\$3,000
# Attendees	380	380		380	380
% Attendees from outside County	~10%	~15%		~20%	~20%
# Vendors	0	0		0	0
# Volunteers	10+	13+		16	16
# Room Nights	~8	~10		~15	~15

** SPACE did not hold a winter concert fundraiser in 2016 as the SPACE theater was under construction and unable to host events.

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

Event Program Budget

Holly Near and Friends

BUDGET Winter Concert 2017

Income

\$6,500 Show Underwriting/Sponsorships - committed and/or paid as of Nov 14
\$3,500 Show Underwriting/Sponsorships - to be secured
\$12,200 Tickets: 305 @ \$40/each
(1,220) 10% contribution to Community Foundation of Mendocino County for Fire Victims
\$20,980

Expenses

Staff Costs:

400 Light Design
400 Sound Design
400 Stage Management
\$1300 Travel Stipends (out of town performers)
\$200 Production supplies
\$300 Hospitality (meal for performers between shows)
\$3,000

20,980 - gross
- 3,000 - expenses
17,980 net

In-kind Contributions

\$10,000+ ALL Performers are donating time and talent. In some cases performers are paying accompanying musicians on behalf of SPACE.
\$300 Hor D'oeuvres for intermission, Patrona
\$200 Wine, donated by Nelson Family Vineyards, Rivino and individuals
\$50 Coffee for intermission, Starbucks
\$150 Poster and Program Design, Lemon Fresh Designs
\$300 Hotel rooms for select performers, Hampton Inn & Campovida
\$11,000



EVENT/PROGRAM QUESTIONNAIRE

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

How will the funds be used?

The funds contributed by VMC will be used to complete the fundraising goals in the budget. SPACE is a non-profit performing arts school serving youth and young adults in the Ukiah Valley. Each year revenue from fundraisers, grants, individual and business donations make up 50-75% of the program budget. Serving over 1,000 youth per year, the entirety of the proceeds for SPACE will further its mission:

To empower our youth to discover and trust in their innate ability to be creative, responsible, and compassionate individuals through effective training in dance, theater, music and cultural education.

In addition, this year, 10% of the ticket sales will be contributed to the Community Foundation of Mendocino County's fund to aid the recent fire victims.

**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

How do you feel the out-of-town visitor will benefit from your event or program?

Visitors will benefit from attending this event by being exposed to a diverse group of artists (most of whom were raised in Mendocino County) in a single performance. Exposing visitors to Mendocino talent helps establish the region as a destination and reinforces the "Ukiah Grows the Arts" theme promoted by many local agencies.

Performers include:

Holly Near was raised in Potter Valley and has toured the world as a singer/song writer, performed on Broadway and survived Breast Cancer- returning to her hometown stage with new life and energy.

Quinn VanAntwerp grew up in Ukiah, earned a degree from University of California, Irvine, and starred in Jersey Boys, both on Broadway and on tour. He can be seen in *The Affair*, *The Good Wife*, *Blue Bloods* and many other TV series.

Lucas Near-Verbrugghe also grew up in Ukiah, earned a Masters in Fine Art from NYU and has been on Broadway in *Bloody Blood Andrew* and *The Ritz*. Lucas has numerous TV credits including *Grimm*, *Law and Order*, *Law and Order SVU* and *Ten Days in the Valley*.



Rocio Mendoza was born in Colima, Mexico and grew up in Mendocino County where she learned Mexican folk melodies from her parents. She has appeared in numerous music videos and as a dancer and has performed with Black Eyed Peas, Carlos Santa and N'Sync.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program?

The local lodging community will gain business from our event, both in lodging for the performers, performers' families and out-of-town visitors coming to Ukiah to attend the event. In addition, the Hampton Inn and Campovida have donated rooms for select performers and will gain advertising for the support through event advertising materials.

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

The local business community benefits from the Holly Near & Friends event both directly and indirectly. Many attendees will eat and shop in the downtown area prior or after attending the shows. In addition, guests to our area will be exposed to local wines and food as part of our hors d'oeuvres and wines served during intermission of the show.

Indirectly, the local business community benefits from the investment in local youth the event will provide. Investment in SPACE is investing in the future of Ukiah youth- reducing crime and producing more successful young adults in our community.

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

SPACE feels the local municipalities benefit from the positive notoriety that the performers bring back to Mendocino County. The artists in the show call Ukiah and Mendocino County "home" and return regularly to help SPACE with summer programs, and other performing arts training for local youth. This dedication to the region helps continue the traditions within our community and helps to spread the word about Mendocino County as an arts community worth visiting.

The local law enforcement, including the Mendocino Sheriff and District Attorney and Ukiah Police Chief have historically provided a combined \$10-20,000 in scholarship funds annually. Each agency has expressed its understanding and support for SPACE's program, specifically as a way to positively influence local youth- particularly impoverished, and/or high-risk youth.



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

Visit Mendocino County will be listed on all marketing materials as a sponsor of the Holly Near & Friends event. Marketing materials used for our events include: posters, online marketing (social media and the SPACE website), and radio advertisements. Advertisements for this show also may include Press Democrat and other Sonoma County publications and social media.

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 # 68-0379044

Organization/Business Name Near & Arnold's School of Performing Arts & Cultural Education

Chair/CEO MaryAnn Villwock Phone 707-462-9370

Main Contact Laurel Near Role Co-director, Co-Founder

Email office@spaceperformingarts.org Phone 707-462-9370

Address 508 W Perkins St

City/Zip Ukiah, CA 95482

Website www.SPACeperformingarts.org

LN (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.

LN (please Initial) YES, I attest that the information provided in this event/program application 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:  Date: 11/16/17

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____



Luz Harvey <luz@visitmendocino.com>

Re: Grant application

Space Office <spaceukiah@gmail.com>
To: Luz Harvey <luz@visitmendocino.com>
Cc: Laurel Near <laureln@spaceperformingarts.org>

Tue, Nov 21, 2017 at 8:34 AM

These events are benefits for SPACE, so yes, we hope to see an increasing net proceeds for this years event, and as well as next year.

The venue is the SPACE theater- so there's no fee or direct cost allocated for the event.

Nicole

On Nov 20, 2017, at 4:53 PM, Luz Harvey <luz@visitmendocino.com> wrote:

some more questions
in the year over year table showing figures from 2014 thru 2018, the last two years show net proceeds of 14K in 2017 and 22K in 2018. Is this correct?

Also, expenses don't show venue costs. Do you own the venue or is the number missing?

Luz Harvey - Sales, Hospitality & Events Coordinator
Visit Mendocino County - Mendocino Co. Tourism Comm.
office 707.964.9010 | cell 707.813.0120
luz@visitmendocino.com | www.visitmendocino.com



On Fri, Nov 17, 2017 at 9:36 AM, Luz Harvey <luz@visitmendocino.com> wrote:

Thanks for explanation.
I'll print it out for our meeting.

Luz Harvey - Sales, Hospitality & Events Coordinator
Visit Mendocino County - Mendocino Co. Tourism Comm.
office 707.964.9010 | cell 707.813.0120



Luz Harvey <luz@visitmendocino.com>

Re: Grant application

Space Office <spaceukiah@gmail.com>

Fri, Nov 17, 2017 at 9:32 AM

To: Luz Harvey <luz@visitmendocino.com>

Cc: info@visitmendocino.com, Laurel Near <laureln@spaceperformingarts.org>

Hi Luz,

Thanks for asking for clarification. Because so many of our tickets are sold anonymously, specifically at the Mendocino Book Company, we don't have a way to track this information. It's an estimate from what we know about who generally attends.

In making our estimates we know a few things about our audience that would impact these numbers.

- attendees will travel with a spouse or family members, needing only one room- though buying multiple tickets for the show.
- some attendees that will come from Sonoma and Lake counties and will not stay overnight.
- there are also a few people who buy tickets to both shows (on the same day) and will only stay one night.

I hope this helps. In the future we will consider tracking this data more carefully, but since this is our first time applying for this funding, it's never been something we documented. Please let us know if you have additional questions.

Thank you,
Nicole

On Nov 17, 2017, at 9:12 AM, Luz Harvey <luz@visitmendocino.com> wrote:

Hi,

I've reviewed your app.

I have question re: the Room Nights you've listed on cover page.

"% of Attendees from outside County" is listed as approx 20% of 305 tickets sold this would be 61. But # of RoomNights is listed as approx. 15.

Would the other 47 day trip for concert and not stay overnight?

Luz Harvey - Sales, Hospitality & Events Coordinator
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