



## 2018 Almost Fringe Festival Wrap-up Report

## **2018 Almost Fringe Festival Wrap-up Table of Contents**

**-Synopsis**

**-Participant's Feedback  
(email comments and Survey Monkey results)**

## **2018 Almost Fringe Festival Wrap-up Synopsis**

### **Description:**

The Mendocino County Almost Fringe Festival is a countywide celebration of creativity, from artsy to agrarian and traditional to cutting edge.

*2018 was the second year for the festival.*

The festival is broken down into four regions; 101 Corridor, North Coast, 128 Corridor and South Coast. Each region had its own dedicated weekend in the month of April.

### **YOY Total Events:**

2017: 81 events countywide;

2018: 90 events countywide (an increase of over 10%)

### **Signature Events:**

101 Corridor – Sparking Wine Tasting & Bio Blitz

North Coast – Dystopian Prom

128 Corridor – Goat Fest & Wildflower show

South Coast - Pt Arena Festival

### **Breakdown of Lodging Participants:**

1 Elk; 2 Little River; 2 Willits; 1 Ukiah; 1 Hopland; 1 Mendocino; 5 Fort Bragg

### **Survey Responses:**

Staff polled all 81 participants (some held more than one event)

**32 participants replied constituting a 37% response rate.** (an overview of the survey follows.)

Of those responding,

- 40% were new participants

- 97% said they would participate again next year

- Many offered comments about their experience and/or how to improve the festival next year

- Breakdown of attendance between county residents and visitors was hard to determine, perhaps due to the wording of the question, staff welcomes suggestions from Festival Committee

### **Staff Comments:**

The fledgling Almost Fringe Festival holds promise as a county-wide event due to the fact that unlike VMC's other long standing umbrella festivals (i.e. the Crab Festival and Mushroom Festival), it does not highlight limited facets of the county. Its cornerstone is creativity which can be found in each community and is open to a wide range of interpretations allowing each region to create their own unique take on the festival.

Enthusiasm amongst this year's participants is high for next year. Staff feels that to have the festival reach its full potential, some kind of widely distributed promotional printed piece should be created at the county level, (like is done for the other two umbrella festivals), which allows visitors to have a take-along directory listing all the happenings. Grant program funding for FY 2018-19 will shift from under Festival Committee purview to regional organizations (i.e. Visit Willits, Visit Ukiah, the Chambers of Commerce countywide, MWI, AVWA and DH). Staff recommends that a portion of funding be kept under Festival Committee control for those having festival worthy events that qualify, but don't fall under the above organizations jurisdictions.

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Luz Harvey <luz@visitmendocino.com>

Re: checking in

blazebirge@flynncreekcircus.com <blazebirge@flynncreekcircus.com>

Thu, Apr 26, 2018 at 7:21 AM

To: Luz Harvey <luz@visitmendocino.com>

Hello Luz,

Thanks for checking in. It was a very successful experiment. We have been wanting to do a 'dinner theater' for a long time. While a sell out event sold out was anticipated given we were only able to seat 103 attendees, the response did radically exceed our expectations. We were sold out more than 3 weeks before the event and that was very surprising. We've had overwhelmingly positive reviews of the experience from attendees, sponsors, volunteers and partnering organizations. We are collecting all the feedback and will be adapting and improving the event for future presentations.

Thank you for all you do to support economic and community growth in the county. The support of the festival was crucial to launching what looks like a new annual event that supports tourism, community and business collaborations. Good work!

Warmly,

Blaze Birge

On Wed, Apr 25, 2018 at 2:53 PM, Luz Harvey <luz@visitmendocino.com> wrote:

How'd it go at the Topless Tapas/Dysptopian Prom?

I heard the tapas portion sold out.

Luz Harvey - Sales, Hospitality & Events Coordinator

Visit Mendocino County

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Luz Harvey &lt;luz@visitmendocino.com&gt;

## NatureFest thanks and evaluation

Hannah M Bird &lt;hbird@ucanr.edu&gt;

Mon, Apr 30, 2018 at 2:14 PM

To: Roger Foote <rogeletf@gmail.com>, Margaret Husband <margaret.husband@gmail.com>, "tom.husband@gmail.com" <tom.husband@gmail.com>, Amber Shrum <anshrum@ucanr.edu>, Rachel Chavez <skrappy95521@yahoo.com>, "emilio\_chavez18@uusd.net" <emilio\_chavez18@uusd.net>, Lauren Esposito <lesposito@calacademy.org>, Janelle Dorcy <janelle.dorcy@gmail.com>, "ajholmqu@berkeley.edu" <ajholmqu@berkeley.edu>, "rjkeiffer@att.net" <rjkeiffer@att.net>, "jane@fowlerball.com" <jane@fowlerball.com>, Eileen Mitro <emitro@pacific.net>, Chuck Vaughn <cevaughn@pacific.net>, Jade Paget-Seekins <sagejade@gmail.com>, "bawcom@pacific.net" <bawcom@pacific.net>, Car Mun Kok <cmkok@ucanr.edu>, "Huhndorf, Japhia S -FS" <jshuhndorf@fs.fed.us>, Julie Frazell <jfrazell@ucanr.edu>, Charlie Kelly <charliek@pacific.net>, Robert Calson <burtc@pacific.net>, Dennis Slota <dennisndori@pacific.net>, "Dvallerogers@gmail.com" <Dvallerogers@gmail.com>, "luca\_szabo19@uusd.net" <luca\_szabo19@uusd.net>, Allison Baldwin <alhbaldwin@gmail.com>, John Griffith <norcalgriffith@gmail.com>, "Peter S. Alagona" <alagona@history.ucsb.edu>, "prakrit@gmail.com" <prakrit@gmail.com>, Prerna Jain <prerna.jain@gmail.com>, "shiranhersh@berkeley.edu" <shiranhersh@berkeley.edu>, maureen taylor <mtaylor@uusd.net>, "brandt.weary@gmail.com" <brandt.weary@gmail.com>, Cathy Monroe <cathy.monroe@gmail.com>, "amcinturff@gmail.com" <amcinturff@gmail.com>, Kerry Heise <kheise007@gmail.com>, Ingrid Johnson <Ingridjohnson64@yahoo.com>, Janet McLeod <janetmcleod52@gmail.com>, Melena Kaye <mkaye@uusd.net>, M Meyer <melearnmeyer@gmail.com>, John T Bailey <jtbailey@ucanr.edu>, Luz Harvey <luz@visitmendocino.com>

Dear NatureFest team, THANK YOU ALL for being a crucial part of our NatureFest 2018. Each and every one of you was so important to the success of this event.

Between us we:

- Educated 150 school students on Friday April 27<sup>th</sup>
- Met with over 75 members of the public for our opening celebration and events across Saturday April 28<sup>th</sup>
- Made 221 observations of 130 species on iNaturalist over April 27 and 28<sup>th</sup>.
- Benefitted from the help of 40 volunteers
- Learned the bioblitz dance! Watch online here.

Every year we try this event a little differently and I would love to get your thoughts on whether it should take place in 2019 and if so, how could it be improved?

Please fill in this survey to share your thoughts: [https://ucanr.co1.qualtrics.com/jfe/form/SV\\_0fc0jN02AHWoXlz](https://ucanr.co1.qualtrics.com/jfe/form/SV_0fc0jN02AHWoXlz)

I'd also like to encourage you to visit our iNaturalist page which shows all the species that were found during the event: [https://www.inaturalist.org/observations?d1=2018-04-27&d2=2018-04-28&place\\_id=53578&verifiable=any](https://www.inaturalist.org/observations?d1=2018-04-27&d2=2018-04-28&place_id=53578&verifiable=any)

Take a good look at the pictures taken with some observations, and "favorite" any of the ones you like the best. The most "favorited" picture at the end of this week will win the trail camera donated to us by G.I. Joes in Ukiah.



# Millipedes (Class Diplopoda) Needs ID!

Follow

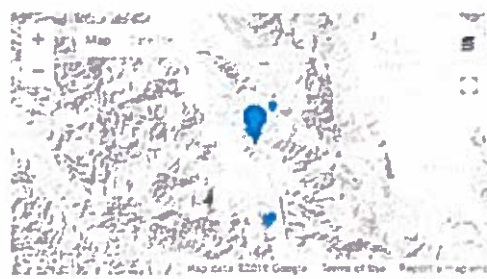


**idusgipson**  
5 observations



Observed  
Apr 28 2018 1:33 PM PDT

Submitted  
Apr 30 2018 1:16 PM PDT



3000 University Rd, Hopland, CA [Show](#) [Details](#)

Be the first to favorite this observation!



To favorite an observation, first click on the observation and then click the green star to place your vote.

Thank you again to you all and to our wonderful sponsors Charlie and Joan Kelly and VisitMendocino.

Hannah

## Hannah Bird

Community Educator

Hopland Research & Extension Center

4070 University Road

Hopland, CA 95449

[hbird@ucanr.edu](mailto:hbird@ucanr.edu)

707.744.1424 x 105

Keep up to date with events at HREC by signing up for our monthly e-mail newsletter!



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Luz Harvey <luz@visitmendocino.com>

**Re: How'd it go?**

Cindy Wilder <cwilder406@gmail.com>  
To: Luz Harvey <luz@visitmendocino.com>

Sun, Apr 22, 2018 at 10:55 AM

I hope you are feeling better today. I think we all agreed that it was the best one we've had so far. Some of our new activities drew in lots of kids and their families. Take care, Cindy

On Apr 22, 2018, at 9:39 AM, Luz Harvey <luz@visitmendocino.com> wrote:

Sorry I didn't make it to Boonville yesterday...was not feeling quite up to snuff, but I was thinking about you guys!  
How'd the Goat Fest go?

Luz Harvey - Sales, Hospitality & Events Coordinator  
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Luz Harvey &lt;luz@visitmendocino.com&gt;

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**Fwd:**

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Luz Harvey &lt;luz@visitmendocino.com&gt;

Tue, May 15, 2018 at 3:57 PM

To: Bernadette Byrne <info@mendowine.com>, Cally Dym <callyd@littleriverinn.com>, Tom Yates <tom@koz.com>, Tom Liden <tomliden@pacific.net>, Cynthia Ariosta <theflyingsaucy@gmail.com>, John Cesano <john@avwines.com>

Hi there,

this email came in after our Fest Comm mtg today. If i'd had it earlier, would have included it in our AFF Wrap up packet....

It's from the coordinator of the Alleyway Art project which rec'd a grant fund...Looks like it's meeting its goal of being a social media draw!

----- Forwarded message -----

From: Lia Wilson &lt;liavincenzadesigns@gmail.com&gt;

Date: Tue, May 15, 2018 at 3:19 PM

Subject: Re:

To: Luz Harvey &lt;luz@visitmendocino.com&gt;

Hi Luz, I've been looking at our stats and here's what I have so far. We have 124 Instagram followers, with more following every day. Those are all natural follows so far. I may buy a few sponsored posts as we get closer to our May 25th unveiling party. Thanksgiving coffee posted a photo to Facebook that got 1600 views. There was an article about the project in The Advocate. I am working on a blog post with Kristin at the Chamber. People are getting really excited!

The unveiling will start at 6:00pm in front of the Rhododendron. We will have a live acoustic band, snacks, blossoms to take home, bees on sticks for people to hold up in selfies with the mural, and more. It should be a real hoot, and will probably generate quite a bit of buzz. Pun intended.

The website gets about 88 views a week, but we haven't promoted it at all yet, so that's just word of mouth. We anticipate that number to jump significantly as soon as we stick a QR code to the Rhododendron and have our launch.

On Sun, May 13, 2018 at 5:09 PM, Luz Harvey <luz@visitmendocino.com> wrote:

Hi there,

Here's a pict you may enjoy.

Saw Molly from the Bot Gardens checking out the mural this a.m....

It's looking GOOD!

Wondering if you have any social media stats on this project that I can share w/ our festival committee on Tuesday (5-15) We'll be having a meeting and it would be nice to pass along that info then.

Thanks for this project Lia!



Luz Harvey - Sales, Hospitality & Events Coordinator  
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Celebrate Anderson Valley's finest Pinots!  
May 18-20, 2018 - click logo for more info

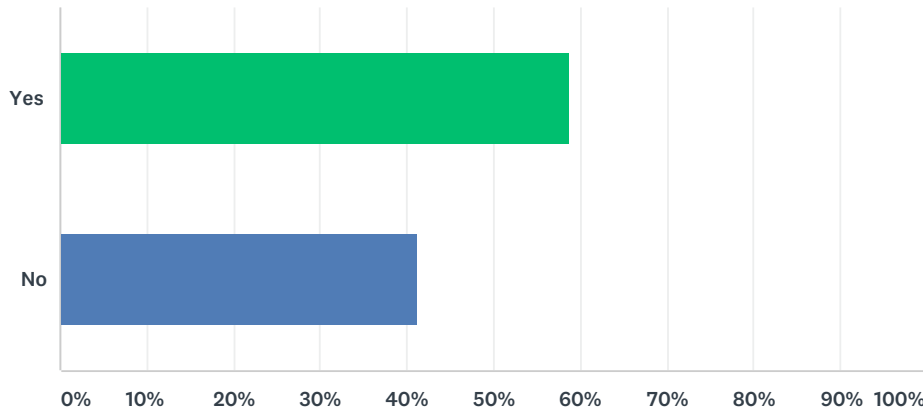


On Sun, May 13, 2018 at 4:26 PM, Luz Harvey <[luz@visitmendocino.com](mailto:luz@visitmendocino.com)> wrote:

Sent from my iPhone

# Q1 Last year, did you participate in the Almost Fringe Festival?

Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	58.82%	20
No	41.18%	14
TOTAL		34

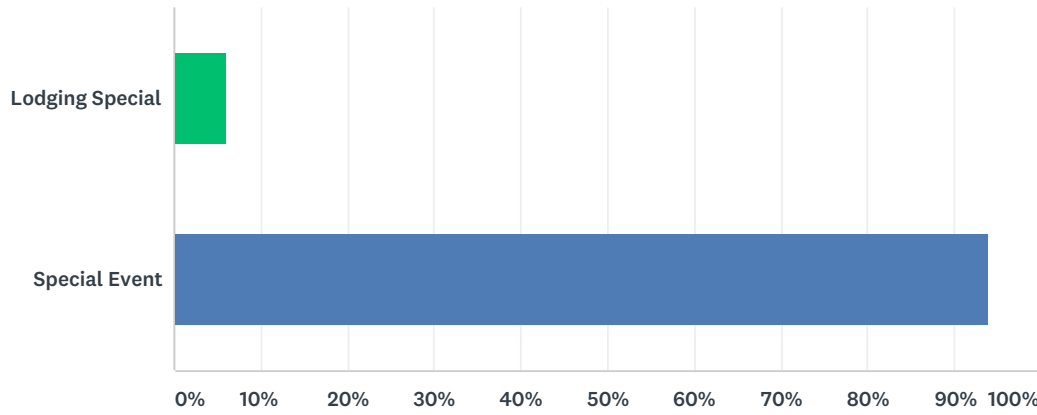
## Q5 If yes, what how can Visit Mendocino County improve your festival experience?

Answered: 23 Skipped: 11

#	RESPONSES	DATE
1	Not sure at this time.	5/9/2018 1:55 PM
2	we had a great time, but maybe more publicity around town and beyond? and partners gallery could do more publicity too...	5/7/2018 4:40 PM
3	Perhaps an event in the town of Elk	5/3/2018 12:55 PM
4	A poster for the window explaining the event	5/3/2018 11:45 AM
5	Strive for more and more growth :)	5/3/2018 11:32 AM
6	May I please be contacted sooner for planning purposes? Thank you!!	5/3/2018 8:10 AM
7	Maybe more advertising. I think it's hard to read on the web site. BUT... this is growing in our area and we thank you.	5/3/2018 6:50 AM
8	I think Visit Mendocino did a great job.	5/2/2018 9:56 PM
9	I will have to go to our PAMA meeting to be able to better answer this question.	5/2/2018 4:46 PM
10	1. It would be nice if there were some kind of central event at which the presenters could meet each other. I didn't know who else was presenting events, or what other people were presenting. 2. The owner of the inn where I sing said people were confused by the posters. "What is a fringe festival?"	5/2/2018 4:45 PM
11	Provide a list in advance of other participating venues/artists so that we might coordinate activities (have other participating artists perform at our venue, to create a larger experience)	5/2/2018 2:28 PM
12	We might consider bringing people to a central location for Albionites.Perhaps at the Albion campground.Just reiterating what Luz mentioned.Thanks Robert	5/2/2018 2:02 PM
13	Get your website coverage of the event up earlier. Add the history of Fringe Festivals to the website (see <a href="https://en.wikipedia.org/wiki/Fringe_theatre">https://en.wikipedia.org/wiki/Fringe_theatre</a> for the type of info that would be nice to add)	5/2/2018 1:55 PM
14	we can start earlier, and get more shops on board and make it more inclusive and denser in the village :) thank you!	5/2/2018 1:01 PM
15	We really appreciated the support of Visit Mendocino in 2018. All support with advertising is huge!	5/2/2018 12:37 PM
16	I don't know. It was pretty good, considering the rain during the outdoor event.	5/2/2018 12:31 PM
17	Advertising packages for events that encourage partnering between events and lodging.	5/2/2018 12:01 PM
18	Publicity is the best way to support. Thank you!	5/2/2018 11:38 AM
19	It may not be in your control, but more coordination among the local participants would be helpful. Also--having one big event definitely competes with the small events.	5/2/2018 11:27 AM
20	Provide washroom and hand washing stations for special events that do not have easy access to public washrooms.	5/2/2018 11:09 AM
21	Pumped up publicity on your web site for the vaiouus events. I couldn't find any reference to Edgewater's event. We only had 4 attendees and two of them were gallery members.	5/2/2018 11:09 AM
22	More of the same is fine. An indication of milemarkers etc for events on 128 is helpful so people can plan their visits	5/2/2018 10:52 AM
23	more signs and advertising please! Also, event brochures like Crab and Mushroom Festivals use!	5/1/2018 2:14 PM

## Q2 This year, which best describes your participation?

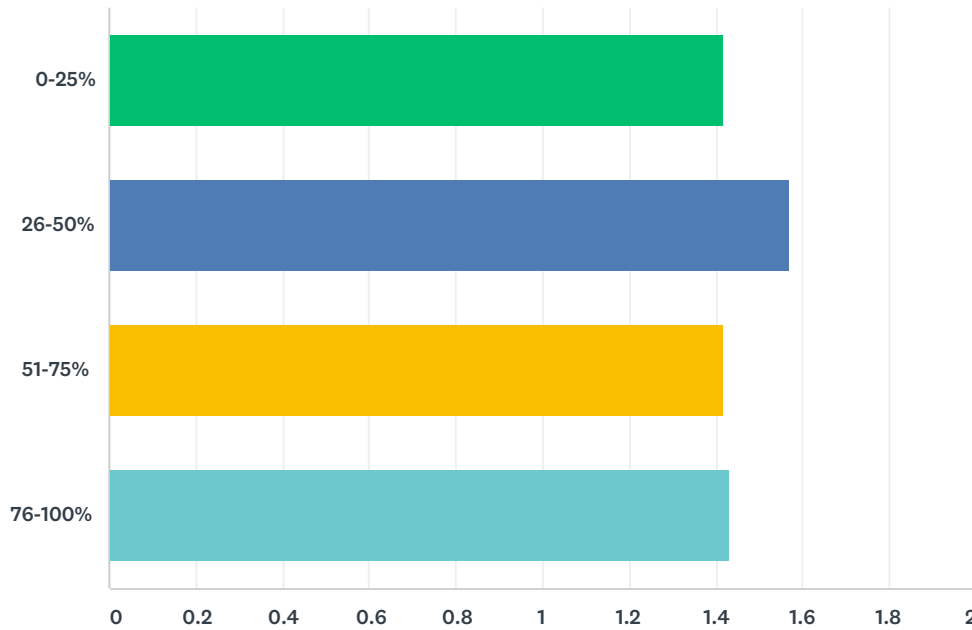
Answered: 33 Skipped: 1



ANSWER CHOICES	RESPONSES
Lodging Special	6.06% 2
Special Event	93.94% 31
TOTAL	33

**Q3 Percentage wise, how would you break down the overall attendance you had this year in terms of locals vs out of town visitors? (Please select one.)**

Answered: 31 Skipped: 3

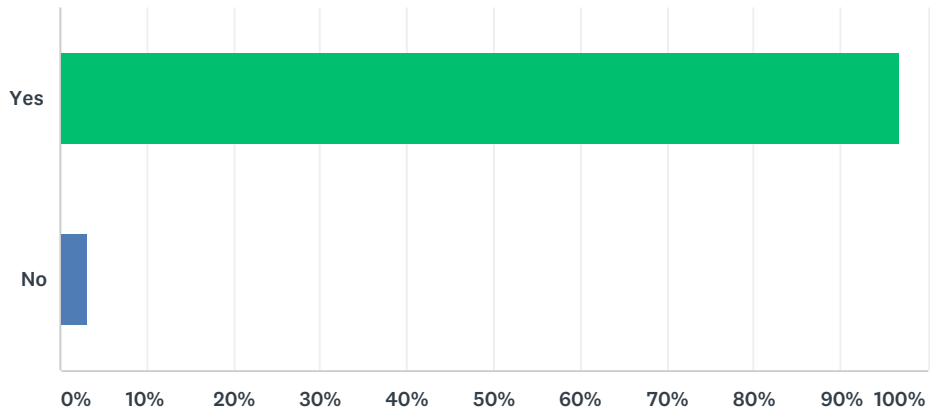


	LOCALS	TOURISTS	TOTAL	WEIGHTED AVERAGE
0-25%	58.33% 7	41.67% 5	12	1.42
26-50%	42.86% 3	57.14% 4	7	1.57
51-75%	58.33% 7	41.67% 5	12	1.42
76-100%	57.14% 8	42.86% 6	14	1.43



### Q4 Will you participate in this festival next year?

Answered: 32 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	96.88%	31
No	3.13%	1
TOTAL		32

## Q6 Please provide any additional feedback here.

Answered: 17 Skipped: 17

#	RESPONSES	DATE
1	None right now.	5/9/2018 1:55 PM
2	it was fun to do ironing and i think we will double at least the # of people who come to it, as well as those who will be ironing.	5/7/2018 4:40 PM
3	We did not have any business from the festival.	5/3/2018 12:55 PM
4	Thank you for the road signs and festival information cards. Looking forward to next year!	5/3/2018 11:32 AM
5	Also, don't have a hard stop on putting events on the web as people are notoriously last minute. Publish a deadline but maybe send a few emails a few weeks before so people can get something in. I know in Point Arena we were getting people's info last minute.	5/3/2018 6:50 AM
6	Our event was Beer Bingo. There were only 7 participants but everyone had a great time. 5 of the participants found out about our event through Visit Mendocino promotions. We intend to start having Beer Bingo more often, it was so much fun.	5/2/2018 9:56 PM
7	It was nice to see all of the paper stuff like save the date and get the poster of the events happening all over. That was nice.	5/2/2018 4:46 PM
8	Luz suggested that a subtitle might be helpful. I thought of "Celebrating creativity on the edge of the continent." A couple of us brainstorming together might come up with something even better. An explanatory paragraph mentioning the Edinburgh Fringe Festival and the history of fringe festivals could go on the flyers and the info you send to newspapers and radio stations. (Maybe you've already done this and I missed it)	5/2/2018 4:45 PM
9	Great festival in Point Arena	5/2/2018 1:55 PM
10	We had a difficult time getting venues and participants in the town of Gualala both last year and this year. Not much interest in our community. We will continue to support and participate as the Discovery Gallery.	5/2/2018 1:21 PM
11	its a great start, would love to continue to brainstorm the future...	5/2/2018 1:01 PM
12	This festival provided the flexibility to incorporate a wide variety of event.	5/2/2018 12:37 PM
13	I was directly involved in one event--the mushroom club dye event at the Ford House in Mendocino. It went well, we had quite a few people, in spite of rain on Sun. I was indirectly involved in Walt Rush's presentation in Elk, being a gallery member there. There were not many people attending, and many of them were gallery members or friends of Walt's. There were a few tourists, I believe, but not as many as we were hoping for.	5/2/2018 12:31 PM
14	Please stop calling Mendocino a village. The village crowd does not care if you call it a "Town", but the town crowd hates to hear "village"--and that includes Kelley House Museum	5/2/2018 11:27 AM
15	Will definitely avoid planning any event that competes with Second Saturdays in Mendocino. Very low attendance in Fort Bragg on a Second Saturday.	5/2/2018 10:57 AM
16	I had my art in a gallery and it rained on first Friday and most weekends	5/2/2018 10:50 AM
17	I absolutely LOVE this festival! It's the only one that VMC puts on that is applicable to the entire county! Crab is a coastal resource and Mushrooms are a forest one but celebrating creativity is universal! BTW this is a TEST RESPONSE!	5/1/2018 2:14 PM

## Q7 Name and email address of person completing this form.

Answered: 32 Skipped: 2

ANSWER CHOICES	RESPONSES	
Name	100.00%	32
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	32
Phone Number	0.00%	0

#	NAME	DATE
1	Rob Hawthorn	5/9/2018 1:55 PM
2	Sherrie Smith-Ferri	5/8/2018 5:23 PM
3	carolyn schneider	5/7/2018 4:40 PM
4	Robyn Harper	5/4/2018 5:19 PM
5	Mary OBrien	5/3/2018 12:55 PM
6	Leslie bartolomei	5/3/2018 11:45 AM
7	Jon Glidewell	5/3/2018 11:32 AM
8	Chrystina	5/3/2018 8:10 AM
9	Judy Mello	5/3/2018 6:50 AM
10	Tracy Du Pont	5/2/2018 9:56 PM
11	LingYen Jones	5/2/2018 4:46 PM
12	Holly Tannen	5/2/2018 4:45 PM
13	Paula Power	5/2/2018 2:28 PM
14	Robert Milhollin	5/2/2018 2:02 PM
15	Mark Hancock	5/2/2018 1:55 PM
16	Blake more	5/2/2018 1:42 PM
17	Judy Pfeifer	5/2/2018 1:21 PM
18	Justine Olivia Battersby	5/2/2018 1:01 PM
19	Hannah Bird	5/2/2018 12:37 PM
20	Alison Gardner	5/2/2018 12:31 PM
21	jay newcomer	5/2/2018 12:03 PM
22	Stacie Lynch	5/2/2018 12:02 PM

23	blaze birge	5/2/2018 12:01 PM
24	Gillian Nye-Hoke	5/2/2018 11:38 AM
25	Cornelia Reynolds	5/2/2018 11:27 AM
26	Shauna Boyd	5/2/2018 11:24 AM
27	Anne Maureen McKeating	5/2/2018 11:09 AM
28	Margaret Paul	5/2/2018 11:09 AM
29	Dan Hess	5/2/2018 10:57 AM
30	Deborah Wallo	5/2/2018 10:52 AM
31	Shavda Young	5/2/2018 10:50 AM
32	luz harvey	5/1/2018 2:14 PM
#	COMPANY	DATE
	There are no responses.	
#	ADDRESS	DATE
	There are no responses.	
#	ADDRESS 2	DATE
	There are no responses.	
#	CITY/TOWN	DATE
	There are no responses.	
#	STATE/PROVINCE	DATE
	There are no responses.	
#	ZIP/POSTAL CODE	DATE
	There are no responses.	
#	COUNTRY	DATE
	There are no responses.	
#	EMAIL ADDRESS	DATE
1	events@gallerybookshop.com	5/9/2018 1:55 PM
2	sherrie@gracehudsonmuseum.org	5/8/2018 5:23 PM
3	carolynmae66@gmail.com	5/7/2018 4:40 PM
4	airemutt@pacific.net	5/4/2018 5:19 PM
5	innkeeper@elkcoveinn.com	5/3/2018 12:55 PM
6	bonamarketplace@aol.com	5/3/2018 11:45 AM
7	jon@thebeachcombermotel.com	5/3/2018 11:32 AM
8	wct@willitsonline.com	5/3/2018 8:10 AM
9	mello@mcn.org	5/3/2018 6:50 AM
10	jdupont@mcn.org	5/2/2018 9:56 PM
11	lingyen@juno.com	5/2/2018 4:46 PM
12	htannen@mcn.org	5/2/2018 4:45 PM
13	pr@gualalaarts.org	5/2/2018 2:28 PM
14	bellafig@mcn.org	5/2/2018 2:02 PM
15	markh.palight@gmail.com	5/2/2018 1:55 PM
16	blake@snakelyone.com	5/2/2018 1:42 PM

17	jpeifer4art@gmail.com	5/2/2018 1:21 PM
18	indigomendo@mcn.org	5/2/2018 1:01 PM
19	hbird@ucanr.edu	5/2/2018 12:37 PM
20	garaway58@gmail.com	5/2/2018 12:31 PM
21	jay@mfcellars.com	5/2/2018 12:03 PM
22	stacie@greenwoodridge.com	5/2/2018 12:02 PM
23	blazebirge@flynncreekcircus.com	5/2/2018 12:01 PM
24	tigerlily@wildblue.net	5/2/2018 11:38 AM
25	cjsreynolds@sbcglobal.net	5/2/2018 11:27 AM
26	Shauna@arenatheater.org	5/2/2018 11:24 AM
27	annemaureen.mckeating@gmail.com	5/2/2018 11:09 AM
28	mpaul@mcn.org	5/2/2018 11:09 AM
29	hessd@mendocinocounty.org	5/2/2018 10:57 AM
30	yorkvillecellars@gmail.com	5/2/2018 10:52 AM
31	shavda3@gmail.com	5/2/2018 10:50 AM
32	Luz@visitmendocino.com	5/1/2018 2:14 PM
#	PHONE NUMBER	DATE
	There are no responses.	