



2016-17 Mendocino County Event & Program Funding Request Information

For the 2016-2017 fiscal year, the Mendocino County Tourism Commission (MCTC) and the Board of Directors has approved a budget of \$25,000 for funding requests for events and programs happening July 1, 2016-June 30, 2017. Based on funding & qualified applications, MCTC may award grants up to \$2,500, depending on the demonstration of need.

MCTC invites tourism project funding requests from businesses and organizations that produce programs or events to increase overnights stays to our area, positively impacts sales tax businesses, promote tourist attractions in the region or develop programs targeted to a large percentage of visitors.

Through this funding request program, MCTC seeks to invest in the development and expansion of events & programs that identify with the MCTC brand for both residents and visitors with the specific goals of increasing tourism and revenue.

Activities not eligible for funding:

- Past events and/or programs in process
- Events or programs political or religious in nature
- Events or programs that may be contrary or harmful to the mission, principles and philosophies of MCTC
- Events or programs funded by Visit Mendocino County (MCTC) beyond (3) three consecutive years
- Concerts or concert series within an individual business
- General administrative costs
- Operational expenses
- Commercial or for-profit organizations requesting funds for capital improvements or projects
- Program promoting tourism outside of Mendocino County
- Events or programs directed mostly to residents of Mendocino County Award requests for more than \$2,500

Funding available for these requests come out of MCTC's overall budget, made possible by the county-wide lodging assessment.

**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.*



Events are evaluated using a number of criteria, including:

Event & Program Sustainability

The event or program is produced with strong growth opportunity that offers the long-term potential of being produced for several years at least; and, the event or program may position the county to attract similar events or programs.

As a part of sustainability, funding is given out at a maximum for (3) continuous years before discontinuation. This policy allows for new event and program growth.

Event & Program Marketing

The event or program strengthens MCTC's marketing position as a destination for educational, athletic, environmental, and arts and cultural events and experiences.

Event & Program Economics

The event or program has the high potential of impacting both commercial lodging and sales tax businesses while minimizing the county's financial risk by offering a positive return on the MCTC's investment.

Who May Apply

Non-profit organizations and businesses with a project or event who can demonstrate the need for funding. These events and programs must be held in Mendocino County aimed at tourism development and bring visitors to Mendocino County communities that will create overnight stays in Mendocino County's commercial lodging properties, plus a positive impact to sales tax businesses.

Priority will be given to events and programs held mid-week (Sunday-Thursday) and/or the off-peak season (December-February).

Application & Selection Process

Funding applications are accepted by the last business day of each month and reviewed by the Festival Committee the following month. The Festival Committee will review and make their recommendations to the MCTC Executive Director. Determination of the award will be made within 45 days of the application deadline.

Please note: If any applications require board review and approval, the award process will take longer (up to 60 days).

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Applications can be submitted (4) four ways:

- **Email:** info@visitmendocino.com
- **Fax:** 707-703-4275
- **Mail:** MCTC, 345 North Franklin Street, Fort Bragg, CA 95437
- **In Person:** During regular business hours at 345 North Franklin Street, Fort Bragg, CA 95437

One application per organization, per event/program per fiscal year. Incomplete applications will not be processed. MCTC is not responsible for confirming received applications nor lost, damaged or incomplete ones.

Volunteer Mendocino County

For every \$100 requested, we ask you or your organization to donate 0.25 hours to another Mendocino County event or program.

This pay-it-forward program allows for events seeking volunteers to access a database of individuals and/or organizations who are willing to donate hours for the success of events throughout the county.

Event Permit & Insurance Requirement Resources

City of Fort Bragg – Planning an event in the city limits of Fort Bragg? [Click here](#) for more information or contact the Community Development Department at 707-961-2827 ext. 112.

City of Ukiah – Planning an event in the city limits of Ukiah? [Click here](#) for more information or contact the Public Works Department at 707-467-5726.

City of Willits - Planning an event in the city limits of Willits? [Click here](#) for more information or contact the City Hall at 707-459-4601.

Mendocino County – Planning an event in the unincorporated areas of Mendocino County? Please contact the Mendocino County Planning & Building Services Department at 707-234-6650 (Ukiah) or 707-964-5379 (Fort Bragg) for permit information and other requirements.

California Department of Alcoholic Beverage Control (ABC) – Planning to serve alcohol at your event? [Click here](#) for more information or contact the Santa Rosa District Office at 707-576-2165.

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EVENT/PROGRAM DETAILS

Event/Program Name: Mushroom Festival at the UC Hopland REC

Years in existence? 0

Description A selection of events allowing the public to

- Interact with experts in fungi and leaders in wildlife research
- Relax to the world class acoustic guitar of Alex De Grassi
- Enjoy a mouthwatering dinner of local produce including mushrooms and accompanied by Hopland wines
- Engage with stunning Mendocino County landscapes at the 5,300 acres UC Hopland Research and Extension Center

Date(s) November 4th, events from 10am-9pm

Location(s) UC Hopland Research and Extension Center, 4070 University Road, Hopland

Website <http://hrec.ucanr.edu/>

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	_____	_____	_____	_____	\$9,644
Total Expenditures	_____	_____	_____	_____	\$5733
# Attendees	_____	_____	_____	_____	130
% Attendees Outside the County	_____	_____	_____	_____	60%
# Vendors	In partnership with a number of local produce suppliers, 0 vendors				
# Volunteers	_____	_____	_____	_____	15
# Room Nights	_____	_____	_____	_____	15

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

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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 – please see attached

Tickets sales	\$6,144
Bar sales	\$1000
Sponsorship/grants	\$2500
TOTAL	\$9,644

OTHER FUNDING	<input type="checkbox"/> We will receive other sponsorship dollars	\$ _____
	<input type="checkbox"/> We will receive matching funds	\$ _____
	<input checked="" type="checkbox"/> We will receive in-kind donations	\$ 600
	Total Revenue	\$ _____

Expenses

Marketing	\$1000
Staff time*	\$1,322
Catering	\$2,111
Running costs of facility (including janitorial)	\$250
Cost of County permits	\$50
Performer Alex De Grassi at greatly reduced rate	\$1000
Speaker Dr. Justin Brashares, UC Berkeley – willing to speak on our behalf for free	\$0

*Over 75 hours of volunteer time expected to be associated with this event, valued at \$2,134 (based on independent sector valuation of CA volunteer hours at \$28.46 per hour)

Total Expenses \$ 5,733

EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 2,500

How will the funds be used? \$1000 reduced rate for grammy nominated and internationally acclaimed musician Alex De Grassi (typically his fee is \$4000- but he is open to this reduced rate to support our work), \$1000 advertising/marketing costs, \$500 to support costs of catering.

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

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

How do you feel the out-of-town visitor will benefit from your event or program? Exposure to a research facility and landscape which is infrequently open to the public. This landscape, its species and research is commonly referred to as “a gem” in our County. Dr. Justin Brashares is a fantastic speaker conducting research on this site – allowing visitors to understand the science in their “backyard” (an example of Dr. Brashares work in Ghana can be found in this short National Geographic film: <https://www.youtube.com/watch?v=HijeLfi9Uwo> .Now Dr. Brashares considers the “quiet return” of large predators to our Mendocino County landscape)

Coupling this science with the opportunity to forage for fungi and to hear world acclaimed acoustic guitar in the midst of our oak woodlands is a rare opportunity.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? Hopland, Ukiah accommodation should benefit from the number of people who travel from the Bay area to attend an event with a world class musician, researcher and landscape.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? We plan to partner with the growing number of Hopland restaurants to offer visitors a variety of options for lunch/dinner during our event.

How do you feel the municipalities (county & city governments) will benefit from your event/program? Raising awareness of the beauty of this landscape and the rare resources including incredible diversity of fungi and other wildlife. Allowing the opportunity to relax with world class music in a new facility for the county and helping visitors see the value of this property for recreation and research.

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

Recognition on our website, logo on printed materials and through e-mail newsletter to 2000 subscribers. Awareness of event will also be raised through facebook and twitter accounts and through UC avenues to other campuses e.g. Berkeley, Davis.

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

- Y Assist in collecting room rates & facilitating room blocks for attendees, vendors, performers and/or speakers
- Y Partner by utilizing existing marketing vehicles to promote to audiences outside the county
- Y Partner by utilizing existing media promotions to promote to audiences outside the county
- Y Electronic distribution of information concerning your program or event to stakeholders
- ___ Other _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID - 94-6036494 also please find attached non profit id information

Organization/Business Name U.C. Hopland Research and Extension Center

Chair/CEO Director Dr. Kimberley Rodrigues Phone (707) 744 1424 ext 115

Main Contact Hannah Bird Role Community Educator Email hbird@ucanr.edu

Phone 703 744 1424 ext 105

Address UC HREC, 4050 University Road,

City/Zip Hopland CA 95449

Website hrec.ucanr.edu

KB (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.

KB (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.

Signature: Kimberley Rodrigues Date: 6-16-17

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This area is for the Festival Committee & MCTC Executive Director

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

Notes: _____

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