



Luz Harvey <luz@visitmendocino.com>

RE: Almost Fringe

1 message

exhibitions <exhibitions@mendocinoartcenter.org>
To: Luz Harvey <luz@visitmendocino.com>

Wed, May 3, 2017 at 12:58 PM

Hello Luz,
Well,

We didn't notice an increase in visitors but our event was on Lansing street. It turned out to be a huge amount of work for me at the last minute, as I had to try to raise funds for the project as well as get permission for the projection site (from the Fire Chief and the Sherriff) Work with the artist throughout the fest and raise funds to pay for his housing.

Even though it wasn't a financial success for the Art Center, the feedback from the attendees was remarkable.

It was a very well received project!

Next year I think we will need a lot more time to prepare our project so we can include more art events that were not able to be included this year.

It was a good idea, I hope the other events were successful.

Sincerely,
Danna Hall
Exhibition Director
Mendocino Art Center
707-937-5818 x13

From: Luz Harvey [mailto:luz@visitmendocino.com]
Sent: Tuesday, May 02, 2017 3:06 PM
To: exhibitions
Subject: Almost Fringe

Hi,

Just checking in about the MAC's Almost Fringe experience.

Please get back to me and let me know how it all went.

Would be particularly interested in knowing if you noticed an up-swing in out of county visitors.

Thanks and hope to hear from you soon!

Luz Harvey - Sales, Hospitality & Events Coordinator

Visit Mendocino County



Luz Harvey <luz@visitmendocino.com>

Fringe Festival and PAMA

laura@wildflowermotel.com <laura@wildflowermotel.com>

Wed, May 3, 2017 at 9:40 AM

To: luz@visitmendocino.com

Hi Luz,

It was great to meet you too, and I'm so glad you came out for a first-hand look at the festivities.

I'm really excited that you and Richard will be coming to the next PAMA meeting! I'm eager to get everyone in PA on board with the BID, and it will be a wonderful opportunity for the merchants to hear the history and ask questions. Thank you!

We have had a lot of good feedback from folks re the festival. (And at the PAMA meeting we'll be able to hear more from those who haven't commented yet.) Here are some of the things they have said:

- Bird Cafe & Supper Club (Nicole Ponsler): "I want to extend our heartfelt appreciation for all those involved in making the 1st annual almost fringe festival such a major success! We at Bird Cafe got to pay some bills after this super busy weekend! Hope you all had fun!"
- Wharf Master's Inn (Deborah Housen): "Wharf Master's Inn was booked solid for three nights. Whooo Hoooo! I felt there should've been an Information Booth. Maps to some of the places, etc., would've been nice. I spent a good part of my time printing maps and directions for guests and calling businesses with questions."
- Unbeaten Path Tours (Margaret Lindgren): "...Unbeaten Path was booked solid - and our tours were all over, not just in the PA Stornetta Lands."
- Roots Herbal Apothecary (Gillian Nye): "...Roots reported great sales and lots of happy customers. Sounds like many people knew there were discounts and fun to be found & were out for the party! Thanks to everyone who made it happen ~ looking forward to next year!"
- Outback Garden & Feed (Rebecca Golly): "...we had many tourists come thru Outback."
- Zen House (Kelley Litle): "Did sales increase as a result...YES!! 2) Was event well attended...for our shop YES, over 70+ folds through our shop w/40ish folks attending our panel discussion. 3) Did new potential clients attend vs. our regulars...again YES...over 75% of our attendees were unfamiliar to us. 4) Did folds enjoy themselves, were they engaged...Again, for our shop...YES! Also...5) I think it's important to draw both locals and visitors...we had both locals new to our shop and visitors from S.F., Sacramento, Santa Rosa...even clients from San Luis Obispo came specifically for our event and the festival...Also heard Skinluv had a very successful day, Zepparella sold out, as did the Brew Master's Dinner! GREAT FIRST TIME EVENT!"

A couple areas to improve upon: Maps/info (as in the above comment) and FOOD! We need food booths next time--perhaps at the park with the music, and/or mixed in with the pop-up gallery. (215 doesn't open until 3pm, and Uneda Eat even later, so there were very few food options. We can probably convince these merchants to open earlier for the festival next year.)



Luz Harvey <luz@visitmendocino.com>

Attendance at Fringe Festival at Frog Song Farm

Sandy Scott <scotbus@gmail.com>

Sun, Apr 30, 2017 at 7:11 PM

To: luz@visitmendocino.com

Hi Luz,

It was nice to meet you yesterday. I wanted to give you a report on attendance.

Friday we had none. Saturday- Mendocino Co- 38, Sonoma Co-12, Other, mostly CA-51, Australia-1. Probably 2/3 came because of the Festival. And I know we missed some in the afternoon when the parking got crazy.

Sunday--25, probably divided 10- Mendo, 5-Sonoma, 10- other.

Thanks for coming by. This was by far the most successful day for us on an open day.

Sandy Scott



Luz Harvey <luz@visitmendocino.com>

Re: Fwd: Request for Quotes

1 message

lingyen@juno.com <lingyen@juno.com>

Tue, May 2, 2017 at 7:19 AM

To: grunig33@gmail.com

Cc: luz@visitmendocino.com

Luz,

The Coast Highway Artists Collective had such a good response with local and out of town customers.

Our openings all three of them were fun with good poetry, music, and food. Our street events with the PoPup gallery, street music, and the food was happening too.

It was nice to show and share our Almost Fringe exhibition. It also helped that it was one of the nicest days we have had

with the sun and blue sky.

Thanks for a good event.

Ling-Yen Jones, CHAC

Ling-Yen Jones

707-884-9153

www.solano.com for Books that Matter

www.ling-yendesigns.com for Handmade One of a Kind pieces

----- Original Message -----

Return-Path: <grunig33@gmail.com>

Received: from mx02.dca.untld.com (mx02.dca.untld.com [10.171.44.32])

by maildeliver07.vgs.untld.com with SMTP id AABNSRQLZAWGGGE2

for <lingyen@juno.com> (sender <grunig33@gmail.com>);

Mon, 1 May 2017 15:40:23 -0700 (PDT)

Authentication-Results: mx02.dca.untld.com; DKIM=PASS

Received-SPF: Pass

Received: from mail-pg0-f54.google.com (mail-pg0-f54.google.com [74.125.83.54])

by mx02.dca.untld.com with SMTP id AABNSRQLZAG8288S

for <lingyen@juno.com> (sender <grunig33@gmail.com>);

Mon, 1 May 2017 15:40:23 -0700 (PDT)

Received: by mail-pg0-f54.google.com with SMTP id v1so50962231pgv.1

for <lingyen@juno.com>; Mon, 01 May 2017 15:40:23 -0700 (PDT)

DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;

d=gmail.com; s=20161025;

h=from:content-transfer-encoding:mime-version:date:subject:message-id



Luz Harvey <luz@visitmendocino.com>

RE: How'd it go

1 message

janelle@thebewilderedpig.com <janelle@thebewilderedpig.com>

Tue, May 2, 2017 at 4:17 PM

To: Luz Harvey <luz@visitmendocino.com>

Hi!

It went GREAT! We had a busy Friday and Saturday. I'll have to look back at the books to ascertain the breakdown. Specific attendees driven by Fringe fest that I know for sure were about 10, but I imagine the number was higher than that due to our promotion of the live music, etc.

It was fun, and we look forward to next year.

Cheers!

Janelle M. Weaver
Chef/Proprietress
The Bewildered Pig
707.895.2088 Restaurant
707.895.3361 Office
janelle@thebewilderedpig.com

----- Original Message -----

Subject: How'd it go
From: Luz Harvey <luz@visitmendocino.com>
Date: Tue, May 02, 2017 2:59 pm
To: janelle@thebewilderedpig.com

During your Almost Fringe Event?
Specifically interested in out of town attendance and out of county attendance.

Looking forward to learning about your experiences.

Cheers,

Luz Harvey - Sales, Hospitality & Events Coordinator
Visit Mendocino County
345 N. Franklin Street | Fort Bragg CA | 95437
office phone 707.964-9010 | fax 707.703.4275
luz@visitmendocino.com | www.visitmendocino.com

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

1 of 13



Responses cannot be edited

Almost Fringe Festival Survey

In order to help us develop this event, please give us your feedback on our inaugural Almost Fringe Festival. If you held more than one event, please complete one form for each one. If you have any questions, please contact Luz Harvey, luz@visitmendocino.com or (707) 964-9010. Also please don't hesitate to make suggestions on how we can improve our survey method. Your experience and opinion matter!

Location of your Almost Fringe Event

- Redwood Corridor (Hopland, Ukiah, Willits)
- Anderson Valley - 128 (Yorkville, Boonville, Philo, Navarro)
- North Coast (Albion, Little River, Mendocino, Fort Bragg)
- South Coast (Gualala, Point Arena, Manchester, Elk)

Name & Date of your event

2nd Saturday, Manniken Challenge

How many people, total, attended your event?

no idea 75?

How many out-of-town attendees did you have?

not that many

How many out-of-county attendees did you have?

no way to tell

Will you participate in this festival next year?

most likely

How can VMC make Almost Fringe Festival more successful for you in the future?

Somehow involve the whole town of Mendocino.

Submitted 4/10/17, 12:55 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

2 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Gualala, Point Arena, Manchester, Elk)

Name & Date of your event

A Portrait of Mendocino

How many people, total, attended your event?

100-150

How many out-of-town attendees did you have?

40%

How many out-of-county attendees did you have?

5%

Will you participate in this festival next year?

Yes, I'd be happy to

How can VMC make Almost Fringe Festival more successful for you in the future?

More assistants with publicizing my event.

Submitted 4/10/17, 1:03 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses

SUMMARY INDIVIDUAL

Accepting responses

3 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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Location of your Almost Fringe Event

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- North Coast (Albion, Little River, Mendocino, Fort Bragg)
- South Coast (Guafala, Point Arena, Manchester, Elk)

Name & Date of your event

Funky Dozen Dance Band 4-8-17

How many people, total, attended your event?

approx. 100

How many out-of-town attendees did you have?

approx 15 (lake co & Ukiah)

How many out-of-county attendees did you have?

approx 6

Will you participate in this festival next year?

YES!

How can VMC make Almost Fringe Festival more successful for you in the future?

Submitted 4/13/17, 1:06 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY	INDIVIDUAL
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Accepting responses

< 4 of 13 >

Responses cannot be edited

Almost Fringe Festival Survey

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Location of your Almost Fringe Event

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- South Coast (Gualala, Point Arena, Manchester, Eik)

Name & Date of your event

April 8 Rachel Lahn Art

How many people, total, attended your event?

20

How many out-of-town attendees did you have?

3

How many out-of-county attendees did you have?

3

Will you participate in this festival next year?

not sure

How can VMC make Almost Fringe Festival more successful for you in the future?

More advertising, a map showing location of all events

Submit - 4/13/17, 7:03 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

5 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Guafala, Point Arena, Manchester, Elk)

Next response

Name & Date of your event

April 21-23

How many people, total, attended your event?

about 12

How many out-of-town attendees did you have?

Well, they live out of town AND also Anderson Valley

How many out-of-county attendees did you have?

none

Will you participate in this festival next year?

possibly

How can VMC make Almost Fringe Festival more successful for you in the future?

More signage, etc.

Submitter: 4/24/17 3:50 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

6 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Gualala, Point Arena, Manchester, Elk)

Name & Date of your event

Yorkville artists in our tasting room plus live painting

How many people, total, attended your event?

Nine specifically for the art exhibit, including one of the artists and his family artist and his

How many out-of-town attendees did you have?

2. They know one of the artists

How many out-of-county attendees did you have?

Yes

Will you participate in this festival next year?

How can VMC make Almost Fringe Festival more successful for you in the future?

Submitted 4/24/17 6:11 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

7 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Gualala, Point Arena, Manchester, Elk)

Name & Date of your event

Rebecca Johnson April 22, 11-5

How many people, total, attended your event?

2. Yup. Two. They were my friends

How many out-of-town attendees did you have?

Zip

How many out-of-county attendees did you have?

Zero

Will you participate in this festival next year?

No

How can VMC make Almost Fringe Festival more successful for you in the future?

?

Submitted 4/24/17, 6:50 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

8 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Gualala, Point Arena, Manchester, Elk)

Name & Date of your event

Open Studio at Schenck Barn Studio 4/21 - 4/23

How many people, total, attended your event?

19

How many out-of-town attendees did you have?

6

How many out-of-county attendees did you have?

3

Will you participate in this festival next year?

Maybe

How can VMC make Almost Fringe Festival more successful for you in the future?

Better ongoing communication with sites before event and maybe a map of all sites in Festival.

Submitted 4/25/17, 9:45 PM

13 responses

SUMMARY INDIVIDUAL



Accepting responses

< 9 of 13 >



QUESTIONS

RESPONSES 13

In order to help us develop this event, please give us your feedback on our inaugural Almost Fringe Festival. If you held more than one event, please complete one form for each one. If you have any questions, please contact Luz Harvey, luz@visitmendocino.com or (707) 964-9010. Also please don't hesitate to make suggestions on how we can improve our survey method. Your experience and opinion matter!

Location of your Almost Fringe Event

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- South Coast (Gualala, Point Arena, Manchester, Elk)

Name & Date of your event

Dystopian Prom April 8

How many people, total, attended your event?

About 170

How many out-of-town attendees did you have?

About 70

How many out-of-county attendees did you have?

About 40

Will you participate in this festival next year?

Yes

How can VMC make Almost Fringe Festival more successful for you in the future?

If VMC could get some venues and hotels on board with this festival, it would greatly expand the pool of participants. The reality of organizing and producing one's own event is timely and costly. If venues donated their spaces for the festival and lodging was provided to out of town performers and artists, I think the festival could really take off and become a huge draw for out of town guests. I hope to see it grow into a sustainable and successful event in Mendocino County!

Submitted 4/26/17, 9:01 AM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

10 of 13

Responses cannot be edited

Almost Fringe Festival Survey

In order to help us develop this event, please give us your feedback on our inaugural Almost Fringe Festival. If you held more than one event, please complete one form for each one. If you have any questions, please contact Luz Harvey, luz@visitmendocino.com or (707) 964-9010. Also please don't hesitate to make suggestions on how we can improve our survey method. Your experience and opinion matter!

Location of your Almost Fringe Event

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- North Coast (Albion, Little River, Mendocino, Fort Bragg)
- South Coast (Gualala, Point Arena, Manchester, Eik)

Name & Date of your event

Painting Visions

How many people, total, attended your event?

80-90

How many out-of-town attendees did you have?

5 out of AV district

How many out-of-county attendees did you have?

7

Will you participate in this festival next year?

unsure

How can VMC make Almost Fringe Festival more successful for you in the future?

more out of towners

Submitted 4/26/17, 2:29 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

11 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Gualala, Point Arena, Manchester, Eik)

Name & Date of your event

How many people, total, attended your event?

How many out-of-town attendees did you have?

How many out-of-county attendees did you have?

Will you participate in this festival next year?

yes

How can VMC make Almost Fringe Festival more successful for you in the future?

Submitted 4/27/17, 1:37 PM

Almost Fringe Festival Survey



QUESTIONS

RESPONSES 13

13 responses



SUMMARY INDIVIDUAL

Accepting responses

12 of 13

Responses cannot be edited

Almost Fringe Festival Survey

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- South Coast (Gualala, Point Arena, Manchester, Eik)

Name & Date of your event

Wild Flower Show April 22 & 23

Since 1926!

How many people, total, attended your event?

669

How many out-of-town attendees did you have?

107

How many out-of-county attendees did you have?

119

Will you participate in this festival next year?

yes

How can VMC make Almost Fringe Festival more successful for you in the future?

*Robyn - 8 yrs. tenure w/ event
6 yrs as coordinator
"more from Bay Area than
in previous yrs."*

Submitted 5/11/17, 12:51 PM