



**MARKETING OPPORTUNITY:
FAMILY TRAVEL WITH COLLEEN KELLY**

As noted in the draft minutes of the Marketing Committee meeting on November 16, 2016, VMC received a proposal to participate in a PBS television series, "Family Travel with Colleen Kelly." The proposal is part of the December 13, 2016 Board packet.

In short, the host and owner of the show, Colleen Kelly, is very interested in featuring Mendocino County family activities and sights. Her program is seen on over 340 PBS stations nationwide with a viewership of over 1 million each week. The program is also dubbed into Spanish, reaching a new audience for Mendocino County.

Colleen is offering a flexible filming time frame. They work with each location focusing almost exclusively on the best time frame for them to shoot while also working around weather. They will rely on us and work with us on the best time to shoot.

Season 5 would air in spring 2018. As far as streaming online, FTCK was accepted for international distribution for PBS. The program now airs nationally on the Travel Channel (Viajar) in Spain dubbed in Spanish, as well as several airlines and a few more countries. The international rollout takes time but it is an added bonus for locations from an international perspective. FTCK will be in negotiation with Amazon Prime and Netflix or Hulu to license the rights to air all four seasons but for now nationally it airs on PBS.

Full details are in the proposal in the Board packet.

FTCK can work a payment plan out with VMC. They usually require a 50% deposit but can work on other options too. Following discussion with FTCK, Colleen has agreed to the following payment plan:

\$10,000 at signing

\$10,000 prior to filming (filming date TBD by Mendocino and "Family Travel" teams)

\$10,000 within 30 days of completed filming

Request/Action Item: Approve 33% (\$10,000) funding to secure a place in Season 5 with remainder falling into the 2017/18 fiscal year.