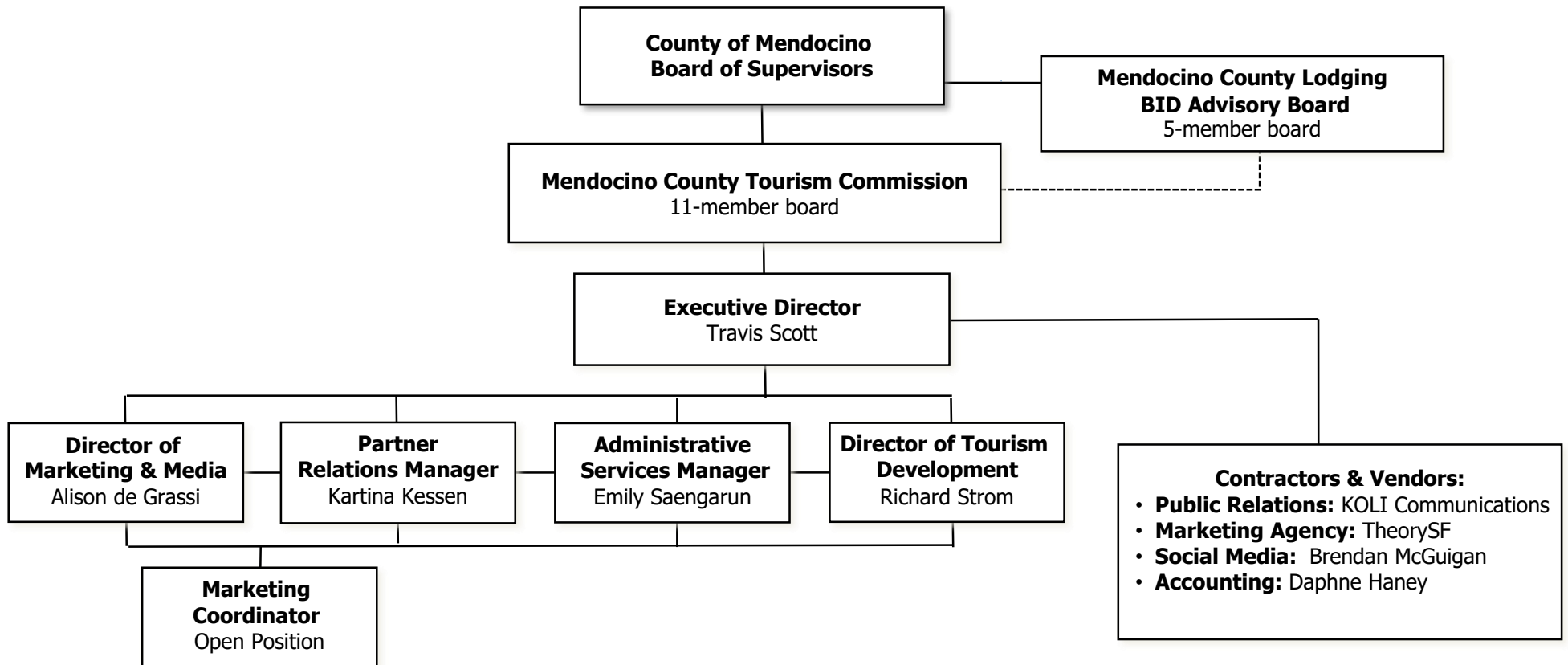




Mendocino County Destination Marketing Organizational Chart



- Mendocino County Partner Organizations:**
- Mendocino Winegrowers Incorporated
 - Arts Council of Mendocino County
 - Chambers of Commerce throughout the county
 - City promotional organizations
 - Economic Development Finance Corporation
 - West Business Development Center

- Regional/State Partner Organizations:**
- North Coast Tourism Council
 - Visit California
 - California Travel Association
 - San Francisco Travel
 - Brand USA