

MUSHROOM, WINE & BEER CAMP

Saturday, November 5, 2016

12:00-5:00 pm

Transportation Proposal Addendum

Upon reviewing the MCTC application, it appears that additional information is necessary to determine the appropriateness of the proposal.

- Given the level of effort necessary to put on this event, the Museum has set a minimum goal of \$5,000 in proceeds toward Museum programs for this first year of event rebranding. With the budget as streamlined as possible, this requires a minimum of 250 full-price tickets to be sold. Marketing and sales are slow starting and we are very concerned that we won't be able to sell that minimum number of tickets. At fewer than 205 full-price tickets, we lose money.
- The Museum has had to reduce the price of the event by \$25 acknowledging that the train was a major draw and justification for the higher price in 2014. Despite the ticket price reduction to \$90, the costs of the event have increased because there was no charge to the Museum for use of the Skunk Train (Robert Pinoli is a saint!) and thus no savings at its loss, and because the programming costs are higher due to a longer time at the event site and the need for camp activities. Unfortunately, \$90 is at the high end for ticket prices when introducing a new event.
- The current budget includes transportation for two buses in Willits only and up to four round trip routes. There is an additional charge of \$10 per person for a bus ride from the Museum, which offsets the cost of the bus, but adds to the cost of the ticket. This is a less than ideal arrangement and does not figure in current marketing messages.
- The Museum would like to expand the use of buses to Ukiah and Fort Bragg and work with local lodging establishments to create packages for their customers and enlist them in marketing this event and the Festival as a whole.
- **With the MCTC grant, a sufficient number of bus rides would be provided at no additional cost to campers and to hotels or motels from which the campers would be picked up.**
- This would encourage as many campers as possible to take the bus rather than drive to Wente Scout Reservation themselves, which presents some logistical difficulties with traffic and dust on the narrow road and parking areas at a slight distance from the center of the event.
- It might encourage additional people to come to the MW&B Camp because they would not have to drive themselves, nor subject their own vehicles to a dirt road (albeit short and easy by Mendocino County standards).
- The free bus to camp would be an additional marketing hook and an added benefit for people considering this event.
- The Museum is handling the selection and care of the "industry" judges for the cook-off this year. It is our understanding that VMC spent a couple thousand dollars covering the travel expenses for the celebrity judges they have gotten each year in the past. MCTC will not incur that expense or workload this year.
- Please do not hesitate to contact Alison Glassey or Paloma Patterson at the Mendocino County Museum if additional information is needed.
- Thank you.