



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name First Friday Art Walk

Years in existence? 10 +

Description The Art Walk in Ukiah is a longstanding tradition meant to create awareness of the arts in out community. Over the years there have been several evolutions of the event. Currently the event is the First Friday of each Month from 5-8p and centers around Downtown Ukiah which makes it truly walkable. The event takes place in a five block core.

Date(s) First Friday of Each Month to _____

Location(s) Downtown Ukiah

Website artwalkukiah.org

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.

	2014	2015	2016	2017	2018
Total Revenue				unk	
Total Expenditures				unk	
# Attendees				750-1500 annually	
% Attendees Outside the County				unk at this time	
# Vendors				5-20	
# Volunteers				10 +	
# Room Nights				unk	

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



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

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

OTHER FUNDING	<input checked="" type="checkbox"/> We will receive other sponsorship dollars	\$ <u>775 Insurance</u>
	<input type="checkbox"/> We will receive matching funds	\$ _____
	<input checked="" type="checkbox"/> We will receive in-kind donations	\$ <u>750 Marketing</u>
	Total Revenue	\$ <u>1525</u>

Expenses	
Posters	\$ <u>186.00</u>
Rack Cards	\$ <u>105.00</u>
App/Website/Mgmt	\$ <u>880.00</u>
Performer/Artist Budget	\$ <u>500.00</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Expenses	\$ <u>1671</u>



EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (VMC)? \$ 1,671

How will the funds be used? We are seeking a grant to help us build an app and a more interactive website as well as to pay for promotional materials including posters and rack cards to go in to hotel lobbies
We feel that a good experience for an out of town visitor while staying in Ukiah will help bring them back for future visits. The app and social media out reach will help us reach people from other areas

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

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

How do you feel the out-of-town visitor will benefit from your event or program? An activity to enjoy while visiting will encourage out of town visitors. Once they have the app on their phone we can send them targeted messages for future events.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event or program? Enthusiastic return visitors

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? This event has a positive impact on Downtown Dining as well as on retail merchants that stay open in later evening hours.

How do you feel the municipalities (county & city governments) will benefit from your event/program? Increase in sales tax revenue. Participation in events and creation of events creates strong sponsor opportunities for future events.



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

Mulheren volunteer hours

Cooperative advertising and local/regional brand awareness

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

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

This portion purposely left blank.



ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # City of Ukiah Business License 9902006738

Organization/Business Name Ukiah Valley Networking Agency

Chair/CEO Maureen Mulheren Phone 7073913664

Main Contact Mo Role Exec Director

Email ukiahvalleynetworking@gmail.com Phone 7073913664

Address 304 N State Street

City/Zip Ukiah, CA 95482

Website ukiahvalleynetworking.com

MM (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.

MM (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 Visit Mendocino County (VMC) that I will provide the "Post Event/Program Report" to VMC 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: Maureen Mulheren Digitally signed by Maureen Mulheren
DN: cn=Maureen Mulheren, o=Ukiah Valley Networking Agency, email=ukiahvalleynetworking@gmail.com, c=US
Date: 2018.02.19 11:41:29 -0800 Date: 02/19/2018

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____