



2017-18 Mendocino County Event & Program Funding Request Information

For the 2017-2018 fiscal year, the Board of Directors of Visit Mendocino County (VMC) has set a fund of \$20,000 to support events and programs happening July 1, 2017-June 30, 2018. VMC has established a grant application process, with grant awards up to \$2,500, depending on the demonstration of need.

VMC invites tourism project funding requests from businesses and organizations that produce programs or events to increase overnights stays to our area, positively impact sales tax businesses, promote tourist attractions in the region, or develop programs targeted to a large percentage of visitors.

Through this funding request program, VMC seeks to invest in the development and expansion of events and programs that identify with the VMC brand for both residents and visitors with the specific goals of increasing tourism and tourism-generated revenue for our communities.

Activities eligible for funding:

- Events and/or programs slated to take place during the fiscal year shown on this application which meet the criteria listed on the following pages.

Activities not eligible for funding:

- Events or programs political or religious in nature
- Events or programs that may be contrary or harmful to the mission, principles and philosophies of VMC
- Events or programs funded by VMC beyond (3) three consecutive years
- Concerts or concert series within an individual business
- General administrative costs
- Operational expenses
- Commercial or for-profit organizations requesting funds for capital improvements or projects
- Program promoting tourism outside of Mendocino County
- Events or programs directed mostly to residents of Mendocino County
- Requests for more than \$2,500

Funding available for these requests come out of VMC's overall budget, made possible by the county-wide lodging assessment.



Criteria for evaluating applications:

Event & Program Sustainability

An event or program will be considered sustainable if it is produced with strong growth opportunity that offers the long-term potential of taking place for several years. As a part of sustainability, funding is given out at a maximum for (3) continuous years if eligibility criteria are met.

Event & Program Marketing

The event or program strengthens VMC's marketing position as a destination.

Event & Program Economics

The event or program has the high potential of impacting both commercial lodging and sales tax businesses while minimizing this commission's financial risk by offering a positive return on the VMC's investment.

Who May Apply

Applications are accepted from non-profit organizations and for-profit businesses who can demonstrate the need for funding for their program or event. These events and programs must be aimed at tourism development that brings visitors to Mendocino County communities, creates overnight stays in Mendocino County's commercial lodging properties, and positively impacts sales tax businesses. Priority will be given to events and programs held mid-week (Sunday-Thursday) and/or the off-peak season (December-February).

Application & Selection Process

Applications are accepted by the last business day of each month for review by the Festival Committee the following month. All applications are vetted by VMC Staff to ensure compliance with submission criteria. The Festival Committee then will review the application and make its recommendation to the VMC Executive Director, who will make the final determination of the award within 45 days of the Festival Committee's recommendation. Please note: Applications requiring VMC's Board of Directors review and approval may take up to 60 days to process.

Applicants denied by staff's initial review can appeal directly to the VMC Executive Director and have their application reconsidered for review by the Festival Committee. Appeals must be made in writing within 10 calendar days of notification. The Executive Director's decision however is final.

Applications can be submitted (4) four ways:

- **Email:** info@visitmendocino.com
- **Mail:** Visit Mendocino County, 345 North Franklin Street, Fort Bragg, CA 95437
- **In Person:** During regular business hours at 345 North Franklin Street, Fort Bragg, CA 95437



- One application per organization, per event/program per fiscal year. Incomplete applications will not be processed. VMC is not responsible for confirming received applications nor lost, damaged or incomplete ones.

Volunteer Mendocino County

For every \$100 requested, we ask you or your organization to donate 0.25 hours to another Mendocino County event or program. This pay-it-forward program allows events seeking volunteers to access individuals and/or organizations that are willing to donate hours and it offers your organization or business an excellent opportunity to network with other event producers throughout Mendocino County.

Please see the enclosed Volunteer Mendocino County Packet for list of some qualifying events. This package also contains a Verification Form. We ask that once the volunteer requirement has been met, this form be completed and signed by the person supervising the volunteer hours. Questions can be directed to Luz Harvey (Luz@VisitMendocino.com)

VMC Toolkit

With your receipt of funds, we will provide you with a VMC toolkit containing our logo. We ask it be used on your website and printed collateral relating the event or program the funds will be used for. Printed items include posters, rack cards and letterhead. The kit will also contain resources such as contact information for free or low cost marketing opportunities and other useful items to help make your event successful.

Event Permit & Insurance Requirement Resources

City of Fort Bragg – Planning an event in the city limits of Fort Bragg? [Click here](#) for more information or contact the Community Development Department at 707-961-2827 ext. 112.

City of Ukiah – Planning an event in the city limits of Ukiah? [Click here](#) for more information or contact the Public Works Department at 707-467-5726.

City of Willits - Planning an event in the city limits of Willits? [Click here](#) for more information or contact the City Hall at 707-459-4601.

Mendocino County – Planning an event in the unincorporated areas of Mendocino County? Please contact the Mendocino County Planning & Building Services Department at 707-234-6650 (Ukiah) or 707-964-5379 (Fort Bragg) for permit information and other requirements.

California Department of Alcoholic Beverage Control (ABC) – Planning to serve alcohol at your event? [Click here](#) for more information or contact the Santa Rosa District Office at 707-576-2165.



2017-18 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name _____

Years in existence? _____

Description _____

Date(s) _____ to _____

Location(s) _____

Website _____

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	_____	_____	_____	_____	_____
Total Expenditures	_____	_____	_____	_____	_____
# Attendees	_____	_____	_____	_____	_____
% Attendees Outside the County	_____	_____	_____	_____	_____
# Vendors	_____	_____	_____	_____	_____
# Volunteers	_____	_____	_____	_____	_____
# Room Nights	_____	_____	_____	_____	_____

**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 type="checkbox"/> We will receive other sponsorship dollars	\$ _____
<input type="checkbox"/> We will receive matching funds	\$ _____
<input type="checkbox"/> We will receive in-kind donations	\$ _____
Total Revenue	\$ _____

Expenses

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Expenses	\$ _____



EVENT/PROGRAM QUESTIONNAIRE

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

How will the funds be used? _____

**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? NO YES If YES, how many consecutive years? _____

How do you feel the out-of-town visitor will benefit from your event or program? _____

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

How do you feel the sales tax business community (retail, restaurants, etc.) will benefit from your event/program? _____

How do you feel the municipalities (county & city governments) will benefit from your event/program?



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

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 # _____

Organization/Business Name _____

Chair/CEO _____ Phone _____

Main Contact _____ Role _____

Email _____ Phone _____

Address _____

City/Zip _____

Website _____

___ (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.

___ (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: _____ Date: _____

This area is for the Festival Committee & VMC Executive Director

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

Notes: _____