



2016-17 Mendocino County Event & Program Funding Request Application

EVENT/PROGRAM DETAILS

Event/Program Name Rural Health Rocks Concert

Years in existence? One

Description Rock concert to benefit family medicine education in Mendocino County.

Date(s) April 29, 2017 to _____

Location(s) Cotton Auditorium, Fort Bragg

Website RuralHealthRocks.com

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.

	2013	2014	2015	2016	2017	
Total Revenue				<u>70,230.</u>		
Total Expenditures				<u>28,200.</u>		
# Attendees				<u>390</u>	<u>900</u>	projected
% Attendees Outside the County				<u>5%</u>	<u>20%</u>	"
# Vendors				<u>N/A</u>	<u>N/A</u>	"
# Volunteers				<u>40</u>	<u>40</u>	
# Room Nights				<u>4-2nights</u>	<u>10-15</u>	one night for volunteer

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

We anticipate a sell-out concert which could easily create a "zero" vacancy rate in Fort Bragg as a result of this concert.

50? - guests/attendees to sell out

*Funding is based on availability and subject to change without notice. Funding for this program is made possible by the Mendocino county-wide lodging assessment and Mendocino County Tourism Commission.



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

<u>Ticket Sales</u>	\$	<u>40,000</u>
<u>Tshirts</u>	\$	<u>1,000</u>
<u>Concessions during intermission</u>	\$	<u>1,500</u>
_____	\$	_____
_____	\$	<u>42,500</u>

OTHER FUNDING

<input type="checkbox"/> We will receive other sponsorship dollars	\$	<u>60,000</u>
<input type="checkbox"/> We will receive matching funds	\$	_____
<input type="checkbox"/> We will receive in-kind donations	\$	<u>5,000</u>
Total Revenue	\$	<u>107,500</u>

Expenses

<u>Reception (pre-concert for sponsors)</u>	\$	<u>1,800</u>
<u>Sound system + technician</u>	\$	<u>2,200</u>
<u>Photographer</u>	\$	<u>1,000</u>
<u>Floral</u>	\$	<u>500</u>
<u>Stage engineer</u>	\$	<u>500</u>
<u>Lights</u>	\$	<u>500</u>
<u>Addr. food</u>	\$	<u>1,000</u>
<u>Website</u>	\$	<u>2,590</u>
<u>Tshirts</u>	\$	<u>1,400</u>
<u>Marketing (inside & outside county)</u>	\$	<u>4,000</u>
<u>Misc. 1,000</u>	\$	<u>16,490</u>
Total Expenses	\$	<u>16,490</u>

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EVENT/PROGRAM QUESTIONNAIRE

How much funding are you requesting from Visit Mendocino County (MCTC)? \$ 2,500

How will the funds be used? Marketing, Advertising & promotion of the event both inside and outside of the county.

*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? Visitors will see and hear a five-time Grammy award winning musician and other noted guest artists at this limited engagement. Benefits all teaching hospitals in the county and the Mendocino College Nursing Program.

How do you feel the lodging community (hotels, motels, inns, vacation rentals, RV parks & campgrounds) will benefit from your event program? We believe that all of the lodging accommodations will sell out.

How do you feel the sales tax business community (retail, restaurants, etc) will benefit from your event/program? Guests will reserve rooms, shop, dine out and enjoy all of the coastal activities. This will provide increased sales tax revenue for the community.

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

In-direct "family medicine training program" and building our medical sustainability.

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

listed as a sponsor on all promotional pieces-
(event site) poster, news releases, website, facebook,
etc...

How can Visit Mendocino County (MCTC) 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 _____

ORGANIZATIONAL | COMPANY INFORMATION

Fed Tax ID | SS# | Business License # EIN # 47-4314677

Organization/Business Name FMEMC

Chair/CEO Daphne MacNeil Phone 707.972.8552

Main Contact Mary Anne Landis Role Chair, RHR Committee

Email mlandis@pacific.net Phone 707.272.1642

Address P.O. Box 595

City/Zip Ukiah, CA. 95482

Website RuralHealthRocks.com

DA (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.

DA (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 Mendocino County Tourism Commission (MCTC) that I will provide the "Post Event/Program Report" to MCTC 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.

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Signature: Daphne Johnson Date: 12/15/14

This area is for the Festival Committee & MCTC Executive Director

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

Notes: _____