



## MCTC Grant Funding Award Report October 2016

The Festival Committee reviewed (6) six grant applications at the October 6, 2016 Festival Committee Meeting. Of the (6) six applications, (3) three were awarded funding. These include:

\$2,500	Mushroom, Wine & Beer Camp in Willits (transportation)
\$1,000	1st Annual Hwy 128 Holiday Wine Passport in Anderson Valley (development)
\$2,500	Rose' Today Festival in Hopland (marketing)

A total of \$6,000 was allocated with a balance of \$19,000 left for future funding.

The Festival Committee did not recommend funding for the following events as they did not feel there was a financial need warranted for funding:

- 12th Annual International Alsace Varietals Festival
- AVWA Coast Trade Tasting
- 20th Annual Anderson Valley Pinot Noir Festival

The Mendocino County Tourism Commission (MCTC) will work with the ones that didn't receive funding to see if there are other partnership opportunities existing in other budget line items (example: media visits).

There was one application received that did not fit the current grant funding criteria.

- 5th Annual Anderson Valley & Yorkville Highlands Barrel Tasting – not within this fiscal year