



## 2016-17 Post Event/Program Reporting Form

Please fill out and return the completed form to the Mendocino County Tourism Commission with 45 days concluding your event or program. Completed forms can be returned via email, regular mail, or in person:

- email: [Luz@visitmendocino.com](mailto:Luz@visitmendocino.com)
- mail/in-person: 345 North Franklin Street, Fort Bragg, CA 95437

### EVENT/PROGRAM DETAILS

Event/Program Name A Portrait of Mendocino, Video Projection

Date(s) April 7, 2017 to April 8, 2017

Location(s) Facade of Moody's Coffee, 10450 Lansing St, Mendocino, CA 95460

### EVENT/PROGRAM FUNDING

How much funding did you receive from Visit Mendocino County (MCTC)? \$ 2,500.00

How were the funds used? Towards the recording of 50 town participants, editing of video narration, soundtrack and text and rental of projection equipment for the projection event. MCTC's funds were crucial to the creation and this project and ensured seed funding that ultimately ensured the project happened.

How do you feel the grant funds helped your event or program? Without this special grant from MCTC this project would not have been possible. The grant ensured that this pilot project was possible, and enabled vital costs, such as projection equipment and the initial trip for video and interview production. The grant allowed me to include the local to participate fully in the project in order to create a meaningful artwork about the village of Mendocino. The event benefited local businesses, especially the Mendocino Cafe located next door to the event. A number of audience members commented that they ate at the Cafe in order to view the projection while eating.



**EVENT/PROGRAM ACTUALS**

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.

Total Revenue	<u>\$1045.00</u>	Total Expenditures	<u>\$1600</u>
# Attendees	<u>75</u>	% Attendees Outside the County	<u>25%</u>
# Vendors	<u>                    </u>	# Volunteers	<u>10</u>
# Room Nights	<u>6</u>	<i>*Hotels, motels, vacation rentals, RV parks &amp; campgrounds.</i>	

**FINAL EVENT/PROGRAM BUDGET**

Please provide or attach up to a one-page outline of your final event/program budget.

**Revenue**

<b>Individual Contributions</b>	<u>\$ 695.00</u>
<b>Mendocino Art Center</b>	<u>\$ 200.00</u>
<b>Alegria Bed and Breakfast (in-kind)</b>	<u>\$ 75.00</u>
<b>Marty Nemko Consultation</b>	<u>\$ 75.00</u>
	<u>\$</u>

**OTHER FUNDING**

Other sponsorship dollars	<u>\$ 695.00 Individual Contributions</u>
Matching funds	<u>\$ 200.00 Art Center</u>
In-kind donations	<u>\$ 150.00</u>
<b>Total Revenue</b>	<u>\$ 1045.00</u>

**Expenses**

<b>AV/Projector Rental</b>	<u>\$ 445</u>
<b>Camera Equipment</b>	<u>\$ 495</u>
<b>Computer Software</b>	<u>\$ 60</u>
<b>External Hardrive</b>	<u>\$ 70</u>
<b>Hotel Accommodations</b>	<u>\$ 500.00</u>
<b>Voice over recording artist</b>	<u>\$ 275.00</u>
<b>Total Expenses</b>	<u>\$ 1845.00</u>



**EVENT/PROGRAM QUESTIONNAIRE**

Will you repeat this event or program in the future?  YES  NO

If YES, what are the future dates? Not yet known

What event(s) or program(s) did you apply your volunteer hours towards? \_\_\_\_\_

**Mendocino Art Center**

If available, will you be applying for funds next year?  YES  NO

If YES, how much will you be requesting? Not yet known.

How could MCTC improve this program? For future programs it such a projection

would benefit being part of a fair, or another outdoor event, where there could be a potential for artists to show their work in spaces in and around the projection in order to maximize visibility as well as bring potential tourists directly to the participating artists.

X (please initial) YES, I attest that the information provided in this Post Event/Program Report is true, complete and accurate. Should I furnish any false information in this report, I hereby understand that such act may result in the denial of future funding.

Signature: *Benjamin Wood* Date: May 9, 2017