



Willits Chamber of Commerce
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October 12, 2020

Mendocino County Tourism Commission Board of Directors,

In 2019 Visit Mendocino County staff committed to the Willits Chamber of Commerce a stipend of approximately \$7,400 in promotional funding to enhance and promote tourism in Mendocino County through targeting the Willits area. We respectfully request MCTC honor this commitment.

In a meeting with VMC executive director and several other individuals from Willits it was decided to participate in the Mushroom Festival by holding three events, one each Friday, Saturday and Sunday.

During this meeting it was decided the Saturday event would be a Professional Chef taste-off. However, the individuals, whom at that time said they could easily get the professional chefs to participate, either could not get these chefs to commit or others went on vacation handing the responsibility to others.

This caused the WCoC to have to cancel the Saturday event. However, the other two events, Mushroom art show, auction & reception and the Mushroom Skunk Train excursion were extremely successful and exposed many visitors to the wonderful offerings of Mendocino County.

The WCoC also committed to several other outreach programs in anticipation of the funding committed to WCoC by VMC as stated in our letter of Jun 1, 2020.

Explore Historic Willits - 101 things to do in Mendocino County - 120,000 circulation throughout Mendocino, Humboldt and beyond.

Explore Historic Willits - In room guest services guide Mendocino County wide; 2,428 rooms, 1,141,909 potential views yearly. Unfortunately cancelled due to COVID-19, however still in the plans to resume.

Explore Historic Willits - San Francisco Giants Major League Baseball 2020 Yearbook - Home Game Program; 300,000 programs, distributed during 58 home games, estimated 1.5 million readers, year-round lifespan. Modified because of COVID-19, yet equally effective.

Respectfully,

Lisa Davis, President
Ron Moorhead, Executive Director

Keeping Willits a Great Place to Visit, Live, Work, and Play