



November 15, 2018

Visit Fort Bragg

416 North Franklin Street

Fort Bragg, CA 95437

Dear Aspen,

For the 2018/2019 Fiscal year, the Board of Directors of the Mendocino County Tourism Commission have approved a budget item for funding visitor serving organizations who sponsor or host events and programs that support and promote tourism to Mendocino County. This is a revision to our former Event Partnership Funding program. This revision will replace the small funding program by making partnership allotments to the tourism promotion and visitor serving organization within Visit Mendocino County's service area with funds designated for the purpose of attracting and/or serving visitors to the county at a more local level. This first-year distribution to your organization of **\$7480.00** is made under similar guidelines to the former small grant program to assure that these funds are not used for administrative or non-tourism promotion-based expenditures. This program is designed to give your organization the ability to help fund events within your local service area, for example the Holiday Ice Rink in Downtown Ukiah. We will require that your organization report twice to the Mendocino County Tourism Commission Board of Directors at the July and January meetings with use and **results** generated by these funds. Mendocino Tourism Commissions Board of Directors will review this program for efficiency during it's 2019/2020 budget process.

You must agree the following activities are NOT eligible for funding:

- Past events and/or events or programs in process, these funds are not to be used retroactively
- Event or programs political or religious in nature
- Events or programs that may be contrary or harmful to the mission, principles and philosophies of Mendocino County Tourism Commission
- Concerts or concert series within an individual business
- General Administrative costs
- Operational expenses
- Commercial or for-profit organizations requesting fund for capital improvements or projects
- Events or programs directed mostly to resident of Mendocino County

- These funds should NOT count towards any organization's employee bonus structure. This is not a sponsorship

Visit Mendocino County looks forward to your continued support of our goal to steward and amplify the total Mendocino County experience by enriching experiences for our guests, enhancing lifestyles for our residents and providing stability and diversity for our economy.

Acknowledged and Agreed to by (Print Name) Aspen Logan

Best Regards,



Travis Scott

Executive Director

Bernadette Byrne

Chair, Festival & Events Committee