



Mendocino County Lodging Association

Policy for Distribution of Sponsorship Funds

The Business Improvement District ("BID") Ordinance, adopted by the Mendocino County Board of Supervisors in May 2006 states in part that, "The BID will provide and fund projects, programs and activities that benefit lodging establishments within the District. This includes the promotion of Mendocino County as an overnight destination and the provision for direct visitor services. Assessment funds shall be used exclusively for the foregoing purposes." The District refers to the entire County, including the four cities.

MCLA's Mission is as follows:

The purpose of the Mendocino County Lodging Association (MCLA) is to provide a forum to define and promote the general interests of its members and the Lodging industry in Mendocino County.

MCLA's mission is three-fold:

1. Provide and support programs and services that improve member businesses and advance the Lodging industry in the County.
2. Advocate MCLA member views to other organizations, such as the County Board of Supervisors, city councils, and local Chambers.
3. Communicate with its members about MCLA activities and issues that affect member businesses.

Since the budget adopted by the Mendocino County Lodging Association ("MCLA") provides that a portion of the BID funds shall be devoted to sponsorship and promotions, it is necessary to establish guidelines for the award of such sponsorship funds in keeping with the BID Ordinance. The MCLA therefore has adopted the following guidelines to help our partners formulate requests for sponsorship funds:

- Sponsorships are created with organizations that provide events and activities that appeal to the traveling public. All activities that help put the County on the map and assist in drawing travelers to the County putting "heads in beds" will be considered. The following are some examples: Wine Tasting and wine events; art exhibitions, art studio tours, theatre, concerts; outdoor experiences, including fishing, whale watching, canoeing, horseback riding, hiking; organic "lifestyles" including gardening/farming (Ecology Action, farmers' markets, "Mendocino Bounty") and the Solar Living Center; and, Mushroom, Crab and other festivals that focus on wine, food, art, etc.
- Preferably, Sponsorship funds must be used to promote the entire County. Specific geographic areas of the County may be awarded minimal funds, up to \$1000, for regional events as long as an effort is made to give every region of the County and

every City in the County the same opportunity for the promotion of local events. For example, an attempt will be made to have parity between Coastal and Inland areas and between the Northern and Southern parts of the County. It is very important to include an explanation in your application of how your event benefits the county

- The amounts for sponsorship are \$1,000.00 for local event/program and \$5,000.00 for county wide event/program. Sponsorship funds must enhance MCLA's existing promotional, media and PR campaigns and the overall branding of the County. This includes linking to the www.visitmendocino.com website, when appropriate, using the "M" branding on any promotional materials and websites, and the use of any messaging currently being used in MCLA's campaign.
- The provision of non-monetary "in-kind" sponsorship assistance such as free or discounted rooms for events, PR assistance or the direct involvement of MCLA staff will be considered on a case-by-case basis. Nothing contained within this statement impinges on the operations and partnerships undertaken by individual inns on their own.
- Sponsorship funds are intended as a resource for seed money or the growth of organizations.
- Sponsorship funding is intended for future projects and/or events or to support on-going promotional efforts of organizations. Funding requests for past events will not be considered.
- No sponsorship funds will be awarded to any organization or individuals if their principal business is political advocacy.
- Sponsorship funds will be considered if they benefit all lodging establishments or as many types and locations of lodging establishments as possible.
- In your response, please state what tangible and/or intangible results you hope to gain from these funds. Include how you will actively seek to achieve these results.
- Funds will be awarded in part based on how the funds will be used to portray Mendocino County as a "premier destination".
- A follow-up report is required within 60 days of the completion of the project. If the project is on-going, a quarterly written report is required. Report should be no more than two pages.

These policies are necessary to ensure fairness in allocating BID Sponsorship funds and to ensure the continued promotional activities of MCLA. All requests will receive serious consideration by the MCLA Board of Directors. When you are awarded sponsorship money you must provide a written report before and after your event. See Sponsorship Application for details.

All requests must be in writing addressed to Visit Mendocino County's Operations Manager, Erin Placido at erin@visitmendocino.com.

Please call 707-964-9010 if you have any questions or for more information.