

BID Year 2, Quarter 3

February, 2008

Newsletter also posted on
www.mcla.info

Mendocino County Lodging's Quarterly Update

Informing Lodging on BID Has Been's & Have To Be's

MCLA Board of Directors

North Coast:

- * Chris Knoerdel (Atrium B&B, Fort Bragg)
- * Pamela Amante (Beachcomber Motel, Fort Bragg)
- * Jeff Stanford (Stanford Inn, Mendocino)
- * Richard Strom (Whitegate Inn, Mendocino)
- * Jo Bradley (Dennen's Victorian Farmhouse, Little River)
- * Steven Musser (Albion Cottages, Albion)
- * Josie Perla (Coast Getaways, North Coast At Large)

South Coast:

- * Mike Bradbrook (Surf Motel, Gualala)
- * Kevin Gallagher (Coast Guard House, Point Arena)
- * Renata Dorn (Mar Vista Cottages, South Coast At-Large)
- * Phil Walker (North Coast Country Inn, South Coast At-Large)

Inland Corridor:

- * Stuart Marcus (Shambhala Ranch, Inland At-Large)
- * Denny Shah (Super 8 Willits, Inland At-Large)
- * Jitu Ishwar (Holiday Inn, Ukiah)
- * Jan Rodriguez (Baechtel Creek Inn, Willits)

Open Board Seats:

- * Elk (1); Ukiah (1); North Coast At Large (1)

MCLA Advisory Board

Coastal

- * Jim Hurst, Fort Bragg
- * Printha Worthen, Little River

Inland

- * Anil Bhula, Ukiah
- * Kurt Fleichtmeier, Yorkville

MCLA

- * Jo Bradley, Little River

MCLA Executive Director

- * Scott Schneider

Mendocino County "Bags" Media & Consumers

IT'S SHOWTIME

We've been hitting the road to share the Mendocino County story with press, consumers, travel agents, travel VIPs and anyone looking to learn more about Mendocino County's Wine, Waves and Wilderness. Here a few of highlights from the road from the past few months:

January: Bay Area Travel Show

This show was the perfect kick-off for the year and the first time Mendocino County Lodging exhibited at this Santa Clara showcase of travel from across the nation and around the world. Richard Strom from

Whitegate Inn, Scott Schneider, and Mark Sejvar from HypeHouse set up the show booth — then boom — things got busy! Show guests discovered all we had to offer, from our gorgeous NEW HD video to informational brochures to the incredibly popular green Mendocino County tote bags that are perfect for grocery shopping. In fact, the team had so many guests demanding information and bags that Mark had to take a trip back to San Francisco to get more stuff to hand out for the next day! In total, more than 1,700 potential travelers visited the new MCLA booth and most left us their



Richard Strom & Scott Schneider hand out bags at the Bay Area Travel Show



Alydia Atkins & Heather Thompson try to keep up with the line of consumers in LA

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Mendocino County “Bags” Media & Consumers, continued

emails and mailing addresses so that we can follow up with more information about our beautiful county. Many editors and travel TV producers also visited the booth and team and many of them are working on key travel stories. Nobody attending the show could miss our ubiquitous green tote bags which were the hit of the show! More importantly, our GoMendo.com website experienced a strong wave of new visitors requesting more information on activities and lodging. Go team!

End of January: New York CTTC Show

Just days after the Bay Area Travel Show, the MCLA PR team flew to New York City for another flurry of editor meetings and a fantastic media event. Scott Schneider and Emily Polsby hit the streets of New York visiting more than 10 top level editors to share the Mendocino County story — and invite them to visit. Not only did the meetings go great, the trip generated some immediate placements. After the one-on-one desk side meetings with editors, it was time to set up for the big California Travel and Tourism Commission show (CTTC) Media Reception. Here, Mendocino County used their table to meet with even more editors and travel VIPs and distribute information. The results? The team is happy to report that several big national publications are planning trips to visit Mendocino and feature Mendocino stories in the coming months!



Very Happy Customers at the LA Times Travel Show

February: LA Times Travel Adventure Show

As the largest consumer travel show in the country, the Los Angeles Time Travel Adventure Show is the premier West Coast exhibition for all things travel. And as new exhibitors, the Mendocino County Lodging Association was not exactly sure what to expect in this sea of travel opportunities. After the first few minutes of the show opening, the Mendocino booth was packed! Thousands upon thousands of show visitors came to the booth to request more about Mendocino County — and of course to collect their fabulous green tote bag. Alydia Atkins from the MCPA, Scott Schneider from the MCLA and Heather Thompson from HypeHouse were literally overwhelmed with information requests and demands for the bags. Over the course of two days, the team handed out more than 3,000 Mendocino County Lodging brochures, thousands of feature brochures on activities throughout the county, and literally thousands of green eco-tote

bags. At some point during the show, customers were lined up 40 people deep at the booth. The infamous green eco-tote could be spotted everywhere, driving people to our booth — a perfect example of viral marketing. This event also inspired more than a dozen editors to visit with Heather, meaning more stories are in the works.

As if this weren't enough, the Mendocino County Lodging Association was also selected over **hundreds** of other destinations for a special radio promotion on KCBS-FM Los Angeles, a commercial station owned by CBS Radio. The radio promotion highlighted a 3-night stay in Mendocino prize give-away. Here's what the air-time was worth in real dollars:
 TWENTY 30 second spots at \$300 per spot = \$6,000 value plus
 SIX 10 second spots at \$250 per spot = \$1,500 value

Show summary- Thanks to these three key events, the Lodging Association now has emails and addresses for more than 5,000 people who requested more information about Mendocino County. This is an invaluable database of potential visitors and they will all be receiving updates, incentives and reminders to book their trips.

MEDIA UPDATES

The news clips are rolling in! Across the country, media are taking note of all Mendocino County has to offer -- and covering us in magazines, newspapers, on television, radio, Internet blogs and more. In the past three months, our media relations campaign has generated dozens of stories in media nationwide. Be sure to check on GoMendo.com and click on “In The News” for recent news features.

Here are just a few media highlights and story features... Many of these stories have phone numbers and a direct link right to our GoMendo.com website!

Real Simple, December 2007

Featured holiday and Christmas activities in Mendocino County, including the Mendocino Coast Candlelight Inn Tour and Christmas Day Open House at the Ford House Museum.
 Impressions: 1,757,210

Sunset, January 2008

What To Do in Northern California – Lists activities and events centered on the Taste Mendocino Festival.
 Impressions: 2,962,230

Fido Friendly, December 2007

Mendocino County is Fun for Fido – Why you should bring your dog on vacation to Mendocino County.
 Impressions: 80,000

Bark, December 2007

Mendocino With Dogs – Why Mendocino should be your dogs favorite vacation spot.
 Impressions: 1,500,000

Mendocino County "Bags" Media & Consumers, continued

Times of the Islands, December 2007

Coastal Charmer – A 4-page article that describes activities centered on wine, waves, and world-class lodging and cuisine.
Impressions: 72,000

VIA Magazine, January/February 2008

Flavor Country - Lists activities and events centered on the Taste Mendocino Festival.
Impressions: 2,826,029

Arthur Frommer's Budget Travel Online, February 6, 2008

The Real Deals: California Whale Watching from \$135 - Highlights lodging specials and the various whale festivals that take place in Mendocino during whale season.
Impressions: 886,582

SmarterTravel.com, December 27, 2007

Editors' Favorite Places of 2007 – Describes all the county has to offer, from great restaurants to art galleries to redwood forests.
Impressions: 2,889,132

What's Coming Up

In the coming months, the Mendocino County Lodging Association is hosting editors and producers working on more stories. The HypeHouse team works closely with each editor to build the Mendocino experience based on their story focus. For example, one editor wanted to cover relaxing getaways that have easy access to canoes. Another wanted adventure walks for family.

Update from Ozone Advertising

Happy New Landing Pages! All at Ozone want to wish the members of MCLA a very Happy, Healthy and Prosperous New Year.

Throughout 2008 you will see new landing pages on line (www.gomendo.com/discover) - these are used in conjunction with the banners and magazine advertisements as a place to entice potential visitors and direct them from there to the GoMendo site. New Banners will also be running, promoting images of the "undisturbed" redwoods, as well as revised "uncorked" wine tasting experiences (these have been updated to include images of wine tasting, making them more experiential, less passively observing). Additional creative executions for the 'Undiscovered' campaign will be added throughout the year, promoting such reasons to visit as the pet-friendliness of the County, the romantic horse-rides that can be taken, the interesting connection with movies as well as the fresh seafood.

Already this year we've partnered with Conde Nast for a Mail Blast to all their subscribers touting "The Getaway You'll Never Forget". And the trade show boost has been a real hit (along with the Fulfillment brochure and Rack cards). The gala Australian American Chamber of Commerce featured a trip to Mendocino County as a prize in it's charity auction, we were given a prize corner placement and display space for flyers, rack cards, the fulfillment brochure, and the press kit that Hypehouse put together!

May 2008 be successful for all, Sincerely, Team Ozone.



WE WANT YOU!

If you have journalists, editors or producers who are planning visits to your destination, we would love to hear from you. We are happy to provide you with a special Mendocino press kit for you to give to them, as well as other materials and assistance arranging their stay and activities. We are also happy to help coordinate interviews and provide additional resources. Please email or call Scott Schneider admin@mcla.info or call 964-9010. Be sure to send us your specials and packages so that you can be included too! Respond to our requests on the list serve!!

Rural Tourism Expert Coming to Ukiah ...it's free!

**Come Learn
How To Best
Market
Mendocino
County**

Date: 03/11/2008

Time: 10:00

**Mendocino County Fairgrounds—Fine Arts Building
Ukiah, California**

Berkeley Young of Young Strategies (www.youngstrategies.com) is coming on behalf of the North Coast Tourism Council & the MCLA!

FREE seminar on effective local and regional promotional campaigns.

All parties interested in the promotion of the North Coast are encouraged to attend.

Contact the MCPA office at 462-7417 with questions or to RSVP



What's Happening in the Arts World of Mendocino County?

It's been one year since the MCLA first partnered with the Arts Council of Mendocino County. The MCLA realized that by featuring the arts in promotion, Mendocino County would attract the type of tourist (Cultural Tourist) who stays longer and spends more - 2 days longer and 38% more according to a 2003 report of the Travel Industry Association.

Since last March, a mutually beneficial relationship has blossomed between the arts and tourism in Mendocino County, with improved communication and an increase in services as a result.

In the last year, the Arts Council has adopted the "M" logo; helped to develop and design an arts module for the GoMendo.com website; created a monthly Mendocino County arts events calendar; facilitated artist participation at the MCLA annual meeting; provided arts marketing materials to the MCLA for distribution at trade shows; acted as a liaison between the arts community and the MCLA and MCPA; and stayed in regular contact with the MCLA in order to coordinate all arts marketing activities for the county.

The MCLA's partnership with the Arts Council has been vital to our sustainability and effectiveness. With your support, we are stronger and more able to meet the needs and challenges of our arts community. Thank you!

Other News

Mendocino County Board of Supervisors Support the Arts

In January, the Arts Council of Mendocino County went before the Mendocino County Board of Supervisors with a proposal for funding for general operating support to begin next fiscal year. The Arts Council's proposal was endorsed and supported by 24 community leaders including Jo Bradley and Stuart Marcus, and sponsored by County CEO Tom Mitchell. The presentation to the Board of Supervisors was led by Anna Kvinsland, with brief presentations from Muriel Johnson, Director of the California Arts Council; Paul Tichinin, Superintendent of Schools; Alydia Atkins representing the MCPA; and Megan Barber Allende, Program Officer of the Community Foundation of Mendocino County. The Arts Council's proposal and presentation was favorably received and the Board of Supervisors unanimously agreed to direct Tom Mitchell to give the Arts Council request for funding a top priority in the FY2008-09 budget. Each supervisor spoke in eloquent terms of the importance of the arts in Mendocino County, with Third District Supervisor John Pinches among the heartiest endorsers of the request.

The Arts Council was thrilled to discover that the Board of Supervisors are committed to supporting the arts and recognize the importance of the arts in education, to the health of our community, to our economy, and for promoting cross-cultural understanding. We hope that sustained financial sup-

port from the County will strengthen the Arts Council's partnership with the Mendocino County Lodging Association, and ensure that the Arts Council remains a viable and effective agency that serves our community for years to come.

Executive Director Anna Kvinsland can be reached at director@artsmendocino.org or (707) 961-5449. To learn more about the Arts Council of Mendocino County, go to www.artsmendocino.org.

GoArts!

We'd like to remind you that a colorful and informative arts events calendar is coming to your email inbox each month. *GoArts!* features art events from each region of Mendocino County. It is produced by the Arts Council with support from an MCLA partner-ship grant.

Lodging operators are encouraged to print out enough copies of the calendar to include in their guest binders and have available for guests as handouts. Feel free to use the *GoArts!* calendar on your website and in your promotional communications. *GoArts!* is also available for download from the Arts Council website at www.artsmendocino.org and from the Arts page of gomendo.com



Ukiah to Open Co-Op Art Center

Art Center Ukiah, a recently established cooperative art gallery, will open in Spring 2008 at 201 South State Street in Ukiah. The co-op is made up of 24 fine artists from Ukiah and Mendocino County who are exciting in their diversity. A full spectrum of expression is represented in a variety of media. On display and for sale in the gallery will be oil, acrylic, watercolor, and encaustic paintings, pen and ink, pencil and pastel drawings, textiles and fiber art, ceramics, sculpture, photography and stained glass. In addition to the sale of the art work, Art Center Ukiah will offer classes and lectures for children and adults and serve as a venue for music, poetry, and community events.

We will be opening our doors in a beautifully renovated brick building that formerly housed Jerry's TV. The atmosphere will be warm and inviting and the gallery will be staffed by friendly, knowledgeable artists. We invite you to come and sit on our couch and enjoy art in downtown Ukiah. Watch for our opening date in Spring 2008. For more information or to become a patron, contact Susan Gordon at 468-6457, sogordon@pacific.net.

COOPERATIVE MARKETING—making the most of the BID**MCPA Update**

There are so many ways to get involved in what MCLA is doing to promote the County.

Check out the following opportunities:

California Travel & Tourism Commission

In 2007, the CTTC presented a Rural Tourism Strategic Plan. Finally realizing that 31% of the State's Tourism dollars come from Rural Counties, the State with their increase in marketing dollars (\$50 Million Per Year thanks to the rental car assessment you now pay), has hired full-time staff and have developed programs to benefit Rural Tourism in the State.

You can check out the strategic plan and programs at:

www.visitcalifornia.com/page.php?id=809

Here are some ways you can get involved with the CTTC:

- **Website submission:** I know, I know, another website, but you should go to www.visitcalifornia.com/content and make sure your business and any other relevant businesses are on the site. Mendocino needs to have a large and effective presence on the website. We need your help to do it. The new site is scheduled to launch very shortly.
- **Press Releases:** Every few weeks or so, you get an email asking for submissions on certain topics which will be featured in an upcoming press release. We have been doing a much better job being featured in these state-wide press releases, but we need to have even more of a presence. Please respond, if appropriate, when receiving these emails so we can tell the world (quite literally) what you are up to!

MCLA List Serve

If you are not already on the list serve, sign up! Weekly opportunities arise to participate in press releases going out to handfults of media which include specials going on at your property. It is also a medium for you to let us know what's new at your property or any other aspect of your area that is newsworthy.

Attend Marketing and Board Meetings

Many opportunities are discussed at these meetings that could, ultimately benefit your business or area. Come, meet and explore BID possibilities with other lodging owners. Everyone brings unique ideas that otherwise would not have been discovered!

ARE YOU BENEFITING ALL YOU CAN FROM THE LODGING BID????

IF YOU ARE NOT ALREADY RECEIVING REGULAR E-MAILS FROM THE MCLA, LET SCOTT KNOW.

- TAKE ADVANTAGE OF VISITING TRAVEL WRITERS
- LEARN ABOUT WHAT IS HAPPENING AROUND THE COUNTY
- BE AN INTEGRAL PART OF WHAT IS GOING ON!!!

PLEASE E-MAIL OR CALL SCOTT SCHNEIDER TO JOIN OUR LIST SERVE—964-9010 OR ADMIN@MCLA.INFO

The Mendocino County Promotional Alliance has been very busy these last few months. Since the approval of our contract with the county in November we have been busy working on the projects dictated to us by the County Board of Supervisors.

One such project is the development of a countywide promotional listserv and visitor newsletter. The listserv is an email database that acts as an internal newsletter and forum for all interested promotional groups within Mendocino County and the visitor newsletter is an email based promotional piece sent to consumers worldwide that features upcoming festivals, events, activities and attractions. If you are interested in joining one or both of these mailing lists please email Alydia Atkins at alydia@gomendo.com.

With increased constituent communications in mind we are in the process designing an internal gomendo.org website, such as the lodging association's, that will be a resource for the community to find out specifically what is happening within the MCPA, current projects and activities, who our Board of Directors are, our staff, committee members, etc.

Another project that has been keeping the MCPA busy is the six month performance evaluation of the goMendo.com website. The Joint Marketing Committee has tasked the website subcommittee to evaluate and revise the navigation and esthetics of gomendo.com. Updates should be implemented soon.

We have also been very busy promoting the Taste Mendocino, Celebrating Regional Bounty Festival that kicked off on January 21st and runs through February 10th. We have distributed over nine thousand Taste Mendocino event guides nationwide and implemented a print and radio campaign that can be seen and heard both locally and in the Bay Area. With a record number of over sixty events and activities there is something for everyone. Check out a complete listing of events and activities at goMendo.com or call the MCPA office at 707.462.7417 to request guides.

The MCPA Board of Directors and staff are very excited with all the promotion going on around the County. We want to be a resource for you as well as a partner in this promotion. By working together, we can accomplish so much more than by working separately. We want to eliminate duplication of efforts and maximize the resources we have. Whether it's related to your organizations public relations efforts, sales efforts or advertising efforts, we are available to assist you, when appropriate, to ensure the consistent branding and messaging of Mendocino County to outside visitors. We are here for you.

**SUBMIT AND/OR EDIT YOUR LISTING AT
WWW.GOMENDO.COM!!!
BE A PART OF THE NEW WWW.GOMENDO.COM
MARKET YOURSELF TO HUNDREDS OF
THOUSANDS PER YEAR. IT'S FREE!!!**

Are you paying too much in Sales Tax?

The State Board of Equalization in cooperation with California cities and counties has created regulations governing sales tax liability on complimentary food the lodging industry serves its guests. Jim Abrams of the California Hotel and Lodging Association is the principle author of this regulation and its underlying agreements.

To determine whether or not you are required to pay sales tax on the food you serve your guests, you must perform a relatively simple test. The average retail value (ARV) per room of all complementary food served during the previous calendar year must be 10% or less than your average daily rate (ADR). *Regulation 1603 – Taxable Sale of Food Products* requires that to determine the ARV of food served you total the cost of all food, double it (to account for preparation costs) and divide it by the number of rooms rented during the year. ADR equals room gross divided by the number of rooms rented.

Simply divide your ARV by ADR to determine your percentage

Example:

ADR = Annual Room
Gross \$250,000 divided by
Number of rented rooms
1620
 $\$250,000 / 1620 = \154.32



ARV = Total food costs, breakfast, evening hors d'ourves, etc. = total costs \$8,450 times 2 divided by number of rooms rented.

$$\$8,450 * 2 = \$16,900 / 1620 = \$10.43$$

Percentage: ARV/ADR

$$\$10.43 / \$154.32 = .0675 \text{ or } 6.75\%$$

In this example, you do not need to pay sales tax on the food served which is understood to be incidental to the operation of your lodging establishment.

If your ARV/ADR is in excess of 10%, then you must pay state sales tax on the ARV times the number of rooms actually rented for the period. Assume that last year's ARV was \$10.43 and the number of rooms rented in the first quarter of the following year totaled 265 for a total value of \$2,763.95. You are liable for sales tax, which in the unincorporated County is currently 7.25% * ARV or \$2,763.95 = \$200.39, payable to State Board of Equalization.

Two notes: You must determine the percentage of ARV to ADR annually. And you should indicate to your guests what taxes they are paying – e.g., “10% Transient Occupancy Tax on the value of the accommodation; 7.25% State Sales Tax on the value of the food”; and any other taxes or fees that you charge such as the BID.

Nature Tourism Coalition Update

The Nature Tourism Coalition (NTC) knows tourism is the largest industry in the world, and nature-tourism is the fastest growing segment of the industry. So we decided if we create a regional strategy and plan for nature tourism, we can help tourists enjoy our natural assets in ways that protect our natural and human communities. As a result, we'll have a healthy County where ecology and economic vitality are interrelated, a place we can enjoy without worrying about tourists loving our special places to death.

The NTC has the following mission statement:

To provide information and education about nature-based travel and recreation opportunities in Mendocino County. To promote a sustainable ecology for the responsible enjoyment of nature by fostering and supporting sound conservation practices.

The NTC created a 5 Year Strategic Plan with 3 goals:

- Assist organizations, businesses, and government agencies with the preservation and stewardship of Mendocino County's natural recreation areas and ecological assets by providing research, education and information.
- Foster and promote sustainable nature-based travel and recreation that supports the conservation and stewardship of the natural, ecological, scenic, cultural, and historic values found in Mendocino County.
- Develop an infrastructure that ensures the organization's long-term sustainability and effectiveness.

Making Nature Your Business

Presented by the Nature Tourism Coalition of Mendocino County

A WORKSHOP FOR BUSINESSES, ORGANIZATIONS & INDIVIDUALS INTERESTED IN STARTING/GROWING NATURE-BASED BUSINESSES

Can nature tourism create economic stability for Mendocino County without destroying what we love about where we live?

Learn how you can fulfill the needs of nature travelers and protect the character of our unique environment.

**Thursday April 10, 2008 9:00 - 3:30
Ukiah Convention Center**



**DOOR
PRIZES**



Workshop fee is \$25 and includes meals & materials. Space is limited to 40, so advance registration is recommended. Call 707-937-1092 ext 3 or e-mail naturetourism@mcn.org for more information.

Wine Commission Launches, “Mendocino County –America’s Greenest Wine Region

From Paige Poulos, MWWC’s PR Professional

Mendocino County is one of the nation's great wine country destinations, well-known to insiders for decades. Visitors truly linger over wine tastings and explore our wine country in a leisurely manner that creates a lasting impression and an intimate connection with our vintners, our redwood forests, our wild coastline and the delicious bounty of the region. The Mendocino County Winegrape & Wine Commission's new slogan: "Mendocino County: America's Greenest Wine Region" says it all. A true reflection of all that the county has to offer, the slogan conveys our unique combination of natural resources, earth-friendly farming and pure quality of wine and food. That message has never been more important to American consumers at home and on vacation. Billions of dollars are being spent advocating smarter, "greener" choices for ourselves and the planet. Of vital importance to the success of MWWC's campaign is the ability of Mendocino County's leaders and hospitality community to articulate that message to our patrons and stakeholders.

The winegrapes and wines of Mendocino County are not just the "greenest". The best of them are among the best in the world. The December 2007 issue of Wine Advocate, written by Robert Parker--arguably the world's most powerful wine critic--included reviews of 21 wines made with Mendocino County fruit by wineries in and outside the county--all of which scored 90 points and higher. A Petite Syrah made with Yorkville Highlands fruit scored 94-96 points. In the equally revered Wine Spectator, a Mendocino County Zinfandel ranked in the top 50 of its year-end Top 100 Most Exciting Wines of 2007 report. The editors reviewed over 15,000 wines over the course of the year to make their selections. James Laube, who ranks with Parker as one of the world's most noted critics, has given scores of 90 or higher to 18 Mendocino County wines in recent vintages. This extraordinary performance showcases the quality of our terrier and the talents of our growers and vintners.

The Mendocino County hospitality community can advance the cause by actively promoting Mendocino County wines. Our retailers need to dedicate more shelf space to them, emphasizing them over offerings from other regions and other countries. Wine lists need to highlight them. Imagery in our promotions needs to include views of vineyards and wineries and the pleasure of tours and tastings. The "What Makes Mendocino Green" list below validates our claim to the name "America's Greenest Wine Region." Study it and be prepared to share just a few of the points with anyone who needs to know that we are not just marketing, we are sharing a philosophy and a way of life that has made us a destination and a source of exceptional wines for generations.

What Makes Mendocino Green

Mendocino County’s authentic “green” credentials are unsurpassed by any other wine region in the world. The region is dominated by family farmers, many of whom have lived for two or more generations on their land—some tracing their roots to the first settlers in the 1850’s. The entire farming community has a rare appreciation of the connection between man and earth. These farmers, grape growers and winemakers among them, were at the forefront of the sustainable, organic, biodynamic and fish friendly farming movement long before it gained the attention of the general population. “America’s Greenest Wine Region” is not a marketing slogan: it is the true reflection of all that this vast and varied county offers those who seek healthy foods and beverages and accessible yet pristine travel destinations.

The slogan is a true and honest reflection of Mendocino’s unique combination of:

- Extensive organic, biodynamic and sustainable farming and food processing across all crops including winegrapes and wines
- Legal protections for heritage crops: Mendocino is the only county in America to outlaw GMO’s in unincorporated areas to ensure the continued viability of heritage crops and seeds
- Crop diversity: just 19,274 acres, or less than 1% of Mendocino’s 2.4 million total acres, are under any cultivation
- Winegrapes, at 16,084 planted acres, cover just .6% (< 1%) of the county’s total acres
- True wild places: no other wine region in the world has the thousands of acres of standing timber, watersheds and wild coastline that characterizes the Mendocino County landscape
- Nation’s first carbon neutral winery and the first winery to be recognized for its green leadership by Gov. Schwarzenegger
- At least one winery is 100% solar powered
- 18% of Mendocino County’s winegrapes are certified organic and more than 4% are certified biodynamic or pending biodynamic certification. For comparison, just 5% of winegrapes from Napa County and 1% of grapes from Sonoma County are certified organic.

- Mendocino is recognized around the globe as one of the world’s great travel destinations

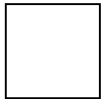
- Mendocino County growers and vintners are committed to growing winegrapes and wines that rival the best of the best from any wine region in the world



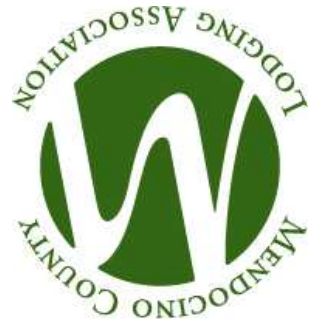
LEARN ABOUT ALL THE HAPPENINGS WITH COUNTY-WIDE PROMOTION

FIND OUT THE LATEST ADVERTISING AND PUBLIC RELATIONS VENTURES

CHECK OUT OUR LATEST NEWSLETTER! BE INFORMED! GET INVOLVED!



Post Office Box 550
Little River, Ca 95456
(866)637-MCLA
Www.mcla.info
admin@mcla.info



Our President Speaks—A Message from Jo Bradley

Yet another Newsletter... Wow does time fly! There are a few items I would like to bring to your attention this quarter. Observations, services and information that I think you may find helpful.

The BID is intended to help us all improve our businesses and the County's Economic Base. It is essentially for everyone living in Mendocino County. What I have found to be important is input; ideas and information from all of us. We all have strengths, information, ideas, and experiences to bring to the table. Become active in this process. Maybe I should say Proactive. After the fact information and ideas tend to be Reactive and may be too late to implement. Come to a Board Meeting. Give voice to your opinions and ideas where they will be effective. Meetings, their locations and agendas are posted on www.mcla.info. Note that we always have time for Public Comment at the start of the meetings. Stay for the meeting and be part of the input process. Be Proactive, be Heard when you can help make the difference.

On that same vein... We have an incredible tool for communication, an E-mail List-serv. I understand not all of you have e-mail, but at some point you might. The List-serv is used only for disseminating MCLA Business Information or information, events, and opportunities that Lodging People will find useful. Get on the list! It is private; we do not share it and will not sell it to anyone. Get hold of Scott and get signed up. You may call him at 707-964-9010 or write admin@mcla.info. Don't miss out on any more.

A few weeks ago, via the List-serv, an appeal and short questionnaire went out regarding Broadband in Mendocino County. Jim Moorehead, the ex-owner and innkeeper of the Joshua Grindle Inn, is working on this project. The group is called Redwood Coast Connect and includes four Northern California Counties including us. The Goal is to install high speed broadband internet access throughout the county. The purpose of me telling you this is they would like to determine the unmet demand for access to this service by our businesses for both us and our guests. If you would like to voice an opinion, or have questions please get hold of Jim at 707-937-4828 or mbps@mcn.org.

I know I keep telling you to stay informed by checking www.mcla.info. Have you stopped to look at the Home Page? On the Home Page you will find the most current Press Releases and past ones as well. We have had some Lodging Folks ask for PR Leads ahead of the Releases. Please remember that both our PR Firm and our Advertising Firm are promoting the whole of Mendocino County, all of us. None of us are privy to information before anyone else. Due to time constraints, requests go out via the List-serv, asking for lodging that fits the leads the Firms receive. That is one of the main reasons to be on the List-serv.

I hope you find the above information helpful. As usual, if you have a question and are not able to come to a meeting, or just want to talk about what is going on, please don't hesitate to contact me at jo@victorianfarmhouse.com or call (707)937-0697. My door is still always open and I will always call you back.