

Event Details	
Event Name	National Heirloom Exposition
Event Date(s)	September 11-13 2018
Event Description	Vendors & Exhibitionists, on heirloom growing, New & Old ideas on pure gardening and self-sustainability and products
Event Location	Sonoma County Fairgrounds
Is this a new or returning event?	Returning event
Contact Name Phone Email Mailing Address	Michael Mahan 417-924-1222-cell 417-259-1085 accounting@rareseed.com 2278 Baker Creek Rd. Mansfield, MO 65704
Legally Responsible Organization	Baker Creek Heirloom Seed Co. LLC
Total Event Cost	355,483.36
Amount Requested	\$ 15,000.00
How Will Funds from SRTBIA Be Used?	These Funds will be used for hotels, advertising, shipping & postage to generate traffic from outside of the area & from other states.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	It is a 3 day event which could include 500 room nights and possibly more
Who is the target audience for this event?	all levels of gardeners, growers, suppliers, and customers with a gardening interest, with a pure and healthy food audience which can include from one end of spectrum to the other
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	20,000 is expected for the three days app. 9,000 11,000
What is the history of this event?	2011 was our first Expo and continued every year in September and continues to make an impact by spreading gardening education in a pure form
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Unable to get exact count, but we produce at least 500 room nights each year. Sandman, Flamingo, Vagabond, Hilton, Sonoma Wine County, Motel 6
Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?	Currently working with Flamingo, Sandman, Hilton Sonoma Wine County
If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?	We do work with the CVB service
Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?	There is room to expand and create more visitor interest. We have changed dates and are expecting a much larger crowd.
How does this event support or re-affirm Santa Rosa's brand?	Santa Rosa Visitor center is posted on our website, Banners, + Brochures

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>We have local supporting sponsors within the area.</p>
<p>How will this event be funded in the future?</p>	<p>Our Parent Company continues support for this event and with sponsorships from local, out of county, & out of state. We are able to continue this educational at</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p><u>endeavor</u> we send email blasts, targeted mailing, newspaper ads, radio, social media, we post this event on our website and the Expo website and we also advertise the event with our catalog (Baker Creek)</p>
<p>Will there be media coverage of this event? Local – Regional – National</p> <p>With this media coverage, describe who will be covering this event</p>	<p>Yes</p>
<p>Additional information or comments.</p>	<p>We are so thankful for your support. We are so focused on education of gardening and pure clean foods not only for adults, but we look to the next generation and our heritage by putting the same amount of focus on our children. Santa Rosa has been great to us and we hope for a continued</p>

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.

Relationship