

Event Details	
Event Name	National Heirloom Exposition
Event Date(s)	Sept. 5-7 2017
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@rareseeds.com 2278 Baker Creek Rd. Mansfield, MO 65704
Legally Responsible Organization	Baker Creek Heirloom Seed Co. LLC
Total Event Cost	347,739.26
Amount Requested	\$15,000
How Will Funds from SRTBIA Be Used?	These funds will be used for hotels, advertising and shipping or 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 customers of a gardening interest, also fine and healthy food audience which can include from one end of spectrum to the other
What is the anticipated attendance?	20,000 is expected for 3 days
Attendees from out of Sonoma County?	app. 9,000
Attendees from within Sonoma County?	14,000
What is the history of this event?	2011 was our first expo and continued every year in September and has grown each year
If this is an existing event, how many room nights has it produced in the past and what hotels were used?	Unable to get a good number, but we produce at least 500 room nights each year. Sandman, Flamingo, Vagabond, Hilton Sonoma Wine Country, 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 Sandman, Flamingo & Hilton Sonoma Wine Country
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 services
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.
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><i>We have local supporting sponsors within the area</i></p>
<p>How will this event be funded in the future?</p>	<p><i>Parent Company continues support for this event and with sponsorships from local, out of County & out of state. We are able to continue this endeavor</i></p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p><i>Emails, targeted mailing, newspaper, radio, social media, website,</i></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><i>Backwoods Home Magazine, Mother Earth News.</i></p>
<p>Additional information or comments.</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.