

| Event Details | |
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| Event Name | National Heirloom Exposition |
| Event Date(s) | September 6,7 and 8, 2016 |
| Event Description | Pure Food Exposition, Old Fashioned Fair, Over 100 educational (national and international) speakers, Forums, Heritage Poultry and Livestock Shows, Kids Educational and Fun Day, etc. |
| Event Location | Sonoma County Fairgrounds, Santa Rosa |
| Is this a new or returning event? | Returning |
| Contact Name Phone Email Mailing Address | Claudia de la Pena 707-773-1336 or 310-357-1842(cell) petalumaseedbank@gmail.com Petaluma Seed Bank, 199 Petaluma Blvd. N Petaluma, CA 94952 |
| Legally Responsible Organization | National Heirloom Exposition |
| Total Event Cost | \$225,000.00 |
| Amount Requested | \$15,000.00 |
| How Will Funds from SRTBIA Be Used? | Advertising, Marketing, Media Packages, National Distribution (over 400,000 brochures distributed nationwide) |

General Event Information (Please answer all questions fully)

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| How many room nights will the event generate? | 400+. |
| Who is the target audience for this event? | Food, Farm and Garden enthusiasts. School Groups (over 3,000 kids in 2014,) Anyone who is interested in the food they eat! |
| What is the anticipated attendance? | Anticipated attendance over 20,000 |
| Attendees from out of Sonoma County? | 65% |
| Attendees from within Sonoma County? | 35% |
| What is the history of this event? | From the commencement of this annual event in 2011 with an attendance of over 10,000 people, the event has grown substantially, and is now well established in 'pure-food' circles. Food enthusiasts and 'pure food' advocates and leaders travel from all over the country, many from overseas, to attend and educate at, what many have called, 'the world's pure-food event of the year'. |
| If this is an existing event, how many room nights has it produced in the past and what hotels were used? | Hard to gauge as many hotels do not contract with preferential rates as they fill up anyway, but minimum 400+ |
| 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? | Hyatt, still approaching additional hotels. |
| 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? | yes, we will recommend it exclusively |
| 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? | From the commencement of this annual event in 2011 with an attendance of over 10,000 people, the event has grown substantially, and is now well established in 'pure-food' circles. Food enthusiasts and 'pure food' advocates and leaders travel from all over the country, many from overseas, to attend and educate at, what many have called, 'the world's pure-food event of the year'. |
| How does this event support or re-affirm Santa Rosa's brand? | 'Keep the culture in agriculture' ... and educate. The event is a perfect 'agricultural' fit for the City and the County, showcasing pure- food and diversity in an area which has a long history in these 'fields'! |
| Describe the community support for this event. Include financial and in-kind support. | Over 3,000 school-kids attended our 'educational and fun day' at the 2015 event. Local businesses enroll as sponsors, profits are donated back to school gardens and food programs. |

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| <p>How will this event be funded in the future?</p> | <p>Internally/self-funded, booth fees, entrance fees, sponsorships</p> |
| <p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p> | <p>Over 400,000 pieces of collateral material mailed and distributed nationwide. Electronic media, over 500,000 Baker Creek Heirloom Seed catalogs feature the Expo, website, Baker Creek website, other social media</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>Too early to say at this point who will cover the 2016 event, but in the past we have had coverage from: Martha Stewart Living, National Geographic, Mother Earth News, Press Democrat, SF Chronicle, and many many others.</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.*