



2023-24 SPECIAL EVENTS SCHEDULE

1. *Point Arena - Almost Fringe Festival - April*
2. *Ft. Bragg Blue Economy Event - May*
3. *Willits Frontier Days - July*
4. *Pt. Arena Independence Day Celebration -July*
5. *Fort Bragg Salmon BBQ - July*
6. *Winesong – Fort Bragg - September*
7. *Mendocino Area Parks Association - Fort Bragg - September*
8. *Ukiah Christmas Trolley - November-December*



AGENDA SUMMARY REPORT

The Whale Festival in Mendocino will be taking place on Saturday, March 2nd

SUMMARY:

The Chamber of Commerce is having the Whale Festival event March 2, 2024, and has requested MTA provide shuttle service from 12:00pm to 4 pm. They would like to arrange with MTA for the Trolley to provide shuttle service in the town of Mendocino. Janice a representative from the Chamber of Commerce will address the board on this matter.

STAFF RECOMMENDATION:

Staff recommends adding the Wale Festival in Mendocino, CA to the Special Events calendar.

Attachments

None

Mendocino Whale Festival Request

Thank you for allowing the Mendocino Coast Chamber of Commerce to address your board to request the use of the MTA Trolley for our event.

As this is the first year since COVID that we are able to produce this event, the excitement is building amongst the merchants, inns and entire community.

The date is Saturday March 2, 2024. The times are from 12 noon until 4:00 pm. The main event that the Chamber coordinates is the wine walk throughout the village of Mendocino. This entails shops, galleries and inns hosting wineries from Mendocino County to come pour samples of their wines. Each host is required to provide appetizers to accompany the wines that will be provided. The Chamber provides the insurance and licensing from ABC for the entire event. We also are planning on having magnetic placards printed for the sides of the trolley, acknowledging the festival sponsors.

Due to the expanse of the walk which would be from the west end of Main Street all the way up Lansing Street to the north inns , Agate Cove and Sea Rock B&B, the MTA trolley is a major help to transport the guests safely around town, not to mention a fun additional event for families who are visiting the area. We are not requiring the trolley to go up to Pt. Cabrillo Lighthouse this year.

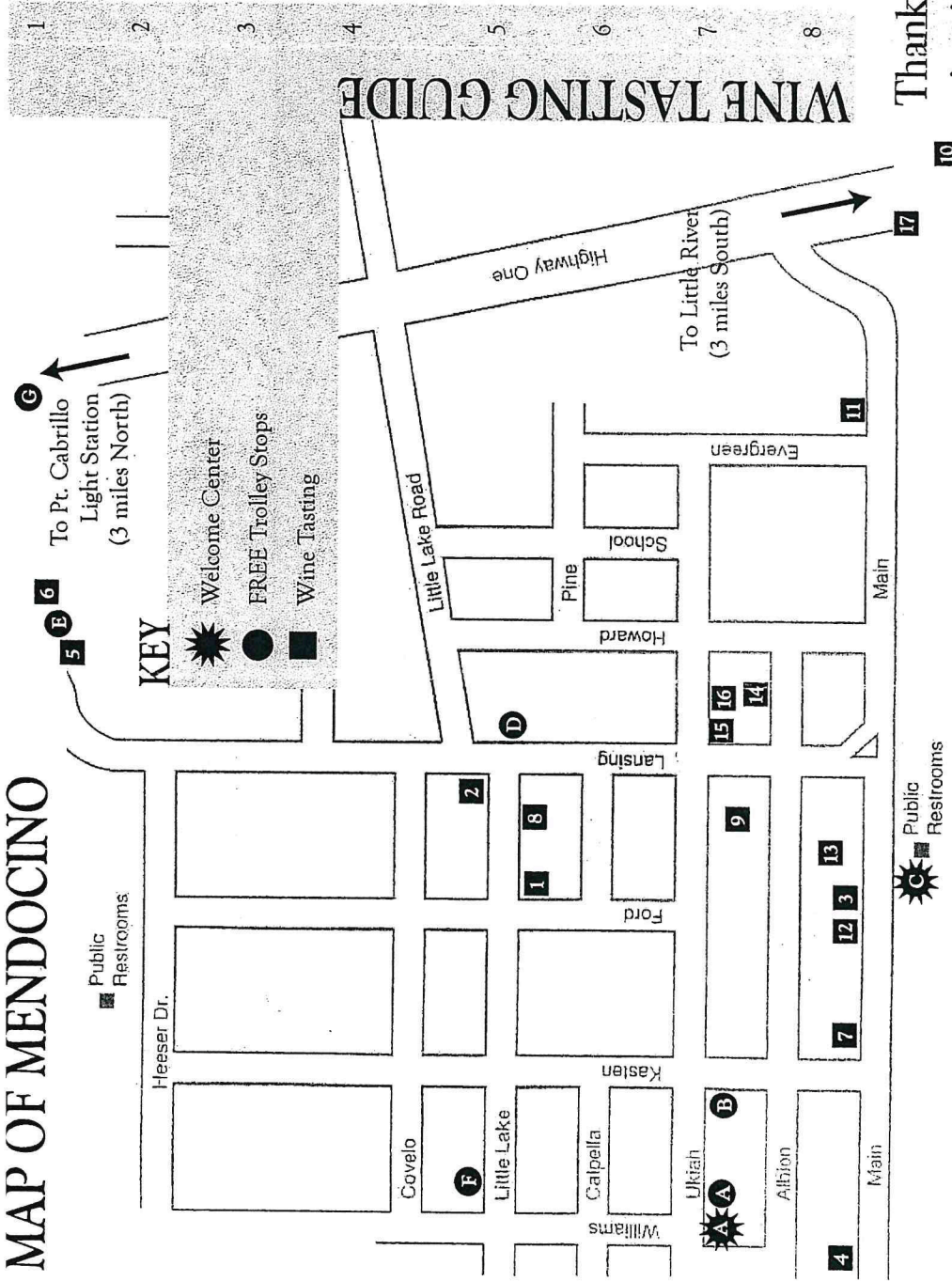
We are in the process of confirming all the the wineries and hosts, so the attached map I included here is just a sample of how the route would look. We will provide the updated material to you for the convenience of the driver as soon as we are able. Let us know, too, if tips for the driver are appropriate.

We are looking forward to your approval to secure the service of the trolley.

Respectfully submitted,

Janice Littrell
Interim Executive Director
Mendocino Coast Chamber of Commerce
707-961-6302
www.mendocinocoast.com

MAP OF MENDOCINO



SIMAINNE CELLARS

Host: Color & Light Glass, 10525 Ford St.

BARRA OF MENDOCINO

Host: Century 21 Seascape, 45050 Little Lake St.

ESTERLINA VINEYARDS

Host: Highlight Gallery, 45052 Main St.

HANDLEY CELLARS

Host: Artists Co-Op of Mendocino, 45270 Main St. (upstairs)

TERRA SALVIA

Host: Sea Rock B&B Inn, 11101 Lansing St.

JERIKO ESTATES

Host: Agate Cove Inn, 11201 Lansing St

FREY VINEYARDS

Host: Gallery Bookshop, 319 Kasten St

MEYER FAMILY CELLARS

Host: Coast Getaways, 45061 Little Lake St.

WELCOME CENTERS

Stop by a Whale Festival Welcome Center to get Wine Tasting Passes, Event Brochures, T-Shirts, Coffee & more.

WELCOME CENTER LOCATIONS (See Map)
 Ford House Visitor Center, 735 Main St.
 Crown Hall, 45285 Ukiah St.

You must be over 21 for Wine Tasting!
 Please, no full wine glasses on the Village streets - it's the LAW.

FREE TROLLEY STOPS

(See Map)

- A Crown Hall (Welcome Center)
- B Odd Fellows Hall (Plein Air Exhibit)
- C Ford House (Welcome Center)
- D Harvest at Mendosa's
- E Sea Rock B&B Inn
- F Mendocino Art Center
- G Pt. Cabrillo Light Station & Preserve

WINE TASTING GUIDE

Thank You to all the participating wineries! We would not be able to continue this festival without your support and generosity.

Please don't forget to browse the host locations, these stores and galleries have many unique items that will make your experience unforgettable!