

Outdoor Festival Ordinance Requirements:

Name of Festival: **Northern Nights Music Festival**

1.) Dates and hours of operation (MCC 6.16.040(C))
July 15-17, 2016

Hours: Friday, July 15 8am-11:59 pm
Saturday, July 16 noon-11:59pm
Sunday, July 17 noon-11:59pm

Quiet time will be observed 12:00am-10:00am.

2.) How many people will attend? (MCC 6.16.040(D))
Up to 5,000 attendees per day

3.) Sponsor of festival:

Non-profit:

Partnership

Names and addresses of general partners

Corporation: **Northern Nights Music Group, LLC**

Application signed by the President and attested to by the Secretary

Certified copy of the Articles of Incorporation

4.) Legal description of premises where festival will be held (MCC 6.16.040(B))

APN#: 053-020-10, 053-020-12, 053-020-13, 053-020-14, 053-020-16

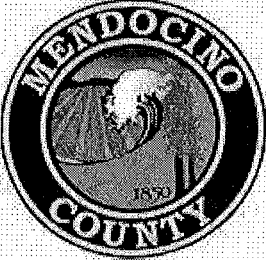
Physical location: 83950 Country Road 442E, Piercy, California

Proof of ownership and written consent of property owners for below listed parcel and legal description of premises

5.) Statement of adequacy:

Sheriff attesting to the adequacy of the proposed security or statement itemizing the deficiencies (MCC 6.16.040(E))

Statement from County Health Officer attesting to the adequacy of the proposed sanitation, food handling and preparation facilities, and waste disposal (MCC 6.16.040(F))



COUNTY OF MENDOCINO

501 Low Gap Rd., Room 1060
Ukiah, California 95482
Phone (707) 234-6875
Fax (707) 463-4166

Shari L. Schapmire
Treasurer-Tax Collector

Application for Outdoor Festival License under Article III of Chapter 11 of the Mendocino County Code

1. Name Northern Nights Music Festival
2. Residence Address 226 Union St. #2, San Rafael, CA 94901
3. Mailing Address 226 Union St. #2, San Rafael, CA 94901
4. Individual _____ Corporation or Partnership Northern Nights Music Group
5. Names and addresses of partners or corporation officers:

<u>Dr. Peter Huson</u>	<u>Managing Member</u>	<u>226 Union St. #2, San Rafael, CA 94901</u>
Name	Title	Address
<u>Andrew Borgelt</u>	<u>Managing Member</u>	<u>226 Union St. #2, San Rafael, CA 94901</u>
Name	Title	Address
_____	_____	_____
Name	Title	Address

6. Principal location of event:
83950 County Road 442E, Piercy, CA 95587 707-247-3455
Address Telephone
7. Provide certified copy of Articles of Incorporation, if applicable.
8. Provide location and legal description of the premises where the outdoor festival is to be conducted, including all lands to be used for parking or other uses incidental to the outdoor activity. Submit **proof of ownership** of said premises or the **written consent of all owners**.
9. **Provide the date or dates and the hours during which the festival is to be conducted.**
10. **Provide an estimate of the maximum number of spectators, participants, or others expected to attend the outdoor festival for each day conducted.**
11. Applicant must contact the **Mendocino County Sheriff's Office** and comply with all requirements. Provide detailed explanation of the plan for policing the activity with particular emphasis on the control and prevention of alcohol and drug consumption.
12. Applicant must contact the **Mendocino County Department of Planning and Building Services** and comply with all requirements.
13. Applicant must contact the **Mendocino County Environmental Health Department** and comply with all requirements.
14. Provide written explanation of implementation of waste reduction, reuse, recycling, and diversion programs.

15. Provide detailed information on the following areas:

- a. Security Protection
- b. Water Supply
- c. Food Supply
- d. Sanitation facilities
- e. Medical facilities and services
- f. Vehicle parking space
- g. On-site traffic control and vehicle access
- h. Plans for spectators or participants remaining at night or overnight
- i. Camping facilities
- j. Illumination of premises
- k. Cleanup of premises
- l. Rubbish removal
- m. Plans for handling larger number of overnight spectators than are expected

This application shall be filed with the Tax Collector no later than three weeks prior to the event. This application shall be accompanied by a non-refundable fee, (if applicable), which shall be of an amount to be set by resolution of the Board of Supervisors.

4/1/16

Date

Dr. Peter Huson

Applicant

Project Engineer

Title

President of Corporation

Attest: Secretary of Corporation

USER ID: CADER
ASTF100
ROLL YEAR: 2016
PARCEL NBR 053 020 12 0 0

ASSESSOR SECURED PROPERTY SYSTEM
* INQUIRY TO SECURED PROPERTY MASTER *

DATE: 06-23-2016
TIME: 15 57 00

AOL TRA 121 001 STATUS: ACTIVE

ASSESSEE NAME 1 BOWMAN CONRAD K & TRUDY L
NAME 2

AG PRE NBR _____
OWNER INFO

C/O UPP
ADDR 15 ROUTE 271 CTY/ST PIERCY, CA ZIP 95587
SITUS ADDR 83990 RD 442 E PI ACREAGE
NBR DIR STREET NAME CITY MIN ACREAGE 5
GEN PLAN RR5 ZONING RR COMB DIST LCP
USE: 0001 RES: 01 RCRDRS NBR - 15254 DATE 07 15 2005
JAN. 1 OWNER 1 BOWMAN CONRAD K & TRUDY L 2
APPRAISAL DATE 1999 IND CD 00 VAL CHG CD 00 EXEM CD PEN CD
15-16 LAND 34492 IMP 129350 TV PP FX
16-17 35017 131322
EXEMP: H.O. MISC PRIOR NET 163842 WLA
CURR NET 166339 WTV
BEN ASSMT SQFT1 SQFT2 CALC-ACRES .79
SUB DIV CD 9 LAST MAINT DATE 05 11 2006
PARCEL 1 2 3 4
F5-OWNER HISTORY F19-MORE SITUS F1-AOL F2-TO VIEW

USER ID: CADER
ASTF100
ROLL YEAR: 2016
PARCEL NBR 053 020 13 0 0

ASSESSOR SECURED PROPERTY SYSTEM
* INQUIRY TO SECURED PROPERTY MASTER *

DATE: 06-23-2016
TIME: 15 57 18

AOL TRA 121 001 STATUS: ACTIVE

ASSESSEE NAME 1 BOWMAN CONRAD KEITH II & TRUDY
NAME 2 LYNN

AG PRE NBR _____
OWNER INFO

C/O ADDR 779 HWY 101 UPPIER
SITUS ADDR 83970 RD 442 E CTY/ST PIERCY, CA ZIP 95587
NBR DIR STREET NAME CITY PI ACREAGE 2.20
MIN ACREAGE 5
GEN PLAN RR5 ZONING RR COMB DIST FP LCP
USE: 0001 RES: 01 RCRDRS NBR - 13815 DATE 09 27 2011
JAN. 1 OWNER 1 BOWMAN CONRAD KEITH II & TRUDY 2 LYNN
APPRAISAL DATE 2005 IND CD 00 VAL CHG CD 07 EXEM CD PEN CD

15-16 LAND 104381 IMP 247035 TV PP FX
16-17 105972 250801
EXEMP: H.O. MISC PRIOR NET 351416 WLA
CURR NET 356773 WTV
BEN ASSMT SQFT1 SQFT2 CALC-ACRES 2.00
SUB DIV CD 9 LAST MAINT DATE 12 22 2011
PARCEL 1 2 3 4
F5-OWNER HISTORY F19-MORE SITUS F1-AOL F2-TO VIEW

USER ID: CADER
ASTF100
ROLL YEAR: 2016
PARCEL NBR 053 020 14 0 0

ASSESSOR SECURED PROPERTY SYSTEM DATE: 06-23-2016
* INQUIRY TO SECURED PROPERTY MASTER * TIME: 15 57 31

AOL TRA 121 001 STATUS: ACTIVE

ASSESSEE NAME 1 BOWMAN CONRAD K II & TRUDY LYN
NAME 2 N

AG PRE NBR _____
OWNER INFO

C/O

ADDR 779 HWY 101

UPP

CTY/ST PIERCY, CA

ZIP 95587

SITUS ADDR 83950

RD 442 E

PI

ACREAGE 8.87

NBR DIR

STREET NAME

CITY

MIN ACREAGE 5

GEN PLAN RR5

ZONING RR

COMB DIST FP

LCP

USE: 0006 RES: 02 RCRDRS NBR - 00370 DATE 01 08 1999

JAN. 1 OWNER 1 BOWMAN CONRAD K II & TRUDY LYN 2 N

APPRAISAL DATE 1999 IND CD 00 VAL CHG CD 00 EXEM CD PEN CD

15-16 LAND

65208

IMP

117374

TV

PP

FX

16-17

66202

119163

EXEMP: H.O.

MISC

PRIOR NET 182582

WLA

CURR NET 185365

WTV

BEN ASSMT

SQFT1

SQFT2

CALC-ACRES

14.21

SUB DIV CD 0

LAST MAINT DATE 04 02 2003

PARCEL 1

2

3

4

F5-OWNER HISTORY F19-MORE SITUS F1-AOL F2-TO VIEW

USER ID: CADER ASSESSOR SECURED PROPERTY SYSTEM DATE: 06-23-2016
ASTF100 * INQUIRY TO SECURED PROPERTY MASTER * TIME: 15 57 45

ROLL YEAR: 2016
PARCEL NBR 053 020 16 0 0 AOL TRA 121 001 STATUS: ACTIVE

ASSESSEE NAME 1 BOWMAN CONRAD K II & TRUDY LYN AG PRE NBR _____
NAME 2 N OWNER INFO

C/O UPP
ADDR 779 HWY 101 CTY/ST PIERCY, CA ZIP 95587
SITUS ADDR ACREAGE 19.40

NBR	DIR	STREET NAME	CITY	MIN ACREAGE
GEN PLAN	RR5	ZONING RR	COMB DIST	FP
USE: 0006	RES: 00	RCRDRS NBR -	08315	DATE 06 01 2012
JAN. 1	OWNER 1	BOWMAN CONRAD K II & TRUDY LYN	2 N	
APPRAISAL DATE	1999	IND CD 00	VAL CHG CD	00 EXEM CD PEN CD

15-16 LAND	129763	IMP	TV	PP	FX
16-17	131741				
EXEMP: H.O.		MISC	PRIOR NET	129763	WLA
			CURR NET	131741	WTV
BEN ASSMT	SQFT1	SQFT2	CALC-ACRES	13.44	
SUB DIV CD 0		LAST MAINT DATE	10 09 2012		
PARCEL 1	2	3	4		
F5-OWNER HISTORY	F19-MORE	SITUS	F1-AOL	F2-TO VIEW	

USER ID: CADER ASSESSOR SECURED PROPERTY SYSTEM DATE: 06-23-2016
ASTF100 * INQUIRY TO SECURED PROPERTY MASTER * TIME: 15 57 57
ROLL YEAR: 2016
PARCEL NBR 053 020 10 0 0 AOL TRA 121 001 STATUS: ACTIVE

ASSESSEE NAME 1 BOWMAN CONRAD K II & TRUDY LYN AG PRE NBR _____
NAME 2 N OWNER INFO

C/O ADDR 779 HWY 101 UPP CTY/ST PIERCY, CA ZIP 95587
SITUS ADDR

NBR DIR		STREET NAME		CITY		ACREAGE	
GEN PLAN RR5		ZONING RR		COMB DIST		MIN ACREAGE 5	
USE: 0054	RES: 00	RCDRS NBR	-	08316	DATE	06 01	2012
JAN. 1 OWNER 1 BOWMAN CONRAD K II & TRUDY LYN 2 N							
APPRAISAL DATE	1999	IND CD	00	VAL CHG CD	00	EXEM CD	PEN CD

15-16 LAND	7173	IMP	TV	PP	FX
16-17	7282				
EXEMP: H.O.		MISC	PRIOR NET	7173	WLA
			CURR NET	7282	WTV
BEN ASSMT	SQFT1	SQFT2	CALC-ACRES		.55
SUB DIV CD	0	LAST MAINT DATE	10 05 2012		
PARCEL 1	2	3	4		
F5-OWNER HISTORY	F19-MORE	SITUS	F1-AOL	F2-TO VIEW	

THOMAS D. ALLMAN
Sheriff-Coroner



Captain Gregory Van Patten
Field Services
Captain Tim Pearce
Corrections

County of Mendocino Office Of The Sheriff-Coroner

June 14, 2016

To: Shari Schapmire
Mendocino County Treasurer - Tax Collector

Regarding: Letter of adequacy of security for the 2014 Northern Nights Music Festival, 83950 County Road 442E, Piercy, Ca.

Mrs. Schapmire,

I am authoring this letter to inform you I have been in contact with Peter Huson PhD, Project Engineer for the 2016 Northern Nights Music event, produced by BLAP Productions to be held on July 15th, 16th, and 17th, 2016. Mr. Huson has provided me letters of his intention to provide adequate security numbers. This includes the hiring of a private security firm in addition to a contractual agreement with our agency to provide Law Enforcement personnel specifically assigned to this event.

The intent of this letter is to inform you the security measures planned for this event currently meet the public safety requirements of the Mendocino County Sheriff's Office.

If you should have any questions or concerns, please feel free to contact me at (707) 456-3877.

Sincerely,

Lt. Kirk R. Mason
Mendocino County Sheriff Office
Inland, Northern Operations

cc: Peter Huson, Project Engineer.
Mr. Dusty Duley, Mendocino County Planning and Building Services
Mendocino Treasurer & Tax Collector
Event file

Plan of Operation for a 3-day Camping and Music Event on Cook's Valley Campground July 15th-17th, 2016

The following is a plan of operations proposed by Northern Nights Music Group for the temporary use of Cook's Valley Campground for a three-day music & art event called "Northern Nights Music Festival." The event is proposed to take place the third weekend of July each year, falling on the Friday the 15th through Sunday the 17th in 2016. The event will include camping, local & international entertainment, provisions for the on-site consumption of food and alcohol, as well as a temporary on-site general store. Expected capacity is 5,000 attendees, 1,000 staff and 3,000 vehicles.

Northern Nights Mission Statement

Northern Nights Music Festival event is being produced by an experienced, professional production company, whose mission is to ensure a high quality event that will educate a new audience about the region, present a positive and enlightening experience that highlights the unique offerings of the location, and will demonstrate the need to experience it responsibly. This will include the implementation of a festival-wide statement that will stress our commitment to upholding social & environmental responsibility as well as concrete measures to ensure public safety, stimulate local Mendocino and Humboldt economies, provide financial support to local school districts, non-profits, charities and protect the region's quality of life.

Commitment to Local Schools, Non-Profits Organizations and Economic Boost

Non-profits including the Piercy Volunteer Fire Departments, Southern Humboldt School districts, The Eel River Recover Project, KMUD Radio, Southern Humboldt Community Park and more, are beneficiaries of the event. We anticipate various local & "on-the-way" Mendocino businesses to continue to see increases in business & exposure, and our attendance population continues to demonstrate that over 50% of festival patrons bring tourism capital from outside the region.

Attendance

Total campground attendance will be limited to 5,000 campers/attendees, 1,000 staff/volunteers and 3,000 vehicles in 2016. The event will be limited to attendees of 18 years of age or older. We will utilize professional management techniques and our combined tenure of event production experience, to ensure that the total number of individuals attending, including staff, is limited to a number of individuals that will not exceed that for which the natural infrastructure can reasonably support in a safe manner. Should the area reach capacity, as determined by our staff or any qualified emergency & security personnel, we will provide advance signage on the Caltrans Encroachment Permit mandated CMS boards for both north and south bound traffic reading "CAMPGROUND FULL/ EVENT SOLD OUT" as well as on the event website, emails, social media networks, and local radio spots.

Public Safety

The 2013, 2014 and 2015 events demonstrated our staff's ability to manage a large scale event in the area responsibly and safely. We have received positive feedback from the Mendocino & Humboldt Planning Commissions, Mendocino County Sheriff's Office, Garberville California Highway Patrol, District 1 Caltrans and Piercy & Leggett Fire Departments regarding our event operations. Correspondence from these agencies regarding the 2015 event can be found in the attached Post Event Report.

The contacts with local law enforcement, fire agencies, and emergency response personnel will be made more than three (3) months prior to the event. Any warranted walkthroughs will be made during the week of the event. A briefing sheet will be supplied during the walkthrough with contact info with all on-site emergency personnel and their schedule through the weekend.

We have agreed to reimburse reasonable hourly rates and mileage costs for uniformed officers of the Sheriff's Office, California Highway Patrol, Piercy Volunteer Fire Department and/or other designated emergency service personnel assigned to the event.

A detailed emergency plan will be finalized in conjunction with emergency providers to include fire, medical, law enforcement and evacuation procedures. The final plan will contain detailed checklists and direct contact information for use by security and safety personnel. The plan will be submitted to the Mendocino County Planning Commission and Sheriff's Office at least fourteen (14) days before the commencement of the event. Due to the property falling directly on the Mendocino/Humboldt county line, contact will be made between both County Sheriff's offices and Planning Commissions to ensure any additional service providers will be available in the case of an emergency.

Quality of Life Protection

Northern Nights Music Group will be taking a proactive approach to protect the quality of life in the region. In addition to supporting the natural conservation of the location, we are eager to establish trusted relationships within the community and give back to all areas in need as well. With this in mind, we will be donating a percentage from every ticket sold to the local school districts. In addition, we will encourage local non-profits to have vendor booths inside the event.

We will continue to educate our audience about the area and to strongly implement a "Traceless" policy for all attendees, encouraging attendees to minimize and mitigate human impact on the surroundings. This will be done through our event website, email newsletter, social media channels, sponsor messages, and local radio spots leading up to the event. During the event, we will continue to encourage the "Traceless" campaign through an onsite information booth that will provide education about the local environment. This will include access to eco-friendly sunscreens and soaps as well as encourage people to "Use showers to cleanse yourself and the river to refresh". Announcements will be made from the stage and on-site staff & production personnel constantly throughout the weekend, with the idea of educating a new audience about the region, what it has to offer, and how to experience it responsibly.

Emergency Medical Plan

An experienced medical service team will be contracted as our on-site medical care provider throughout the duration of the event. The medical team will be on-site 24/7 with an established medical tent that will be available to the entire site and will be ALS-staffed for the entire event duration. The team will consist of licensed E.M.T.'s, paramedics, M.D.'s, and nurses. Additionally, a helicopter landing area is available for emergency evacuation. All medical staff as well as security staff will carry radios that will have direct contact with our command center. We will have a Critical Incident Team in addition to the medical team and which will be utilized for first response and quick mobilization. The CIT is made-up of NNMF staff, security, medical, and emergency personnel that have training in situations that warrant immediate response and medical attention. The event producers will provide the identity and mobile contact information of the on-site person(s) primarily responsible for identification and organization of an emergency needing our CIT and immediate emergency response personnel at least 14 days prior to the event. A minimum of 1 (one) paramedic and 1 (one) EMT with ACLS capabilities will be on the CIT at all times during the event. Transportation and radio communication equivalent to CalFire dispatch will be on-site and available for any life-threatening emergencies. Garberville Community Hospital & City Ambulance will be contacted and notified of the event dates. Designated signs for medical personnel will be identified with signs visible to all campers and a detailed evacuation plan to the satisfaction of emergency service agencies will be provided prior to the event.

There will be (3) total medical staff assigned to the River Stage swimming area during the operating hours of 12 PM – 8 PM, with (2) lifeguards and (1) staff. During all other times at the River Stage swimming area, signs will be posted advising "NO LIFEGUARD ON DUTY".

Our emergency medical plan will be reviewed by Mendocino EMS Coordinators & our contracted medical team and written correspondence with these agencies will be submitted to the Planning Commission at least a month before the event.

Emergency Fire Plan

A Cal Fire Safety Regulations Package will be submitted to the California Department of Forestry and Fire Protection (CalFire). On site fire safety support will be present at the event and supervised by Piercy Fire Department, with a minimum of one Type 3 fire engine and one (1) water tender for standby emergency water and dust abatement, with radio communication equivalent to CalFire dispatch and staffed with a minimum of two (2) personnel, staged at the campground 24 hours a day throughout the duration of the event. An onsite emergency water source has been approved by CalFire in past years. There is a three inch line for irrigation and fire suppression and a two inch line for drinking, showers, and for vendor use. The venue has onsite fire hydrants for emergency use. For extreme use a 1,000,000 gallon pond is readily accessible onsite. A 20-ft fire lane around the perimeter of the campground will be designated for all fire and emergency personnel. If an emergency response is activated, no unauthorized vehicles will have access and the roadway will be an all-weather surface. Designated locations for fire, medical, and security

personnel and parking will be identified with signs visible to all campers. Fire extinguishers will be available and mounted visibly in and around campsites.

Our security and fire staff team will ensure there is no open burning of any kind. Our website, emails, social media posts, local radio spots and on site signage will clearly indicate the NO OPEN BURNING OF ANY KIND and NO FIREWORKS policies.

Our emergency fire plan will be reviewed by CalFire and Piercy Volunteer Fire Department and written correspondence with these agencies will be submitted to the Planning Commission at least a month before the event.

Emergency Response Plan

In the event of an emergency, CIT leader will communicate with security lead, medical lead, fire lead, festival directors and on-site law enforcement, all of whose contacts will be organized and communicated during the walk-thru to occur in the days prior to the event. During days prior to the event, the CIT will meet and plan responses to hypothetical situations as well as meeting daily to address any current or potential areas of concern for patron safety. In the case of a medical evacuation, CIT leader will communicate with medical team, City Ambulance dispatch, Jerold Phelps Community Hospital, along with onsite law enforcement (MCSO or CHP), Traffic crew and Security team to ensure a clear path for emergency vehicles. A helipad is located on the south side of the property, as shown in our site map.

In the case of fire, CIT leader will communicate with on-site Piercy Fire representatives & with CalFire dispatch, along with onsite law enforcement (MCSO or CHP), Traffic crew and Security team to ensure a clear path for emergency vehicles. The CIT will:

- 1) Notify off-site responders
- 2) Secure and clear the affected area
- 3) Shelter in place along the river bar – in the case of approaching wild land fire dismantle tents & campsites
- 4) Responding Agencies (CDF, CHP, SO, EMS) will determine extent of evacuation area.
- 5) Clear the evacuation area on foot to the predetermined evacuation zones
- 6) Use existing on-site resources such as the stage, on-site FM radio broadcasting capabilities, communications central, security, traffic, parking and camping crew personnel to communicate and direct the public.

In any emergency, Festival Directors will communicate with patrons from main stage amplification to stay calm and ensure emergency service providers can access necessary locations. Our CIT leader will be in radio contact with Mendocino CDF emergency and CalFire dispatch frequencies. Fire, Medical and Security personnel also have CDF dispatch radios. All of the various crews will coordinate their efforts through handheld radios and cell phones.

Our emergency response plan will be reviewed by Garberville CHP, Mendocino Sheriff's Office, Piercy Volunteer Fire Department & Mendocino EMS Coordinators and written correspondence with these agencies will be submitted to the Planning Commission at least a month before the event.

Security

Professional on-site security services shall be secured for the event and will consume the largest percentage of our on-site staff budget. We will use an experienced security service provider as our lead supervising company to organize and lay out the complete final plan, which will emphasize strictly enforcing responsibility to the property and policing attendee activity, with particular emphasis on the control of alcohol and prevention of drug consumption, as well as the noise curfew enforcement. The contracted team will be given distinctive colored clothing as approved by the Sheriff's Office.

Temporary fencing around the perimeter of the site will be installed to mitigate trespassing onto adjacent properties. Twenty-four hour per day security will be provided on-site for the protection and service to attendees and neighboring property owners. Every attempt will be made to limit encroachment/trespassing onto neighboring properties. The perimeter of the site shall be clearly identified and fenced, and shall be posted to limit access beyond the approved event, camping, and parking area sites.

Security will be on site beginning Wednesday July 13th until Tuesday July 19th and operating 24 hours a day reaching close to 75 staff members at peak times.

There will be (2) security positions assigned to the River Stage swimming area during the operating hours of 12 PM – 8 PM, in addition to the (3) medical staff composed of (2) lifeguards and (1) staff. During all other times at the River Stage swimming area, signs will be posted advising "NO LIFEGUARD ON DUTY".

There will be (2) security roamers throughout the festival, with emphasis on the campgrounds, specifically assigned to monitoring those attendees under 21.

Northern Nights Music Group will remain in consistent contact with the Sheriff's Office, CHP, and contracted security as the event approaches and we are committed to maintaining these relationships through responsible management practices and an open communication with all local law enforcement. A post-event meeting to address public safety concerns will be held following the event, to improve the event each year.

Our security plan will be reviewed by Garberville CHP and the Mendocino Sheriff's Office and written correspondence with these agencies will be submitted to the Planning Commission at least a month before the event.

Concert and Hours of Noise

Live music is permitted between the hours of 10:00 AM with a termination of 2:00 AM on Friday and Saturday and until 12 AM on Sunday. The extended curfew request assists in tiring the crowd during the event and assists our security team in keeping renegade sound systems off during peak hours.

One of the key mitigation techniques that worked extremely well in previous years has been the implementation of a Silent Disco. Attendees that wish to continue to participate in music-related activities after the noise curfew are given a set of wireless headphones, mitigating both noise from amplified speakers as well as renegade sound systems.

Traffic Flow and Parking

The 2015 traffic & parking plan and encroachment permit application was designed and reviewed by Stop N Go Traffic, Caltrans, and the Garberville CHP and was stamped by a licensed traffic engineer. This includes all required signage, CMS Boards, cones, light towers, in-&-out regulations, and cancellation procedures. The same plan will be used for future events and any changes will be approved by the Garberville CHP.

Beginning at 8:00 am on Friday the 15th, on-site traffic controls will allow traffic entering from the 101 to move into the site and designated parking area without slowing down the traffic on 101. Parking shall be permitted only in designated parking areas, as shown in the attached Site Plan. Signs will be posted stating that parking of vehicles, including motorcycles, is prohibited on gravel bars. The campground shall close no later than noon on Monday July 18th. The event producer and property owner will advertise this information on their website and discourage any early arrivals and post noon departures on the Monday following the event. No facilities shall be placed, or performed, within the County road right of way without specific approval and issuance of an encroachment permit from the Department of Transportation.

We are dedicated to mitigating negative impacts on the surrounding community due to traffic and have received consent from the owner of the neighboring gravel extraction plant and adjacent Humboldt parcel to the North which provides overflow parking for up to 3,000 vehicles between all three parcels. Please see proposed parking map for these auxiliary lots attached. Additional parking allocation options are also currently being considered, such as the Caltrans lot adjacent to Highway 101 at the entrance to the venue.

Thursday July 14th (Day prior to the event)

The only traffic allowed into the site the day before the event will be staff, volunteers, and vendors. Northbound Traffic will use the right turn lane at the intersection of Hwy 101 and the 271. Southbound Traffic will use the left turn lane. We will provide a traffic crew and a complete traffic plan that has proven to be very successful in past, and we will be using Stop N Go services for our traffic control.

Friday July 15th – Sunday July 17th (Days of the event)

Most of the traffic to the event will be paying patrons. The gates will open at 8:00 AM on Friday, July 15th. If there is a need to open the gates early for safety concerns, we will have

staff in place to handle this, following all commands of site Garberville Highway Patrol. All traffic will be directed to traffic lanes away from Highway 101 for processing.

Monday July 18th (Day after the event)

The campground shall close no later than noon on Monday, July 18th, 2016.

Re-entry

During the event, patrons will be allowed to leave the event only as necessary and only by vehicle. Patrons will be prohibited from leaving the premises as pedestrians, and this will be enforced by highway security staff and/or CHP. We will work to have reasonable prices in the general store to discourage attendees from leaving the property for additional supplies.

Shuttle Services

We intend to offer a shuttle service by a licensed transportation company to and from the Garberville area to provide safe means of transportation for the local community and encourage out-of-town attendees to utilize local travel hospitality options.

Our traffic plan will be reviewed by Garberville CHP and Caltrans and written correspondence with these agencies will be submitted at least one month prior to the event.

Solid Waste and Recycling

The project site will be cleansed of all litter within two weeks following the event and will be restored to pre-event conditions. A recycle team will be coordinated to recycle all the glass and metal. Throughout the entire property, we will provide banks of barrels for collection of different wastes. We will have a team that will take the materials to our recycle area and a different team to sort all the materials and store them for disposal. We will use forty yard dumpsters for trash and large totes for glass and metal. We will provide 1 (one) 32-gallon trash can for every 50 people. All garbage will be removed from the campground daily (e.g., all trash cans will be emptied into dumpsters).

Water Supply and Distributions

The water supply will be sourced from an on-site well and we project estimated water use of close to 100,000 gallons throughout the duration of the festival including showers, drinking water, and vendor water use.

The on-site water system will be tested before and after the event and the water sample result will be included with the Community Event Permit Application. Water quality sampling and testing (bacteriological tests) will continue to be conducted by the event coordinators. The large water on-site distribution system runs throughout the site. There is a 3 inch line for irrigation and fire suppression, and a 2 inch line for drinking, showers, and for vendor use. Fire hydrants are available for quick use. For extreme use, there is ready access to a fill up spot at the river or in a 1,000,000 gallon pond.

Sanitary Facilities

We have demonstrated to the Division of Environmental Health that adequate water, sanitation, and solid waste facilities will be provided to the Division's satisfaction. We will be providing one (1) portable toilet for every 100 patrons. Portable toilets will be placed in locations throughout the event site and campground that are convenient to guests, thereby reducing the potential for guests to use the river as a human waste receptacle. Signs will be posted to discourage this as well. Hand wash stations are provided wherever toilets are located with a minimum of 1 wash station for every 10 toilets. Trash cans will similarly be located to discourage littering. Liquid waste will be self-contained until able to be hauled off to an approved location. All portable toilets, hand wash pedestals, and trash containers shall be serviced and/or collected frequently so as not to create a health hazard as well as grey water from vendor booths.

Food Service

Food vendor booths will be located on the perimeter of the concert bowl and be provided with hot and cold water. Potable water will be provided from an onsite well, to which we will connect power needed for distribution to sinks and drinking water stations that will be located throughout the venue. Liquid waste will be collected and stored on-site before being hauled off-site for approved treatment. A Community Event Application will be submitted to the Division of Environmental Health at least 45 days prior to the event for any food vending and the food vendors will provide temporary food permits to the Division of Environmental Health.

Craft Booths

There will be craft booths around the perimeter of the concert bowl. We anticipate 30 booths this year, composed of both for profit and non-profit organizations.

Alcohol

We will have bar area in the concert bowl area which will be fenced off from the rest of the camping area. All of the rules of ABC will apply and will be enforced. As per Northern Nights Music Group procedure, all attendees who wish to purchase or consume alcohol will be required to show ID at an "ID Check" Booth to demonstrate age over 21. The ID check book will be separate from general ticketing and be located near the music/stage area. Consumers will then need to purchase "drink tickets" at an adjacent booth, where 21+ wristbands will be checked again in order to receive drink tickets. Only then, with a drink ticket and wristband, will alcohol be served to festival participants

Lighting

Outdoor lighting shall be limited to minimal security and stage lighting, and shall be directed and shielded to prohibit light from being cast beyond the property boundaries. All stage or extraneous lighting will be shutdown and all other lighting will be turned off or refocused on very specific areas during after-curfew hours.

Contracted Services

A written verification indicating the financial responsibilities with regards to payment of services provided by the Mendocino County Sheriff's Office, Garberville Highway Patrol, chosen Piercy Volunteer Fire Department, and our security and medical staff will be submitted at least 14 days prior to the commencement of the event. Financial responsibilities will be based on costs directly related to services provided within their service area and necessary deposits will be made prior to the commencement of the event.

Additional Permits

All required County, State & Federal agency permits will be secured prior to the event and any requirements imposed by any agencies having jurisdiction will be promptly met. This includes, and is not limited to, a Caltrans Encroachment Permit, Mendocino Outdoor Festival Permit, Environmental Health Community Event Permit, and Fire Safety Regulation Application.

Event Cancellation Protocol

The purpose of this Protocol is in case of a cancellation of event for any reasons such as fire, earthquake, or any type of event that could cause harm to the public. In the event of a cancellation, we have several avenues to use for notifying the public that the event will not take place and discourage arrival to Cook' Valley.

Here is a list of avenues that we will be able to use for this purpose.

1. The official event website homepage to tell patrons not to come as event is cancelled.
2. There will be computerized message boards available for the 101 traffic notifying travelers that the event has been cancelled.
3. We will be able to notify all patrons that have bought a ticket presale via email or text message and to the general public via all posts on event social media networks.
4. Local newspaper and radio ads.
5. We have worked with CalTrans to use the amber alert message sign to notify patrons.
6. Local TV will be available.

Conclusion

We were very pleased with our staff's ability to produce a safe and responsible event during our 2013, 2014 and 2015 events. We received positive feedback from service providers, press and local community alike and are dedicated to maintaining a good track record. All year long we will continue to work hard to improve our event in order to not only abide by permit conditions and produce a safe event, but to continue dialogue with the local community to stimulate local business, promote tourism into the area, increase income to non-profit organizations and overall demonstrate that Northern Nights is dedicated to the mitigation of negative impacts on the local community and environment.

A detailed traffic, security and emergency medical and fire plan will continue to be coordinated and improved between the Northern Nights Music Group, Cook's Valley Staff, Mendocino & Humboldt Sheriff's Offices, Garberville CHP, CalTrans, CalFire, Piercy Volunteer Fire Department, and the on-site contracted security and medical personnel prior to the event. We are asking for your support and to grant this use permit as we know this could be of great value to the region, local community and Mendocino & Humboldt Counties at large, for this permit and for years to come.

If anyone has questions or concerns about this plan of operations please call Peter Huson at 415-302-4688 or Andrew Borgelt at 415-717-2266.

Dr. Peter Huson
Northern Nights Music Group
peter@blapproductions.com
415-302-4688

Andrew Borgelt
Northern Nights Music Group
andrew@blapproductions.com
415-717-2266

FIGURE 2

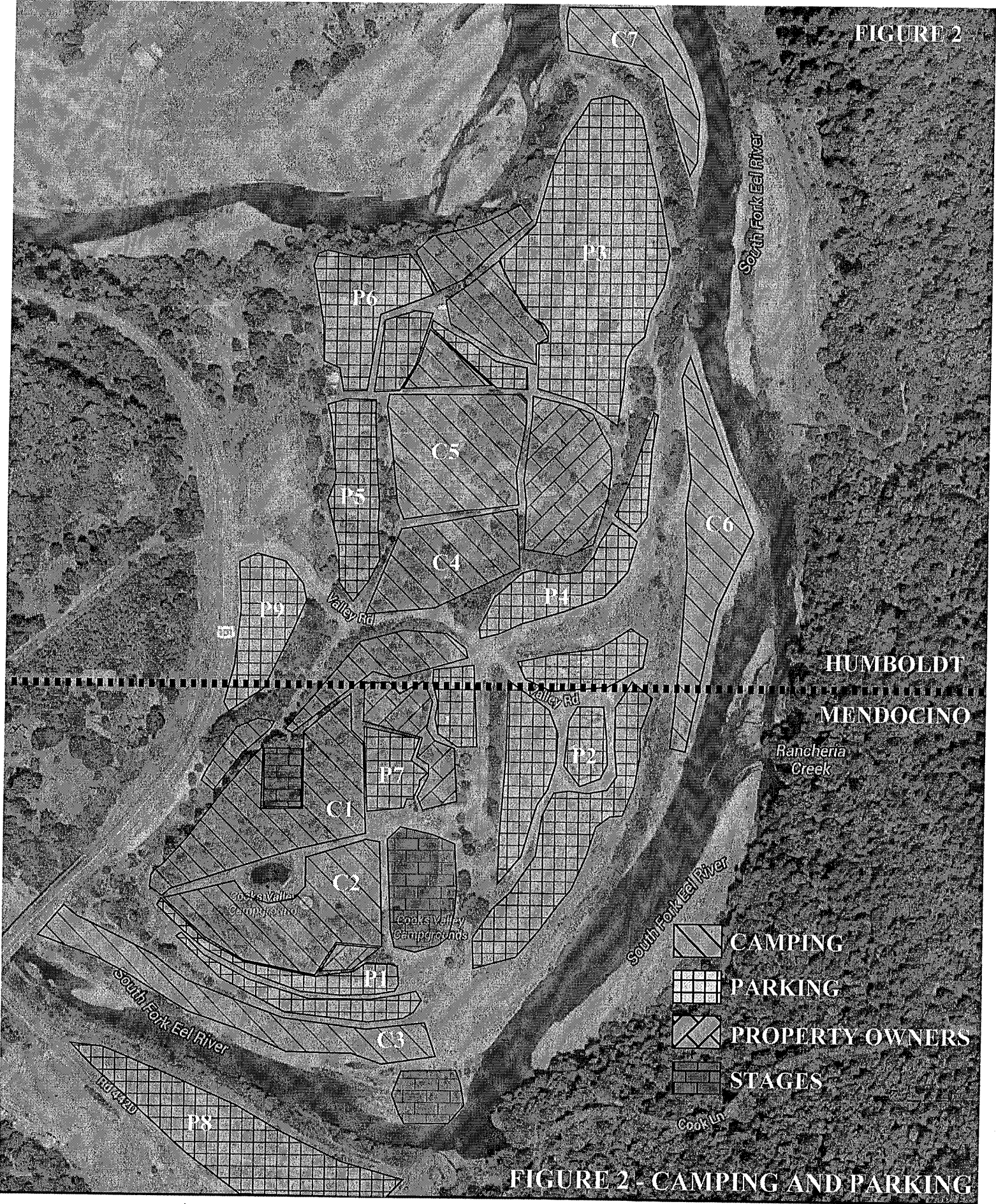


FIGURE 2 - CAMPING AND PARKING

FIGURE 3

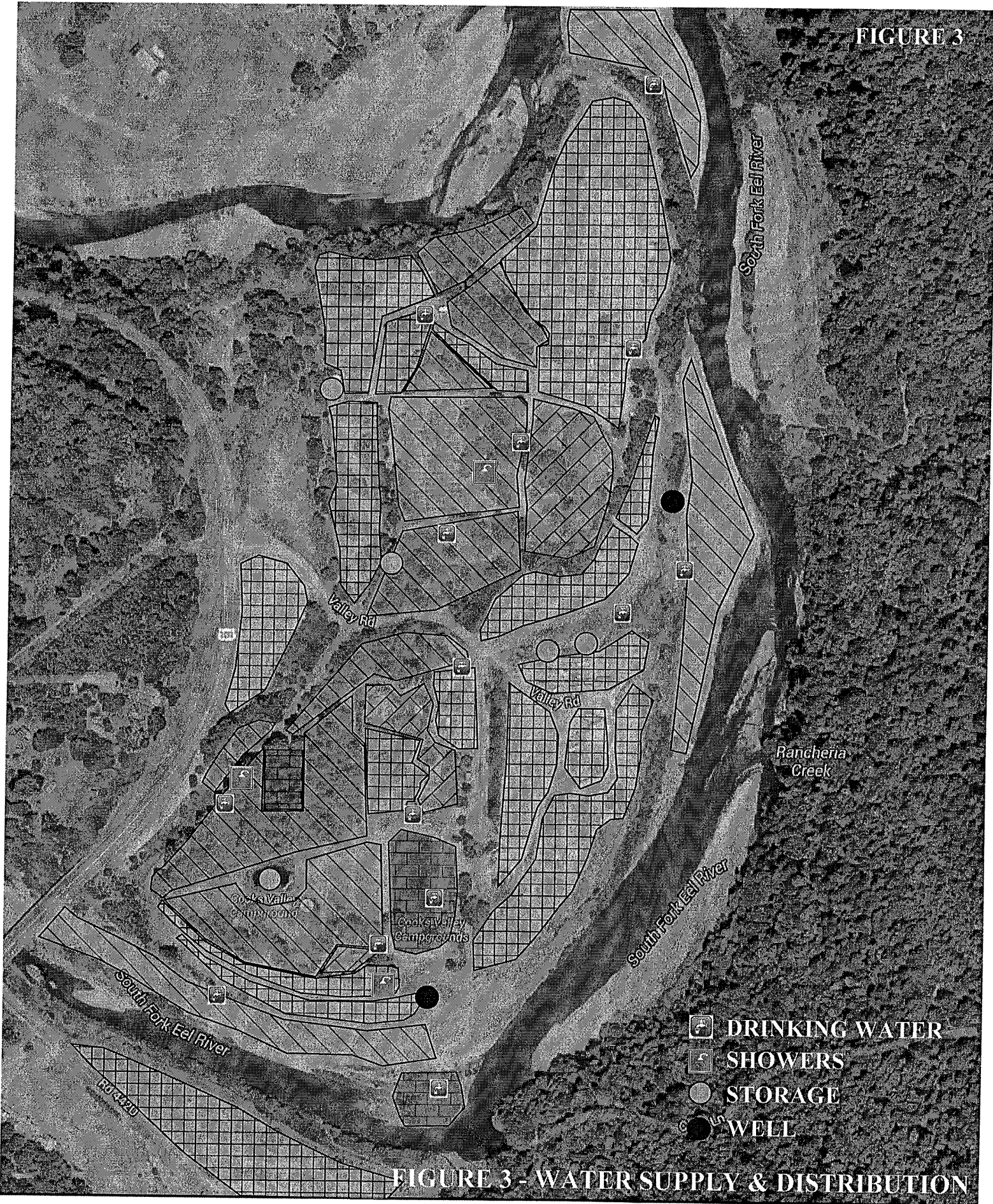
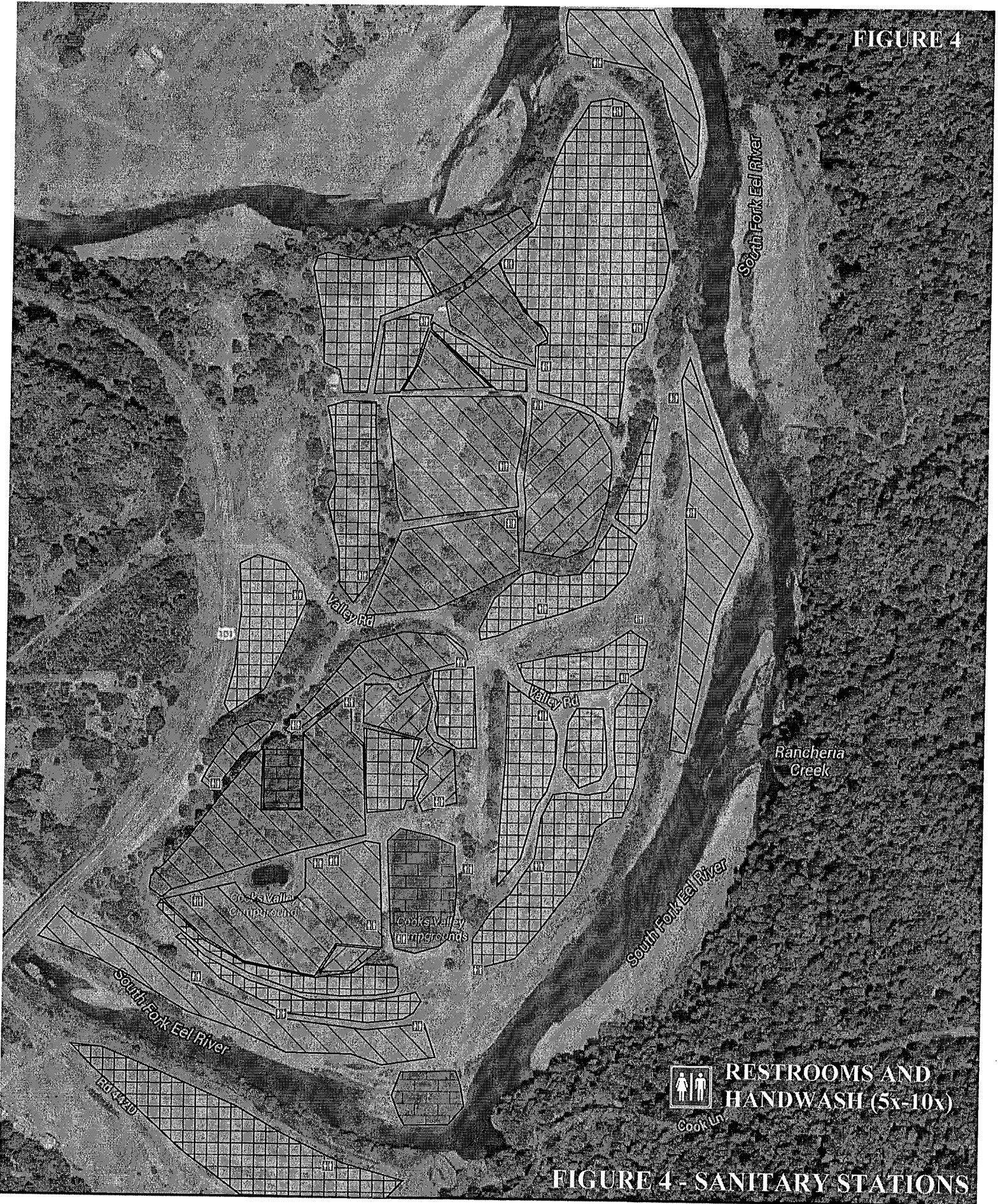


FIGURE 3 - WATER SUPPLY & DISTRIBUTION

FIGURE 4



 RESTROOMS AND
HANDWASH (5x-10x)
Cook Ln

FIGURE 4 - SANITARY STATIONS

FIGURE 5



FIGURE 5 - RECYCLING STATIONS



2015 Traffic Control Plan

Traffic Control Start: Thursday, July 16, 2015 at 8:00 a.m.

Traffic Control End: Monday July 20, 2015 at 2:00 p.m.

THURSDAY JULY 16, 2015 (PRIOR TO EVENT)

The only traffic allowed into the site on Thursday July 16th (one day prior to the event) will be staff, volunteers and vendors. No items shall be placed within the County road right of way without specific approval and issuance of an encroachment permit from the Department of Transportation. The permit should be available at the event site in the event it is requested at any time.

Traffic Control on US 101

- Northbound traffic on US 101 will use the right turn lane at the intersection of US 101 and SR 271/Cook's Valley Road.
- Southbound traffic on US 101 will use the left turn lane.

Early Arrivals Information Campaign

- Early arrivals shall be discouraged by prohibiting the line-up of cars along US 101 before the official gate opening to the public on Friday July 17th.
- To discourage early arrivals, the following will be used:
 - CMS signs on US 101 (See Map 1 for placement)
 - Information placed on the official event website
 - E-mails sent to attendees, event organizers, sponsors, vendors, staff, and the media.
 - Social media posts (Facebook, Twitter and/or others as appropriate)
 - Announcements on local radio stating "NN camping prohibited on Thursday July 16th"

FRIDAY JULY 17, 2015 – SUNDAY JULY 19, 2015 (DURING EVENT)

By 7:00 a.m. on Friday July 17th, put out signs, cones and have personnel in the field. Most of the traffic to the event will be paying patrons. The gates to the public will open at 8:00 am on Friday, July 17th. If there is a need to open the gates early for safety concerns then staff should be in place to handle this. All NNMF traffic on US 101 will be directed to traffic lanes on Cook's Valley Road and into the Cook's Valley Campground & County Line Ranch for processing.

Traffic Control on US 101 (see Map 1)

Traffic control on US 101 in Piercy, CA in the vicinity of Cook's Valley Campground & County Line Ranch will consist of field personnel, the use of additional traffic control devices such as cones and signs, and a temporary extension of the southbound left turn lane approaching SR 271/ Cook's Valley Road.

Personnel

- One person shall be placed at the intersection of US 101 and SR 271/Cook's Valley Road to direct traffic during the periods of heavy traffic. The largest concentration of traffic is expected on Friday afternoon and early evening.
- When traffic is heavy, the field personnel at the US 101 and SR 271/Cook's Valley Road intersection should ask for an additional person to assist them with traffic control at this intersection.
- Periodic monitoring of traffic should occur throughout the NNMF to see if additional personnel are needed at this intersection.
- All traffic personnel should wear a fluorescent orange vest, have a fluorescent flag, a whistle, and have a walkie talkie at all times.
- All traffic personnel should receive training on traffic safety
- Traffic personnel at this intersection should give priority to traffic movements so that traffic back-ups on US 101 are minimized in both directions.

Traffic Control

- The US 101 southbound left turn pocket at SR 271/Cook's Valley Road shall be lengthened as directed by CHP, Sherriff's Department or CalTrans. This will allow for additional stacking of southbound vehicles turning left onto Cook's Valley Road.

Cones

- Cones will be used to discourage on-street parking and keep traffic in the proper lanes.
- Cones should be placed alongside US 101 in the northbound and southbound directions approaching the intersection with SR 271/ Cook's Valley Road.
- Cones should be placed on northbound US 101 all the way to the intersection of SR 271/Cook's Valley Road. This will encourage motorists to turn properly at the intersection and not beforehand.
- All cones shall be reflective.

Signs

- Changeable Message Signs (CMS) should be placed as noted on Map 1, as follows:
 - On US 101 approximately 1,000 feet north of the SR 271/Cook's Valley Road intersection for southbound traffic.
 - On US 101 approximately 1,000 feet south of the SR 271/ Cook's Valley Road intersection for northbound traffic.
 - Care should be taken so that all signs are placed in a manner that is visible to motorists and well in advance of any decision making points.
 - "No Parking" signs should be placed on US 101 north and south of the SR 271/ Cook's Valley Road intersection to alert US 101 traffic that parking is not allowed on shoulders or along roadways within Cook's Valley Campground & County Line Ranch.
 - "NNMF Special Event" signs shall be placed on US 101 for both northbound and southbound traffic.
 - All traffic signs shall be clean and legible and of good quality.
 - All traffic signs shall be reflective.

Notes

- All traffic control shall be reviewed and monitored on a 24-hour basis by a qualified professional of Stop and Go Traffic Control.
- Any necessary adjustments shall be corrected immediately.
- Any modification requested by the CHP, Sherriff's Department or CalTrans shall be performed immediately.

- During placement and removal of all traffic devices, traffic control shall be done in accordance with the California MUTCD (Manual on Uniform Traffic Control Devices).

Traffic and Parking Control in Venue (see Map 2)

Personnel

On-site traffic control will allow traffic entering from 101 to move into the site and parking area without excessive delays to traffic on 101. Traffic control personnel will be assigned to effectively prohibit early arrivals from lining up along the highway the night/early morning before the event. Early arrivals will not be accommodated.

- There should be at least 8 field personnel dedicated to traffic and parking operations at any one time, indicated by the pink dots on Map 2.
- Personnel should be mobile and shift positions as needed (after the parking in GA-1 is fully loaded, then shift personnel to GA-2, and so on).
- Lead Personnel/Contacts
 - Derek Spence (Operations Manager) & Keith Bowman (Land Owner)
 - Encroachment - Wes Nally (Stop N Go Traffic) & Kelly Shultz (Cal Trans)
 - Support Leads – Shiloh (Traffic) & Sherie (Parking)
 - All personnel should have walkie talkies on them at all times (cell phone reception may not be reliable)

Location of primary and secondary entry/exit gates

- The primary entrance to the NNMF is at Box Office.
- During the busiest arrival period (Friday afternoon and early evening) there should be multiple lanes approaching the Box Office to increase stacking area as well as to expedite the check-in process at the Box Office.
- Vehicles will be stopped at the Box Office to pick up their credentials and parking passes.
- Personnel assigned as "processing runners" will go to the cars with scanners to check people in.
- Vehicles will then be guided by flaggers to Parking in GA1, then GA2, GA3, etc.
- The primary exit is through GA-3 along the red dotted line and out.

Parking

- Parking lots should be loaded from the rear of lot first, then forward towards the lot entrance.
- Parking lots should be loaded in order, starting with GA 1, then GA 2, etc. Once a lot is full, personnel should move to the next lot, and block off access to the full lot.
- RV & Car camping parking will require a special escort from the main entrance.
- Parking management should include the use of CMS Boards, cones, arrows, field personnel, printed parking passes, and flaggers.
- Parking enforcement should include the use of "No Parking" signs, enforced by warning the drivers when needed.
- No parking should be permitted on internal roadways or in any non-designated areas.
- All cars will have parking pass with a name & number so that PA announcements can be made for warning if needed.
- Towing of vehicles can be used if the vehicle is not moved in a timely manner.

Emergency Vehicle Access and Loading (see Map 3A & 3B)

- The location and access points for emergency vehicles and loading are noted on Map 3.
- The red dotted line near the entrance will have 24 hour in/out access for loading, staffing, shuttles and emergency vehicles.

Off-Site Parking and Shuttles

- Shuttle service will be offered from off-site parking lots by a licensed transportation company from North of Redway to the site to provide a safe means of transportation for the local community and to encourage out-of-town attendees to utilize local travel hospitality options. The 2015 locations will be at the Benbow Inn and the Best Western Humboldt House Inn in Garberville.
- Southbound shuttle buses transporting attendees will access the NNMF site at the SR 271/Cook's Valley Road intersection and turnaround within the site near the Will Call Office.
- The shuttle buses will run continuously from:
 - 9:00 a.m. until 2:00 a.m. on Friday July 17
 - 9:00 a.m. until 2:00 a.m. on Saturday July 18
 - 9:00 a.m. until 12:00 a.m. (Midnight) on Sunday July 19

- 8:00 a.m. until 12:00 p.m. (Noon) on Monday July 20
- Information on off-site parking for hotel guests and locals should be announced using:
 - the official event website
 - e-mails sent to attendees and the media
 - Social media posts (Facebook, Twitter and/or others as appropriate)
 - Announcements on local radio stating "Off-site parking is available at the Benbow and Best Western Hotels."

Re-Entry Policy

- During the event, patrons will be allowed to leave the event only as necessary and only by vehicle.
- Patrons will be prohibited from leaving the premises as pedestrians, and this will be enforced by highway security staff and/or CHP.
- The General Store will have reasonable prices to discourage attendees from leaving the property for additional supplies.

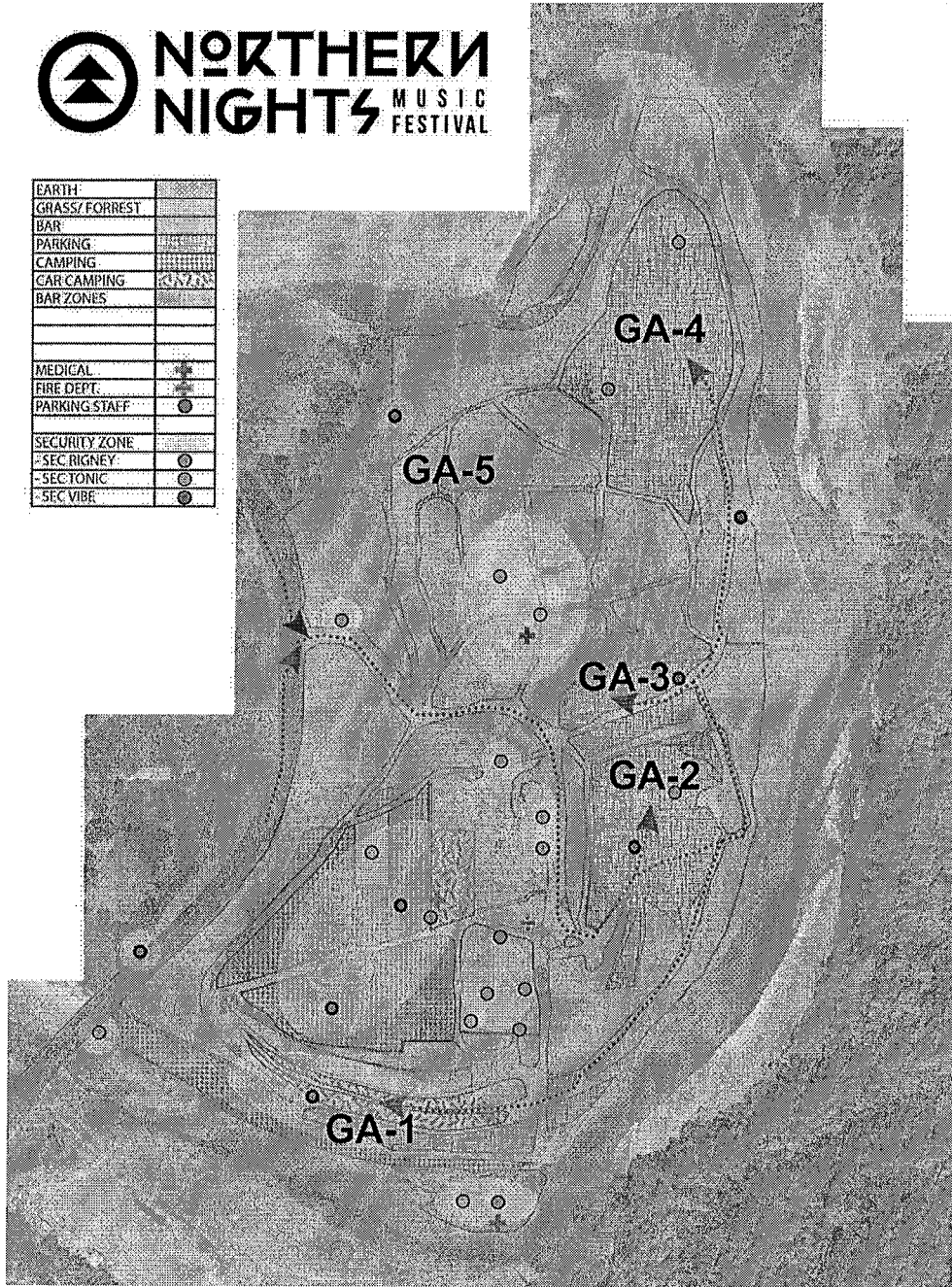
MONDAY JULY 20, 2015 (AFTER EVENT)

The campground shall close no later than 12:00 p.m. (Noon) on Monday July 20. All traffic control elements in the campground as well as on US 101 should be removed by 2:00 p.m.

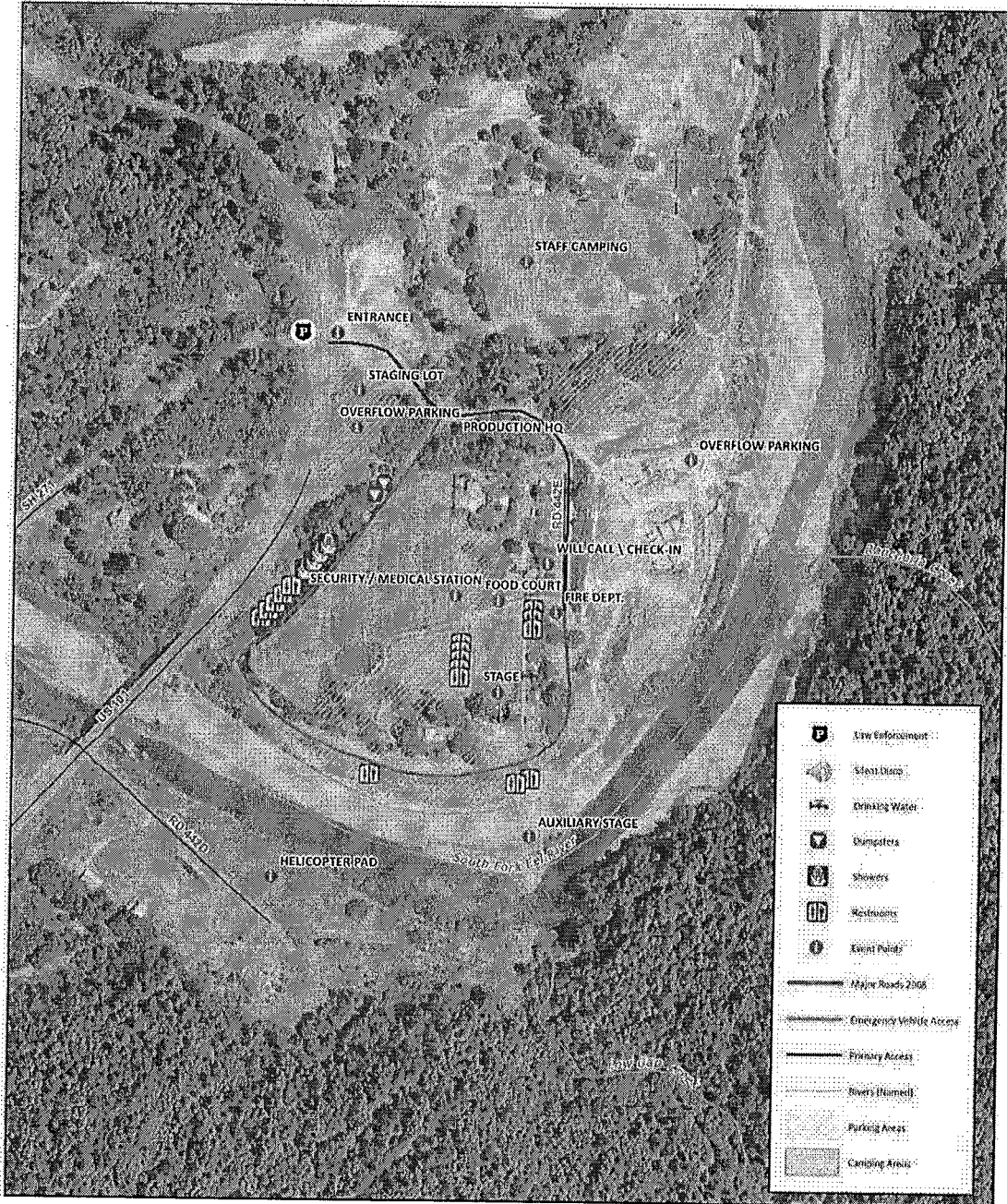
MAP 2 - Traffic /Parking Control in Venue



EARTH	
GRASS/ FORREST	
BAR	
PARKING	
CAMPING	
CAR CAMPING	
BAR ZONES	
MEDICAL	+
FIRE DEPT.	+
PARKING STAFF	●
SECURITY ZONE	
- SEC BIGNY	○
- SEC TONIC	○
- SEC VIBE	○

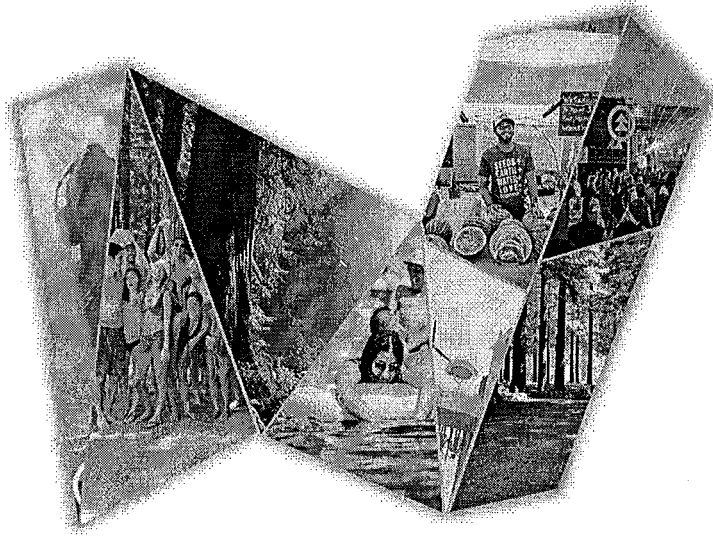


MAP 3A - Emergency Vehicle Access and Loading – Mendocino – Cook’s Valley Campground



AUGUST 9th

**NNMF X USF
ECONOMIC IMPACT
FINAL REPORT**

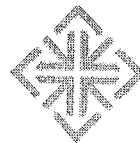
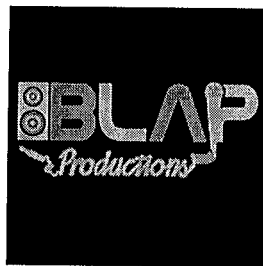


JULY 17-19 2015



**NORTHERN
NIGHTS** MUSIC
FESTIVAL

COOK'S VALLEY
CAMPGROUND



UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

STANLEY / YOLANDA / DIMAG / JORDI

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1. EXECUTIVE SUMMARY

Northern Nights Music Festival has partnered with University of San Francisco to carry on an economic impact report of how the event affects the local economies of Humboldt and Mendocino Counties. The report summarizes key findings and evaluates total economic impact as a function of three subcategories defined by IMPLAN: *direct impacts* due to expenditures by the organizers and the attendees, *indirect impact* from the local economic activity the direct expenditures generates, and *induced impact*, which are the additional economic impact generated by the earnings by the event.

In the following, methods in which necessary data were obtained from local businesses, attendees, vendors, service providers, and the festival itself are presented. An analysis of the 2014 event is first summarized, followed by the framework used to properly evaluate the 2015 Northern Nights economic impact on the local Mendocino and Humboldt regions.

2. ABOUT NORTHERN NIGHTS MUSIC FESTIVAL

Northern Nights is a 3-day boutique camping and music festival straddling the Mendocino – Humboldt County Line at Cook’s Valley Campground. The lazy Eel River and towering Redwood forests form the picture perfect backdrop for premier musical talent on 4 stages, jaw-dropping art, thought provoking workshops, nightly burlesque, comedy, yoga, and industry-leading sustainability initiatives.

Adjacent to US Highway 101 on the border of Humboldt & Mendocino County, just 3.5 hours north of San Francisco, Cooks Valley is tucked along the Eel River under towering Redwood trees. The festival grounds feature deep swimming holes, the largest Redwood grove used for camping, and plenty of space to stretch out. Northern Nights Music Festival is a unique and safe experience for both newcomers and seasoned campers.

3. DEVELOPING THE NNMF "AFFILIATE PROGRAM"

The main objective of the Northern Nights Affiliate program is to create a system and set of tools for Northern Nights to be able to interact with local Mendocino & Humboldt businesses and obtain financial information that can be used to document the Economic Impact of Northern Nights Music Festival. These tools include an email template that was sent to the various businesses and an outline of what the festival can offer local business owners in exchange for their sensitive financial information. Northern Nights offered to highlight the businesses on an online map and to list them as an "official stop" along the way to and from the festival. In exchange we asked local business owners to provide us with information regarding their gross income during a typical summer weekend and how that gross differs during Northern Nights. As the relationship is new, sometimes it is best to only ask business owners for a percentage difference of their gross income, as they may not be comfortable giving exact numbers right away.

The goal is to start a long lasting and trusting relationship with these business owners so as to increase the festival's impact on their business but also so that they continue to provide us with important economic information. Often times the business owner can also help advertise the festival themselves, whether through a poster in their window or even online on the company's websites or Facebook pages.

Another part of the Affiliate Program that was critical to the Economic Impact Report was the development of surveys. There are several types of surveys that were developed in order to obtain the information needed to calculate Direct, Indirect and Induced Economic Impact. These include surveys for attendees, surveys for vendors, surveys for festival staff and service providers and surveys for local businesses. The questions included information on where people came from, the route and stops they took, and how frequently they visit the area and their spending habits, to name a few.

The delivery of the survey or how the survey is presented was also important as not everyone is willing to take the time to fill out a survey. For pre and post event surveys, we utilized Google's free "Forms" application, similar to what Northern Nights uses for its "Get Involved" programs. These surveys were sent out via official Northern Nights email blasts, social media posts and along with ways in which to incentivize people to fill out the surveys.

To collect information on-site, we worked in conjunction with the festival planners to create a interactive way in which the surveys can be conducted at the festival so attendees were more willing to answer the questions. So far one of the main ideas will be to conduct "Festimonials" in a "Video Booth", that will be comfortable and shaded while we ask the attendees questions. Not only will this allow us to capture the answer to the questions in live form so attendees or us don't need to write down all the information, but will also give Northern Nights footage it can use for future promotional campaigns.

Appendix A shows a draft of the email template that was submitted to BLAP Productions for review.

One of the first steps in the Northern Nights Afflicted Program was a trip with BLAP Productions from San Francisco to Piercy. Along the way, we stopped and spoke with various local businesses to discuss the program and to see how we could work together to increase awareness of both the festival and the business itself as an "on-the-way" service provider. Our team distributed Northern Nights Music Festival poster and cards to these local businesses. For the most part, the local business owners were willing to participate and this included allowing the event poster in their store, and also agreed that they will start distributing the event flyer to their customers. Besides this, our team also either get the contact intonation of the store or we leave our contact information to the store for future communication business.

During the event-hosting period, Attendees were asked to fill out on-site surveys and a total of 50 surveys were collected. Post-event surveys were designed and sent out following the event.

Through this exercise, we found that there were several improvements that can be made to maximize data collection in the future of the Northern Nights Affiliate Program:

- 1) Find out a way to make the store manager more aware of the benefit that they will receive by join the Northern Nights Affiliated Program.
- 2) All these local stores are small and medium size business, lots of them are making less than \$100 dollars per day, the majority of them do not willing to spend time and effort to document their sales record. Therefore, find out a way to let them actually document their sales record are crucial.
- 3) When talking to local business, skip the ones that are not "worth" to talk to (Such as a music studio, personal tutoring center, etc.).
- 4) When we try to call all these local business, they all think that we are some sorts of sale Promotion Company, and they are not willing to discuss any thing related to their sales. Therefore, we suggest them to hiring local residents to be intern, so they actually can go and talk to these local stores before/after the event.
- 5) Next time when doing store visiting, instead of going to the south side of the Humboldt/ Mendocino County, BLAP production can actually split the team into two groups. By split the team into two groups, they can cover both the south, and north side of the county.

4. NNMF "AFFILIATE PROGRAM": Online Channels

Another important aspect on how NNMF impacts the local Mendocino and Humboldt economies is via online channels. This process includes documenting websites, Facebook, yelp and other means by which local businesses present themselves online. The goal here is to evaluate NNMF's ability to affect economic impact via online reach and incorporate this into the calculating of total economic impact.

What we have found is that many of the local businesses do not have their own website, Facebook or Yelp accounts, so it is too difficult for customers to even be aware that they exist. In the case that local businesses DO have their own websites, Facebook and Yelp, their Facebook pages had very little likes and minimal reviews on Yelp. This part of the project involved documenting the businesses online traffic before and after the festival. The same research was done on the vendors, sponsors, ticket outlets and service provider's websites, social media accounts and yelp reviews. Appendix B highlights some of the information compiled so far and this list will continue to grow as we engage more businesses.

Online channel 's situation analysis: The study of online channels demonstrated positive impacts that NNMF had on the local businesses. Before the festival, what we have found that many of the local businesses did not have their own websites or Facebook accounts. After the festival, we examined how social media impressions differed than before the festival. Table 1 summarizes the findings from some of the key businesses that were studied

Table 1. Increase results of the likes in local businesses FB pages

	Likes (Before Festival)	Likes (After Festival)	Increase percentage
Peg House	868	940	8.29%
Two To Tang	127	173	36.22%
Ukiah Natural Foods	2790	2825	1.25%
Last Record Store	4736	4761	0.53%
Humboldt Republic	35k	36k	2.86%
Wild Berries	3604	3769	4.58%
Dimple Records	5635	5666	0.55%
Humboldt Bar& Grill	789	813	3.04%
Benbow	7037	7087	0.71%
Willitis Collision Center	343	389	13.41%
Kustoms By Spence	2023	2126	5.09%
Picaro Gordo	3	10	233.33%
SHANACHIE PUB	1436	1459	1.60%
ONESIXTWO STUDIOS	314	334	6.37%
ALEX THE DOULA	174	190	9.20%
707 APPAREL AND MORE	758	760	0.26%
PARADISE JUICE&COFFEE	9	12	33.33%
HEADROOM SMOKE SHOP	2183	2184	0.05%

Recommendations & Improvements:

- 1) Help those businesses that do not have their websites or Facebook accounts to establish their own websites and Facebook pages.

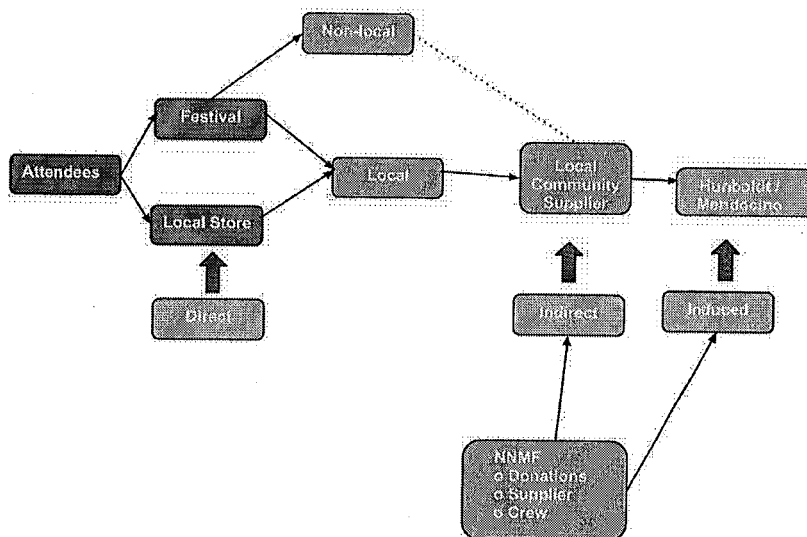
- 2) Build a close connection between those local businesses and the festival. The company might build a special Facebook page and bring all the related local business to join in this Facebook account, which will make it easier for customers to share some feelings or feedback on it, in turn allowing more people to be aware of those local businesses.

- 3) NNMF should post something related to those local businesses on their official social media accounts to recommend them to more people and let them do some shopping there during the festival indirectly.

5. CALCULATING ECONOMIC IMPACT

There are two types of expenditures that we need to take into consideration in order to understand the real economic impact on the local economy of Humboldt and Mendocino County. The first one are the dollars spent by Northern Nights Music Festival on the local community, and how this expenditures can trigger additional economic activity in the area. The second economic impact is the dollars spent by the attendees on both the on-site local vendors and local stores surrounding the event area, economic agents whose suppliers are located inside Humboldt and Mendocino County and that are indirectly affected by the event. The expenditures at the festival generate demand for local goods and services, which in turn, results in local opportunities in terms of growth for businesses and jobs for local people. At the same time, these suppliers' additional income increases the economic activity of the area. The process of how Northern Nights Music Festival impacts the local economy is represented in the following figure:

Figure 2. NNMF Local economic impact process



The process is the following. The attendees have two options of directly contributing to the local economy: through vendors on-site and local stores located in the surroundings of the event. Inside of the festival, we can also divide the vendors into two categories: local and non-local. We consider that the local ones will source their ingredients from the local suppliers and spend their profits in that economy. However, only a percentage of the non-local vendors will source and spend their money in Humboldt/Mendocino. After the indirect impact is completed, the increase in the household income will translate into an increase of consumption of goods and services in the local economy by these agents involved in the process.

The participants of the event make an impact on the local economy in two possible scenarios. One of them is stopping by and spending in a local store on the way of the festival, and by spending on any local vendor located inside of the festival. For that reason, the surveys conducted collected economic information from these two perspectives, shown in the following two figures:

Out of the 31 surveyed local attendees:

- 20 stopped by a local store on the way to the festival and 17 on the way back.

Out of the 89 surveyed visitor attendees:

- 50 stopped by on the way to the festival, and 35 on the way back. The average spending by these attendees was \$173 on the first stop, and \$78 on their way back

Table 2. Average daily spending per person

Daily Expenditures	F&B	Accommodation	Entertainment	Retail	Transport
Visitor	\$30.74	\$7.73	\$10.98	\$15.86	\$21.92
Local	\$29.51	\$9.19	\$3.71	\$17.35	\$16.48

We need to find out essential information pieces to assess the direct expenditures made by the attendees who participated in the Northern Nights Music Festival experience. A key component for this report is the proportion of local attendees to visiting attendees, because visiting attendees tend to generate more economic activity than local attendees. To address this, we develop two spending patterns, one for locals and one for visitors, based on the survey data. As expected, visiting attendees did spend more on average. Intuitively, this makes sense, since many local attendees do not require lodging.

Money spent on tickets is not included since these dollars would not necessarily be spent in Humboldt/ Mendocino County after and during the event. Thus, ticket revenues have been omitted from the economic impact analysis.

We calculate the total direct expenditures inside the festival area by calculating; 1) attendance figures, 2) the proportion of local/visiting attendees and 3) average daily expenditures by each group, all collected from survey data. We estimate spending by local attendees to be \$94,540.71, and spending by visiting attendees to be \$310,525.52, for a total of \$405,066.23 over the three-day event. On the other side, we estimate the total expenditures on surrounding local stores to be \$689,605.38, by 4,800 number of attendees.

Table 3. Total direct expenditures on-site

Spending Summary	Local	Visitors	Total
F&B	\$36,587.38	\$109,418.8	\$146,006.2
Accommodation	\$ -	\$27,533.33	\$27,533.33
Entertainment	\$4,600	\$39,080.00	\$43,680.00
Retail	\$21,520	\$56,453.33	\$77,973.33
Transport	\$20,433.33	\$78,040	\$98,473.33
TOTAL	\$83,140.71	\$310,525.5	\$393,666.2

Table 4. Total expenditures on surrounding local stores

Guest Spending outside the festival	\$689,605.38
-------------------------------------	--------------

Vendors

However, in order to determine the economic impact, and since most of these expenditures conducted by the attendees are made through the vendors (which are the intermediaries that are in charge of distributing most of the attendees' economic impact onto the local economy), the important pieces of information that we need to know are closely related to the on-site vendors:

- Ratio local to non-local vendors
- Percentage of vendors who sourced their ingredients/materials locally
- Total number of vendors
- Revenues/Sales per vendor

By having this information we can precisely calculate how many dollars that came from the attendees are staying in Humboldt and Mendocino, and how many are leaving the local counties by the hands of the employees of the non-local vendor stores. With the objective of narrowing down the real economic impact, we are also going to narrow down the amount of dollars that the vendors have impacted on their suppliers and the local community. First of all, we categorize them into locals and non-locals:

Figure 3. Local Vendor's indirect and induced impact

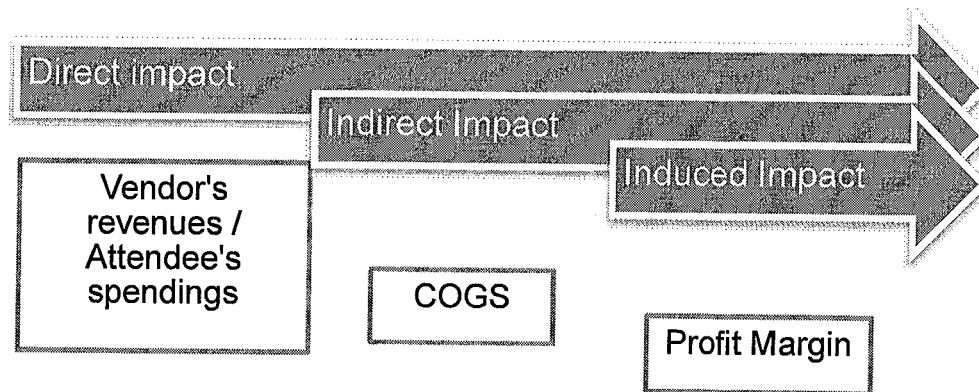
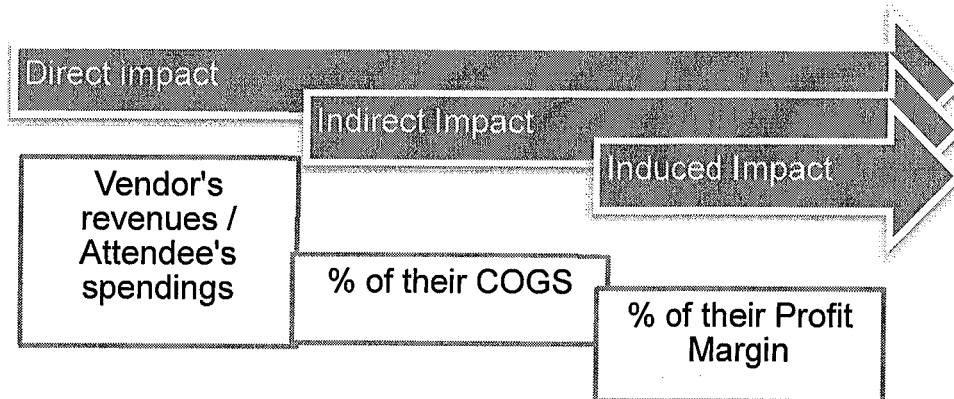


Figure 4. Non-Local Vendor's indirect and induced impact



This is the structure that this report will work on in order to calculate the indirect and induced impact made by the vendors. The Cost of Goods Sold entailed by local vendors is paid directly and entirely to the local suppliers, as we consider that local vendor's dollars stay in Humboldt and Mendocino. In the case of non-local vendors, only a percentage of them who sourced locally will get accounted for this indirect impact.

Once these vendors have deducted their COGS (Costs of goods sold) and SG&A (General and administrative costs) –both onto the local economy- the remaining profits can be considered as an increase in the household's (vendor) income, which will then translate into an additional economic activity in the area if this vendor lives within the local county.

We are not supposing that the local employees will spend the entirety of their profits in the local economy; but instead, a variation in their incomes will most likely "induce" a change in consumption of goods and services: this household consumption will increase at the same rate as the increase in income level. From the business point of view, an increase in profits can be translated into a reinvestment on the business, either in more cash (increase in income) or in investment on assets for the activity of the company (induced effects). In order to make it more accurate, we deducted an

average personal savings rate (5.6% April 2015 –tradingeconomics.com) from their income, to represent a real life scenario. For the non-local vendors, we accounted that only a reduced percentage of their profits stay in the local economy.

Northern Nights Music Festival

Local expenditures in direct relation to Northern Nights Music Festival totaled \$289,795. This amount includes but not limited to environmental safety, equipment, rental, security detail, safety, transportation and insurance. Producing the event and building the stages bring substantial amount of money into the local economy, since not only the materials are required, but also the trained personnel. Due to the fact that this report is aimed at calculating the economic impact on the local economy, some expenditure that are most likely to be spent outside Humboldt/ Mendocino are excluded, such as fees paid to music performers.

Based on a sample of 2000 attendees who purchased the tickets online and in the hard format, 1520 (76%) were visitors coming from outside of these counties and 480 (24%) of which were local.

Total direct expenditures

The sum of the expenditures by Northern Nights and by the attendees forms the total direct expenditures for the event. Expenditures attributing attendees are counted in full - this is spending that would not have occurred in the absence of the festival. However, expenditures by local attendees have to be adjusted to capture only the spending that would not have occurred in the absence of the event.

Table 5. Adjusted direct impacts

<u>Adjusted Impacts</u>	<u>Direct</u>	<u>Adjusted</u>
Local	\$272,688.77	\$142,044.38
Visiting	\$821,982.84	\$821,982.84
NNMF	\$289,795.00	\$289,795.00
Total	\$1,384,466.61	\$1,253,822.22

- Accommodations spending is included in its entirety
- We count 50% of local expenditures in all other categories

In total, the 2015 Northern Nights Music Festival generated \$1,253,822.22 in direct expenditures in Humboldt and Mendocino County, after adjustment.

6. ECONOMIC IMPACT

Once we have the direct expenditures by organizers and by each type of event attendee, we subsequently use the economic impact model to estimate the induced and indirect economic impact of the expenditures on the economy in the area. The indirect economic impact of an event stems from the economic activity that is generated by the spending. For example, food vendors for the event will purchase ingredients from the local economy; their spending has an indirect economic effect. The earnings generated by the event will also cause additional economic activity in the area—this additional economic activity is known as the induced demand. The total economic impact of the event is the sum of the direct expenditures, the indirect economic impact, and the induced economic impact.

Total economic output = Direct + Indirect + Induced

As this report mentioned before, in order to calculate the indirect and induced economic effects of the event on the local economy we are going to base it on our vendor-ship model including the COGS (Costs of goods sold), SG&A (Selling, general and administrative expenses) and their Profit Margins, adjusted with the personal savings rate.

Figure 5. NNMf local economic impact process

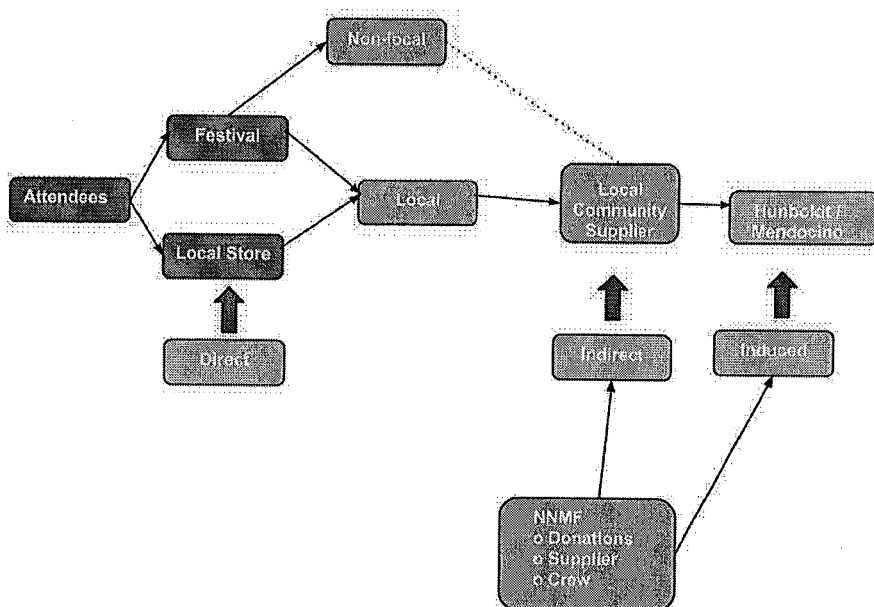


Table 6. Attendees/Vendors indirect impact summary

Indirect Impact MATRIX	Vendors	Local Stores	TOTAL
Food & Beverages	\$ 37,650	\$ 199,961.50	\$ 237,611.50
Accommodation	\$ -	\$ -	\$ -
Entertainment	\$ 19,656	\$ -	\$ 19,656
Retail	\$ 14,050	\$ -	\$ 14,050
Transport	\$ -	\$ 320,702.58	\$ 320,702.58
TOTAL	\$ 71,356	\$ 520,664.09	\$ 592,020.09

The total indirect economic impacts made by the attendees of the festival through vendors is \$71,356, while being \$520,664.09 through the local stores surrounding the event, making it a total of \$592,020.09 on the local economy of Humboldt and Mendocino.

Table 7. Attendees/Vendors induced impact summary

Induced Impact MATRIX	Vendors	Local Stores	TOTAL
Food & Beverages	\$ 16,099.86	\$ 109,084.33	\$ 125,184.19
Accommodation	\$ -	\$ -	\$ -
Entertainment	\$ 91,144.41	\$ -	\$ 91,144.41
Retail	\$ 5,912.15	\$ -	\$ 5,912.15
Transport	\$ -	\$ 29,158.64	\$ 29,158.64
TOTAL	\$ 113,156.41	\$ 138,242.97	\$ 251,399.38

The total indirect economic impacts made by the attendees of the festival through vendors is \$113,156.41, while being \$138,242.97 through the local stores surrounding the event, making it a total of \$251,399.38 on the local economy of Humboldt and Mendocino.

Once we have the induced and indirect impacts by the economic agents inside the festival (vendors), we can proceed to estimate these two impacts made by the organizers of the event. This report will structure these impacts in the following manner:

Indirect impacts: related to the cost of goods sold by the suppliers/providers of the services of materials, which end up in the local community (i.e. COGS dollars of the main stage providers end up in their subsequent local suppliers). We estimate an average 40% of COGS for all the NNMF's suppliers.

Induced impacts: related to the increase in the provider/supplier's income, which translates into an increase of their household consumption. We estimate an average of 54.4% Profit Margin adjusted after the 5.6% personal savings rate.

The summary of the total economic output generated by this event is represented in the following table:

Table 8. Total economic output of NNMF 2015

TOTAL ECONOMIC OUTPUT	
Guest Spending inside the festival	\$393,666.23
Guest Spending outside the festival	\$689,605.38
NNMF Spending	\$289,795.00
Direct Economic Impact	\$1,384,466.61
Vendors	\$71,356.00
Local stores	\$520,664.09
Indirect Economic Impact	\$592,020.09
Vendors	\$113,156.41
Local stores	\$138,242.97
Induced Economic Impact	\$251,399.38
TOTAL	\$2,227,886.08

7. FISCAL IMPACT

Spending by 2015 Northern Nights Music Festival’s attendees and organizers also generated additional tax revenues (7.5% sales tax and 6% income tax) for state and local governments of Humboldt and Mendocino counties. An estimated \$25,094 in income and sales tax revenues went to state and local governments as a result of event-related spending inside of the facilities of the event (through the vendors). On the other side, an estimated \$22,807 went to governments through the collection of taxes in the local stores.

By looking at direct spending numbers for attendees and NNMF, we can also estimate tax revenues stemming from specific local and state taxes. These revenues are generated when attendees spend money at local retail establishments, restaurants, and through vendors operating on-site. For example, spending by attendees on food and beverages and retail items generated an estimated \$47,000 in sales tax revenue for the counties of Humboldt and Mendocino, which is the equivalent of 1 high school teacher salary, 47 new computers for the schools of Humboldt/Mendocino counties, or even new water tenders for the local firefighters, department that is not properly subsidized by the government.

Table 9. Fiscal Impact of NNMF 2015

Fiscal Impact MATRIX	Vendors	Outside	TOTAL
Food & Beverages	\$ 5,467.50	\$ 17,996.54	\$ 23,464.04
Accommodation	\$ -	\$ -	\$ -
Entertainment	\$ 15,036.84	\$ -	\$ 15,036.84
Retail	\$ 4,590	\$ -	\$ 4,590
Transport	\$ -	\$ 4,810.54	\$ 4,810.54
TOTAL	\$ 25,094.34	\$ 22,807.07	\$ 47,901.41

10. CONCLUSION

Based on a survey of 120 attendees, we estimate the average daily expenditures per person to be \$76.24 for locals and \$87.23 for visiting attendees.

Economic output in Humboldt and Mendocino County increased by \$2,227,886.08

- Local attendees were responsible for \$465,000 of the economic impact, visiting attendees were responsible for \$1,473,000, and Northern Nights Music Festival was responsible for \$289,000.
- The festival generated an additional tax income for local governments by an estimated of \$47,000.

With this information, we can conclude that Northern Nights music festival had in fact a significant and positive economic impact on the local communities of Humboldt and Mendocino.

11. APPENDIX

Table 10. Attendee's spending summary

Spending Summary	Daily		Daily		Total
	Local	Average	Visitors	Average	
F&B	\$36.587,38	\$29,51	\$109.418,85	\$30,74	\$146.006,23
Accommodation	\$11.400,00	\$9,19	\$27.533,33	\$7,73	\$38.933,33
Entertainment	\$4.600,00	\$3,71	\$39.080,00	\$10,98	\$43.680,00
Retail	\$21.520,00	\$17,35	\$56.453,33	\$15,86	\$77.973,33
Transport	\$20.433,33	\$16,48	\$78.040,00	\$21,92	\$98.473,33
TOTAL	\$94.540,71		\$310.525,52		\$405.066,23

Table 11. Entertainment vendors' impact calculation

	<i>Local</i>	<i>Non-Local</i>
Average total spending Attendees	\$11,13 1240	\$32,93 3560
Entertainment EX	\$13.800,00	\$117.240,00
COGS	\$2.070,00	\$17.586,00
EBT	\$11.730,00	\$99.654,00
Sales taxes	\$879,75	\$7.474,05
Income taxes	\$703,80	\$5.979,24
NET INCOME	\$10.146,45	\$86.200,71
Savings rate	\$547,91	\$4.654,84
INCREASE IN HOUSEHOLD INCOME	\$9.598,54	\$81.545,87
100% Spent in local economy	\$9.598,54	\$81.545,87
INDUCED IMPACT	\$9.598,54	\$81.545,87

Table 12. Food & Beverages vendors impact calculation

<i>NON-LOCALS</i>			Average	<i>LOCALS</i>			Average
Gross Sales			\$10.000,00	Gross Sales			\$10.000,00
COGS			\$6.500,00	COGS			\$6.000,00
	Sourced				Sourced		
	30% locally		\$1.950,00	100%	locally		\$6.000,00
	70% outside		\$4.550,00				
EBT			\$3.500,00	EBT			\$4.000,00
Sales taxes	7,5%		\$262,50	Sales taxes	7,5%		\$300,00
Income taxes	6,0%		\$210,00	Income taxes	6,0%		\$240,00
NET INCOME			\$3.027,50	NET INCOME			\$3.460,00
Savings Rate	5,4%		\$163,49	Savings Rate			\$186,84
INCREASE IN HOUSEHOLD INCOME			\$2.864,02	INCREASE IN HOUSEHOLD INCOME			\$3.273,16
15% Spent in local economy			\$429,60	100% Spent in local economy			\$3.273,16
INDUCED IMPACT			\$429,60	INDUCED IMPACT			\$3.273,16

		7 Vendors
Indirect Impact	\$1.950,00	\$13.650,00
Induced Impact	\$429,60	\$3.007,22
Fiscal Impact	\$472,50	\$3.307,50

		4 vendors
Indirect Impact	\$6.000,00	\$24.000,00
Induced Impact	\$3.273,16	\$13.092,64
Fiscal Impact	\$540,00	\$2.160,00

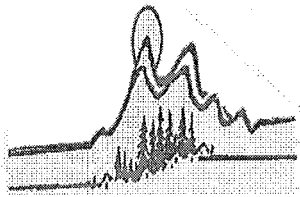
Table 13. Transport & Food local stores impact calculation

<i>OUTSIDE OF THE FESTIVAL</i>					
		To	From		
Average Spending per person		\$173,39	\$78,17		
Average % that stops by		59%	54%		
Total expenditures		\$488.370,25	\$201.235,13		
Main Categories					
Gas		40%	80%		
Food		60%	20%		
<hr/>					
Gross sales	\$195.348,10	\$160.988,10	Gross sales	\$293.022,15	\$40.247,03
COGS	\$175.813,29	\$144.889,29	COGS	\$175.813,29	\$24.148,22
<hr/>					
EBT	\$19.534,81	\$16.098,81	EBT	\$117.208,86	\$16.098,81
<hr/>					
Sales taxes	\$1.465,11	\$1.207,41	Sales taxes	\$8.790,66	\$1.207,41
Income taxes	\$1.172,09	\$965,93	Income taxes	\$7.032,53	\$965,93
<hr/>					
NET INCOME	\$16.897,61	\$13.925,47	NET INCOME	\$101.385,66	\$13.925,47
<hr/>					
Savings Rate	\$912,47	\$751,98	Savings Rate	\$5.474,83	\$751,98
<hr/>					
INCREASE IN HOUSEHOLD INCOME	\$15.985,14	\$13.173,50	INCREASE IN HOUSEHOLD INCOME	\$95.910,84	\$13.173,50
<hr/>					
100% Spent in local economy	\$15.985,14	\$13.173,50	100% Spent in local economy	\$95.910,84	\$13.173,50
<hr/>					
INDUCED IMPACT	\$15.985,14	\$13.173,50	INDUCED IMPACT	\$95.910,84	\$13.173,50

Table 14. Retail vendors' impact calculation

<i>NON-LOCALS</i>			Average	<i>LOCALS</i>			Average
Gross Sales			5000		Gross Sales		5000
COGS			2750	50%	COGS		2500
	Sourced				Sourced		
	30% locally		825		100% locally		2500
	70% sourced outside		1925				
EBT			2250		EBT		2500
Sales taxes	7,5%		168,75		Sales taxes	7,5%	187,5
Income taxes	6,0%		135		Income taxes	6,0%	150
NET INCOME			1946,25		NET INCOME		2162,5
Savings Rate	5,4%		105,10		Savings Rate		116,775
INCREASE IN HOUSEHOLD INCOME			1841,15		INCREASE IN HOUSEHOLD INCOME		2045,725
15% Spent in local economy			276,17		100% Spent in local economy		2045,725
INDUCED IMPACT			276,17		INDUCED IMPACT		2045,725

	14 Vendors		1 vendor(s)	
Indirect Impact	\$825,00	\$11.550,00	\$2.500	\$2.500,00
Induced Impact	\$276,17	\$3.866,42	\$2.045,7	\$2.045,73
Fiscal Impact	\$303,75	\$4.252,50	\$337,50	\$337,50



SIERRA NEVADA EVENT SERVICES

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916-397-2990

PLANNING-LOGISTICS-SCHEDULING-STAFFING-GUEST SERVICES-SAFETY-SECURITY

May 13, 2016

TO: Blap Productions / Northern Night Music Group

RE: Lumberstruck 2016, County Line Ranch, July 2-3, 2016

Northern Nights Festival, Cooks Valley, July 14-17, 2016

Peter,

I have reviewed your and MCSO concerns - we have dedicated several more staff to patrol campgrounds for day shifts and overnight shifts with additional focus on those attendees under 21. I know we will be working with the Medical staff to provide several more lifeguards/Security staff during the busy hours at the River Stage and swimming hole. We will be doing extra training with our staff to help them be more "aggressive" in patron compliance.

I also wanted to confirm that we will be providing overnight security in the Mendocino campgrounds on the night and morning after Lumberstruck.

Please forward any other areas of concern and we will adjust accordingly.

Thank You,

Todd Pisarek, Mike Rigney, Kathy Doyle

Sierra Nevada Event Services





Mendocino County Health & Human Services Agency

Healthy People, Healthy Communities

Public Health

Division of Environmental Health

Ukiah Office: 860 N Bush St, Ukiah CA 95482 Phone: 707-234-6625
Fort Bragg Office: 120 W Fir St, Fort Bragg CA 95437 Phone: 707-961-2714



June 23, 2016

Shari Schapmire
Mendocino County Tax Collector

Subject: Northern Nights Music Festival/Statement of Adequacy

Dear Shari Schapmire:

Environmental Health received the Community Event Permit/Application for Northern Nights Music Festival and it has been reviewed. It is a three day event sponsored by the Northern Nights Music Group, to be held July 15, to July 17, 2016.

The facilities and planned operation are adequate to meet the public health requirements of an outdoor festival.

Items addressed were: location, operation, sanitation (liquid waste and hand washing), refuse disposal, and food service.

Sincerely,

A handwritten signature in black ink that reads "Brian Hoy".

Brian Hoy, REHS
Consumer Protection Program Manager
Mendocino County Environmental Health
707-234-6645

cc: file(s)

bh 06/16