



COUNTY OF HUMBOLDT

For the meeting of: 4/22/2025

File #: 25-471

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Departmental

Vote Requirement: Majority

SUBJECT:

Receive Annual Reports from Travel, Tourism and Arts Partners

RECOMMENDATION(S):

That the Board of Supervisors:

1. Receive presentations from travel, tourism and arts partners.

STRATEGIC PLAN:

This action supports the following areas of your Board's Strategic Plan.

Area of Focus: A Diverse, Equitable & Robust Economy

Strategic Plan Category: 2002 - Promote a robust tourism economy

DISCUSSION:

On June 10, 2024, the Humboldt County Board of Supervisors (Board) directed the County Administrative Office, Economic Development Division to continue advancing the county's tourism strategy through coordinated partnerships, funded through Travel and Tourism and Measure J taxes.

As part of this ongoing strategy, the Economic Development Division manages service agreements with a variety of travel, tourism and arts partners across Humboldt County. These partnerships help strengthen the local tourism economy by promoting small businesses, supporting events, enhancing traveler services and increasing regional visibility.

The partnership network includes two types of contractors. The first group, known as "gateway partners," consists of Chambers of Commerce and Business and Visitor Bureaus serving rural and unincorporated communities. These organizations serve as local tourism, providing services to visitors while promoting local culture and commerce.

In addition, the Board directed the Economic Development Division to contract with two arts and entertainment organizations: Ink People Center for the Arts and Redwood Region Entertainment and Education Liaisons, Inc. (RREEL). These partners support cultural tourism through arts programming, creative placemaking, and entertainment-based visitor engagement.

As outlined in the fiscal year (FY) 2024-25 service agreements, each partner is required to present an annual report to the Board of Supervisors. The presenting partners for the FY 2024-25 reporting cycle, listed in order of presenting, are as follows.

Ink People Center for the Arts

Redwood Region Entertainment and Education Liaisons, Inc. (RREEL)

File #: 25-471

Southern Humboldt Business & Visitors Bureau
Orick Chamber of Commerce
Willow Creek Chamber of Commerce
Southern Humboldt Chamber of Commerce
Loleta Chamber of Commerce
Arcata Chamber of Commerce
McKinleyville Chamber of Commerce

SOURCE OF FUNDING:

Measure J and Transient Occupancy Tax (1100-181)

FINANCIAL IMPACT:

There is no financial impact with receiving this presentation.

STAFFING IMPACT:

The recommended actions will not impact current staffing levels.

OTHER AGENCY INVOLVEMENT:

Ink People Center for the Arts
Redwood Region Entertainment and Education Liaisons, Inc. (RREEL)
Southern Humboldt Business & Visitors Bureau
Orick Chamber of Commerce
Willow Creek Chamber of Commerce
Southern Humboldt Chamber of Commerce
Loleta Chamber of Commerce
Arcata Chamber of Commerce
McKinleyville Chamber of Commerce

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Board discretion.

ATTACHMENTS:

N/A

PREVIOUS ACTION/REFERRAL:

Meeting of: Oct. 1, 2024, June 10, 2024, June 11, 2024
File No.: 24-969, 24-979, 24-1408