



HUMBOLDT COUNTY

## Headwaters Fund

# Competitive Grant Application

**Applicants are strongly encouraged to submit a letter of interest prior to submitting a full application. Please refer to the letter of interest guidelines for information.**

Applications are subject to public records acts and disclosure requirements.

Thank you for your interest in the Headwaters Grant Fund. As specified in our Charter, our purpose is to:

- a) Support the growth of industry clusters and increase the number of sustainable jobs that pay near or above the median income;
- b) Enhance the quality of life through social and environmental projects that promote healthy communities and protect and enhance the natural environment.

Please contact Kenny Spain, Executive Director, to discuss any questions about your application. Applications must be submitted electronically to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us). If some attachments are easier to submit as a paper version, you may bring or send those to our office at 520 E Street, Eureka, CA 95501.

Applications are due August 20<sup>th</sup>, 2021. Given the fund's current commitments, the annual allocation this year will be \$150,000. Applicants may apply for up to \$75,000. The application form, instructions, and information on the Grant Fund may be found on our website at [www.humboldt.gov/headwaters](http://www.humboldt.gov/headwaters).

### APPLICATION PACKET CHECKLIST

Please email the following documents, in pdf format and labeled appropriately, to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us). Application limit is 35 pages:

- Coversheet (Page 1-2 of the Application, attached)
- Narrative (maximum of 5 pages, 12 point font, 1" margins)
- Project Budget with description of matching funds
- List of members of the Board of Directors
- Up to five letters of support
- Most recent IRS tax status certification (for non-profits only)
- Organization's current annual operating budget
- Project Timeline with milestones and expected completion dates

**The Headwaters Fund  
Grant Fund Application Coversheet**

Date of application: 8/12/2021

Organization Name: City of Fortuna

Director/CEO: Merritt Perry, City Manager

Contact Person Name and Title: Merritt Perry, City Manager

Contact Phone: 707-725- Contact Email: mperry@ci.fortuna.ca.us

Contact Address: 621 11th Street, Fortuna, CA 95540

Total current year organizational budget: \$26,597, # of FTE employees: 77

Summarize the organization's mission (in the space provided):

Project title: Fortuna Riverwalk Park Master Plan

Please provide a less than 250 word summary of your project which answers the following questions: How will your project lead to improving the local economy and increasing the quality of life for local residents? What exactly are you going to do and for whom? Why is it necessary? What will be accomplished? How will you accomplish this?

**See Attached**

Amount requested: \$10,000 Total project cost: \$30,000

Grant timeline: Period covered: 9/15 to 12/31

Total match amount: \$ 10,000.00

Match amount as % of total project budget % 28.5

(Required 50% total project match for implementation, 25% of total project for planning)

Cash match: \$ 10000

Cash match as % of total project budget 28.5 %

(Required: 25% of total project for implementation, 12% of total project for planning)

In-kind match: \$ N/A

In-kind match as % of total project budget N/A %

Number of new FTE jobs created, if funded: >1

Number of FTE jobs retained, if funded (jobs that would otherwise be eliminated): >1

Number of permanent, long term, private sector jobs to be created:

Please provide a brief explanation of how job creation/retention numbers were calculated:

Type of project:  Planning  Implementation

Geographic focus of project: Within the City of Fortuna

**Which Industry is your project working with (check off all that apply):**

- Diversified Health Care
- Specialty Food, Flowers and Beverages
- Building and Systems Construction
- Investment Support Services
- Management and Innovation Services
- Niche Manufacturing
- Tourism
- Forest Products
- Arts and Culture
- Alternative Agriculture

**Strategy being employed to promote economic development (check off all that apply):**

- Supporting development of pre-permitted commercial space
- Reducing regulatory bottlenecks for business retention or creation
- Supporting economic development infrastructure
- Developing new strategies for economic development
- Providing access to external markets or plugs the economic leaks
- Retaining and growing existing businesses
- Providing workforce training
- Increasing the number of new businesses
- Leveraging future funding or projects
- Reducing poverty by helping people to develop business skills
- Other (describe): Enhancing existing businesses and attracting business

Are any of the following components required, and if so are they in place already? (check off in left column if required, then check of "yes" or "no" for if they are in place already)

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| <input type="checkbox"/> Building permits    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Market research     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Legal review        | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Regulatory approval | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Consultants hired   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Staff hired         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

## **Project Summary for Cover Sheet**

*Please provide a less than 250 word summary of your project, which answers the following questions: How will your project lead to improving the local economy and increasing the quality of life for local residents? What exactly are you going to do and for whom? Why is it necessary? What will be accomplished? How will you accomplish this?*

The City received a Prop. 68 River Parkways Grant to purchase approximately 8 Acres immediately north of the Riverlodge Conference Center, and in close proximity to local hotels and restaurants. The grant was for acquisition only, and it is essential that the City develop a master plan with project costs to be able to move this project forward to the development and construction of the park. The completion of a Fortuna Riverwalk Park Master Plan will allow the City to identify how the park property can be developed to best meet the needs for the travelling public and local visitors and apply for grants for the development of the park. Once developed the park will have the potential to attract visitors and encourage them to stay longer by providing desirable amenities. As a part of the project, the City will complete a grant application for the Prop. 68 Rural Recreation and Tourism Grant to submit for the development of the park. This project will support the City's long term goal of turning the Riverwalk Area into an important tourist serving area and a place where its citizens can enjoy the Eel River.

## **Narrative Questions**

- 1. Describe the need for your project and how it will improve the economy. What is the problem you are solving? What is the current situation, and future vision? Which businesses are you working with that have helped you identify the need? What are the risks and challenges for project success and how will you mitigate those?***

The City of Fortuna's Riverwalk Park Master Plan will allow the City to develop a planned Riverfront Park on approximately 8 acres immediately north of the City's Riverlodge Conference Center and in close proximity to hotels and the Eel River Brewery. The development of a Riverwalk Park Master Plan will allow the City to identify how the park property can be developed to best meet the needs for the travelling public and local visitors. Once developed the park will have the potential to attract visitors and encourage them to stay longer by providing desirable amenities. Some of the potential amenities include a dog park that could serve locals and visitors, infrastructure for a food truck court, outdoor venue for wedding and events, interpretative signage to bring awareness to the Eel River and salmon, and river access and a seasonal dock to serve paddle craft. The park would also be able to support events put on by the Eel River Brewery, such as the Shuck Yeah oyster festival that was extremely popular given the small amount of advertising and short notice. The development of the park will give both locals and the travelling public a safe and welcoming place to relax and enjoy the Eel River

This project will establish the City's vision for a waterfront park and amenities that will be valued by citizens and the travelling public. Once developed into a master plan with a cost estimate, the City

will be able to apply for competitive grants to develop the park. Without a master plan, the City cannot estimate the costs or identify how the site should be developed.

The City is working with the Tourism and Marketing Committee, the Riverlodge Conference Center Manager, Fortuna Chamber of Commerce, and the Eel River Brewery to identify the range of uses for the park and provide input in to how the park can best be developed.

There are no risks to developing a master plan for the park, the development of the master plan will only improve the City's ability to obtain grants for the development of the park or identify how the City can allocate funds over time to complete the improvement of the park.

**2. *What are the measurable objectives of your project? Quantify the expected outcomes.***

The measurable objectives of developing a Riverfront Park Master Plan are the following:

- Obtain input from the public and businesses on how best to develop the City's Riverfront Park
- Complete a master plan for the Riverfront Park with a cost estimate that can be used to seek competitive grant funds or budgeted and constructed over time by the City of Fortuna
- Develop a Riverfront Park capable of serving tourists and the local public in close proximity to the City's hotels, restaurants and the Riverlodge Conference Center

**3. *Describe what you will do to achieve your objectives. Describe how you will measure progress towards your objectives.***

In order to achieve the objective of developing a Riverfront Park Master Plan, The City will complete the following tasks:

- Hire a consultant to assist the City with public outreach and development of a Riverfront Park Master Plan
- Conduct public meetings to solicit input from the citizens and local businesses
- Develop a master plan from park development and itemized cost estimate for proposed improvements
- Develop competitive grant application to seek funding for the development of the park property including a Prop 68 Rural Recreation and Tourism Grant application later this fall.
- Incorporate the development of the park into the City's capital improvement program

**4. *Describe the work which has already been done to ensure that this project will be a success (i.e. prior research, planning or permitting). You may attach backup documentation.***

The following work has already been done to ensure that this project will be a success:

- Applied for and received River Parkway Grant for acquisition of the property

- Completed purchase and sale agreement and negotiated terms with owner for purchase of the property
  - Developed scope of work for consultant for public outreach and development of master plan
- 5. List the jobs directly created as an outcome of the successful implementation of this project, titles, roles/general responsibilities, expected employers and expected wages. (Note: Please do not include jobs which will be actually paid for by grant funding or are short-term, temporary project related jobs.) If the project is expected to create indirect jobs in the long term please quantify those as well.**

The project may indirectly create jobs in the future including the following:

- Hotel staff positions
- Restaurant staff positions

**6. If appropriate, explain how the project will protect and or improve the natural environment .**

The project will protect the last undeveloped property that can serve as a river front park in the City of Fortuna. Despite the City's general plan policies of creating a connection between the City and the Eel River. The development of a masterplan will allow the City to balance the threshold between the Eel River and the City's tourist serving portion of the Riverwalk Area. Part of the vision that is expected to be included is educational and interpretive displays that share information on environment, salmon and native people.

**7. Explain how the project contributes to the quality of life for Humboldt County residents in any of the categories listed below.**

This project will contribute to the quality of life for Humboldt County residents by serving as a catalyst for the development of a riverfront park that will ultimately:

- Provide a place for the community and visitors to enjoy expansive views of the Eel River in a relaxing welcoming environment
- Preserves the communities connection to the Eel River and offers recreation opportunities, which have diminished over the past several years as fishing and other recreational activities that were previously very common have been reduced due to regulation and water quality

**8. Explain the capacity of your organization, staff and project partners to implement this project.**

The City has recently completed many grant funded projects both similar to this project and much more complex, ranging from a recent master plan developed for the expansion improvement of Newburg Park, to a multi-year, 10 million dollar flood control project on Rohner Creek. The City has one planner and two engineers on staff familiar with overseeing projects such as this.

**9. *If you will be using grant funds to hire expertise please list the consultants or firms you are considering. If you are not considering using a local business please explain why.***

The City would contract for the public outreach and development of the park master plan, as our small number of staff are already working on a number of projects. The City currently has on-call contracts with a number of local consultants. Only local consultants on our on-call list would be considered for the completion of this work. Currently the City has on-call contracts with Ontiveros and Associates, GHD, SHN and LACO and Associates.

**10. *Describe how you will acknowledge the Headwaters Fund in your work.***

The City would acknowledge the Headwaters Fund by recognizing the funding at council meetings when the City Council awards a contract to a consultant, prior to public meetings seeking input on the project and any exhibits produced and the master plan would clearly recognize the Headwaters fund for funding of the project and making it possible.

## **ATTACHMENTS**

### **PROJECT BUDGET**

<b>Project Expense Item</b>	<b>Total Cost (\$)</b>	<b>Requested from Headwaters (\$)</b>	<b>Amount of Matching Funds (\$)</b>	<b>Source of Matching Funds</b>
Project Management (Consultant)	\$4,500	\$0	\$4,500	City Funds
Public Outreach (Consultant)	\$12,000	\$12,000	\$0	
Master Plan Development	\$13,000	\$13,000	\$0	
Rural Recreation and Tourism Grant Application	\$5,500	\$0	\$5,500	City Funds
<b>Total Project Cost</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>City Funds</b>

### **PROJECT TIMELINE**

<b>Date</b>	<b>Milestone</b>
Project Management (Consultant)	9/15-11/15
Public Outreach (Consultant)	9/15-9/30
Master Plan Development	9/30-10/30
Rural Recreation and Tourism Grant Application	10/30-11/15

### **GOVERNANCE**

<b>Fortuna City Council</b>
Sue Long- Mayor
Tami Trent- Mayor Pro Tem
Jeremy Stanfield – Council Member
Mike Johnson – Council Member
Mike Losey – Council Member

### **CITY OF FORTUNA ANNUAL OPERATING BUDGET**

The City of Fortuna Annual Operating Budget can be found at the following web address:

[https://www.friendlyfortuna.com/Document%20center/Department/Finance/Annual%20City%20Budget/FY%202021-22%20Adopted%20Budget%206-7-21\\_FINAL%20w-Fee%20Schedule.pdf](https://www.friendlyfortuna.com/Document%20center/Department/Finance/Annual%20City%20Budget/FY%202021-22%20Adopted%20Budget%206-7-21_FINAL%20w-Fee%20Schedule.pdf)

### **SUPPORT LETTERS**

Support letters are attached from the following organizations listed below. Each of the letters, except the letter from the Fortuna Chamber of Commerce, were prepared when the City submitted the grant to the California Natural Resource Agency for the acquisition of the park parcel in 2019.

- Eel River Recovery Project
- Wiyot Tribe
- California Department of Fish and Wildlife
- Fortuna Chamber of Commerce





Eel River Recovery Project  
P.O. Box 214  
Loleta, CA 95551  
(707) 223-7200  
[www.eelriverrecovery.org](http://www.eelriverrecovery.org)

March 11, 2019

California Natural Resources Agency  
Bonds and Grants Unit  
1416 9<sup>th</sup> Street, Suite 1311  
Sacramento, CA 95814

To Whom It May Concern;

I am writing on behalf of the Eel River Recovery Project in support of the City of Fortuna's application for funding for the Riverwalk Recreation Area land acquisition. We believe this is an important project that has many benefits for residents and visitors to the City of Fortuna as well as the future health of the Eel River itself. Increasing community involvement in the health of the Eel River is a top priority and we believe the Riverwalk Recreation Area can play a vital role in increasing the public's knowledge of the importance of healthy biodiversity within the Eel River Valley as well as ways in which they themselves can better support the health of the river and its ecosystem.

While we believe this property is ideal for a recreation and picnic area with informational signage about the diverse ecosystem of the river, the property is currently zoned as freeway commercial creating the possibility that this property could be otherwise sold and developed. This would effectively cut Fortuna residents off from all river access as this parcel is the last undeveloped riverfront property within city limits. We believe preserving this riverfront access is key to keeping residents connected to the history of the Eel River as well as the environmental, and recreational opportunities that the river has to offer future generations. By ensuring that all visitors and residents of Fortuna have access to a healthy and biodiverse Eel River, we can better educate the public about the challenges faced by the river as well as steps that can be taken to ensure its healthy future.

Making people more aware of the impacts of humans on the Eel River is an important step towards planning for that healthy future and I believe the Riverwalk Recreation Area has the potential to be a valuable asset in this education. Because of this, we are in support of the City's application and hope you make funding the land acquisition a priority.

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick Higgins".

Patrick Higgins  
Managing Director, Eel River Recovery Project



March 8, 2019

California Natural Resources Agency  
Bonds and Grants Unit  
1416 9<sup>th</sup> Street, Suite 1311  
Sacramento, CA 95814

To Whom It May Concern;

I would like to express my support for the City of Fortuna's Riverwalk Recreation Area land acquisition application. The Eel River is an important cultural and natural resource. Not just for current and future generations of users, although it is certainly important for them as well, but also in a historical context that is too often forgotten.

For generations the Wiyot People have lived along the Eel River and our way of life and traditions have been closely tied to the protecting health of the river. This project not only protects valuable river access from further private development, but works to improve the public knowledge on the importance of the health Eel River plays on our local ecosystems. As a tribe, the Wiyot have created an environmental education program with the intent of educating young tribal members on environmental stewardship through recreational opportunities. I believe the creation of a Riverwalk Recreation Area will create similar opportunities for tribal and non-tribal community members through more hands on interaction with the Eel River, as well as informational signage on the historical uses of the river and the important ecosystems supported by the Eel River.

Please consider funding this important project and furthering our work at creating future generations who understand the importance the Eel River plays in the health of our local communities.

Sincerely,

A handwritten signature in black ink, appearing to read "Ted Hernandez", with a long horizontal flourish extending to the right.

Ted Hernandez  
Cultural Director  
Wiyot Tribe

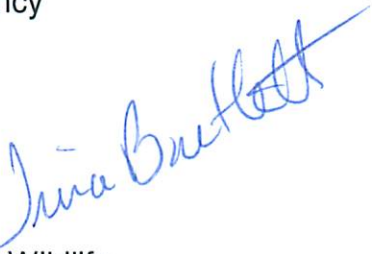
State of California  
Department of Fish and Wildlife

## Memorandum

Date: March 11, 2019

To: California Natural Resources Agency  
Bonds and Grants Unit  
1416 9<sup>th</sup> Street, Suite 1311  
Sacramento, CA 95814

From: Tina Bartlett, Regional Manager  
California Department of Fish and Wildlife  
Northern Region



Subject: **City of Fortuna Letter of Support – Riverwalk Recreation Area Land Acquisition**

I wish to voice my support for the City of Fortuna's application for funding for the Riverwalk Recreation Area land acquisition. The location of the Riverwalk Recreation Area is ideally suited for a community park. It is adjacent to the existing Eel River Levee Trail, which is a popular trail for walking, biking, and horseback riding, and is located near hotels, dining, and campgrounds making this a prime destination for both residents and visitors to the City of Fortuna. From this proposed park, users can view steelhead, salmon migration and habitat, and the cottonwood gallery forest of the lower Eel River.

Access to the Eel River via the Riverwalk Recreation Area has the potential to connect and positively influence generations of residents and visitors and not only provide them with needed outdoor recreation opportunities but also in making them more informed about the need to protect and maintain a diverse ecosystem. Education on the history of the Eel River and its ecosystems will create a community that is more informed about the health of the Eel River as well as the need for protection and conservation of the vital systems it supports. By providing residents and visitors a place to view this biodiversity, generations can grow up with a deeper understanding of the importance that the health of the Eel River has on the future of the City of Fortuna as well as the larger Eel River Valley.

It is with this benefit in mind that I wholeheartedly support the efforts of the City of Fortuna to create the Riverwalk Recreation Area and ask you to consider funding this important opportunity.

ec: Gordon Leppig, Curt Babcock  
California Department of Fish and Wildlife  
[gordon.leppig@wildlife.ca.gov](mailto:gordon.leppig@wildlife.ca.gov), [curt.babcock@wildlife.ca.gov](mailto:curt.babcock@wildlife.ca.gov)



August 20, 2021

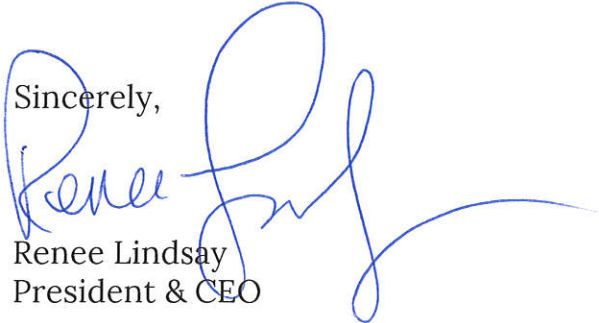
Ryan Heitz  
Headwaters Fund  
825 5th Street Suite 112  
Eureka, CA 95501

Dear Ryan,

I am pleased to provide support for the City of Fortuna's Riverfront Park Master Plan project.

The Fortuna Chamber of Commerce enthusiastically supports the City of Fortuna's effort to develop a riverfront park along the Eel River. A park along the City's waterfront will provide a connection between our citizens and the Eel River, as well as enhance the experience of those visiting Humboldt County and the Eel River Valley. A park will provide a nice resting spot and recreational area that visitors can enjoy while staying in Fortuna or stopping to recharge their electric or hydrogen vehicle. A more enjoyable stay will result in visitors staying longer, spending money locally in our retail stores, and increasing business at our local hotels, many of which are near the park and within walking distance. Additionally, the Eel River Brewing Company and the River Lodge Conference Center will have the potential to use the park as an outdoor venue to hold events and attract more visitors. Completing a master plan for the park is the first step for the City to be able to obtain funding for this project that will provide value to the community well into the future.

Sincerely,

  
Renee Lindsay  
President & CEO