



CLERK OF THE BOARD DIVISION
OF THE BOARD OF SUPERVISORS' OFFICE

COUNTY OF HUMBOLDT

825 FIFTH STREET
EUREKA, CALIF. 95501-1153

PHONE (707) 476-2384; 445-7299 (FAX)

APPLICATION TO SERVE ON THE HUMBOLDT COUNTY AVIATION ADVISORY COMMITTEE

APPLICANT NAME: Julie Benbow
MAILING ADDRESS: [REDACTED], Eureka, CA (5501
TELEPHONE: Home/MOBILE: [REDACTED] Work: [REDACTED] Fax:
E-MAIL ADDRESS: julie@visitredwoods.com
OCCUPATION: Executive Director, Humboldt County Visitors Bureau

PERSONAL REFERENCES:

Libby Maynard, ED & CoFounder, The Ink People Center for the Arts; Board President -
Humboldt County Visitors Bureau [REDACTED]
Marc Rowley, Business owner; Past Board President - Humboldt County Visitors Bureau
[REDACTED]

PRIOR ADVISORY BOARD OR BOARD OF DIRECTORS EXPERIENCE? YES

PLEASE WRITE A BRIEF STATEMENT DESCRIBING WHY YOU'RE INTERESTED IN SERVING ON THE HUMBOLDT COUNTY AVIATION ADVISORY COMMITTEE.

Tourism is a significant economic driver for Humboldt County. In 2019, Travel related spending was almost half a billion dollars, netting the County \$42.8M. While the largest percentage of visitors drive, ACV and its most recent increase in routes (Phoenix, Burbank) and more on the horizon, HCVB believes that serving on this committee will help our endeavors to fulfill the role of destination marketing & management which aligns tourism, community and economic development – a shift from promoting communities to building communities. *Quality of life for residents = Quality of place for visitors.*

PLEASE ATTACH A CURRENT RESUME.

DATE: 7.2.2021

SIGNATURE

I declare under penalty of perjury under the laws of the State of California that the above is true and correct

SUBMIT THIS APPLICATION TO:

HUMBOLDT COUNTY AIRPORT ADVISORY COMMITTEE, Clerk of the Board, 825 Fifth Street, Suite 111,
Eureka, CA 95501-1153.

DATE TO SUPERVISOR _____ DATE APPROVED _____ NOT APPROVED _____

[REDACTED]
Eureka, CA 95501

Professional Profile

- Highly qualified, dynamic leader with 27+ years experience in non-profit leadership; fiscal, operational and human resource management; development, fundraising, strategic planning and implementation.
- Creative, strategic thinker with in-depth knowledge and experience in all areas of fundraising, donor engagement, and public & private funding sources
- Proven success in creating innovative public/private funding partnerships and community collaborations
- Highly effective advocate and communicator, exemplary inter-personal communication skills, with extensive writing, public relations and community engagement experience
- As a collaborative leader, demonstrated ability to support and engage donors, board, staff, and volunteers
- Ability to manage multiple competing priorities with humor and grace under pressure.

Professional Experience

Executive Director, Humboldt County Visitors Bureau

April 2019 - Present

Leadership: Assumed leadership of the 42 year-old organization after significant de-funding and sudden death of previous ED. Has lead HCVB through a period of restructuring including Board development, strategic planning and development of new, up-to-date marketing initiatives. Initiated pro-active campaign to connect with County organizations and businesses engaged with the tourism industry to work collaboratively for mutual benefit. Leading all digital and social media marketing efforts, working with national print and electronic media. Developed relationships with state and national tourism marketing orgs. Currently serves as the Chair of the North Coast Tourism Council (www.northofordinaryca.com), the CalTravel Cannabis Tourism Committee, and the Visit California Rural Counties Leadership Committee.

Executive Director, Sequoia Park Zoo Foundation

August 2015 - May 2018

(Annual Operating Budget \$ 750,000, 4 full time staff, 12 part time, 100+ volunteers)

Leadership: Created and implemented budgets, oversaw staff hiring and training, audits and facilities; Developed and implemented operational, exhibition and programmatic policies and procedures In collaboration with Board and Advisors, developed a vision and campaign strategy for Master Plan Phase II expansion. Oversaw day-to-day operations of the foundation, café and gift shop.

Fundraising & Development: Was instrumental in raising \$1.7M for the Redwood Sky Walk. Identified and solicited event and general sponsorships from businesses and corporations; wrote grants, met regularly with donors and prospective donors; Worked on organization and marketing of 2 major annual fundraising events and 3 community free days. Represented the Foundation at public and corporate events.

Marketing: Created, managed and supervised all aspects of local and regional marketing & PR; Enhanced public profile through regular PSA's, presentations, and sponsorship of community cultural events; Established relationships with government agencies, City Hall, press, TV, and print media; Wrote & designed annual reports, newsletters, announcements and press releases.

Executive Director, Little Brothers-Friends of the Elderly

January 2013 - August 2015

(Annual Operating Budget: \$ 340,000, 3 full-time staff, 200+ volunteers)

Developed and established key community partnerships with lead physicians and researchers at the UCSF Department of Gerontology, regional and national elder advocate organizations; Member of The Mayor's Elder Task Force focused on issues of isolation, abuse and the availability, access and delivery of social and psychological services; Created and implemented budgets, oversaw accounting, audits and facilities.

Fundraising & Development: Managed a full calendar of social functions, in-home visits, and fundraising events. Supported staff to recruit, train and engage volunteers; Developed marketing and messaging strategy; identified corporate and business sponsorships for events; Identified and cultivated major donors, reconnected with lapsed (\$2,500+); Managed and grew Annual Fund by 80%; Initiated and organized the first crowdfunding campaign: wrote, directed & produced video; Wrote successful grants.

continued over

Non-profit Consultant**2006 - 2013**Community Science Center (Client: San Ramon Valley Education Foundation)

Project: Develop feasibility/business strategy plan to establish a children's (4-12yrs) science center in a multi-use commercial location; Facilitated mission, values, vision Board retreat; Wrote case statement, feasibility study, branding and messaging; Researched & cultivated potential private & governmental partner/funding sources; Developed strategic business plan with funding, costs & revenue projections & time lines; Developed exhibit, programmatic & professional development guidelines.

Capital Campaign for New Student Center (Client: Los Gatos United Methodist Church)

Conducted feasibility study; Wrote & designed case statement, messaging and campaign materials; Facilitated major donor meetings and asks (advanced phase); Organized church and community solicitation events; Raised \$1.2M.

Valley Children's Museum (Client: VCM Board of Directors, San Ramon)

Feasibility & Strategic Development Planning; Cultivated political & community leaders, groups & individuals as advocates; Identified & cultivated individual, corporate & public funding prospects; Negotiated successful public/private partnership to fund outreach programs; Instituted and implemented fundraising & Board development programs; Identified, recruited, trained community members for committee and board service; Developed exhibit, programmatic & professional development guidelines.

Board & Staff Training & Visioning Retreats (Clients: Sequoia Park Zoo & Foundation, Eureka; Kid Street Charter School, Santa Rosa; Wardrobe for Opportunity, Oakland; Livermore Winegrowers Association, Pleasanton)

Created questionnaires to establish retreat focus; Facilitated one/two day retreats focusing on developing Strategic & Fundraising Plans, evaluation of programmatic successes and challenges; Mentoring follow-up.

Celebrate HeART Fundraisers 2013 & 2015 (Client: Little Sisters of the Poor, San Francisco, 2013 & 2015)

Created First Bi-Annual Art Auction and Cocktail event: Solicited artwork donations from Bay Area artists; Established budget and timelines; Developed donations contracts and Artist Agreements; Curated 140 pieces of art, coordinated with artists; developed contracts, catalog and bidding sheets; Raised \$90,000 & \$78,000.

Alumni & Communications Director, Jesuit School of Theology, Berkeley, CA**2004 – 2006**

Managed and grew Annual Fund by 27%; Initiated and completed first alumni \$250,000 match-grant; Identified and solicited major donors and funding streams to support students & alumni from 25+ countries; Worked with the President, ED and Board to complete \$20M capital campaign; Wrote, designed & produced annual fund solicitation materials and School newsletters; Solicited art donations for new Chapel & Campus; Secured funding for, designed and oversaw the creation of a new exhibit space; Gained sponsorship for, and organized a two-day Art & Religion conference with internationally acclaimed speakers and 230 attendees.

Executive Director, Museo ItaloAmericano (Museum & Cultural Center), San Francisco 2000 - 2004*(Annual Operating Budget \$ 350,000, 20+ personnel, 100+ volunteers)*

Leadership: Developed and implemented budgets, oversaw accounting, audits, contracts and facilities, and operational, exhibition and programmatic policies and procedures; Negotiated city funding, staff and artist contracts; Initiated children's and adult art and cultural programs; Managed exhibition schedules; Curated exhibits (including from Italy); Established a comprehensive collections database.

Development: Worked independently and with the Board to identify and solicit major gifts from private, public and corporate donors; Grew Membership 28% and visitors 37%; Increased foundation, corporate and private sponsorship funds, wrote grant proposals and fund reports; Grew Permanent Collection; Oversaw funding compliance and reporting for City & State grants; Completed feasibility study for capital campaign; Organized fundraising events, increasing income by 50% over two years.

Community Outreach: Represented organization at public and corporate events; Enhanced public profile through PSA's, presentations, educational forums, and sponsorship of community cultural events; Established relationships with government agencies, City Hall, press, TV, and print media; Wrote & designed exhibition catalogs, newsletters, announcements and press releases.

Director of Development & Community Relations, Saint Mary's Cathedral, San Francisco 1993 - 1999

Development: Completed a capital campaign (\$500,000): Increased endowment fund by \$4.5M from individual donors, including two \$1M gifts; Established Planned Giving Program and facilitated two CRT's (\$3.5M); Organized Annual Donor Recognition Event and smaller fund & friend raising events; Secured \$250,000 funding for School Program; Researched and cultivated prospective donors and event sponsors; Facilitated solicitation meetings.

Director of Community Relations, St. Vincent de Paul Society, San Francisco***1990 - 1992***

Wrote & designed donor newsletter; Produced video and materials for fundraising events; Established relationships with City Hall, public interest groups, newspapers, TV and media; Created advertising campaign for SF bus shelters; Initiated public speaking program with presentations to corporations, businesses and community groups to promote the mission, programs and services; With Development, raised funds and identified new funding sources.

Principal, JBD Design & PR***1986 - 2015***

Full service design, PR and branding company. Concept and design development of logos, corporate collateral, packaging, brochures, print advertising. Partial client list: Bank of America (collateral); PG&E (corporate identity); Great Western Bank (interior signage); Norcal Solid Waste Systems (annual reports and brochures); West Coast Life Insurance (brochures, advertising); University of Berkeley. San Francisco Art Exchange (national multi-media PR campaign).

Visa International Senior Design Consultant***1984 - 1986***

As one of a small team, worked on the concepts and designs for the 'new look' credit card. Designed collateral to support the worldwide launch of the new card. Developed marketing campaign to promote and support the products.

Education

MA studies:	Typography & Linguistics, London, England
BA (Hons):	Typography & Graphic Communication, University of Reading, England
Diploma:	Fine Art, Manchester Royal College of Art, England

Professional Associations

Association of Fundraising Professionals
 California Writers' Club
 Mystery Writers of America
 Sisters in Crime

Non-profit Board Service (Current)

The Ink People Center for the Arts
 Care Through Touch Institute (*San Francisco*)

Skills

Apple and PC
 Adobe Creative Suite: InDesign, Photoshop, Illustrator
 Microsoft Offices applications including Excel and PowerPoint
 QuickBooks
 FileMaker Pro, Sage Fundraising 50, RaisersEdge, Donor Perfect, Salesforce, eTapestry (Blackbaud)
