

City of Blue Lake RV Park/Campground Development Project

The City of Blue Lake has undeveloped land within the city limits and would like to determine the feasibility of developing a Recreational Vehicle Park/Campground, multi-use facility. The RV Park and Campground is intended to fulfill a regional need for such a facility.

The city has many visitors that come to the city to enjoy local access to the Mad River, hike on local trails and enjoy other local amenities. The city is currently unable to facilitate keeping visitors over night and as such are unable to capture visitors spending which would contribute to the local economy. It is anticipated this type of facility would attract business development and has had multiple inquiries from potential investors interested in developing businesses in Blue Lake.

This project would encourage visitors to stay, spend tourist dollars and further enjoy the amenities in Blue Lake and many other areas of the county. Escaping the heat of inland areas in California and Oregon is a tremendous draw to visit the cooler climate of the Coastal Region. Blue Lake is the first area visitors arrive at as they come west along Hwy-299. Visitors travelling along Hwy-101 from the north and south also stop in Blue Lake and then move along on their vacation routes without spending their valuable tourist dollars in the city and county.

The city plans to include and is requesting assistance from multiple Humboldt County jurisdictions and tourist related organizations to attend and provide input at a kickoff review/scoping meeting with contractors to talk about the needs of the region. The city would also like to have economic development practitioners participate as the city looks at tourism and marketing and what amenities could be partnered with on this project to enhance the visitor's experience.

The city will also need professional input on final development strategies, investment ideas and possible funding opportunities. With County staff having experience working on larger economic development platforms, the City Manager and City Council would like to have greater insight into potential development opportunities.

The request from the City of Blue Lake is to have the County Economic Development (ED) Director and ED staff to provide leadership, input and approximately 80 hours or of staff time in support of this project.