

Humboldt County Visitor's Bureau Measure J Funding Proposal

Project

Funds will be invested in developing, in partnership with stakeholders, new videos, ensure website information is current, and create video portals and interactive maps. Funds will also support free regular community/visitor informational presentations by county organizations and businesses, and educate residents and visitors in sustainable tourism benefits and behaviors.

The Bureau has the number one performing digital platform in the county. Visitredwoods.com: is the number one resource for visitor and resident information about the redwoods and Humboldt. Average monthly pageviews is 100K-150K, and annual impressions are 2.9 M.

Project description:

Investment in 422 First Street premises as the county hub for residents and visitors. The space is a much-needed venue for:

- Community dialog on issues concerning the economic, physical and social welfare of the residents.
- Regional strategic conversations to envision the future and to help manage the new growth the area is about to experience.
- A public space for sharing ideas, having conversations with residents and visitors about the importance and impact of tourism, economics, sustainability, and the quality of life.
- Informational and entertaining presentations by county partners on specific and seasonal topics of interest (Redwood Parks Interpreters, farmers, adventure guides, Film Commission, Cal Poly Humboldt, Tribal representatives, DreamMaker Projects, etc.)

The project would continue and expand on the first year of the project. Year 2 will cover an additional employee. All original content will be developed by consultants from Humboldt County, and all funds will be used within the county.

Values

This investment – raised from tourists back into tourism – is essential in today's economy. It is the difference between HCVB being successful and being super successful – and so benefitting the County. Travel-related revenue in 2019 was \$483M - almost half a billion dollars. Tourism is a significant and established economic driver for Humboldt that benefits all residents, businesses and visitors. Quality of life for residents = quality of experience for visitors. HCVB, the county Destination Marketing & Management Organization (DMMO) is the only group promoting all County assets to engage state, national and international visitors. The Bureau provides the big picture strategic vision and leadership, earning national media coverage for the entire region, to ensure that all regions throughout Humboldt County thrive in today's increasingly competitive tourism landscape. This is an essential service. HCVB's responsibility is to give the smaller stakeholder and communities leverage against competing towns and counties by representing them in the national and international tourism market.