



COUNTY OF HUMBOLDT

For the meeting of: 6/11/2024

File #: 24-944

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Departmental

Vote Requirement: Majority

SUBJECT:
Annual report from the Humboldt Del-Norte Film Commission

RECOMMENDATION(S):
That the Board of Supervisors:

1. Receive the contractual annual presentation from Commissioner Hesselstine of the Humboldt-Del Norte Film Commission.

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:
Since its inception in 2009, Redwood Region Entertainment and Education Liaisons, INC. (RREEL) has served to foster film and video production in Humboldt County. In 2019, your Board approved a professional services agreement between the county and RREEL for these activities and, on Dec. 13, 2022, your Board executed a new professional services agreement with RREEL (retroactive to July 1, 2022) for a continuation of RREEL services.

The longstanding partnership between the County of Humboldt and RREEL benefits a wide range of participants, including local businesses, filmmakers, and workers in the hospitality, travel, and tourism sectors. Film activity in Humboldt County has created a measurable economic impact, as production crews typically eat, sleep, and explore the county's assets during filming.

SOURCE OF FUNDING:
The RREEL contract is paid under budget unit: 1100- 181 Economic Development Promotion and is paid from Transient Occupancy Tax (TOT) revenue. Payments to RREEL are calculated on past revenues based on prior year collections. For FY 2022-23 the amount of TOT collected was \$3,553,956.

FINANCIAL IMPACT:
There is no financial impact to receiving this presentation.

STAFFING IMPACT:
There is no staffing impact to receiving this presentation.

OTHER AGENCY INVOLVEMENT:

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N/A

ATTACHMENTS:

None

PREVIOUS ACTION/REFERRAL:

Meeting of: Meeting of: Sept. 10, 2019; Dec. 13, 2022; Feb. 7, 2023.

File No.: Board Order No.: C-4, H-1, I-3, File No.: 19-1071; 22-1524; 23-129