

Turner, Nicole

From: Sophia Anderson <managercnf@gmail.com>
Sent: Tuesday, October 31, 2023 11:59 AM
To: laura lasseter
Subject: Re: Letter of support for the SH Business Improvement District

To Whom it may concern,

Hello. My name is Sophia Anderson. I (along with my brother Rio Anderson) own and manage Chautauqua Natural Foods in Garberville CA. Our independent store has been in operation for over 40 years. It has been a trying time in Southern Humboldt the last few years, due to the economic depression. The remaining businesses that are still here could really use some support (both moral and fiscal). We believe that any beautification and infrastructure would greatly enhance our town, and work to draw tourists and locals back to Mainstreet. Our business community (though small) is struggling to keep afloat. Any improvement I believe would help to bring a cohesion and sense of unity among the remaining businesses that are working so hard to remain positive and keep our doors open. As the gateway to Humboldt County it is imperative that we create a welcoming and aesthetically pleasing town. We have so much to offer but we do need a bit more support and attention in order to fulfill our potential Thank you Sophia Anderson

On Thu, Oct 26, 2023 at 12:17 PM laura lasseter <laura@shbvb.org> wrote:

Hello,

Scott Adair is finalizing his staff report to bring this last phase of the creation of the business district to the other board of supervisors for approval the first part of November.

He has asked me to reach out to our partners and ask for a letter of support.

He anticipates that it will go in front of the board of supervisors on November 7th.

Our focus is infrastructure development as the South gateway to the county of Humboldt.

If we could have your letter by Tuesday October 31st if possible please.

Please let me know if you have any questions.

Thank you,
Laura

Laura Lasseter
Director of Operations/Founding Board Member
Southern Humboldt Business & Visitors Bureau

California Travel Association Caltravel, Board Member

VisitSouthernHumboldt.com
AmericasCannabisHeartland.com



November 2, 2023

Laura Lasseter
Director of Operations
Southern Humboldt Business & Visitors Bureau

Letter of Support: Southern Humboldt Business Improvement District

Dear Director Lasseter,


As the Sheriff of Humboldt County, I am writing to express my support for the Southern Humboldt Business Improvement District (SHBID) and its formation. Southern Humboldt currently finds itself grappling with an economic crisis in the wake of the cannabis industry's downturn and the diversion of county and state funds away from our region. This has had a significant impact on the Southern Humboldt economy and has created numerous challenges for our community.

The establishment of the SHBID is a crucial step in addressing these challenges. It provides Southern Humboldt with the opportunity to unite as a collective entity and opens the door to potential state and federal funding, which can be instrumental in supporting our infrastructure improvements. These improvements are not only essential for the economic well-being of our community but also play a vital role in enhancing the overall health and safety of our residents.

Southern Humboldt serves as the gateway to the southern part of Humboldt County, and tourism has been a cornerstone of our local economy for many decades. The SHBID will play a pivotal role in furthering our focus on tourism, ensuring that we can continue to offer a warm and inviting destination to visitors. This, in turn, will contribute to the economic stability and long-term sustainability of Southern Humboldt, benefiting not only our community but also the entire county of Humboldt.

I wholeheartedly believe that the establishment of the SHBID is a pivotal step towards revitalizing our local economy, creating a safer and more vibrant community, and strengthening the town center that tie a community together. If you require any further information or clarification, please do not hesitate to reach out to me.

Sincerely,



William F. Monsal



HUMBOLDT COUNTY SHERIFF'S OFFICE

WILLIAM F. HONSAL, SHERIFF/CORONER

MAIN STATION

CIVIL/COURTS
(707) 445-7335

826 FOURTH STREET • EUREKA CA 95501-0516
PHONE (707) 445-7251 • FAX (707) 445-7298

CUSTODY SERVICES
(707) 441-5159

November 2, 2023

Laura Lasseter
Director of Operations
Southern Humboldt Business & Visitors Bureau

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Sincerely,

A handwritten signature in blue ink, appearing to read "W. F. Honsal".

William F. Honsal
Sheriff

MCKINLEYVILLE STATION
(707) 839-6600

GARBERVILLE STATION
(707) 923-2761

CORONER'S OFFICE
(707) 445-7242

ANIMAL CONTROL
(707) 840-9132

TRINITY RIVER STATION
(530) 629-1025



SoHum Health

733 Cedar Street
Garberville, CA 95542
(707) 923-3921
shchd.org

Dear Members of Economic Development:

The Southern Humboldt Community Healthcare District would like to show its support for the Southern Humboldt Business Improvement District. As you may know, Southern Humboldt is currently in an economic crisis. Many businesses, including shops, restaurants, and major industries providing working wages to the people of Southern Humboldt, have closed. The creation of SHBID provides Southern Humboldt the opportunity to exist as an entity and apply for state and federal funding to improve infrastructure and the overall health of our community. As the southern gateway to Humboldt County, tourism has been a crucial part of Southern Humboldt's economy for several decades. The SHBID aims to improve and enhance the overall visitor experience, contributing to the region's economic stability and sustainability, as well as benefiting the county of Humboldt as a whole.

Thank you.

Matt Rees
CEO

November 2, 2023

Board of Supervisors
County of Humboldt
825 5th Street, Room 111
Eureka, CA 95501

Mr. Scott Adair
Office of Economic Development
County of Humboldt
825 5th Street, Room 112
Eureka, CA 95501

Re: Establishment of a Southern Humboldt Business Improvement District

Greetings,

Please accept this letter as wholehearted support for the establishment of a Southern Humboldt Business Improvement District.

As you know, for many years Southern Humboldt has had the capacity to fend for itself and developed many community organizations for our benefit. However, in the wake of cannabis legalization, the general downturn of the local, state and national economy, and the flight of many Southern Humboldt residents, we find ourselves in need of infrastructure supports from outside sources.

The establishment of a Southern Humboldt Business Improvement District will assist our community to create the supports our businesses need to stay open and thrive. The BID has the potential to create a more attractive, welcoming and economically vibrant area by investing in physical improvements, marketing efforts and programs that stimulate business activity and enhance the overall experience for visitors, residents and workers in the area. The BID, hopefully, will help foster a deeper sense of community and improve the quality of life in our area. Ideally, it will help attract important and much needed business talent to our area.

The creation of a Southern Humboldt BID will also return some autonomy to our area. Over and over again we have seen most of the money generated in our area disappear into the county's coffers with no return for the citizens of Southern Humboldt. Furthermore, the Southern Humboldt BID will give the community a more concerted voice when seeking the support of the county as well as provide our community a pathway to seek grant funding for projects.

Please support this endeavor not only for the community of Southern Humboldt but also for the economic development of the entire county.

Kind regards,

Leann Greene
Southern Humboldt Resident
and Community Activist

11/3/23

Trent Sanders

Board member SHBVB

Dear HumCo Board of Supervisors

The Southern Humboldt Business and Visitors Bureau is in support of the proposed Garberville/Redway area tax district. Because of our rural nature and lack of incorporation, we have limited resources and access to funding. This district will allow our community to directly support tourism, marketing, advertising and beautification of the local area. Garberville is the gateway town to our county and the tax district will bring benefit to the entire county. Thank you for your consideration,

Sincerely,

A handwritten signature in black ink, appearing to read 'Trent Sanders', with a long horizontal stroke extending to the right.

Trent Sanders

Board member SHBVB