



TOURISM  
BEYOND THE REDWOODS

**Humboldt County Visitors Bureau**



## **Humboldt County Visitors Bureau**

The Official Destination Marketing & Management Organization

# Annual Report to the Humboldt County Board of Supervisors

For the Period  
July 1, 2020 through September 30, 2022

Prepared by Julie Benbow  
HCVB Executive Director

422 First Street, Eureka, CA 95501  
(707) 443-5097 • [www.visitredwoods.com](http://www.visitredwoods.com)



**Humboldt County Visitors Bureau**

October 18, 2022

Dear Esteemed Humboldt County Supervisors:

I hope you will take time to carefully review the following report from the Humboldt County Visitors Bureau. Speaking on behalf of the Board, we are proud of what we and our Executive Director Julie Benbow have accomplished.

I have served on the Board of Directors since 2014 and as President since 2021. During that time, I have seen monumental changes in the structure, mission, and resources of the Bureau. When I was first seated on the board, I was motivated by wanting to change what the Bureau did and how it did it. The structure and mission have changed significantly to have a more occupationally diverse membership and to have transformed from solely a tourism attraction agency to a destination marketing and management organization (DMMO). Our resources to strongly operate as a truly effective DMMO are sadly lacking.

A DMMO manages local destinations not only to effectively attract visitors, but also to benefit local residents. The following report will show you how we have managed to make stunning advances in being the DMMO for Humboldt County. If we can do this with the barebones budget we have, think what we could accomplish with more resources.

As I see it, the primary advantage of tourism is to bring outside dollars into our local economy. Those dollars are circulated and recirculated, growing local businesses. If you want Humboldt County to be prosperous, you must invest more in the Humboldt County Visitors Bureau.

Sincerely yours,

Libby Maynard  
President, Board of Directors

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**Humboldt  
County  
Visitors  
Bureau**

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Eureka, CA 95501  
707.443.5097  
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In the Humboldt County 2018-2023 Comprehensive Economic Development Strategy (CEDS), tourism was recognized as an *“essential part of the region’s basic economic foundation, providing significant employment opportunities and importing significant revenue...”*

“Significant revenue” is exactly right. For over forty years, the Humboldt County Visitors Bureau has developed and successfully increased the reach and depth of out-of-county tourism marketing and public relations.

From 2010 to 2019, direct travel-related spending in Humboldt County increased every year, growing from \$377.1 M in 2010 to \$483.7 M in 2019<sup>1</sup>, netting the incorporated and non-incorporated County businesses \$41.8M in tax revenue.

County investment in tourism has not increased in many years.

The Bureau receives an average \$200K per year, 0.478% of tax revenue. Humboldt is, by other county DMO standards, woefully underfunded.

While tourism revenue cannot solve all the civic problems that affect Humboldt, it can be a strong hand in moving the county through pandemic recovery and into a sustainable future by doing what it does best: Telling the world about the wonders of Humboldt.

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<sup>1</sup> [industry.visitcalifornia.com/research/economic-impact?sort=county&region=Humboldt](https://industry.visitcalifornia.com/research/economic-impact?sort=county&region=Humboldt)

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## **Mission**

The Humboldt County Visitors Center develops and maintains, for its stakeholders, partners and communities, marketing programs and experiences that keep Humboldt County and our Redwoods as a premier travel destination.

## **Vision**

Tourism is no longer a goal in itself. The reality is tourism contributes to building better destinations and experiences for residents and visitors alike.

Destination promotion directly benefits the whole community, and destination management and sustainable tourism practices are front and center.

The Humboldt County Visitors Bureau embraces the role of destination marketing and management, aligning tourism, community and economic development. It is a shift from promoting communities to building communities.

**Quality of life for residents = Quality of experience for visitors.**

## **2021/2022 Board of Directors**

### Executive Committee:

Libby Maynard, *President*, Jeff Durham, *Vice Chair*, Justin Legge, *Treasurer*,  
Dr. Ara Pachmayer, *Secretary*, Ken Hamik

### Directors:

Chris Ambrosini, Paul Beatie, Jenny Early, Lowell Daniels, Shannon Hughes,  
Aaron Ostrom, Sam Wedll, Marc Rowley, *Ex Officio*

### County Representatives:

Supervisor Michelle Bushnell, Dianna Rios, County Liaison

Board Meetings are held on the first Thursday of each month and, as per Brown Act, are open to the public. Meeting agendas, minutes and financial statements are available on the website – [www.visitredwoods.com](http://www.visitredwoods.com), and a printed copy available for inspection by appointment at the Bureau offices: 422 First Street, Eureka, CA 95501.

## HCVB Tourism Partners

The Bureau has developed strong, productive and positive relationships in the State and National Travel Industry, and with many national and international media outlets. The Bureau leverages these collaborations and partnerships to ensure that Humboldt County is front of mind for travelers planning vacations. The Bureau is actively engaged with many tourism organizations: In-county, regional and statewide.

### In County:

#### **Gateway Chambers of Commerce**

Five organizations receive TOT funding from the County to promote their region, and are recognized as “Gateways”, Willow Creek (east), Orick (north), Arcata, Garberville (south) and the Southern Humboldt Business & Visitors Bureau. The Bureau is the fiduciary manager of the these funds, meets with staff and supports their marketing efforts when and where appropriate.

#### **The Humboldt Lodging Alliance (HLA)**

Since the HLA was established in 2012, and through 2019, the Bureau and the HLA worked closely. They collaborated on PR and marketing projects, shared an Executive Director, the Bureau provided administrative support. In 2018/2019, Four of the thirteen Bureau Board Members also served on the HLA Board. With the untimely passing of the ED, both organizations evaluated the relationship and hired their own staff.

Today, our relationship is collaborative and complimentary.

The HLA and Bureau have different legal functions and funding, and more importantly, provide different marketing and PR services. The Bureau is not a membership organization and is currently funded by the County with a small percentage of the TOT. The Bureau works, one-on-one, with the industry colleagues, media and consumers, representing Humboldt at consumer travel shows, engaging with travel writers, group tour directors, and promoting all areas of the county with compelling original content which is disseminated on multiple digital platforms, and supports visitors with travel guides, information, and a monthly newsletter.

The HLA is a membership organization of hoteliers (5 or more rooms) throughout the county, and they administer the self-levied TBID funds. (TBID was established through hoteliers’ vote, not public vote like TOT, and must be spent a certain way). Investing these funds in marketing/advertising, new/existing events, and capital/infrastructure improvements with the main goal being to attract overnight(s) visitors to Humboldt.

Our foci are complimentary, and we share a mutual goal – to get visitors to Humboldt. With the understanding that both organizations have important strengths the Bureau and HLA are collaborating on a number of projects now to benefit all stakeholders and the county at large.

# NORTH OF ORDINARY

## Regional:

### **The North Coast Tourism Council (DBA North of Ordinary CA, NOO)**

NOO was established by Visit California to promote regional tourism. NOO is a cooperative endeavor of Del Norte, Humboldt, Mendocino and Lake Counties.

Each county contributes into a fund that is matched by Visit California. These monies are used exclusively for marketing to promote the four counties as a destination.

North of Ordinary's marketing impact has increased year-over-year significantly since the 2020 rebranding. Original content has been created for digital and print, and each county has used the images and videos of their own areas. NOO has also attended multiple travel & adventure shows highlighting each county.

Humboldt County has chaired this group for the past three years.  
<https://www.northofordinaryca.com>

**PEBBLE BEACH DRIVE**  
*Whale watch with your pooch from several lookouts*

**DEL NORTE COUNTY**  
VISITDELNORTECOUNTY.COM

**GOLDENEYE WINERY**  
*Taste at a 500 year old Black Oak tree with fido*

**MENDOCINO COUNTY**  
VISITMENDOCINO.COM

**whales.  
wineries.  
woof walks.**

**TRINIDAD HEAD**  
*Paddle out to spot gray whales*

**HUMBOLDT COUNTY**  
VISITREDWOODS.COM

**THORN HILL WINERY**  
*Sip at 24 wineries with your pup*

**LAKE COUNTY**  
LAKECOUNTY.COM

**NORTH OF ORDINARY**  
NORTHOFORDINARYCA.COM

**4 NORTHERN CA COUNTIES**      **10,488 MILES OF ADVENTURES**

**State:**

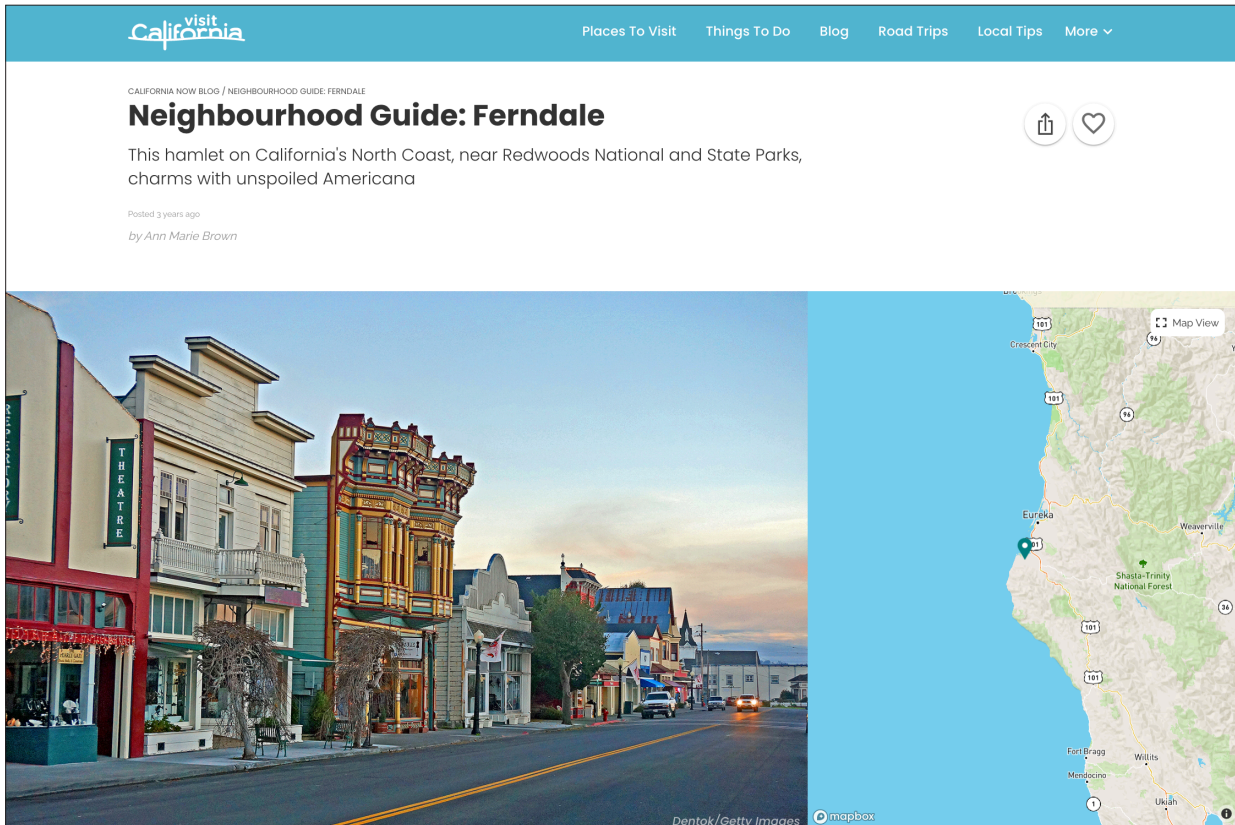


**Visit California - State DMO**

In 2020, in response to COVID, Visit California’s marketing strategy changed dramatically from investing 80% of their funds into the international market, to focusing on the drive market and rural county destinations. The Bureau has regularly submitted content for their digital newsletters and social media.

In January 2020, the Bureau received the prestigious Poppy Award for the Best Public Relations Campaign by a DMO. The winning campaign featured Bigfoot and the cost was \$5,000, and beat Los Angeles (budget \$100K).

Thanks to our work establishing relationships with the Visit California’s team, the Bureau has earned a strong reputation in the travel industry and benefited from a good deal of national and international media. The investment of staff time and funds has considerable impact and ROI (see Digital Media Report, page 20).  
<https://www.visitcalifornia.com>





## **HCVB Tourism Partners** *(continued)*

### **California Travel Association**

CalTravel is the influential, unified advocacy voice for California's travel and tourism industry. Cal Travel's mission is to protect and advance the industry's interests and investments through advocacy, collaboration, and education. Membership allows the Bureau to keep up-to-date on issues impacting travel, and to have a participating voice in Sacramento to affect positive legislation.

<https://www.caltravel.org>

HCVB serves on the following Regional and State Boards:

- Visit California Rural Counties Tourism Committee
- CalTravel – Cannabis & Hemp Council
- CalTravel – California Comeback Taskforce

HCVB is a member of these Professional Associations

- DMA West (Destination Management Assoc)
- Bay Area Travel Writers
- Society for American Travel Writers
- Brand USA

### **Cal Poly Humboldt**

The Bureau has an increasingly substantial relationship with [Cal Poly Humboldt](#).

Dr Ara Pachmayer (Professor of Recreation Management) serves on our Board of Directors, and the Bureau is currently leading a research project for a local Rancheria with a team of two Humboldt Professors, a recent graduate and a current student. Having a reciprocal collaboration with Cal Poly Humboldt is of great mutual benefit.



TOURISM: The State of the Industry

## INTRODUCTION

The Humboldt County Visitors Bureau (the Bureau), the county's Destination Marketing & Management Organization (DMMO) is the only entity promoting ALL County assets to engage state, national and international visitors. The Bureau provides the big picture strategic vision and leadership to ensure that all regions throughout Humboldt County thrive in today's increasingly competitive tourism landscape.

Earning national and international media coverage for the entire region has always been an essential service and will continue to be important. But the Bureau's true strength lies as facilitator and expeditor, connecting people to opportunities. 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.

The Bureau is the only visitor/tourism organization in the County with the national and international travel trade partnerships, media contacts and, most importantly, the expertise to promote all county visitor assets to a national and international audience with consistent, creative, engaging and successful multi-platform marketing.

The Bureau's increased marketing efforts have resulted in the County receiving national and international media attention and expanded global awareness through traditional media, digital media, and PR platforms, and non-traditional media through influencers.

**Destination desirability is the ultimate creator of a vibrant economy.**



## TOURISM: COVID & POST COVID

While revenue from travel and tourism increased every year to an all-time high in 2019 of (\$483.7M<sup>1</sup>), the pandemic and its repercussions has brought into focus some important challenges and opportunities that need to be addressed by rural destinations like Humboldt County.

### **Pandemic Impacts**

The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but the tourism industry was perhaps the most profoundly impacted by the pandemic, losing billions of dollars in revenue. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel revenue decreased by 48% (-\$525B) in 2020, as compared to 2019 levels. In 2021 travel activity continued the recovery started in mid-late 2020, by the end of 2021 travel output increased approximately 48% (+\$268B) compared to 2020 levels. An additional \$256 billion is needed to reach 2019 levels of travel output.

In 2021, the California travel economy was still recovering after the fall from the peak year of 2019. Strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. Employment in 2021 continues to recover, but the rate of recovery in many regions is much reduced compared to the other impact categories.

On March 16th 2020, California mandated a “lock down” policy which negatively impacted businesses, organizations and everyone to a greater or lesser degree throughout the state, particularly those serving tourists – accommodations and food service industries.

By June 2020, Humboldt County, and other rural counties, saw an influx of visitors. Though airlines were grounded, people determined to travel purchased or rented RV's, packed themselves and their families into their vehicles and took to the road, leaving behind cities and metropolitan areas and seeking fresh air, open space, no crowds, and safety from COVID.

The pandemic brought into focus three important tourist-related issues

- Environmental Impacts
  - o *Physical infrastructure, natural resources, camping & hiking off trails. Garbage dumping, illegal parking our fragile health care system.*

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1 CA impact of Travel 2021 prepared for Visit California by Dean Runyan & Associates

- Visitor Expectations
  - o *Disrespectful behaviors, visitors from other counties and states with higher infection rates and more relaxed safety guidelines posing real risk factors for our service workers and residents and potentially impacting our fragile health care system.*
- Community Sentiment
  - o *Remote workers relocating, increase home prices, loss of jobs.*

(See *The Future: Areas of Opportunity*, Page 32)

### Tourism by the Numbers

Visitors traveling to, and throughout, California represent a significant component of the state’s economy. Travel generates valuable business sales, payroll, employment and tax receipts for the state as well as for local communities. Humboldt is a travel destination for both California residents and out-of-state visitors, and travel related revenue constitutes an essential part of the county’s basic economic foundation and importing significant revenue.

Many California cities rely on conventions and theme parks to attract visitors and their dollars and saw significant revenue losses. And as air travel was non-existent, visitors to Humboldt came by road and revenue from gas taxes increased.

As a rural drive destination within a 5-hour drive of large population centers (Redding, Sacramento, San Francisco Bay Area) Humboldt was less impacted than most destinations, having the benefit of spacious, outdoor-friendly points of interest and a small population.

### Humboldt County/ Summary Trend

## County / Summary Trend

### Direct Travel Spending 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
<b>Spending (\$Million)</b>												
<b>Humboldt</b>												
Total (Current \$)	388.1	396.6	412.2	422.5	428.6	452.1	486.2	483.7	253.8	426.3	▲ 68.0%	▼ -11.9%
Other	34.1	31.7	31.1	29.6	28.7	30.8	33.3	37.3	12.9	20.7	▲ 60.5%	▼ -44.5%
Visitor	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	405.6	▲ 68.4%	▼ -9.2%
Non-transportation	287.3	299.4	313.6	328.4	338.1	354.7	378.0	370.5	208.5	352.3	▲ 69.0%	▼ -4.9%
Transportation	66.7	65.4	67.5	64.6	61.8	66.6	74.8	76.0	32.4	53.3	▲ 64.4%	▼ -29.8%

The Economic Impact of Travel in California / 2021p / Prepared by [Dean Runyan Associates](#)

**The total revenues for the past three years show a 47.5% decrease in 2020 (\$253.8M) from the all-time high in 2019 (\$483.7M), but an 68% increase in 2021 (\$426.3M).**

2020 saw a decrease in the number of visitors to Humboldt from the 2019, but by 2021 visitor numbers were almost back to pre-pandemic totals. According to the National Park Service, there were 504,722 visitors to Redwood National Park in 2019; 265,177 in 2020 (areas of the park were closed for 4 months), and 435,879 visitors in 2021.

For the first time in many years, 2020 accommodations (hotels, rentals, RV parks) were number one revenue generators, replacing the food service industry. Many hotels and motels were closed for months and reopened with reduced services due to staffing challenges. By 2021, accommodations were experiencing their best year, many increasing their rates resulting in a TOT generated for both the incorporated and non-incorporated areas of the county.

## Humboldt County / Detail Trend

### Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	354.0	364.8	381.1	392.9	399.9	421.3	452.9	446.5	240.9	405.6	▲ 68.4%
Other Travel*	34.1	31.7	31.1	29.6	28.7	30.8	33.3	37.3	12.9	20.7	▲ 60.5%
<b>TOTAL</b>	<b>388.1</b>	<b>396.6</b>	<b>412.2</b>	<b>422.5</b>	<b>428.6</b>	<b>452.1</b>	<b>486.2</b>	<b>483.7</b>	<b>253.8</b>	<b>426.3</b>	<b>▲ 68.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	166.3	175.3	188.2	201.7	207.2	217.8	233.6	219.3	118.0	200.0	▲ 69.5%
Private Home	73.2	72.4	72.3	68.1	68.6	74.0	81.4	84.4	27.8	84.5	▲ 203.4%
Campground	51.8	53.8	55.8	56.9	57.5	60.4	63.3	68.3	57.1	71.2	▲ 24.7%
2nd Home	11.8	11.5	11.6	12.1	12.3	13.0	14.2	14.5	22.1	23.7	▲ 7.0%
Day Travel	51.0	51.9	53.2	54.1	54.2	56.1	60.4	60.0	15.8	26.2	▲ 65.6%
<b>TOTAL</b>	<b>354.0</b>	<b>364.8</b>	<b>381.1</b>	<b>392.9</b>	<b>399.9</b>	<b>421.3</b>	<b>452.9</b>	<b>446.5</b>	<b>240.9</b>	<b>405.6</b>	<b>▲ 68.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	69.5	74.6	81.8	89.8	94.3	99.6	103.8	96.9	72.0	120.0	▲ 66.8%
Food Service	99.7	103.7	106.9	113.3	117.4	122.9	132.4	131.2	64.4	111.5	▲ 73.2%
Food Stores	26.3	26.5	27.4	28.5	28.5	28.9	29.6	30.3	19.9	31.0	▲ 55.8%
Local Tran. & Gas	61.9	60.0	62.3	58.8	54.8	59.5	67.9	67.7	29.3	48.9	▲ 66.6%
Arts, Ent. & Rec.	50.9	52.8	54.4	56.3	57.3	58.5	61.6	59.6	28.5	46.7	▲ 63.8%
Retail Sales	40.9	41.8	43.0	40.4	40.6	44.8	50.6	52.5	23.7	43.0	▲ 81.5%
Visitor Air Tran.	4.8	5.5	5.2	5.7	7.0	7.1	7.0	8.3	3.1	4.4	▲ 43.2%
<b>TOTAL</b>	<b>354.0</b>	<b>364.8</b>	<b>381.1</b>	<b>392.9</b>	<b>399.9</b>	<b>421.3</b>	<b>452.9</b>	<b>446.5</b>	<b>240.9</b>	<b>405.6</b>	<b>▲ 68.4%</b>

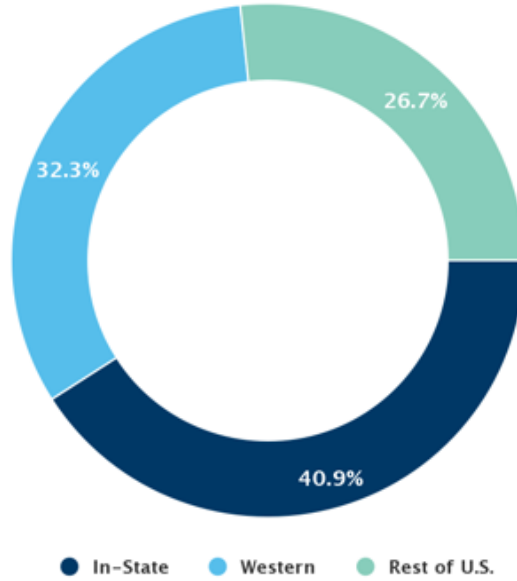
Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes ground transportation and air travel impacts for travel to other California visitor destinations, travel arrangement services and convention/trade shows services.

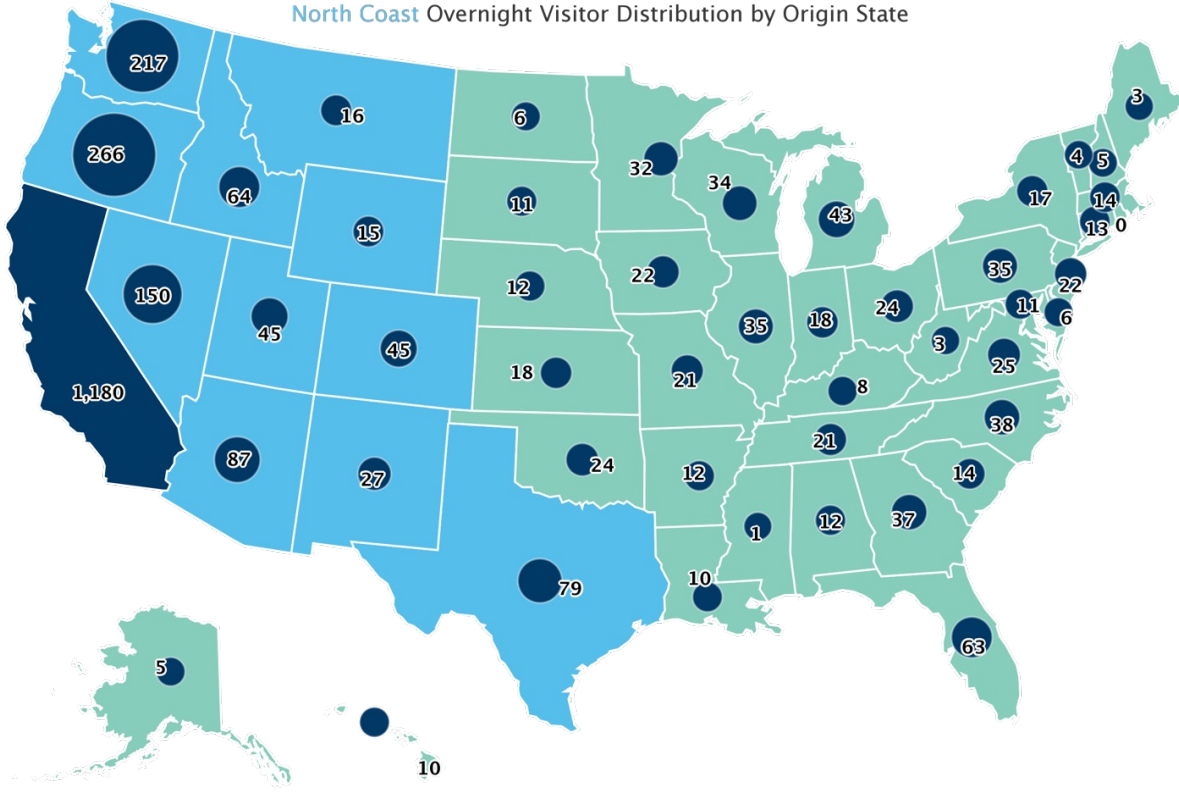
Economic impacts are attributed to visitor trips which are defined as trips taken by individuals that stay overnight away from home, or travel more than 50 miles one-way on a non-routine trip, as defined by the California Tourism Marketing Act

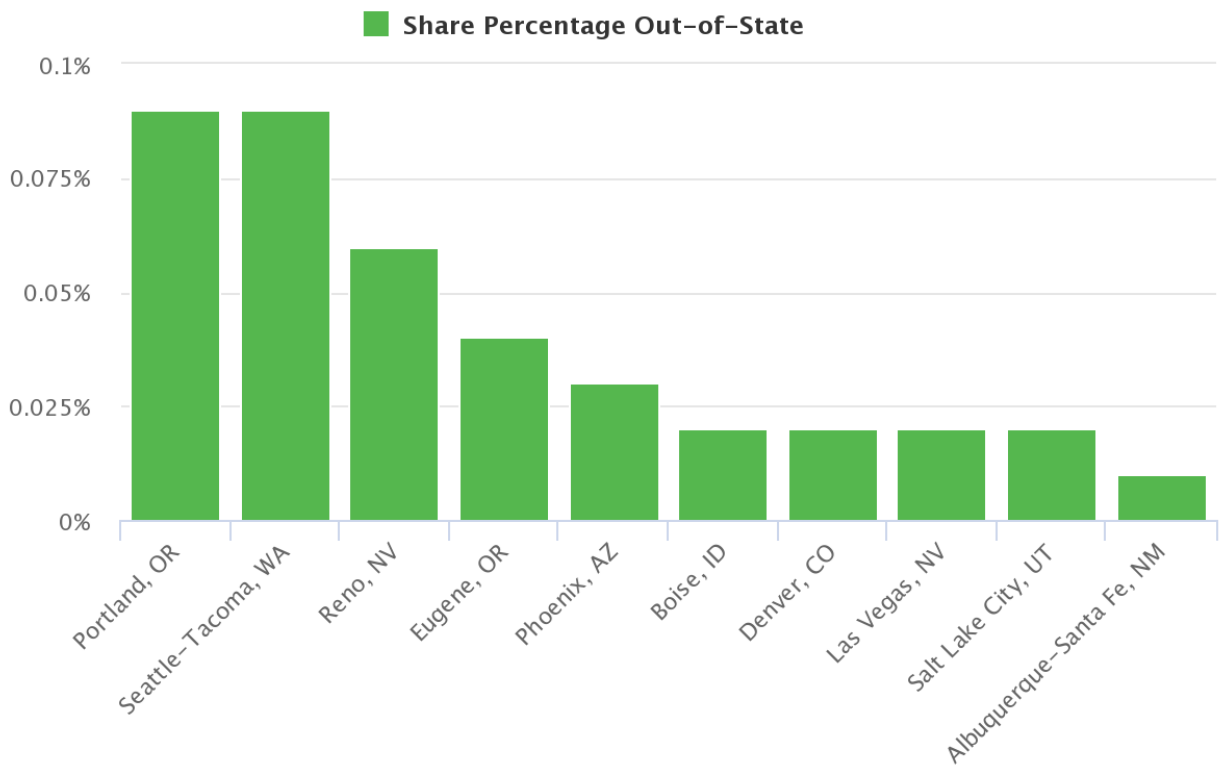
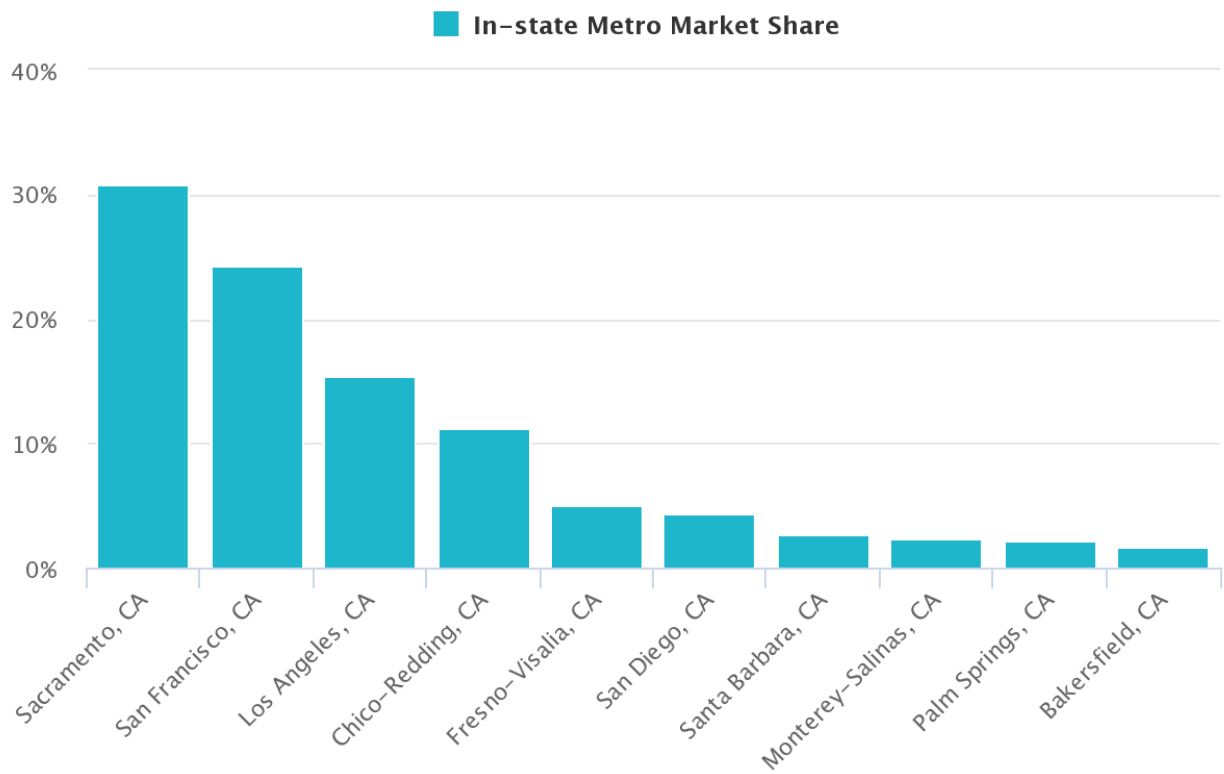
The following data covers the North Coast Del Norte, Humboldt & Mendocino Counties.

North Coast Overnight Visitor Share by Origin Market

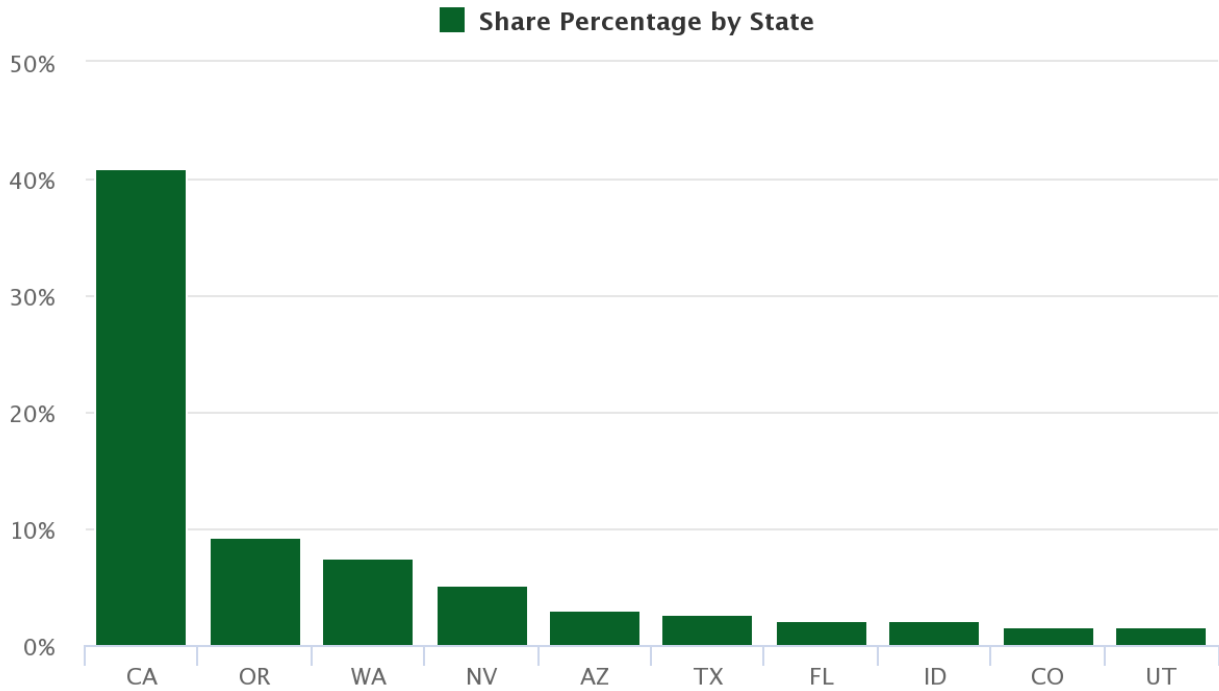


North Coast Overnight Visitor Distribution by Origin State

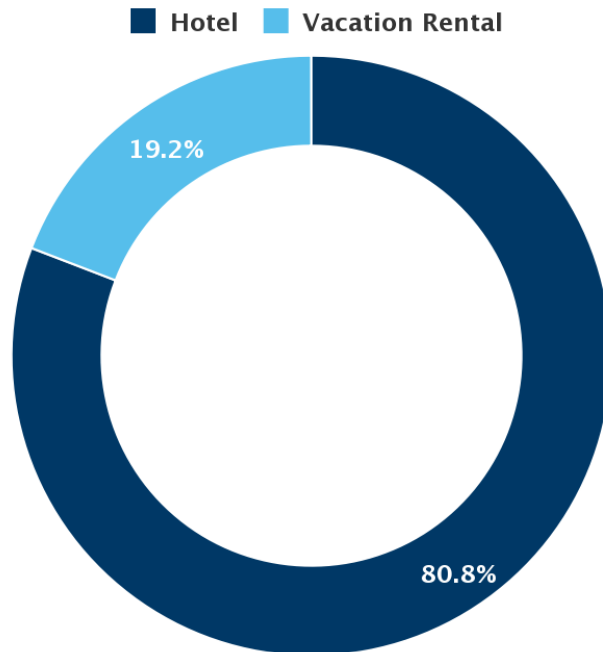




### North Coast Overnight Visitor Distribution by Origin State %



### North Coast Paid Accommodation Supply (% Share) – April – June 2022



## **Humboldt County Tourism Investment, ROI and County Comparisons**

Humboldt County is the 13th largest county in California. As of the 2020 census, the population was 136,463, (38.1 people per square mile). 20.1% of the population (26.7k out of 136k people) live below the poverty line, higher than the national average of 12.3%<sup>1</sup>.

While travel and tourist revenues cannot resolve all County social and infrastructure challenges, it is Humboldt's largest industry, injecting the most revenue into our county. Despite this fact, the Bureau received an average \$205K per year, 0.478% of tax revenue. Humboldt receives **the least** funding of any county on California!

In FY 2021/22, the Bureau received **\$203,896.51**, the smallest budget of ANY county in California.

Humboldt County investment in tourism has not increased in many years, regardless of the data showing that travel related spending has increased every year since 2010. The following is a snapshot of our rural competition:

### **Del Norte County**

- Population – 27,812
- Total area of 1,230 square miles of which 1,006 square miles is land and 223 square miles is water. 37 miles of coastline
- Two rivers, the Klamath (one of the longest in California) and the Smith.
- Two state parks – Del Norte Coast Redwoods State Park, Jedediah Smith Redwoods State Park, Tolowa Dunes State Park, and Redwood National, which extends from Humboldt.

### **Mendocino County**

- Population – 91,601
- Total area of 3,878 square miles of which 3,506 square miles is land and 372 square miles is water. 90 miles of coastline
- Nine rivers, six creeks,
- Multiple state parks
- Part of Emerald Triangle with Trinity and Humboldt Counties.
- 6 airstrips

### **Humboldt County**

- Population – 136,463
- Total area of 4,052 square miles of which 3,568 square miles is land and 484 square miles water – six rivers, lagoons and lakes.
- 110 miles of coastline – more than any other county in the state.
- Two National & State Parks. The county contains over forty percent of all remaining old growth Coast Redwood forests,
- 1 municipal airport and 6 airstrips.

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1 <https://data.census.gov/cedsci/all?q=Humboldt%20County>

Travel Industry Earnings (\$ Million) - County Revenue / Budget Comparison						
	2019	2020	2021	2020/21	2019/20	21/22 Budget
<b>Del Norte</b>	\$ 150.5	\$ 88.8	\$ 130.4	▲ 46.9%	▼ 13.3%	\$ 210 K
<b>Mendocino</b>	\$ 484.0	\$ 300.2	\$ 433.1	▲ 44.2%	▼ 10.5%	\$ 1.7 M
<b>Humboldt</b>	\$ 483.7	\$ 253.8	\$ 426.3	▲ 68%	▼ 11.9%	\$ 205 K

As seen in the above chart, Humboldt and Mendocino travel revenue totals are comparable, however Humboldt has more visitor attractions, accommodations, and travel-related service industry businesses (food service, arts & culture etc.). Mendocino invests marketing dollars in video, TikTok and other platforms that Humboldt cannot due to funding restraints.

The ability to maximize the impact of our marketing with deep traveler insight and bespoke audience targeting, and having the tools to analyze evolving visitation trends to better understand where visitors are coming from, what they're doing, how long they're staying, is crucial to assessing the success of marketing campaigns, and changing strategies accordingly.

**The Bureau needs to have access to the next level of traveler insights to understand how to market to them and appeal to their interests.**

This data can be shared with stakeholders and partners throughout the county to help them refine their marketing and more successfully targeted the relevant demographic groups.

Having this information is the difference between growing tourism to Humboldt County and just maintaining – while other counties are aggressively investing to ensure that when international travel opens up, rural counties are not forgotten.



The Services HCVB Provides



## **THE SERVICES HCVB PROVIDES**

The Bureau has two full-time staff, an Executive Director and an Office Manager who work to ensure that all the following services are provided in a timely and welcoming way.

Services are Business to Consumer (B2C), focused on connecting directly with the public, and Business to Business (B2B) which includes professional partnerships, direct engagement with multi-platform media, travel industry event participation and service on industry and industry-related boards and committees.

During COVID, the Bureau developed the “Travel Gently” messaging and has promoted health & wellness best practices on our website for all visitors to read. Handling visitor expectations and behaviors has resulted in the Bureau taking a leadership role in connecting with the county residents, listening to their concerns and perceptions about the positive and negative impacts of tourists, and working to educate and develop a sustainable tourism environment and destination.

### **B2C (Business to Consumer)**

A significant element in being a responsive and successful DMMO, is providing timely and relevant information - connecting people with the many opportunities Humboldt offers the visitor. This is done through personal interactions and with printed materials. There are many services provided by the Bureau, to both in-county partners and stakeholders, and to out-of-county consumers.

**These services are provided at NO COST to the public, our stakeholders and partners.**

#### **A: Printed Materials**

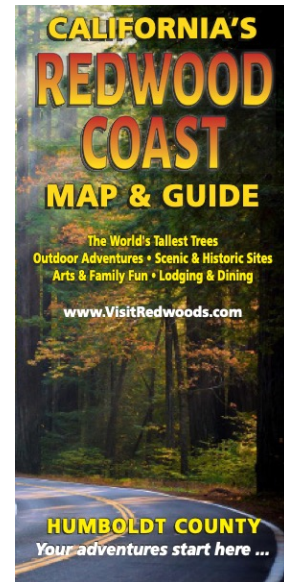
The Bureau produces two pieces of valuable visitor information, both are provided to the public and stakeholders at no cost. The information is also available in digital form on the website.

***25 Things to do and see in Humboldt County*** is printed as tear-off sheets in pads of 50. This very popular resource is given to businesses and locations throughout the county at no cost. This information is presented on a single sheet with a map of the county indicating the location of the highlight. On the reverse side is a description of the place with drive time and contact information.

***The Redwood Coast Map & Guide***: 250,000 copies are printed annually and distributed by Certified to visitor centers, hotels and some businesses in California, including SFO and LAX, Southern Oregon, and Nevada.

From March 2020 through June 2021, general distribution of the Map & Guide was halted due to COVID and the resulting shut-down of many of the distribution sites. Printed materials were removed from hotel lobbies, visitor centers, public information distribution displays, and businesses.

Work on the 2022/2023 Map& Guide is currently in process, with the first step being to gain more inclusive stakeholder input on the contents. Finalization of production, printing and distribution is planned for early 2023.



## **B: Monthly eNewsletter**

The Bureau sends out a monthly newsletter with five features: The October issue included the Clark Museum Halloween (event or festival), (Mattole campground (an outdoor experience), the Blue Ox Millworks (a unique destination), BFF, best furry friend, pet friendly places (a fun time) and The Bite – featuring a Humboldt culinary star (Tavern 1888).

The mailing list includes media and writers, 65% female readers. Analytics:

- **30,788** recipients: 15,686 opened: 4.5% clicks per unique opens.
- **35.7%** open rate – **41% better than the industry average.**

Top links clicked

- 294 - <https://www.blm.gov/visit/mattole-campground>
- <https://www.clarkmuseum.org/tea--spirits.html>
- 154 - <https://www.historiceaglehouse.com/tavern1888>
- 98 - <https://www.blueoxmill.com/>
- 73 <https://www.visitredwoods.com/listing/pet-friendly-trails-%26-lodging/684/>
- 66 viewed all links.

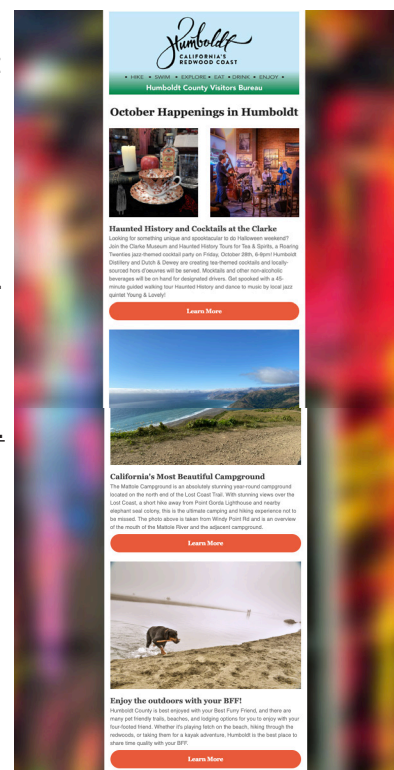
## **C: Information Requests**

During this period (July 2020 thru September 2022) Bureau staff responded to all information requests.

- The total number of Map & Guides distributed: **9,756**
- Printed information was sent upon request to:  
Canada: 59, International, 101; Chambers/other, 1,805

Inquiries and information requests from people planning their visits to Humboldt:

- Phone, 401; Email, 351; Walk-ins: 131.
- Total number of personal interactions was **892**.



## **D: In-County Information Distribution to Partners and Stakeholders**

Visitors to the website can request information about an area or business. The website generated weekly information requests are forwarded by staff to Fortuna, Ferndale, Willow Creek, Eureka, McKinleyville, Arcata, Garberville and other partners.

## **E: Monthly events calendar**

The Bureau maintains a monthly calendar of county-wide events that is available on the website and also as a PDF for hotels and other partners to give to guests. Any group can submit information for inclusion in this list.

## **F: Travel Trade Shows**



The Bureau, in partnership with North of Ordinary, has exhibited at the Bay Area Travel & Adventure Show. This is the foremost outdoor consumer show in Northern California and this year (2022) attracted 20,000+ guests over a two-day period. Printed destination information was very popular, and by offering a weekend stay/dinner raffle prize, the Bureau gained over 300 email addresses which were added to the newsletter database.

## **G: Special Projects**

### **Sponsorships**

**Old Steeple Concerts:** Arts and culture are a dynamic, diverse and important part of life in Humboldt County. Live music venues are not adequately promoted to visitors. In 2020, the Bureau was a proud sponsor of the first season of live music concerts from the Old Steeple in Ferndale that were recorded and aired by local PBS station, KEET TV. For an investment of **\$1,000**, the geographical and audience reach was tremendous.

- 12 episodes were recorded and aired
- Sponsorship recognition shown twice, at beginning and close of each episode for a total of 24 views.
- Series aired 5 times on KEET-HD
- Aired in **33 States**
- Aired on **42.7% of PBS stations throughout the US**
- Viewable by **50%+- of the US population**

The Bureau is sponsoring the second series, being recorded now, to be aired in 2023.

### **Cruise Ship Hospitality**

The Bureau was present at the dock in September for both cruise ships – the MS Oceania Regatta and the MS Scenic Eclipse. Staff engaged with the passengers and crew and handed out a range of brochures and guides representing many of the natural assets, a large map of the county, and some samples of local faire.

## DIGITAL STATISTICS: JUNE 1, 2020 – SEPT 30, 2022

**The Bureau has the top performing travel-related digital platforms in the County.**

The website: <http://:Visitredwoods.com> is the number one resource for visitor and resident information about the redwoods and Humboldt. Very strong representation for young 25-34 and 35-44 age brackets, with an increase in mobile views 65.1% (increase of 13.8%). The total investment in ALL digital for this period was \$1,000.

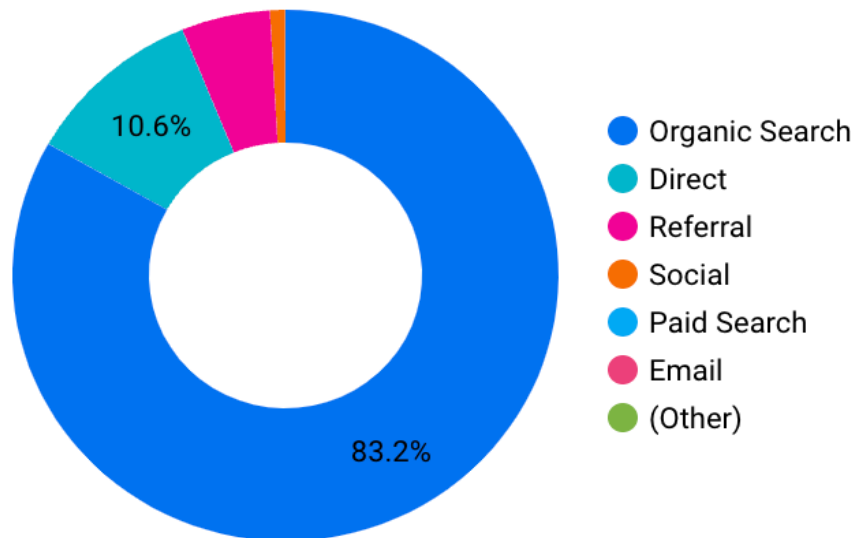
**Global Web Pageviews: 3.5+ M pageviews**

**US Web Pageviews: 3.4+ M pageviews**

### **Top Website Acquisition Channels:**

Most VisitRedwoods.com traffic (83.2%) comes from organic searches which land on the websites various features: beaches, trails, state/federal parks, lodging opportunities, events (etc.). Our social media content drives a small percentage of traffic to our website because our social content links directly to Humboldt's assets, instead of driving traffic to ourselves.

### Top Acquisition Channels

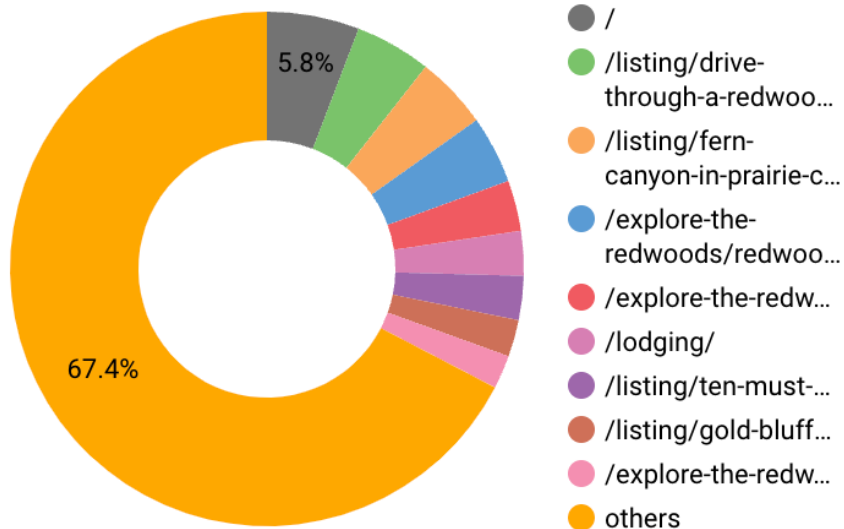


### **Top 6 Website Landing Pages** (see charts on following page)

1. Homepage (2.3M+)
2. Drive through redwood tree (165K+)
3. Fern Canyon (158K+)
4. Redwood National Park (147K+)
5. Avenue of the Giants (110K+)
6. Lodging (97K+)

Important Note: although the Bureau’s content does serve the local lodging industry well by earning significant traffic and a jumping-off point for lodging options, we’re reminded that lodging itself isn’t a top tourist concern. Continued investment in the Bureau would fund website content covering lesser-known assets offering recreational opportunities and cultural events. Top page is the landing page.

### Which page is the most popular?



	Page	Pageviews
1.	/	201,266
2.	/listing/drive-through-a...	165,979
3.	/listing/fern-canyon-in...	158,436
4.	/explore-the-redwoods/...	147,496
5.	/explore-the-redwoods/...	110,233
6.	/lodging/	97,012
7.	/listing/ten-must-see-re...	95,882
8.	/listing/gold-bluffs-bea...	80,147
9.	/explore-the-redwoods/	72,780
10.	/plan/redwood-coast-m...	70,338



## Social Media – Facebook and Instagram

Reach between June 1, 2020 and September 30, 2022

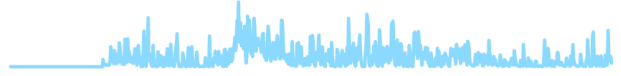
Facebook Page reach ⓘ

1,132,915 ...



Instagram reach ⓘ

298,099 ...



Facebook Following:

**Top Facebook Post**

= **Black Sands Beach** feature

- Reach (organic) = **106,965**
- Reactions, Comments, Shares = **4,489**

Instagram Following::

**Top Instagram Post**

= **Avenue of the Giants** feature

- Reach (organic) = **30,684**
- Reactions, Comments, Shares = **3,042**



As you'll see below, our following remains predominantly women (64% Facebook, 61% Instagram), which is good considering 80% of all travel decisions in America are made by women.

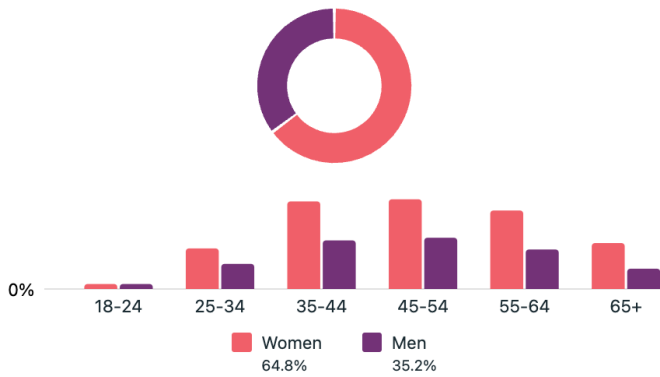
Facebook Page likes ⓘ

56,461

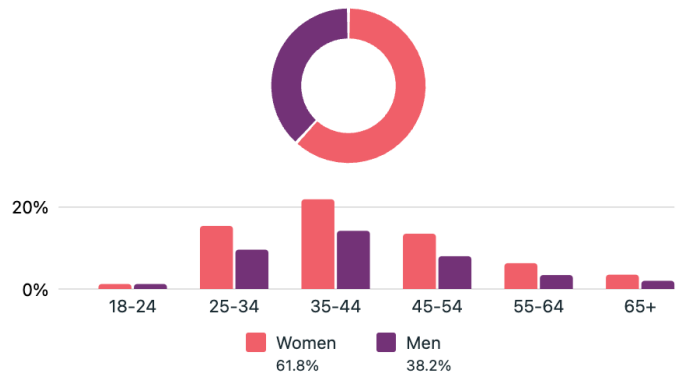
Instagram followers ⓘ

13,771

Age & gender ⓘ

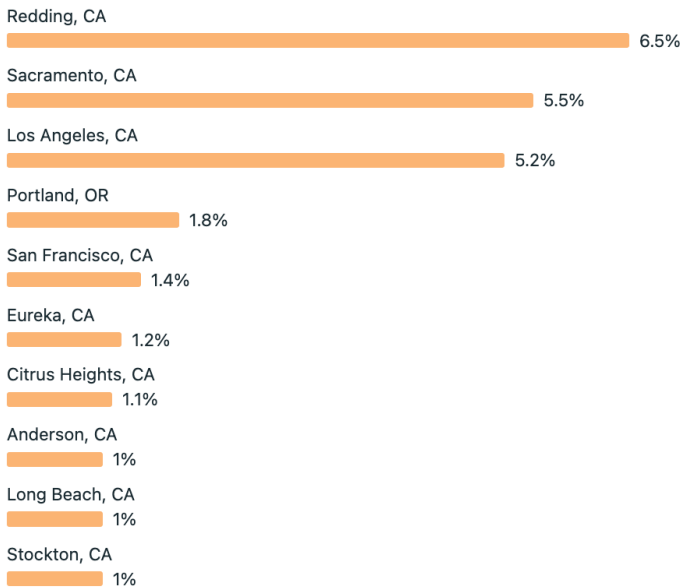


Age & gender ⓘ

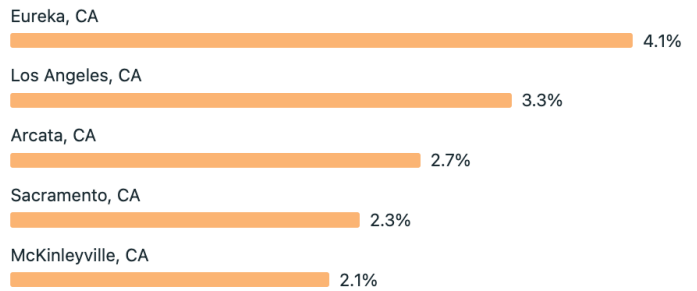


Our top five Facebook cities (Facebook left, Instagram right) are an ideal collection of potential tourists within drivable distance and direct flights to/from ACV. Redding, Sacramento, LA, Portland, and San Francisco. Our Instagram following is a mix of locals and tourists.

Top cities



Top cities





## **B2B (Business to Business)**

### **MEDIA OUTREACH & HOSTING**

The Bureau is the only organization marketing all the county attractions and assets to national and international visitors. As we know, during COVID, people have spent many hours researching destinations to add to their bucket list for future travel. These efforts are crucial to future tourism to Humboldt, especially as other rural counties are investing heavily in the same markets.

Seeing is believing. The most effective way to deepen relationships and drive meaningful destination storytelling is to create immersive, firsthand experiences for targeted media and influencers.

The goal of developing new media relationships and maintaining established ones is to ignite travel inspiration and support responsible travel by generating exposure to Humboldt across print, digital and social media platforms.

Since 2020, a significant amount of time and energy has been invested in working with county organizations (CERC) and businesses developing and broadcasting COVID messaging for both residents and visitors.

June 2020: As shown in the travel revenue data, the ongoing restrictions on international travel and cruise ships vacations, and the growing desire to escape metropolitan areas, resulted in Humboldt experiencing a substantial influx of visitors, and an increase interest by travel writers, media, bloggers and influencers in outdoor experiences.

HCVB crafts itineraries that cater to the journalists' specific needs and audiences, and works with businesses and organizations throughout the county to provide welcoming hospitality and highlighting the best of Humboldt resulting in the creation of compelling and content-rich stories.

Media promoted three main story themes: Outdoor Adventures, Family Fun Opportunities, and the Redwoods. For international publications, the focus was on the beauty and diverse California outdoor experiences.

Since July 2020, the Bureau has hosted eight media/journalists, six influencers, seven bloggers and worked with eight national publications. Ordinarily, the funds for media hosting would not have been available, except for the Federal PPP grants which covered payroll expenses.

For an investment of **\$6,700**, Humboldt received significant national and international attention, estimated total of **100 M+ readers** and value of **\$3.2M**.

- 20M+ International
- 54M National
- 6M In-state
- 16M digital/ online
- 1M Influencers & bloggers

**A: International Publications – 20+M readership**

- **German National Press:** Verena Wolff (hard copy available)  
Since its release in April 2022 by the German press agency, this extensive article, *California Road Trip*, has been published by **114 media outlets**, 74 online and 40 print.
- Print: The 40 print outlets have a total circulation of **2,569,256** and generated an overall ad value of **\$979,193.37**.
- Online: The 74 online articles have been read by **6,413,830** unique users and account for an overall ad value of **\$601,149.46**.
- Summed up, the article has reached **8,983,086** readers and generated an overall ad value of **\$1,580,342.83**.
- **The Mirror, UK** - average monthly audience of **32.9M** adults:  
Black Sands Beach.

<https://www.mirror.co.uk/travel/news/10-beautiful-black-sand-beaches-22723702>



**3. Black Sands Beach, USA**



View from the overlook point of this surreal location in California's Lost Coast. (Image: Getty Images/iStockphoto)

**International Publications** (continued)

- **Irish Times, Sunday - 296,000 readers** (hard copy available)  
Jim Gallagher, Sweet Cali High - *Northern California is full of outdoor adventure and stunning landscapes with some epic off-the-beaten-path gems not to be missed.*

**A: National Publications – 54+M readership**

- **AARP - Wish of a lifetime - Online 1+M readership**  
From the age of 5, when she first learned about redwood trees at her schools in Texas, Glenda dreamed of hugging one in person. Eighty years later, the Bureau worked with the Wish of a Lifetime/AARP Foundation to make her wish come true. Glenda, accompanied by her friend Albert, stayed at the Humboldt Bay Inn, and spent an amazing two days with Justin Legge, who showed her the secrets and majesty of the Redwoods. Glenda met a banana slug, walked among the giants, drove thru' a tree, ate seafood, went on the Redwood Skywalk and fulfilled her dream of hugging a redwood tree. Or three.





## **National Publications** *(continued)*

- **Lonely Planet (10/20)**

<https://www.lonelyplanet.com/articles/best-humboldt-county-california-adventures>

- **Conde Nast Traveler - 5M** readership (Gold Bluffs Beach)

<https://www.cntraveler.com/gallery/camping-in-california>

- **Fodors Travel – 4.3M** monthly unique views  
Alison Gretchko – Where to weekend in Humboldt County

<https://www.fodors.com/world/north-america/usa/california/redwood-national-park/experiences/news/where-to-weekend-humboldt-county-california>

- **Good Housekeeping –16M** print/digital. Best Family Vacations. (5/22)

<https://www.goodhousekeeping.com/life/travel/g3694/best-family-vacation-destinations/>

## **C: In-state Publications** – Estimated total **6M+** readership

- **LA Times – 4.3M** combined print/digital weekly.  
Christopher Reynolds – Redwoods Coast

<https://www.latimes.com/travel/story/2021-08-16/22-great-travel-ideas-on-californias-redwood-coast>

## **Los Angeles Times**

Things to Do | Weekend | Travel & Experiences | Arts, Museums & Events | Culture Guide

L.A. is great, but have you explored these 22 Northern California gems?



Prairie Creek Redwoods State Park in Humboldt County (Christopher Reynolds / Los Angeles Times)

## In-state Publications (continued)

- **San Francisco Chronicle – Hwy 1**

<https://www.sfchronicle.com/projects/travel/highway-1-california-road-trip/crecent-city-to-men-docino/#main-content>

- **SF Gate: 1.3M** readership  
Redwood Forest Bathing – Ashley Harrell

<https://www.sfgate.com/california-parks/article/election-redwoods-forest-bathing-tahoe-california-15726673.php?IPID=SFGate-HP-CP-Spotlight>

Ferndale: Silas Valentino

[forhttps://www.sfgate.com/travel/article/Ferndale-is-idyllic-NorCal-town-17127349.php](https://www.sfgate.com/travel/article/Ferndale-is-idyllic-NorCal-town-17127349.php)

Albino Redwoods

<https://www.sfgate.com/california-parks/article/California-albino-redwood-forest-drought-16250517.php>

- **Sonoma Magazine – 45,000** monthly readership  
Dana Rebmann, Finding Giants

<https://app.box.com/s/o2icp40ws1ceo7ns2hft066qbt2cw2ml>

- **Diablo Magazine – 16,000** monthly readership  
Melanie Haiken, One Fine Weekend on the North Coast

[https://www.diablogmag.com/travel-places/day\\_trips/one-fine-weekend-in-the-north-coast/article\\_4c01c94e-ddb7-11ea-bae1-c3cddecc8118.html](https://www.diablogmag.com/travel-places/day_trips/one-fine-weekend-in-the-north-coast/article_4c01c94e-ddb7-11ea-bae1-c3cddecc8118.html)

## D: DIGITAL – Online articles Estimated total **16M+** readership

- **OM – 12.1M** readership  
*Walking Among The Giants: A visual journey through Northern California's Coastal Redwoods and its wild coastline*

<https://om.co/2021/04/22/coastal-redwoods-the-northern-california-coast-a-photo-essay>

- **Backpacker.com - 12.7 M** readership. 75% active lifestyle enthusiasts. 826K unique monthly views, 2.3M Monthly page views: Ultimate Guide to the Lost Coast

<https://www.backpacker.com/trips/step-into-californias-wild-past-on-the-lost-coast-trail/>  
<https://www.backpacker.com/trips/trips-by-state/california-trails/beaches-bears-and-redwoods-the-ultimate-guide-to-californias-lost-coast-trail/>

**Digital / Online** (continued)

- **Trips to discover – 1.6M** readership. Lost Coast  
<https://www.tripstodiscover.com/remote-wilderness-destinations-in-america/>
- **The Discoverer – UNESCO heritage sites ranked (#5)**  
[https://www.tripstodiscover.com/remote-wilderness-destinations-in-america/https://www.the-discoverer.com/blog/the-24-american-unesco-heritage-sites-ranked/xvhyvpkgiwag5at-?utm\\_source=blog&utm\\_medium=email&utm\\_campaign=1539789768](https://www.tripstodiscover.com/remote-wilderness-destinations-in-america/https://www.the-discoverer.com/blog/the-24-american-unesco-heritage-sites-ranked/xvhyvpkgiwag5at-?utm_source=blog&utm_medium=email&utm_campaign=1539789768)
- **Thrillist – 1.2 M** Tiana Attride, Vanita Salisbury - Bigfoot. Park hikes  
<https://www.thrillist.com/travel/nation/willow-creek-california-bigfoot-capital-of-the-world>  
<https://www.thrillist.com/travel/nation/best-parks-to-walk-in-california>
- **The Outdoor Project** Ashley Johnson - College Cove  
<https://www.outdoorproject.com/united-states/california/college-cove-beach>
- **Real Travel Adventures** Emma Krasov - Bigfoot. Park hikes  
<https://realtraveladventures.com/?s=Humboldt>  
<https://realtraveladventures.com/2021/06/08/eureka-or-finding-it-all-in-humboldt-county-california/>

**E: YouTube & TV** - Estimated **800K** followers

- **Top-10 Road Trip Destinations along the West Coast** Mike Shubic  
Mikes Road Trip (11:30 #4 Humboldt County 3 minutes) 9,839 views  
[https://youtu.be/s3\\_5cNaVn6Q](https://youtu.be/s3_5cNaVn6Q)
- **KQED**  
Fern Canyon: Humboldt's soaring Emerald Palace. Sasha Kokha  
<https://www.kqed.org/news/11886264/fern-canyon-humboldts-soaring-emerald-palace>
- **Bartells Backroads**  
Three bay area/SF TV news segments & youtube - Skywalk, Bigfoot & Redwood sculptures.  
<https://www.abc10.com/article/entertainment/television/programs/backroads/experience-redwood-sky-walk-bartells-backroads/103-41a06b1a-7325-469b-8409-14d2ce0de80e>
- **Visit California** - Forest Bathing  
[https://www.visitcalifornia.com/experience/16-unforgettable-private-tours-california/?utm\\_source=zeta&utm\\_medium=email&utm\\_campaign=April7\\_US-CA\\_04\\_27\\_2021&utm\\_ee=p7IWM2bdvANQ6DU2ISczvh0k8U03kimaLq6kIBPmT5s05BqvbvKNuKFdSXRTJQdK&utm\\_ts=1619543163564](https://www.visitcalifornia.com/experience/16-unforgettable-private-tours-california/?utm_source=zeta&utm_medium=email&utm_campaign=April7_US-CA_04_27_2021&utm_ee=p7IWM2bdvANQ6DU2ISczvh0k8U03kimaLq6kIBPmT5s05BqvbvKNuKFdSXRTJQdK&utm_ts=1619543163564)

**F: Bloggers - Estimated 110K followers**

- **A different kind of travel** – Brooke Herron: 3-Day Itinerary

<https://www.adifferentkindoftravel.com/redwood-coast-charm-3-day-humboldt-county-itinerary/>

- **TheRoyalTourBlog** – Jonathan Berg, three separate articles: Cannabis Tourism, The Ultimate Guide to Humboldt, Ferndale

<https://theroyaltourblog.com/2022/05/23/humboldt-county-cannabis-tourism/>

<https://theroyaltourblog.com/2022/05/31/the-ultimate-guide-to-humboldt-county/>

<https://theroyaltourblog.com/?s=ferndale>

- **Travel Awaits** – Mary Charlebois, two articles: State Parks, Ferndale.

<https://www.travelawaits.com/2714764/redwood-national-and-state-parks-best-things-to-do/>

<https://www.travelawaits.com/2739704/things-to-do-ferndale-ca/>

**G: Influencers - Estimated 439,400 followers**

@roamaroo (Scott & Collette) 229K followers Empowering families to travel

@bigbravenomad (Tavia & ) 18.6K followers Family & National parks

@bridgesandballoons (Victoria) 11.1K followers creative family travel

@jacobthefu 51.6K followers

@estherjulee 63.3K followers

@marissa.anwar 104K followers – travel + food + lifestyle

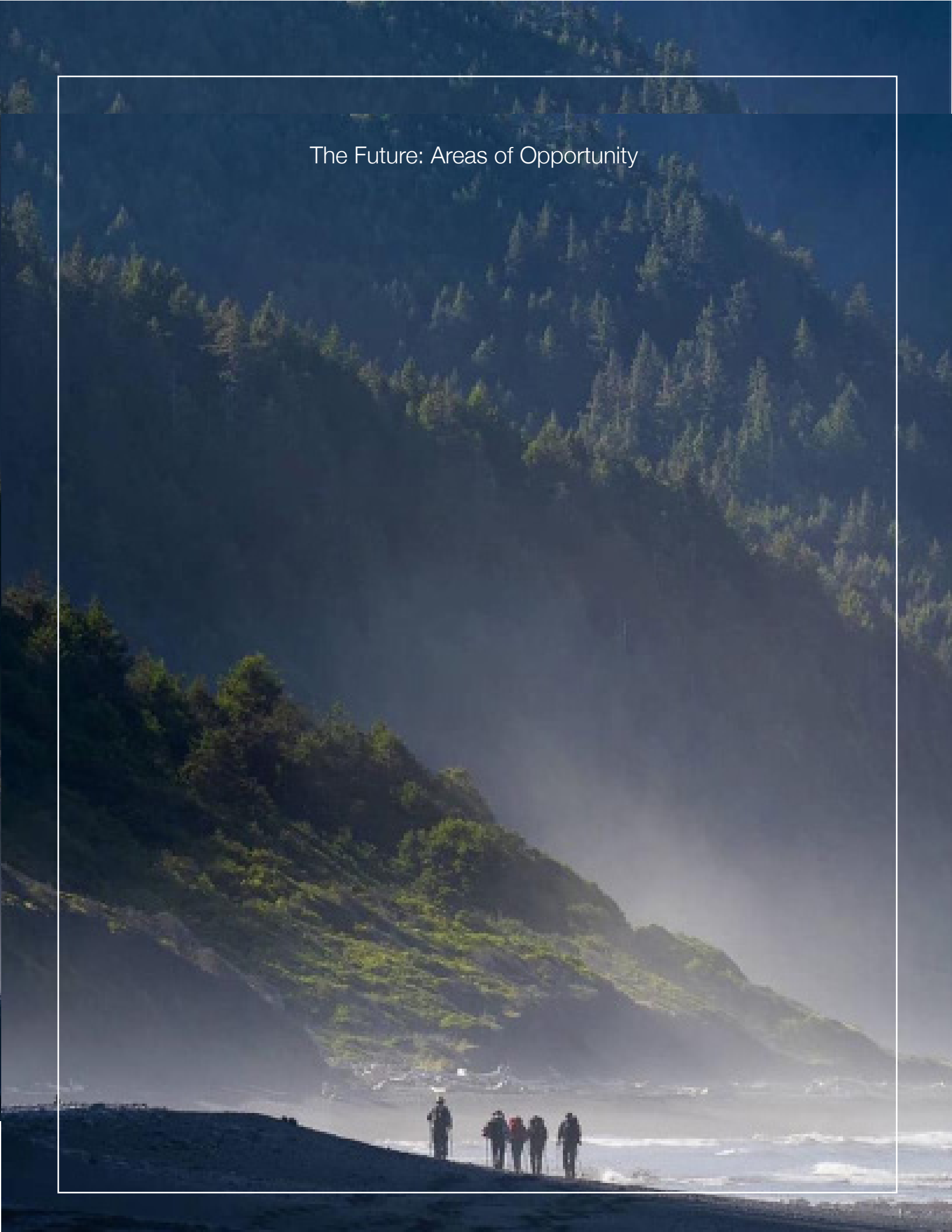
@kiwikyle 64.4K followers-Small town kiwi boy playing in a big beautiful world.

<https://www.instagram.com/p/CjxGY91p0zs/>



*Kiwi Kyle and Humboldt's favorite forest guide & naturalist, Justin Legge.*

## The Future: Areas of Opportunity





## AREAS OF OPPORTUNITY

It seems that the environmental impacts of tourism are negative, the economic effects positive, and the social impacts a combination of both. However, it is important to recognize that there are clear links between the three aspects of tourism – the environmental, economic, and social dimensions.

**It is imperative that, for continued tourism growth and to keep Humboldt front of mind with prospective visitors over the next five years, it is vital to increase investment in the Bureau.**

From current data, we know the foremost attractions for visitors to Humboldt are the redwoods and the water opportunities (lakes, lagoons, rivers, land, and ocean). Humboldt also sees many groups of bikers and cyclists, and visitors coming specifically for fishing.

The visitors coming - and spending money in multiple locations - are:

- **Millennial Parents:** (26-35) Socially conscious, take more trips than any other generation (average 3 trips per year), love nature. This domestic traveler is 9.5 million strong and growing.
- **Unmarried Millennials** (26-35) and **Unmarried Gen-Xers** (36-49): Those in this age group are the core consumers interested in growing travel trends “Wellness” (outdoor adventure, health), “Bleisure” (a combination of business and leisure), and “Intention Travel”.
  - o These two segments are also choosing to remain in Humboldt and work remotely, which may become a major motivator to relocation.
- **Women Travelers:** Solo and in groups, women travelers control the global wallet. The average “adventure traveler” is a 47-year-old woman, not a young male.
- **Boomers:** Since COVID, this segment – unable to go on cruises or overseas – have invested in road trips, many in RV’s, spending significant time in one place or area.

These visitors are interested in many other experiences beyond the trees and coast. The following activities and attraction are important revenue generators:

### **Arts & Culture:**

Arts and culture destinations are key factors in determining where people choose to travel. The arts are the fourth largest driver of tourism and influence decisions made when planning travel. Tourism— both in-state and out-of-state-to-state are both economic drivers and an opportunity for increased understanding and empathy between different communities<sup>1</sup>. According to the Americans for the Arts’ Arts & Economic Prosperity 5 study, arts and culture travelers stay longer and spend more

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<sup>1</sup> <https://ww2.americansforthearts.org/explorer>

than other travelers, resulting in a strong economic impact for the communities with arts and culture offerings.

The Bureau understands the role that arts and culture has in strengthening tourism, regional identity, and person-to-person connection.

Humboldt has more artists per capita than any other county on the state. Public art, including murals and sculpture, are important components of civic life and also provide an opportunity for visitors to enjoy the creativity of our artists. With many live theatre companies, music venues, museums and arts events throughout the county, visitors have a wealth of opportunity to experience local talent!

**Increasingly, municipal governments have allocated local hotel/motel taxes to the arts, encouraging growth and continued investment.**

### **Culinary Adventures:**

While producing some award-winning culinary experiences, Humboldt has not invested any meaningful dollars into promoting itself as a “foodie” destination. It is time to connect visitors with fresh farm produce, incredible fish and oysters, numerous wineries, distilleries, and breweries, plus chesses and chocolates, and promoting Humboldt as a culinary destination.

### **Health & Wellness:**

There are a few opportunities for visitors interested in integrating wellness experiences into their Humboldt itinerary. Opening in 2021, the boutique hotel, Scotia Lodge in Scotia, is a beautifully re-imagined 100-year old building offering luxury accommodations, dining and a spa offering a full range of statements including cannabis activations. Many hotels in the county offer spa services, but this component of tourism is not developed to its full potential. It is, however estimated that, in 2022/23, travelers investing in wellness vacations will be spending \$919 billion. The Health and Wellness Travel industry is expected to be worth over \$438 billion by 2026 according to PWC Report.<sup>1</sup>

### **Agri-tourism:**

The combination of agriculture and tourism is a fast-growing trend: the lure of open skies, bucolic landscapes scattered with livestock and the traditional barns with quilt designs are quintessential Americana. Connecting the visitor with the farmers, makers and locals are valued experiences. Regenerative agriculture is fast becoming of interest to eco-friendly visitors. The Bureau is working to develop a selection of farm tours & stays, alfresco dinners of locally sourced food and craft beverages to promote to visitors. Promoting agri-tourism will bring visitors to all areas of the county.

### **Cannabis tourism:**

Due to a number of circumstances, Humboldt County is very behind on branding and marketing cannabis, and cannabis tourism.

*Continued*

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1 <https://www.pwc.com/us/en/industries/consumer-markets/library/five-travel-trends.html>

Since 2020, the cannabis-motivated travel audience size has grown from 29% of the active leisure travel audience to 37% of the active leisure travel audience<sup>1</sup>.

The increased interest in health & wellness and culinary experiences for visitors aligns with cannabis. Counties like Mendocino and Sonoma are investing significant dollars and energy into developing a portfolio of cannabis experiences for the interested (or curious) visitor.

With the recent passage of nine cannabis laws by the state, especially AB2210<sup>2</sup> (Temporary event licenses) and SB 1326 (interstate agreements) Humboldt should have been in apposition to take full advantage of these opportunities.

The Southern Humboldt Business & Visitors Bureau<sup>3</sup> has invested time and energy into promoting the area as a cannabis destination and establishing the popular Westside Market in Whitethorn, the County at large suffers from regional disconnection and, to some extent, rivalry.

By submitting an RFP for Cannabis Branding & Marketing to the County in November 2021, the Bureau's intent was to bring together the farmers, manufacturers and distributors from all areas of the County to develop legacy branding and marketing strategies to ensure that Humboldt was at the forefront of cannabis tourism. The County is standing on the dock watching the boat leave.

### **Indigenous Tourism:**

As previously noted, Visit California, the state tourism agency, recently launched a new initiative "Visit Native California, highlighting Native American Lands and Culture. <https://www.visitcalifornia.com/experience/explore-native-american-culture-california/>

The Bureau supports this initiative. Acknowledgement of the history, culture, art, rituals and work of the indigenous tribes is long overdue, and the Bureau looks forward to supporting Tribal efforts in any way they deem appropriate.

## **Connect. Communicate. Care.**

In November 2021, the Bureau moved into 422 First Street, the Janssen Building, in Old Town Eureka.

Embracing the role of destination marketing and management, this relocation is the initial realization of HCVB's vision – to work with residents, organizations and communities throughout the county to help build better destinations and experiences.

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1 Cultivar Strategies

2 <https://openstates.org/ca/bills/20212022/AB2210>, <https://openstates.org/ca/bills/20212022/SB1326>

3 <https://shbvb.org/home>

This space will fulfill many important functions and services for both visitors and County residents:

- a venue for a multitude of year-round presentations for people of all ages
- A place to engage in Community conversations and education about tourism impacts
- Promote and explore sustainable living and tourism practices
- Rotating informational displays highlighting the many important developments in agriculture, business and community work.
- Displays featuring different aspects of Humboldt's culture, history and natural assets.

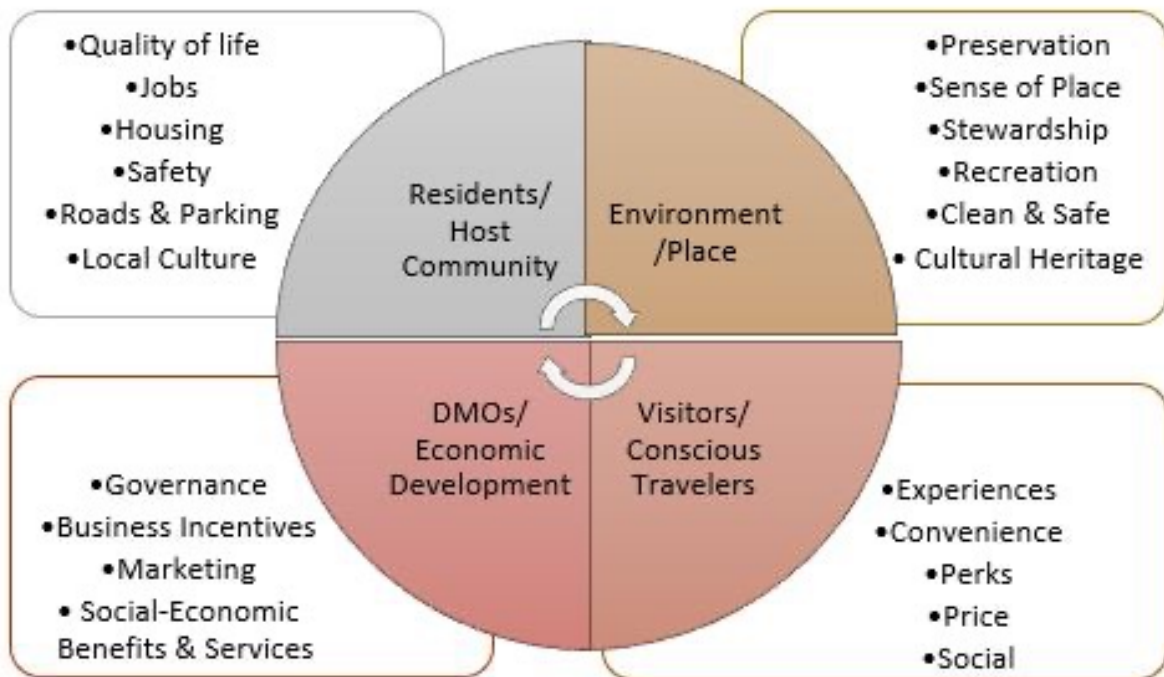
422 will become an important destination and venue for residents and visitors alike.

### **Sustainability & Stewardship**

The Bureau believes that promoting sustainable tourism increases awareness of the leading environmental and social projects, cultural heritage, local business, and values that define Humboldt County.

Promoting the local cultures can provide a more meaningful experience for visitors, raising awareness about sustainability issues and encourage more environmentally friendly practices during their visit.

If local Humboldt County residents see the costs and benefits of tourism their attitude toward the industry will be positive



## **Sustainable Tourism**

Tourism has environmental, economic, and social impacts. Sustainable tourism is about maximizing the positive impacts and minimizing the negative ones. Sustainable tourism is the most important movement for the future.

World Tourism Organization defines sustainable Tourism as follows:

*“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.”*

Over tourism, in many destinations, has produced resident backlash as traditional recreational destinations became crowded, and in some cases, trashed.

Another aspect of tourism during this period has been an increased interest in relocation. The Bureau has given over 50 relocation information packets to visitors. Anecdotal data has shown a strong interest in professionals interested in making the most of remote working to rent or purchase in Humboldt. While good for the economy, this resulted in an increase in home and rental prices, putting strain on the availability of housing for residents.

Sustainable tourism increases awareness of the leading environmental and social projects, cultural heritage, local business, and values that define the destination giving sustainable tourism strategies greater depth and support. Be a curator of localism. Promoting the local culture can provide a more meaningful experience for visitors, raising their awareness about sustainability issues and hopefully encourage more environmentally friendly practices during their visit.

The HCVB has taken a leadership role to work with stakeholder groups and local political entities to better balance the needs of residents with the benefits of a tourism economy. As the County DMMO, the Bureau seeks to educate and “manage” tourism in an effort to mitigate visitor impacts.

***Travel gently. Leave no trace.***

*(See Appendix B: Sustainability & Stewardship)*

# CONCLUSION

## INVESTING IN THE FUTURE OF HUMBOLDT

How serious are County leaders and stakeholders in growing travel revenue?

### HCVB Reputation and Value

As shown in this report

- HCVB is a successful organization with a good reputation in the State travel/tourism industry;
- HCVB has a proven marketing track-record to national and international audiences;

and

- HCVB is uniquely positioned to assist Humboldt County become a premier rural sustainable and eco tourism destination;

The Travel industry is cautiously optimistic regarding the future. While air travel (domestic and international) is returning, Humboldt County's share of the international market is small due to its travel time from the main California gateway cities (LA, SFO and San Diego).

### The key to the Bureau's success over the next five years is increased investment.

To continue marketing Humboldt to a level compatible with surrounding counties, and keep ahead of rural competition, the Bureau requires a significant commitment from the County and towns throughout the county to commit to funding its marketing and PR programs, not just to do an adequate job, but to excel.

Realistically, Humboldt County can't be competitive with the fragmented and under-funded system seen over the past few years. Increased funding will allow the Bureau to revitalize and grow tourism while simultaneously safeguarding the health of all community members AND future visitors.

As of 2017, regional and city Lodging Alliances could choose to designate funds as they saw fit. Many chose to develop websites, developing content and digital marketing efforts to attract visitors from outside the county to their destinations. Subsequently, Humboldt's cities and regions have faced challenges to compete, resulting in multiple similar 'campaigns' and websites, and a lack of consistent messaging and communication.

We have left an era where private sector businesses and local governments co-operated on funding and tourism programs and ideas. Today it is each region and City for itself.



Working with the numerous Chambers and Agencies currently promoting different regions and assets of Humboldt County, the Bureau will win the hearts of tomorrow's tourists by developing content and packaging experiences and creating itineraries that speak specifically to target markets.

In addition to producing customized, inspirational, and professional content, the Bureau will focus on integrating the natural assets with towns/communities to highlight unique regional culture and opportunities, focused initially on state and National audiences. Working together with stakeholders, the goal is to create a world-class marketing engine and rebuild the economy.

As well as HCVB's role to inform, inspire and educate visitors and adventure seekers, it has a key responsibility to promote and protect our environmental, social and cultural characteristics. For the recovery and future growth of tourism post COVID-19, a more balanced, resilient and sustainable funding model is required. For HCVB to help lead the recovery, it is imperative that a substantial increase in County funding is forthcoming.

After some 42 years of marketing Humboldt County and providing Visitor Fulfillment services, the Bureau cannot continue unless it has realistic funding.

Unless the County can significantly increase funding or convince the Cities to financially participate, there is no tomorrow.



## Current Websites Promoting Humboldt County

The following are some of the websites containing information for visitors. The Bureau website has links to all the following websites to expand the visitor access to regional information.

### County:

[www.visitredwoods.com](http://www.visitredwoods.com)  
[www.visit Humboldt.com](http://www.visit Humboldt.com)

### Funded by:

Humboldt County Visitors Bureau  
Humboldt Lodging Alliance: Self-funded

### Regional:

[www.northof\\_ordinaryca.com](http://www.northof_ordinaryca.com) North Coast Tourism Council funded  
[www.redwoodscoastparks.com](http://www.redwoodscoastparks.com) Orick Chamber: County Funding: Northern Lodging Alliance  
[www.Garberville.org](http://www.Garberville.org) So. Humboldt Chamber of Commerce: County Funding  
[www.ElevatetheMagic.com](http://www.ElevatetheMagic.com) So. Humboldt Business & Visitors Bureau: County Funding  
<https://www.visitlostcoast.com> Lost Coast: Southern Humboldt Lodging Alliance funded  
<https://www.discoversouthernhumboldt.com>  
Southern Humboldt Lodging Alliance funded

### Cities/Towns:

[www.visiteureka.com](http://www.visiteureka.com) City of Eureka  
[www.VisitArcata.com](http://www.VisitArcata.com) Arcata Chamber of Commerce: County Funding  
[www.arcatamainstreet.com](http://www.arcatamainstreet.com) Arcata Merchants Association  
[www.visitTrinidad.com](http://www.visitTrinidad.com) Trinidad Chamber, Northern Lodging Alliance  
[www.willowcreekchamber.com](http://www.willowcreekchamber.com) Willow Creek Chamber, County Funding  
[www.visitferndale.com](http://www.visitferndale.com) Ferndale Chamber Funded  
[www.fortunachamber.com](http://www.fortunachamber.com) Fortuna Chamber Funded

### Region:

[www.nationalparks.org](http://www.nationalparks.org) National Parks  
[www.nps.gov/redw/index.htm](http://www.nps.gov/redw/index.htm) Redwoods State & National Parks



## APPENDICES

## APPENDIX A

### Gateway Funding & Reports

2021/2022 Pass through funds the Gateways: *(previous year TOT collection)*

HCVB	\$ 203,891.51
Garberville	\$ 78,160.32
Southern Humboldt BVB	\$ 42,478.44
Willow Creek	\$ 20,389.65
Orick	\$ 20,389.65
Arcata	\$ 16,991.65
<b>Total:</b>	<b>\$ 382,305.94*</b>

Willow Creek and Southern Humboldt Business & Visitors Bureau report on following pages.

Orick Chamber spent 100% of their funding on staffing the Thomas Kutchel Visitors Center, which is open year-round.

Arcata Chamber: Due to changes in staffing and leadership, Arcata were unable to submit a report.

Southern Humboldt Chamber of Commerce Report is an attachment.

\* **NOTE:**

In the HCVB 21/22 EOY Financial Statement, the TOT revenue from the County is noted as "Government" revenue.

The disseminated Gateway funds are under Marketing Expenses.

---

## APPENDIX A

### Willow Creek - Gateway Funding Report

July 1, 2021-June 30, 2022 EHVB Yearly Financial Report

<b>Expense</b>	<b>Amount</b>	
Marketing Contractors	\$ 300.00	
Maps/Brochures	\$ 1,393.40	
Signage	\$ 7,200.00	2 New welcome to Willow Creek signs for East and Westl
Social Media Marketing	Volunteer Hours	
<b>Admin</b>		
Payroll	\$ 11,694.96	
Utilities	\$ 648.54	
Phone	\$ 651.91	
Internet	\$ 600.00	
Supplies	\$ 271.88	
Postage	\$ 332.60	
Office Expense	\$ 1,107.52	
Insurance	\$ 5,392.55	
Repairs and Maintenance	\$ 627.53	
Property Tax	\$ 74.18	
Contract services	\$ 515.48	
<b>TOTAL</b>	<b>\$ 30,810.55</b>	



# 2021/22 Willow Creek Chamber of Commerce (WCCC) Annual Reporting

## Social Media – Facebook: @willowcreekchamber

2019-12-31: 623 followers

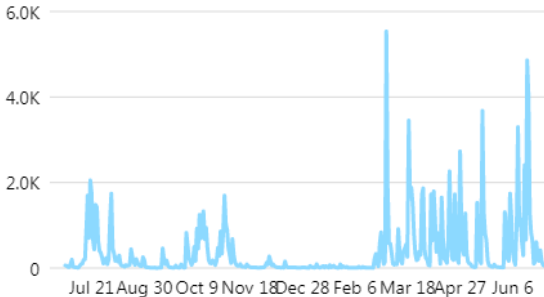
**2022-6-30: 1171 followers**

Facebook Reach: 7/1/21 – 6/30/22

### Reach

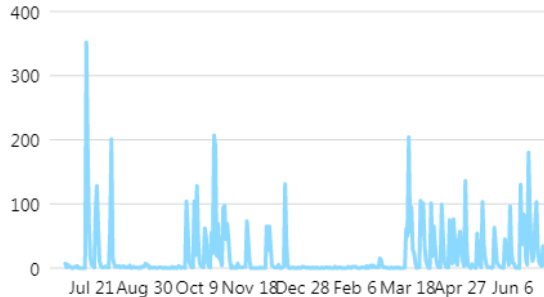
Facebook Page reach ⓘ

**35,077** ↑ 336.4%



Instagram reach ⓘ

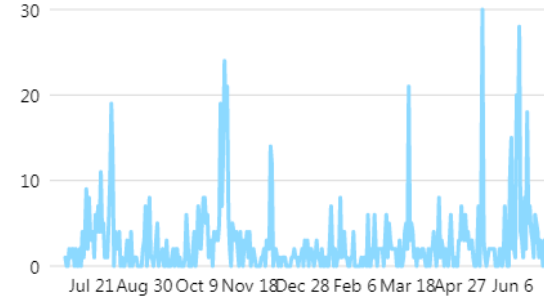
**1,725** ↑ 292%



### Page and profile visits

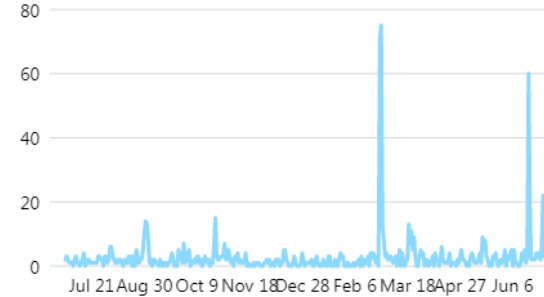
Facebook Page visits ⓘ

**1,024** ↑ 82.9%



Instagram profile visits ⓘ

**998** ↑ 113.2%





## The Southern Humboldt Business & Visitors Bureau

The Southern Humboldt Business & Visitors Bureau utilized a portion of our TOT funding for participation in the Bay area Adventure Travel Show, May of 2022.

Below email from **John Spooner**, Vice President of sales for the Adventure Travel show productions.

He critiqued our booth and gave some insight to the impact that we had on the thousands of attendees educating them about Humboldt County and Humboldt cannabis.

Just a follow-up from your participation at the 2022 BAY Area Travel & Adventure Show that took place this past May 21-22. The Southern Humboldt Business & Visitors Bureau did a phenomenal job exhibiting in our show and is an ideal exhibitor for others to follow:

1. Booth space décor was eye captivating and interactive. A great example for other exhibitors to do the same.
2. The first time we ever had cannabis plants in our 18+ years of shows!
3. Both you and your colleague were standing the entire time with welcoming visitors to your booth with warm greetings. Not sitting down and looking at your phone.
4. Educational and Interactive! People did not just stop by and grab a brochure or a pamphlet and then leave. You all were amazing in having **engaging conversations** with groups of people listening to you as you explained the benefits of cannabis and answering the questions they had about it. There seems to be a lot of misconceptions out there about cannabis and voices like yours needs to be out in front of the public educating people about it.

BAY Area Travel & Adventure Show:

1. In 2023 we will be going into our 12<sup>th</sup> year of this show
2. Only show that that took place in 2021 and 2022 to help restart tourism in the BAY Area
3. Prior to Covid we had over 22,500 people attend the 2019 show
4. Travel Expos provide the unique form of advertising media that allows you to speak face to face with people.
5. In addition to marketing and promoting your destination to this specific travel enthusiasts, another huge benefit is utilizing our shows as a focus group. You actually get to hear what the consumers think and know of your area. So you can then make sure you are promoting the right information



## APPENDIX B

### **Sustainability & Stewardship**

#### Destination Management and Community Engagement

The Bureau is taking leadership in initiating conversations with community members and leaders, organizations and businesses to develop an understanding of the positive and negative intersections of tourism and quality of life. It seems that the environmental impacts of tourism are negative, the economic effects positive, and the social impacts a combination of both. However, it is important to recognize that there are clear links between the three aspects of tourism – the environmental, economic, and social dimensions.

#### 1: Environmental Dimension

To many people, sustainability is primarily about the natural, physical environment, and its protection. There is far more to the environment than just the natural landscape.

##### *The Natural Resources*

Tourism makes use of a range of natural resources, and in many cases, the core attraction of a destination's product may be natural resources such as clean air, land, mineral waters, and the water in lakes and seas.

##### *The Natural Environment*

There are few natural landscape or wilderness areas left in the world. Almost all natural landscapes have been affected to some extent by the actions of man through the centuries. Tourism is only one industry or activity which changes landscapes.

The natural landscape represents the core of the tourism product in many areas including natural forests, mountains, and regions which attract tourists because of their rivers and lakes.

##### *The Farmed Environment*

The farmed environment can cover a diverse range of agricultural systems including agriculture landscapes, man-made forests, and fish farms.

##### *Wildlife*

Wildlife diversity includes land-based mammals and reptiles, flora, birds, insects, fish, and marine mammals. Tourism can clearly be very harmful to wildlife through the destruction of habitats, affecting feeding habits, disrupting breeding patterns, fires in woodlands, hiking on non-trails, and people picking rare plants.

##### *The Built Environment*

In term of tourism, there are several dimensions to the built environment such as individual buildings and structures, villages and townscapes, transport infrastructure, dams, and reservoirs. This also includes noise and air pollution. As concrete is one of the largest single emitter of carbon, Humboldt is currently researching the use of hempcrete for future construction.

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## 2: The Economic Benefits and Costs of Tourism

Tourism contributes to the economy of a country in various ways.

Economic benefits of tourism include:

- Job creation
- Injection of income into the local economy through the multiplier effect.
- Helping keep the local business viable.
- Infrastructure development.

Economic costs of tourism include:

- Many jobs are low paid and seasonal.
- Congestion. Increased traffic.
- The need to invest in expensive infrastructure which may only be required for part of the year.
- Over-dependence on tourism makes the host economy vulnerable.

## 3: Social Dimension

The social dimension of tourism has received less attention in the sustainable tourism debates, than the environmental impacts of tourism. This is because the socio-cultural impacts of tourism usually occur slowly over time and are largely invisible and intangible.

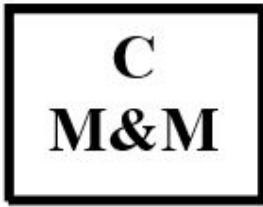
The social impact of tourism is usually permanent with little or no opportunity to reverse the changes once it has taken place. When the social impact of sustainable tourism has been considered the focus has normally been upon the host community.

There are a number of factors that determine whether or not the balance of socio-cultural impacts will be positive or negative in a particular location including:

- The strength and coherence of the local society and culture.
  - The nature of tourism in the area.
  - The level of economic and social development of the host population in relation to the tourists.
  - The measures taken to manage tourism in ways which minimize the socio-cultural costs of tourism.
-

**APPENDIX C**  
**HCVB 2022 / 2023 BUDGET**

<u>Income</u>			
Level 1	County TOT	\$ 205,000.00	Estimated County TOT Annual Funding
	Consulting Fee	\$ 5,000.00	Blue Lake Rancheria Feasibility Study
		<b><u>\$ 210,000.00</u></b>	
Level 2	<i>County Partnerships</i>	\$ 200,000.00	<i>Lodging Alliances, county towns etc.</i>
Level 3	<i>Sponsorships</i>	\$ 250,000.00	<i>Corporate: KOA, Subaru</i>
<u>Expenses</u>			
Operations	Payroll	\$ 115,000.00	Payroll Taxes, Workers Comp
Administrative	Occupancy	\$ 48,000.00	
	Utilities	\$ 6,000.00	Phone, internet, PGE, garbage
	Insurances	\$ 4,700.00	Gen Liability, D&D
	Office Supplies	\$ 2,500.00	Postage, general
	General	\$ 2,500.00	
Contracts:	Accountants	\$ 15,000.00	
	Website	\$ 39,000.00	
		<b><u>\$ 232,700.00</u></b>	
Marketing	Consultant	\$ 32,000.00	
Personnel	Intern	\$ 15,000.00	
Partnerships	NCTC	\$11,000.00	Co-op marketing payment
	KEET	\$13,000.00	Old Steeple Sponsorship
		<b><u>\$ 71,000.00</u></b>	
Marketing	422 displays	\$30,000.00	Regional, business category
Other	Printed Materials	\$ 25,000.00	Map&Guide, 25 Things
	Brochure Distribution	\$ 15,000.00	Fulfillment throughout county, state and other
	Media	\$ 7,500.00	Media / Fam / Influencer hosting
	Trade	\$ 10,500.00	Professional / Trade Meetings
	Online advertising	\$ 10,500.00	Digital / Social Media / Digital Advertising
		<b><u>\$98,500.00</u></b>	
Other	New Website	\$40,000.00	
	Hosting	\$12,000.00	
		<b><u>\$52,000.00</u></b>	
	Admin / Ops	\$ 232,700.00	
	Marketing 1	\$ 71,000.00	
Level 1		<b><u>\$ 303,700.00</u></b>	
Level 2	Marketing 2	\$ 98,500.00	
Level 3	Marketing 3	\$ 52,000.00	
		<b><u>\$ 454,200.00</u></b>	



**Cunningham,  
Malone & Morton**  
*The Tax Professionals*

\*Michael P. Cunningham, EA  
Keith N. Crossley, CPA  
Maria Castillo, EA  
Tirzah Walsh, Treasurer  
John P. Morton, Emeritus  
Ronald E. Malone, Emeritus

\*California Licensed Professional Fiduciary &  
Member of the Bar of the U.S. Tax Court

**710 E Street, Suite 100, Eureka, CA 95501**  
Telephone (707) 441-1111 – Fax (707) 444-0210  
cmmtax@cmmtax.com  
www.cmmtax.com

August 23, 2022

Humb Cnty Convention & Visitors Bureau  
422 1st St  
Eureka, CA 95501

I have compiled the accompanying Accrual Basis financials statements of Humb Cnty Convention & Visitors Bureau (the "Bureau") as of June 30, 2022.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

The Bureau's financial statements do not disclose the Statement of Cash Flows.

I am not independent with respect to the Bureau.

Very truly yours,

CUNNINGHAM, MALONE & MORTON

Tirzah R. Walsh, PR & Bookkeeping Mgr

Compliance with the Gramm-Leach-Bliley Act of 1999

In order to meet the requirements of the Gramm-Leach-Bliley Act of 1999, it is the policy of Cunningham, Malone & Morton to handle the information you provide us with the utmost confidentiality and care. We do not disclose any nonpublic personal information about our customers or former customers to anyone, except as permitted by law. We restrict access to nonpublic personal information about you to members of our firm who need to know this information in order to complete the work you have hired our firm to do. We maintain physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

**Humboldt County Convention and Visitors Bureau  
BALANCE SHEET  
ACCRUAL BASIS**

June 30, 2022

June 30, 2021

**Assets**

**CURRENT ASSETS**

Cash or Cash Equivalents	\$ 354,093.30	\$ 382,865.95
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**OTHER ASSETS**

Other Assets - Deposits / Employee Advances	6,400.00	4,005.00
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<b>TOTAL ASSETS</b>	<b>\$ 360,493.30</b>	<b>\$ 386,870.95</b>
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**Liabilities and Fund Balances**

**CURRENT LIABILITIES**

Total Current Liabilities	\$ 19,981.63	\$ 34,375.65
---------------------------	--------------	--------------

**LONG-TERM LIABILITIES**

<b>Total Liabilities</b>	19,981.63	34,375.65
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**FUND BALANCES**

Unrestricted Fund Balances	227,375.70	238,925.93
Equipment Fund Balances	8,272.85	8,272.85
Reserve for Contingency	116,846.75	116,846.75
Revenues Over (Under) Expenses	(11,983.63)	(11,550.23)

<b>Total Fund Balances</b>	340,511.67	352,495.30
----------------------------	------------	------------

<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b>\$ 360,493.30</b>	<b>\$ 386,870.95</b>
--	----------------------	----------------------

This Statement Prepared Without Audit By:

Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111



**Humboldt County Convention and Visitors Bureau**  
**STATEMENTS OF REVENUES AND EXPENSES**  
**ACCRUAL BASIS**

	12 Months Ended June 30, 2022	12 Months Ended June 30, 2021
<b>Revenues</b>		
Membership Dues	\$ 0.00	\$ 615.82
Advertising and Partnerships	3,153.75	895.00
Government	383,985.39	396,496.68
Other Revenues	<u>38,347.30</u>	<u>21,818.69</u>
<b>Total Revenues</b>	<u>425,486.44</u>	<u>419,826.19</u>
<b>Expenses</b>		
Personnel	106,218.35	121,924.17
Administrative	55,976.12	55,139.13
Membership	3,947.00	3,633.70
Marketing	<u>271,328.60</u>	<u>250,679.42</u>
<b>Total Expenses</b>	<u>437,470.07</u>	<u>431,376.42</u>
<b>Revenues Over (Under) Expenses</b>	<u>\$ (11,983.63)</u>	<u>\$ (11,550.23)</u>

This Statement Prepared Without Audit By:

Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt County Convention and Visitors Bureau**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF REVENUES**  
**ACCRUAL BASIS**

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
<b>Revenues</b>						
4010.01 Membership Dues	\$ 0.00	\$ 615.82	\$(615.82)	\$ 0.00	\$ 0.00	0.00
4015.01 Member Advertising	0.00	895.00	(895.00)	0.00	0.00	0.00
4034.01 City of Ferndale	0.00	1,500.00	(1,500.00)	1,500.00	(1,500.00)	0.00
4040.01 County of Humboldt	0.00	394,996.68	(394,996.68)	382,485.39	(382,485.39)	0.00
4047.01 Partnerships	0.00	0.00	0.00	3,153.75	(3,153.75)	0.00
4057.01 HLA - Reimbursement	0.00	0.00	0.00	10.00	(10.00)	0.00
4060.01 Interest Income	0.00	118.69	(118.69)	37.30	(37.30)	0.00
4070.03 PPP Loan 1 Forgiven	0.00	21,700.00	(21,700.00)	0.00	0.00	0.00
4070.04 PPP Loan 2 Forgiven	0.00	0.00	0.00	21,700.00	(21,700.00)	0.00
4070.05 CA Relief Grant	0.00	0.00	0.00	15,000.00	(15,000.00)	0.00
4090 Special Events - Rental Income	0.00	0.00	0.00	1,600.00	(1,600.00)	0.00
<b>Total Revenues</b>	<u>\$ 0.00</u>	<u>\$ 419,826.19</u>	<u>\$(419,826.19)</u>	<u>\$ 425,486.44</u>	<u>\$(425,486.44)</u>	<u>0.00</u>

This Statement Prepared Without Audit By:

Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt County Convention and Visitors Bureau**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES**  
**ACCRUAL BASIS**

	Annual Budget	Annual Actual		12 Months Ended		% Actual / Budget Target 100%
	Current Year	Prior Year	Variance	06/30/22 Actual	Remaining Budget Amount	
<b>Expenses</b>						
<b>PERSONNEL</b>						
5010.01 Wages & Salaries	\$ 0.00	\$ 108,436.22	\$ (108,436.22)	\$ 95,588.22	\$ (95,588.22)	0.00
5020.01 Contract Labor	0.00	3,750.00	(3,750.00)	1,040.00	(1,040.00)	0.00
5030.01 Payroll Taxes	0.00	7,851.73	(7,851.73)	7,875.77	(7,875.77)	0.00
5040.01 Employee Benefit	0.00	3.00	(3.00)	0.00	0.00	0.00
5050.01 Insurance - Medical	0.00	1,118.72	(1,118.72)	1,167.36	(1,167.36)	0.00
5060.01 Insurance - Workers Comp	0.00	764.50	(764.50)	547.00	(547.00)	0.00
<b>Total Personnel</b>	<b>\$ 0.00</b>	<b>\$ 121,924.17</b>	<b>\$ (121,924.17)</b>	<b>\$ 106,218.35</b>	<b>\$ (106,218.35)</b>	<b>0.00</b>
<b>ADMINISTRATIVE</b>						
5510.01 Computer	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,242.63	\$ (1,242.63)	0.00
5520.01 Depreciation	0.00	3,189.00	(3,189.00)	2,094.57	(2,094.57)	0.00
5530.01 Dues & Subscriptions	0.00	1,043.82	(1,043.82)	754.21	(754.21)	0.00
5550.01 Education & Training	0.00	0.00	0.00	936.85	(936.85)	0.00
5573.01 Insurance	0.00	4,542.00	(4,542.00)	4,695.00	(4,695.00)	0.00
5601.01 Occupancy	0.00	27,000.00	(27,000.00)	22,752.71	(22,752.71)	0.00
5602.01 Utilities	0.00	1,247.78	(1,247.78)	3,172.89	(3,172.89)	0.00
5603.01 Building Maintenance	0.00	0.00	0.00	1,128.74	(1,128.74)	0.00
5612.01 Office Supplies	0.00	1,521.54	(1,521.54)	2,033.15	(2,033.15)	0.00
5612.02 COVID Related Expenses	0.00	700.00	(700.00)	0.00	0.00	0.00
5613.01 Bank Charges	0.00	163.99	(163.99)	113.77	(113.77)	0.00
5614.01 Postage	0.00	1,028.51	(1,028.51)	987.62	(987.62)	0.00
5701.01 Professional Fees	0.00	14,491.60	(14,491.60)	15,309.45	(15,309.45)	0.00
5800.01 Repairs & Maintenance	0.00	11.38	(11.38)	40.00	(40.00)	0.00
5810.01 Telephone	0.00	263.71	(263.71)	650.97	(650.97)	0.00
5900.01 Other	0.00	(64.20)	64.20	63.56	(63.56)	0.00
<b>Total Administrative</b>	<b>\$ 0.00</b>	<b>\$ 55,139.13</b>	<b>\$ (55,139.13)</b>	<b>\$ 55,976.12</b>	<b>\$ (55,976.12)</b>	<b>0.00</b>
<b>MEMBERSHIP</b>						
6010.09 Local Meetings	\$ 0.00	\$ 1,457.58	\$ (1,457.58)	\$ 2,145.65	\$ (2,145.65)	0.00
6011.09 Automobile	0.00	906.52	(906.52)	1,751.44	(1,751.44)	0.00
6014.09 Membership Postage	0.00	0.00	0.00	13.60	(13.60)	0.00
6021.09 Member Events	0.00	20.07	(20.07)	0.00	0.00	0.00
6023.09 Public Relations	0.00	1,249.53	(1,249.53)	36.31	(36.31)	0.00
<b>Total Membership</b>	<b>\$ 0.00</b>	<b>\$ 3,633.70</b>	<b>\$ (3,633.70)</b>	<b>\$ 3,947.00</b>	<b>\$ (3,947.00)</b>	<b>0.00</b>

This Statement Prepared Without Audit By:

Cunningham, Malone & Morton, 710 E Street, Suite 100, Eureka, CA - (707) 441-1111

**Humboldt County Convention and Visitors Bureau**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES**  
**ACCRUAL BASIS**

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
<b>MARKETING</b>						
<b>RESEARCH</b>						
6110.02 Marketing Associations	\$ 0.00	\$ 1,330.00	\$ (1,330.00)	\$ 125.00	\$ (125.00)	0.00
6120.02 Meetings & Seminars	0.00	75.00	(75.00)	1,017.86	(1,017.86)	0.00
6132.02 Subscriptions	0.00	0.00	0.00	180.00	(180.00)	0.00
<b>Total Research</b>	<b>\$ 0.00</b>	<b>\$ 1,405.00</b>	<b>\$ (1,405.00)</b>	<b>\$ 1,322.86</b>	<b>\$ (1,322.86)</b>	<b>0.00</b>
<b>ADVERTISING/PROMOTION</b>						
7110.02 Site Promo / Location Adv	\$ 0.00	\$ 1,000.00	\$ (1,000.00)	\$ 0.00	\$ 0.00	0.00
7130.02 Guides & Directories	0.00	228.00	(228.00)	1,728.00	(1,728.00)	0.00
7150.02 Online Advertising	0.00	438.03	(438.03)	320.00	(320.00)	0.00
7160.02 Radio Advertising	0.00	0.00	0.00	650.00	(650.00)	0.00
7190.02 Event Promotion	0.00	250.00	(250.00)	0.00	0.00	0.00
<b>Total Advertising/Promotion</b>	<b>\$ 0.00</b>	<b>\$ 1,916.03</b>	<b>\$ (1,916.03)</b>	<b>\$ 2,698.00</b>	<b>\$ (2,698.00)</b>	<b>0.00</b>
<b>REGIONAL MARKETING</b>						
7210.03 Printing Costs	\$ 0.00	\$ 0.00	\$ 0.00	\$ 252.24	\$ (252.24)	0.00
7211.03 Automobile	0.00	0.00	0.00	78.20	(78.20)	0.00
7222.03 Research Materials	0.00	993.63	(993.63)	0.00	0.00	0.00
7224.03 Research Meals	0.00	64.36	(64.36)	0.00	0.00	0.00
7240.03 Fam Trip Accomodations	0.00	436.80	(436.80)	529.86	(529.86)	0.00
7250.03 Fam Trip Meals	0.00	479.80	(479.80)	1,664.78	(1,664.78)	0.00
7260.03 Fam Trip Expenses	0.00	0.00	0.00	265.50	(265.50)	0.00
<b>Total Regional Marketing</b>	<b>\$ 0.00</b>	<b>\$ 1,974.59</b>	<b>\$ (1,974.59)</b>	<b>\$ 2,790.58</b>	<b>\$ (2,790.58)</b>	<b>0.00</b>
<b>ONLINE MARKETING-IN HOUSE</b>						
7310.02 Access & Hosting Fees	\$ 0.00	\$ 17,763.96	\$ (17,763.96)	\$ 26,451.00	\$ (26,451.00)	0.00
7340.02 Website Upgrades	0.00	6,125.00	(6,125.00)	13,150.00	(13,150.00)	0.00
<b>Total Online Marketing-In House</b>	<b>\$ 0.00</b>	<b>\$ 23,888.96</b>	<b>\$ (23,888.96)</b>	<b>\$ 39,601.00</b>	<b>\$ (39,601.00)</b>	<b>0.00</b>
<b>TRADE SHOWS</b>						
7410.02 Registration Fees	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,495.00	\$ (2,495.00)	0.00

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**Humboldt County Convention and Visitors Bureau**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES**  
**ACCRUAL BASIS**

	Annual Budget	Annual Actual		12 Months Ended		% Actual / Budget Target 100%
	Current Year	Prior Year	Variance	06/30/22 Actual	Remaining Budget Amount	
Total Trade Shows	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,495.00	\$ (2,495.00)	0.00
<b>PRINTED MATERIALS</b>						
7510.02 Printing Costs	\$ 0.00	\$ 472.43	\$ (472.43)	\$ 33.80	\$ (33.80)	0.00
7510.03 Printing-Other	0.00	245.48	(245.48)	0.00	0.00	0.00
7520.02 Photography	0.00	0.00	0.00	275.00	(275.00)	0.00
7530.02 Production Costs	0.00	805.00	(805.00)	0.00	0.00	0.00
7550.02 Production Staff (PT/Ind. Con.)	0.00	0.00	0.00	475.00	(475.00)	0.00
Total Printed Materials	\$ 0.00	\$ 1,522.91	\$ (1,522.91)	\$ 783.80	\$ (783.80)	0.00
<b>MISCELLANEOUS EXPENSES</b>						
7610.02 Co-ops & Partnerships	\$ 0.00	\$ 5,012.99	\$ (5,012.99)	\$ 7,525.50	\$ (7,525.50)	0.00
7620.02 Literature Distribution	0.00	11,073.72	(11,073.72)	510.62	(510.62)	0.00
7630.02 Marketing Staff (PT/Ind.Cont.)	0.00	10,025.00	(10,025.00)	24,895.80	(24,895.80)	0.00
7640.02 Gateway Chambers/Commerce	0.00	184,331.76	(184,331.76)	178,409.46	(178,409.46)	0.00
Total Miscellaneous Expenses	\$ 0.00	\$ 210,443.47	\$ (210,443.47)	\$ 211,341.38	\$ (211,341.38)	0.00
<b>MEDIA RELATIONS</b>						
7710.02 Media Hospitality	\$ 0.00	\$ 326.65	\$ (326.65)	\$ 73.42	\$ (73.42)	0.00
7710.50 Media Relations- Hosp/Trans/Accom	0.00	0.00	0.00	175.70	(175.70)	0.00
7730.02 Media Transportation	0.00	54.05	(54.05)	392.00	(392.00)	0.00
7740.02 Media Accomodations	0.00	425.82	(425.82)	1,693.97	(1,693.97)	0.00
7750.02 Media Meals	0.00	238.87	(238.87)	1,288.20	(1,288.20)	0.00
7760.02 Media Outside Services	0.00	977.00	(977.00)	547.00	(547.00)	0.00
7780.02 Media Subscriptions	0.00	125.00	(125.00)	0.00	0.00	0.00
Total Media Relations	\$ 0.00	\$ 2,147.39	\$ (2,147.39)	\$ 4,170.29	\$ (4,170.29)	0.00
<b>INQUIRY FULFILLMENT</b>						
7820.02 Fulfillment Postage	\$ 0.00	\$ 1,700.96	\$ (1,700.96)	\$ 1,769.38	\$ (1,769.38)	0.00
7840.02 Fulfillment Telephone	0.00	3,087.21	(3,087.21)	2,834.24	(2,834.24)	0.00
7850.02 Fulfillment Outside Services	0.00	2,592.90	(2,592.90)	1,522.07	(1,522.07)	0.00
Total Inquiry Fulfillment	\$ 0.00	\$ 7,381.07	\$ (7,381.07)	\$ 6,125.69	\$ (6,125.69)	0.00

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**Humboldt County Convention and Visitors Bureau**  
**SUPPLEMENTARY INFORMATION**  
**SCHEDULE OF EXPENSES**  
**ACCRUAL BASIS**

	Annual Budget	Annual Actual	Variance	12 Months Ended 06/30/22 Actual	Remaining Budget Amount	% Actual / Budget Target 100%
	Current Year	Prior Year				
<b>SALES DEPARTMENT</b>						
Total Sales Department	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
<b>SPECIAL PROJECTS</b>						
Total Special Projects	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	0.00
Total Marketing	\$ 0.00	\$ 250,679.42	\$ (250,679.42)	\$ 271,328.60	\$ (271,328.60)	0.00
Total Expenses	\$ 0.00	\$ 431,376.42	\$ (431,376.42)	\$ 437,470.07	\$ (437,470.07)	0.00

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**Humboldt County Convention and Visitors Bureau  
BALANCE SHEET  
ACCRUAL BASIS**

June 30, 2022

June 30, 2021

**Assets**

**CURRENT ASSETS**

Petty Cash	\$	175.00	\$	175.00
Cash - Redwood Capital MM (3795)		320,189.42		342,018.76
Cash-Chkg A/P Redwood Capital (3787)		33,728.88		40,672.19

**OTHER ASSETS**

Deposits		0.00		1,605.00
Deposits - Postage		2,400.00		2,400.00
Deposits - Rent (422 1st St)		4,000.00		0.00

<b>TOTAL ASSETS</b>	<b>\$</b>	<b>360,493.30</b>	<b>\$</b>	<b>386,870.95</b>
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**Liabilities and Fund Balances**

**CURRENT LIABILITIES**

Accounts Payable	\$	12,162.98	\$	2,083.58
Accrued Payroll		4,950.83		4,118.33
Accrued Personal Time Off		2,859.54		6,473.74
F.U.T.A.Taxes Payable		8.28		0.00
PPP Loan 2		0.00		21,700.00

**LONG-TERM LIABILITIES**

<b>Total Liabilities</b>		<b>19,981.63</b>		<b>34,375.65</b>
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**FUND BALANCES**

Unrestricted Fund Balances		227,375.70		238,925.93
Equipment Fund Balances		8,272.85		8,272.85
Reserve for Contingency		116,846.75		116,846.75
Revenues Over (Under) Expenses		(11,983.63)		(11,550.23)

<b>Total Fund Balances</b>		<b>340,511.67</b>		<b>352,495.30</b>
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<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b>\$</b>	<b>360,493.30</b>	<b>\$</b>	<b>386,870.95</b>
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Travel Gently  
#heavenlyHumboldt