

The Humboldt Creative Alliance acknowledges the ongoing value that the arts and culture sector brings to our region. Arts funding will be focused on promotion and support for arts-related events, performances, and cultural gatherings designed to draw visitors and locals, as well as to support economic vitality in unincorporated areas.

In order to support the thriving of all citizens of Humboldt County and furthering the TOT revenue, we propose an arts and culture program for 2024 exemplified by the following:

\$30,000

Funding for the promotion of existing events and festivals to a larger audience.

\$60,000

Funding designed to increase the scale or scope of already existing events, performances, and festivals. There are many art and culture events that could grow with targeted funding in order to create a larger regional impact. This funding will be used for targeted grants to support existing festival expansion.

\$60,000

Funding to develop two new festivals or gatherings. The following two festivals are **examples** of festivals that have been in development that could be expanded to bring people to the region. If this proposal is approved, the Humboldt Creative Alliance will further develop these concepts.

1) \$30,000: Funding to develop a Regional Cultural Celebration, designed to bring together cultural practices from across the region. This will draw cultural tourists and create an opportunity for greater interconnectedness amongst diverse peoples in our region.

2) \$30,000: Funding to develop a Humboldt County Fringe/Contemporary Theater Festival and promote it on the state and national fringe/theater circuit.

Humboldt Creative Alliance members look forward to working with County staff through the contracting process to ensure a focus on economic development, including guidelines for reporting.