

J.3

From: Mochuda <mando.medic707@gmail.com>
Sent: Tuesday, May 7, 2024 8:56 AM
To: Hayes, Elishia; Adair, Scott; Bohn, Rex; Bushnell, Michelle; Madrone, Steve; Wilson, Mike; Arroyo, Natalie; COB
Cc: rebelalliance@forestmoonfestival.org
Subject: McGillicuddy Statement in Favor of Forest Moon Festival

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Hello All,

My name is Michael McGillicuddy, and I am the local representative for the Mandalorian Mercs Costume Club in Humboldt County. As well as Morale Officer for Teren Clan, which represents all Mandos from Sacramento to the Oregon border.

Personally, I moved to Humboldt County in April of 2023 from San Diego after receiving the opportunity to be a nurse at Saint Joe's in Eureka. When I arrived, I heard about the Forest Moon Festival and was eager to get involved since it seemed to be the only event supporting cosplayers/costumers in the area. Most of the time, members of the Lucasfilm associated costumes clubs are required to be at events officially sponsored by Lucasfilm. And the Humboldt County Film Commission was the only organization I had interacted with that had already worked directly with Lucasfilm to get the Forest Moon Festival sponsored as an official event. (Which is a big deal in the cosplay world!) It's been a pleasure working with your community to bring attention to artistic expression through Star Wars cosplay! As time has gone by in the past year, I've noticed a great motivation among the people of Humboldt County to express themselves creatively through cosplay. However, it seems that most people aren't really aware of a location or club to do these things, and find the ability to get into costuming an overwhelming obstacle on their own, and eventually give up on their dream to be a cosplayer. This is where events like the Forest Moon Festival come in!

On the surface, it seems like events like these are only for a niche group of people. However, these events are for people of all ages! Cosplay can help people learn costume design for costuming, set design to set a background for photo opportunities, make up for individuals playing certain characters, prosthetics for

people making alien characters, 3d printing for the armor pieces and small parts, electronics wiring for effects, and so much more. Being able to interact with the costume clubs provides a crowd sharing environment, making previously impossible tasks extremely doable. Power tools, 3d printers, and spray paint that would be otherwise unsafe or too expensive are available through the club functions and users are provided proper safety equipment and advice to use these tools to help make their imagination a reality. As their experience in cosplay grows they may choose to do other science fiction or fantasy cosplays, allowing for a more diverse cosplay community that attracts other clubs to the area. Most of these first interactions happen at tables provided at events like the Forest Moon Festival, and are the front lines in our efforts to grow the community.

If the Forest Moon Festival continues to be supported, you can expect the cosplay community in this area to grow, flourish, and have more cosplayers available in the area for other local events. Cosplay clubs like ours focus on events at local non-profit activities in non-commercial settings, such as community-level sporting events, charity walks, libraries, and K-12 schools! Less support would unfortunately mean less opportunities for locals to become cosplayers and less opportunities for official cosplayers to come to events in Humboldt. Costumers from Humboldt would have to travel to Redding, San Francisco, Sacramento, and other parts of California/USA for official events and would have to represent Humboldt elsewhere instead of having events in Humboldt County.

Thank you for your time. I hope we have the opportunity to do more events for the community in the future and have added the clan website for event requests to help facilitate this.

<https://mandalorianmercs.org/teren/>

Respectfully Written and Submitted,

Michael P McGillicuddy

Morale Officer: Teren Clan
Registered Nurse
United States Marine Corp Veteran

J.3

From: Ann Warner <awarnernagy@gmail.com>
Sent: Monday, May 6, 2024 6:17 PM
To: Bohn, Rex; Adair, Scott; Hayes, Elishia; Bushnell, Michelle; Madrone, Steve; Wilson, Mike; Arroyo, Natalie; COB
Cc: Cassandra Hesseltine; Anibal Polanco
Subject: Letter regarding allocation of Measure J Funds for consideration at May 7, 2024 meeting

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Ann Warner
115 Center Avenue
Arcata, CA 95521

May 6, 2024

Humboldt County Board of Supervisors
825 5th Street
Eureka, CA 95501
(sent via email)

Dear Board of Supervisors,

I am writing in support of Option 2 in the staff proposals for the allocation of Measure J funds that will be under consideration tomorrow at your meeting.

I support Option 2 because of its sustained funding for the Film Commission and the recognition of the ability of film, television and media production to provide both immediate and sustained positive financial impacts to Humboldt County and the Redwood Region. The immediate impacts are the financial inflow observed during filming and the softer measures are the community pride and excitement from being part of "making movie magic." We witnessed these very impacts this spring during the Warner Brothers film.

Studies have shown that the more a community is highlighted in a particular film, the larger the increase in film tourism and rural areas have a great potential to benefit from a positive representation of a location with tourists seeking out movie locations to visit. (Kim, Park 2021) The sustained impact of film tourism has been demonstrated over and over with such films and TV series as Field of Dreams, Breaking Bad, Fargo and many more.

We have a unique opportunity to build upon a very successful brand, Star Wars, with the 1983 film, *Return of the Jedi*. It is a gift that keeps on giving – we benefited initially when the film was shot here, and now almost 41 years later, we are able to benefit from film tourism as fans want to travel to "The Forest Moon of Endore" which is ONLY located in the Redwood Region. This positive representation of the area's natural beauty and incredible forests has captivated audiences turned to fans since the beginning.

The challenges of tracking the financial impacts of film tourism are widely recognized although a few areas have been able to generate data on the impact using "heads in beds" and "gate admission". For example, the movie, *Close Encounters of the Third Kind*, was able to identify a 75% increase in tourism within a year of release and a sustained increase of 20% as measured by admission tickets to the Devils Tower rock formation. Here in Humboldt County, the Forest Moon Festival is scheduled for a weekend identified by the Humboldt Lodging Alliance as a historically low volume weekend. Although we don't have hard numbers to reflect the increase, we have many, many stories of families who traveled to participate in the Forest Moon Festival. We anticipate the same positive impact to local hotels and lodging accommodations this year.

Because the success of film tourism depends on the community hosts, the Film Commission has been working within the community to create a film friendly environment for productions and tourists. Newspaper articles, television appearances, and talks at professional groups, service clubs and schools have all created a film friendly community. This positive, receptive attitude is noticed and valued by productions and tourists alike. In 2012, the Deputy Film Commissioner updated a very old map of movie locations in Humboldt County. This was published as a paper map called Map of the Movies. The map was distributed to local hotels, motels, and tourist locations. The Film Commission updated the map again to be available as an experience app and has retained the paper Map of the Movies. The experience app now features the Forest Moon Festival as well as all the movie locations. The Forest Moon Festival is the hook that brings people into the app, and then to visit our area.

The proposed Option 2 for the Measure J funds identify Tourism, Film and the Arts as the focus with the specific areas of focus for the Film Commission as the Forest Moon Festival and the Sound Stage. The Forest Moon Festival is, in essence, the culmination of years of film tourism efforts and a recognition of our unique and powerful resource in 'the Forest Moon of Endore' location.

The Sound Stage exploration can be framed as an exploration of the viability of building a new industry in the county. It would serve as a magnet to attract productions and retain a much greater share of the production activity within the county. The ability of a sound stage to transform the economic profile of an entire region is well known and visible as in Atlanta, Georgia.

Making the best allocation of the Measure J funds is a challenge given all the competing priorities. The Film Commission, with the Forest Moon Festival and the sound stage exploration, provides a means to increase revenue coming into the county, potentially create a new industry, build upon the positive representation the county has had with productions that have worked here, and provide lasting memories for locals and visitors. Thank you.

Sincerely,

Ann Warner
Board President
Humboldt Del Norte Film Commission

5.3

From: Pat M. Yulo <pat_muniosguren@hotmail.com>
Sent: Monday, May 6, 2024 8:01 PM
To: Hayes, Elishia; Adair, Scott; Bohn, Rex; Bushnell, Michelle; Madrone, Steve; Wilson, Mike; Arroyo, Natalie; Hayes, Elishia; Adair, Scott; COB
Subject: In regards to Forest Moon Festival

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May 6, 2024

To Whom It May Concern,

My name is Pat M. Yulo and I live south of San Francisco, CA. I have been a costumer with the Rebel Legion since 2010. The Rebel Legion is a worldwide Star Wars costuming club that focuses on Star Wars "good guys" (Jedi, Princess Leia, etc). Since then, I have joined the 501st Legion (Star Wars bad guys), Mando Mercs (all forms of Mandalorians), and Saber Guild (Jedi and Sith that do choreography performances). I spend my weekends dressed up in costumes from a galaxy far far away for charity events, sporting events, hospital visits, and conventions. One of our main goals is to spread the joy of Star Wars and recruit more people to join us in the fun.

Two years ago, four fellow costumers and I had the honor of attending the event that the Humboldt Film Commission hosted. It was the precursor to the Forest Moon Festival, and it was such a great way to get introduced to your town. We stayed at the Inn at 2nd and C and fell in love with its unique architecture and haunted history. We spent the evening at the Sequoia Park Zoo, exploring the redwood trails up in the trees. Because of this special event, we became acquaintances with Keven Thompson and his wife, Tracy. Kevin was one of the original Ewoks in Return of the Jedi and we absolutely adored his stories about the making of the film.

Last year, we returned with a much larger crew spanning all four organizations. Costumers flew and drove in from various states to become a part of the Star Wars history that is endemic to your location. We love the unique aspect of the Forest Moon Festival which allows us to enjoy Star Wars in an outdoors setting. We are so used to being trapped in warehouses for various conventions, that it is literally a breath of fresh air to commune with the trees of Endor. You have never seen so many adults so excited to see a large log!

This year we are excited to expand our circles by recruiting Star Wars fans from other areas of the Bay Area. We can't wait to bring them up to your county and enjoy the annual treats we can partake of. We invite you to join us for a hot chocolate at Dick Taylor's so we can talk to you more in person as to why the Forest Moon Festival should continue to be part of your tourist economy.

May the Force be with you,
Pat, on behalf of the Bay Area Star Wars communities

Turner, Nicole

J.3

From: Meredith Matthews <meredith@arcatachamber.com>
Sent: Monday, May 6, 2024 3:53 PM
To: Bohn, Rex; Bushnell, Michelle; Wilson, Mike; Arroyo, Natalie; Madrone, Steve; COB
Subject: Funding the Forest Moon Festival

Caution: This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Dear Humboldt County Board of Supervisors,

I am writing in support of Option 2 in the staff proposal you will be considering at your May 7th meeting regarding the allocation of Measure J. It is vital that the County continue to support Tourism, Film and the Arts.

The Arcata Chamber of Commerce receives necessary funding from those tourism dollars. These dollars help the Chamber organize events like Oysterfest, the Fourth of July Jubilee, and the Season of Wonder and Light, which attracts tourists throughout the state and beyond. Our local businesses are struggling, and the Chamber, with this funding, has the tools to create strong marketing, outreach and events to attract tourists.

One of the events that has proven to be successful at attracting tourists is the Forest Moon Festival. The excitement and press generated from this event is invaluable, and will have a huge impact on our local Arcata businesses as people travel to our City to see professional costumers, saber legion battles, and other Star Wars themed events around town. The Farmers Market during the Forest Moon Festival last year was one of the most successful days of the year for our local shops.

I urge the Board of Supervisors to lend full support to anything that promotes travel to our area, and brings dollars to our local stores. Thank you for continuing to demonstrate your commitment to promoting tourism, economic growth, and cultural vitality to our region.

Thank you for your consideration,

Meredith Matthews

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Meredith Matthews
Executive Director, Arcata Chamber of Commerce
707.822.3619
meredith@arcatachamber.com

J.3

From: Nancy Olson <nancy@eurekachamber.com>
Sent: Monday, May 6, 2024 12:24 PM
To: COB; Rex Bohn; Bushnell, Michelle; Madrone, Steve; Wilson, Mike; Arroyo, Natalie
Cc: Hayes, Elishia; Adair, Scott; Cassandra Hesseltine
Subject: Item 24-387: Measure J Future Years Funding Recommendations
Attachments: Eureka Chamber Film Commission May 2024.pdf

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Good afternoon,

Attached please find our letter of support for ongoing Measure J funding for the Forest Moon Festival, a program of the Humboldt-Del Norte Film Commission. Should you have any questions, please feel free to contact me.

May you be well.

Nancy

Nancy Olson
President | CEO
Greater Eureka Chamber of Commerce
Redwood Coast Chamber Foundation
707-442-3738



May 6, 2024

Humboldt County Board of Supervisors
825 5th St.
Eureka, CA 95501
(Sent via email)

Dear Board of Supervisors,

I am writing in support Option 2 in the staff proposal you are considering at your May 7 meeting regarding the allocation of Measure J funds.

More specifically, I am advocating for equal or greater funding to be allocated to the Humboldt Del Norte Film Commission to support activities related to the Forest Moon Festival, which is at risk of being discontinued should these funds not be provided.

The Forest Moon Festival has already been proven successful in attracting a significant number of visitors to our region, resulting in greater economic impact and "heads in beds", with the potential for greater growth and economic impact in the years to come.

In 2023 I had the opportunity to volunteer for the Forest Moon Festival and experienced firsthand the enthusiasm of the crowds of both out of town and local Star Wars fans for this series of events. The buzz it creates region-wide is palpable. It is widely supported, as demonstrated by the number of participants and volunteers, as well as the businesses and organizations that create events aligned with the Forest Moon Festival.

The County funds for the Forest Moon Festival are multiplied by the contributions of these businesses and volunteers, and by the economic benefit it brings – which, as stated, is expected to expand significantly in the coming years.

I urge you to continue the investment in the Forest Moon Festival at the same or greater level, which supports increased visitors and local participation across the County and our region. The Film Commission will leverage this investment by contributing their own staff time and securing the volunteers and community participation necessary to ensure its success. Without this County investment, the Forest Moon Festival will be put in jeopardy.

Thank you for your consideration.

Warm regards,

A handwritten signature in cursive script, appearing to read "Nancy Olson".

Nancy Olson
President | CEO

Cc: Elishia Hayes, CAO