

**PROCLAMATION
OF THE
BOARD OF SUPERVISORS
COUNTY OF HUMBOLDT**



WHEREAS, Tony Smithers (May 28, 1960 – January 12, 2019) was a tourism leader, marketing expert and dedicated citizen who organized and participated in many campaigns that enriched the economy and community of Humboldt County; and

WHEREAS, Tony Smithers, serving as marketing and executive director of the Visitors Bureau for more than twenty years, became a driving force in national, regional and local tourism promotion, acclaimed by peers throughout California and beyond; and

WHEREAS, he published an annual marketing publication that soon earned “best in state” awards from the state tourism office; and

Whereas, Tony Smithers modernized the Bureau by launching its first digital and internet initiatives, and created a website that today ranks among the most visited rural destination websites in California; and

WHEREAS, while serving as executive director for more than a decade, Humboldt County’s transient occupancy tax grew at a rate faster than almost every other rural county in California; and


WHEREAS, in 2012, Tony Smithers was the driving force behind the creation of the Humboldt Tourism Business Improvement District and Humboldt Lodging Alliance, which greatly expanded the marketing budget and outreach of the Humboldt County tourism industry as it competed with other California destinations; and

WHEREAS, he worked tirelessly to bring Humboldt County and its many municipal and regional partners together to forge a unified tourism message to the world; and

WHEREAS, Tony Smithers was greatly admired by his peers, colleagues, staff, family and friends for his kindness, wit, creativity and professional vision;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors of the County of Humboldt, on the occasion of the Save the Redwoods League’s official dedication of a memorial tree, hereby recognizes and honors Tony Smithers’ lasting contributions to the causes of tourism, economic and community development in Humboldt County, and proclaims June 8, 2019 Tony Smithers Day in Humboldt County and encourages everyone to remember, honor and memorialize Tony Smithers and his work.

DATED: June 18, 2019


Rex Bohn, Chair