



COUNTY OF HUMBOLDT

For the meeting of: 12/13/2022

File #: 22-1524

To: Board of Supervisors

From: Supervisor Virginia Bass

Agenda Section: Initiated by Board Member

SUBJECT:

Redwood Region Entertainment and Education Liaison, Inc. DBA Humboldt Del Norte Film Commission Film Humboldt Current and Future Programs, Extension of Professional Services Agreement (Supervisor Virginia Bass)

RECOMMENDATION(S):

That the Board of Supervisors:

1. Receive presentation from Commissioner Hesselstine of the Humboldt Del Norte Film Commission.
2. Direct County Administrative Office (CAO) to support the Humboldt Del Norte Film Commission creation of a Film Humboldt incentive program to attractive films to the region, including through seeking funding opportunities.
3. Direct the CAO to support the development and construction of a regional soundstage, including through seeking funding opportunities.
4. Approve the professional services agreement with Redwood Region Entertainment and Education Liaisons, Inc. Professional Services Agreement through June 30, 2023.

SOURCE OF FUNDING:

General Fund (1100)

DISCUSSION:

Commissioner Cassandra Hesselstine of Redwood Region Entertainment and Education Liaison, Inc. (RREEL) Humboldt Del Norte Film Commissioner (Film Commission) today will present on current Film Commission activities as well as future projects of the Film Commission, including The Film Humboldt incentive program and regional soundstage development efforts. It is respectfully requested that your Board direct the County Administrative Office to assist the Film Commission with efforts related to the Film Humboldt incentive program and development of a regional soundstage.

Additionally in June 2019, your Board approved a new agreement with RREEL utilizing 5% funding from Transient Occupancy Tax and an additional \$20,000 annually to promote the various resources and advantages of Humboldt County through programs of film and video production and promotion.

That agreement was initially set to expire on June 30, 2023, but an amendment made in 2021, the term end date was decreased to June 30, 2022. To achieve the intent and results of the initial agreement it is requested that you Board approve the new professional services agreement with a retroactive effective date of July 1, 2022 and end date of June 30, 2023.

FINANCIAL IMPACT:

5% of the Transient Occupancy Tax (TOT) collected annually is allocated to RREEL, plus \$20,000 each year. This funding was included in the FY 2022-23 adopted budget.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by seeking outside funding sources to benefit Humboldt County needs supporting business, workforce development and creation of private-sector jobs

OTHER AGENCY INVOLVEMENT:

Redwood Region Entertainment and Education Liaison, Inc. DBA Humboldt Del Norte Film Commission

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Your Board could decide not to approve this agreement. However, that is not recommended as RREEL's activities have positively impacted Humboldt County's economy.

ATTACHMENTS:

1. Professional Services Agreement with Redwood Region Entertainment and Education Liaison, Inc. (RREEL)

PREVIOUS ACTION/REFERRAL:

Board Order No.: C-13, C-4, C-12

Meeting of: 10/24/2017, 9/10/2019, 6/22/2021

File No.: 17-2516, 19-1071, 21-851