



# COUNTY OF HUMBOLDT

## Legislation Details (With Text)

**File #:** 24-944      **Version:** 1      **Name:**  
**Type:** Informational Report      **Status:** Passed  
**File created:** 5/24/2024      **In control:** County Administrative Office  
**On agenda:** 6/11/2024      **Final action:** 6/11/2024  
**Title:** Annual Report from the Humboldt Del-Norte Film Commission  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Staff Report

Date	Ver.	Action By	Action	Result
6/11/2024	1	Board of Supervisors		

**To:** Board of Supervisors  
**From:** County Administrative Office  
**Agenda Section:** Departmental

**Vote Requirement:** Majority

**SUBJECT:**  
Annual Report from the Humboldt Del-Norte Film Commission

**RECOMMENDATION(S):**  
That the Board of Supervisors:  
1. Receive the contractual annual presentation from Commissioner Hesselstine of the Humboldt-Del Norte Film Commission.

**STRATEGIC PLAN:**  
This action supports the following areas of your Board's Strategic Plan.

Area of Focus: A Diverse, Equitable & Robust Economy  
Strategic Plan Category: 2002 - Promote a robust tourism economy

**DISCUSSION:**  
Since its inception in 2009, Redwood Region Entertainment and Education Liaisons, INC. (RREEL) has served to foster film and video production in Humboldt County. In 2019, your Board approved a professional services agreement between the county and RREEL for these activities and, on Dec. 13, 2022, your Board executed a new professional services agreement with RREEL (retroactive to July 1, 2022) for a continuation of RREEL services.

The longstanding partnership between the County of Humboldt and RREEL benefits a wide range of participants, including local businesses, filmmakers, and workers in the hospitality, travel, and tourism sectors. Film activity in Humboldt County has created a measurable economic impact, as production crews typically eat, sleep, and explore the county's assets during filming.

**SOURCE OF FUNDING:**

The RREEL contract is paid under budget unit: 1100- 181 Economic Development Promotion and is paid from Transient Occupancy Tax (TOT) revenue. Payments to RREEL are calculated on past revenues based on prior year collections. For FY 2022-23 the amount of TOT collected was \$3,553,956.

**FINANCIAL IMPACT:**

There is no financial impact to receiving this presentation.

**STAFFING IMPACT:**

There is no staffing impact to receiving this presentation.

**OTHER AGENCY INVOLVEMENT:**

N/A

**ATTACHMENTS:**

None

**PREVIOUS ACTION/REFERRAL:**

Meeting of: Meeting of: Sept. 10, 2019; Dec. 13, 2022; Feb. 7, 2023.

File No.: Board Order No.: C-4, H-1, I-3, File No.: 19-1071; 22-1524; 23-129