



**REPORT OF
ACCOMPLISHMENTS**

2018-2022

Humboldt
CALIFORNIA'S
REDWOOD COAST



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ABOUT THE HUMBOLDT LODGING ALLIANCE

The economic benefit out-of-town visitors provide to Humboldt County can't be overstated. However, maximizing the County's full potential as a tourism destination requires funds and other resources that are simply unavailable in the County's general budget or through TOT funds. As a result, in 2012, a group of local Humboldt County Hoteliers who were passionately committed to our county's future decided to proactively search for a way to strengthen the entire Humboldt tourism industry — without adding any additional tax or financial burden on the County itself.

After working closely with local County and City officials, the group created one of California's very first "Tourism Business Improvement Districts" (TBID) and the Humboldt Lodging Alliance (HLA) was born. Best of all, unlike a traditional TOT assessment, the TBID acts as a self-imposed tax **ONLY** for Humboldt County lodging owners — further showing this group's commitment to building a better Humboldt County for those who live and work here.

It's important to remember that this TBID was established and voted on by hoteliers countywide, not through a public vote like a traditional TOT assessment.

The initial TBID was approved for a five-year term beginning in 2012. Due to the success of our efforts, the TBID was formally voted on again in 2017, at which time it was extended for an additional ten years (through 2027). The TBID called for a 2% tax to be collected only by local hotels with five or more units for three main funding priorities in Humboldt County:

1. To fund a more significant marketing effort outside Humboldt County to increase overnight visitor numbers.
2. To support local tourism and related organizations and events, primarily in the slower shoulder tourism seasons of September through May, increasing multi-day visitation from outside Humboldt County.
3. To invest in new attractions through capital investment.

Additionally, it's important to note that HLA bylaws and our management district plan — similar to other TBIDs statewide — provide stringent guidelines for how our funds can be used. In short, we are required to support those activities that drive overnight stays to our county.



The HLA was not designed to compete with, or infringe upon the efforts of, the Humboldt County Visitors Bureau. Just the opposite. The HLA and the HCVB have worked closely together over the years, collaborating to ensure the efforts of each organization complement and enhance the efforts of the other.

HLA MEETINGS AND PROCESS

The Humboldt Lodging Alliance board of directors meets quarterly to strategize, set policy, and approve major decisions of the Executive Committee. This committee is comprised of nine lodging professionals who meet monthly to guide the marketing program in detail and to assure fulfillment of the Humboldt Lodging Alliance mission: to put heads in beds. All HLA meetings are publicized and conducted in compliance with the Ralph M. Brown Act and the Public Records Act. HLA board elections are held annually.

Over the past several years, much of the heavy lifting in terms of marketing programs has been handled by the Misfit Agency of Sacramento. This cutting-edge team of brand creators and marketers, chosen by the HLA board after a competitive review process lasting over a year, is the HLA's agency of record and receives daily oversight from a subcommittee of three HLA board members.

The following report tracks the HCTBID collections and the funding efforts employed by The HLA Board of Directors and Executive Committee for fiscal years 2018 through 2022. A previous report through 2017 was provided by HLA to the County.

This report will illustrate the work put forth by HLA and its directors and the success the group has had in achieving the TBID goals from 2017 thru today.

HLA EXECUTIVE COMMITTEE FY 2021-2022

CHRIS AMBROSINI

Board Chair (Eureka)

MIKE CALDWELL

Inn of the Lost Coast (Shelter Cove)

LOWELL DANIELS

Victorian Inn (Ferndale)

JEFF DURHAM

The Redwood Riverwalk (Fortuna)

DONNA HUFFORD

Roosevelt Base Camp (Orick)

NIL PATEL

Holiday Inn Express and Suites (Eureka)

SHAILESH PATEL

Hampton Inn & Suites (Arcata)

JOHN PORTER

Benbow Inn & Resort (Garberville)

GARY STONE

BW Plus Humboldt Bay Inn (Eureka)

HLA BOARD OF DIRECTORS FY 2021-2022

Chris Ambrosini, BW Plus Humboldt Bay Inn (Eureka)

Mike Caldwell, Inn of the Lost Coast (Shelter Cove)

Mark Carter, Carter House Inns (Eureka)

Lowell Daniels, Victorian Inn & Redwood Suites (Ferndale)

Jeff Durham, The Redwood Riverwalk (Fortuna)

Donna Hufford, Roosevelt Base Camp (Orick)

Jeannie Jacobs, BW Humboldt House Inn (Garberville)

Kelly Martin, Humboldt Bay Extended Stay (Eureka)

Aplesh Natha, Quality Inn (Eureka)

Jayshree Patel, Comfort Inn (Eureka)

Meenal Patel, Comfort Inn (Arcata)

Nil Patel, Holiday Inn Express and Suites (Eureka)

Pritesh Patel, Super 8 (Fortuna)

Shailesh Patel, Hampton Inn and Suites (Arcata)

John Porter, Benbow Historic Inn (Garberville)

Sherry Potter, Hotel Arcata (Arcata)

Gary Stone, BW Plus Humboldt Bay Inn (Eureka)

Staff

Chuck Leishman, Marketing Consultant



TOURISM IMPACT IN HUMBOLDT COUNTY

The Humboldt Lodging Alliance understands the critical role of the County's tourism industry in building and protecting a high quality of life for Humboldt residents. We take this mission very seriously, and personally, because nearly all of us live here. . .and have raised our families here.

Over the past decade, our commitment to this mission has helped drive **record-setting increases** in the number of visitors coming to our County. And while metrics like *overnight hotel stays* and *occupancy percentages* are valuable indicators of our success, it's even more important to measure the growing economic impact that our tourism industry is having on other sectors.

According to *The Economic Impact of Travel in California*, prepared by Dean Runyan Associates on behalf of Visit California in April 2022, total visitor spending in Humboldt County was **over \$425 million in 2021 alone**.

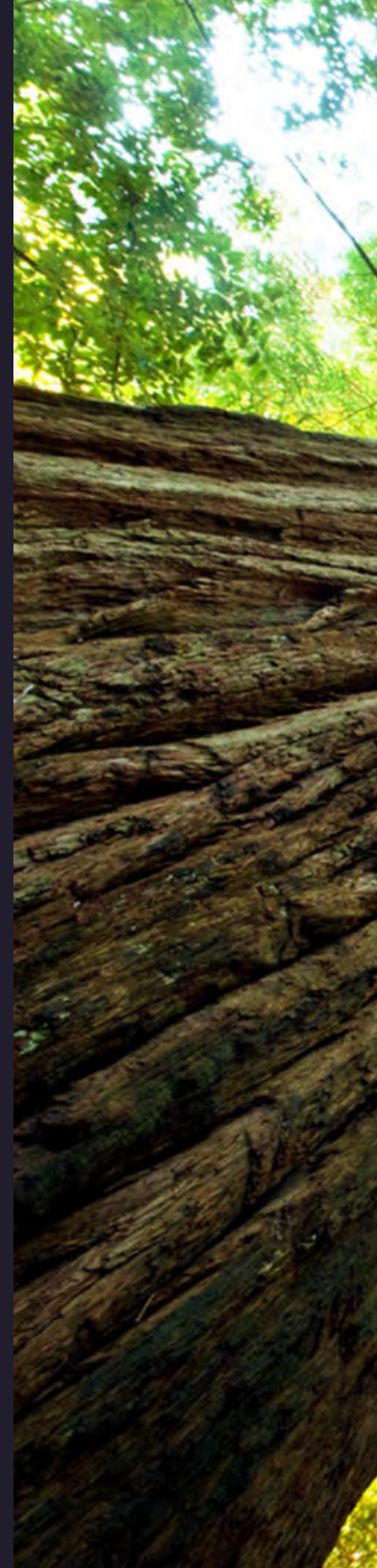
The report also found that, as in previous years, most of the economic benefit last year went to businesses outside the hotel or lodging industry.

For example:

- Over \$111 million spent by visitors with local food service (restaurant) businesses.
- Over \$48 million spent with local transportation and fuel businesses.
- Over \$46 million spent by visitors within Humboldt's arts, entertainment, and recreation community.
- Over \$43 million spent by visitors at Humboldt retail stores.

Additionally, the same report estimates that the travel industry provided over 4,600 jobs across our County in 2021.

Our work in driving new visitors, investing in new attractions, and supporting the efforts of our partner organizations across the County matters – now more than ever – to **everyone** who calls Humboldt home.







LOOKING BACK

ESTABLISHING A BRAND

2015 - 2017

To amplify the impact of our marketing efforts, we needed to develop a cohesive and powerful brand strategy for Humboldt County – one which would be relevant to potential visitors outside the County, but would also be authentic to the place we call home. To assist in this effort, the HLA interviewed several established marketing and advertising firms from throughout California – ultimately hiring the branding experts at Sacramento-based “Misfit” in 2015.

The Misfit team closely analyzed our destination attributes and the overarching personality they embodied. They studied in detail the brand positioning of Humboldt County’s competing destinations, identifying open spaces in the marketplace which Humboldt County could occupy. Then, when the process had whittled the potential personality types down to just a few, the Misfit team presented the HLA with sample creative and positioning statements to review – to “try them on and see how they feel.”

Following the determination of brand personality, the Misfit team developed several creative strategies and presented them to the HLA board for review. After careful consideration, the board agreed with the agency’s proposal for a campaign using the “Follow the Magic” slogan and playing upon the well-beloved themes and

characters of Alice In Wonderland. This was the creative inspiration for all the advertising, social media, and marketing tools Misfit developed for the HLA during the initial campaign launch.



The logo features the word "Humboldt" in a large, elegant, white cursive script. Below it, the words "CALIFORNIA'S REDWOOD COAST" are written in a smaller, white, all-caps, sans-serif font.

One of the first creative challenges was to craft a new destination logo that retained the obvious attributes of “California’s Redwood Coast” but also put the Humboldt identity front and center. The logo you see here was approved by the HLA board and immediately became a prominent fixture in all advertising and marketing by the Humboldt Lodging Alliance and by the Humboldt Visitors Bureau.



“MAY YOU ENJOY A LIFE FILLED WITH LOVE,
ROMANCE AND A NEVER-ENDING PLATE
OF LEMON CHIFFON BUTTER COOKIES.”

Humboldt
CALIFORNIA'S
REDWOOD COAST

ory.

[Faded, illegible text from the left page of the magazine spread]



There are certain things you will always remember about your honeymoon. We can only discuss the un-naughty ones here. Discover the magic and wonder of California's unforgettable Humboldt Redwood Coast. The rest is entirely up to your imagination.

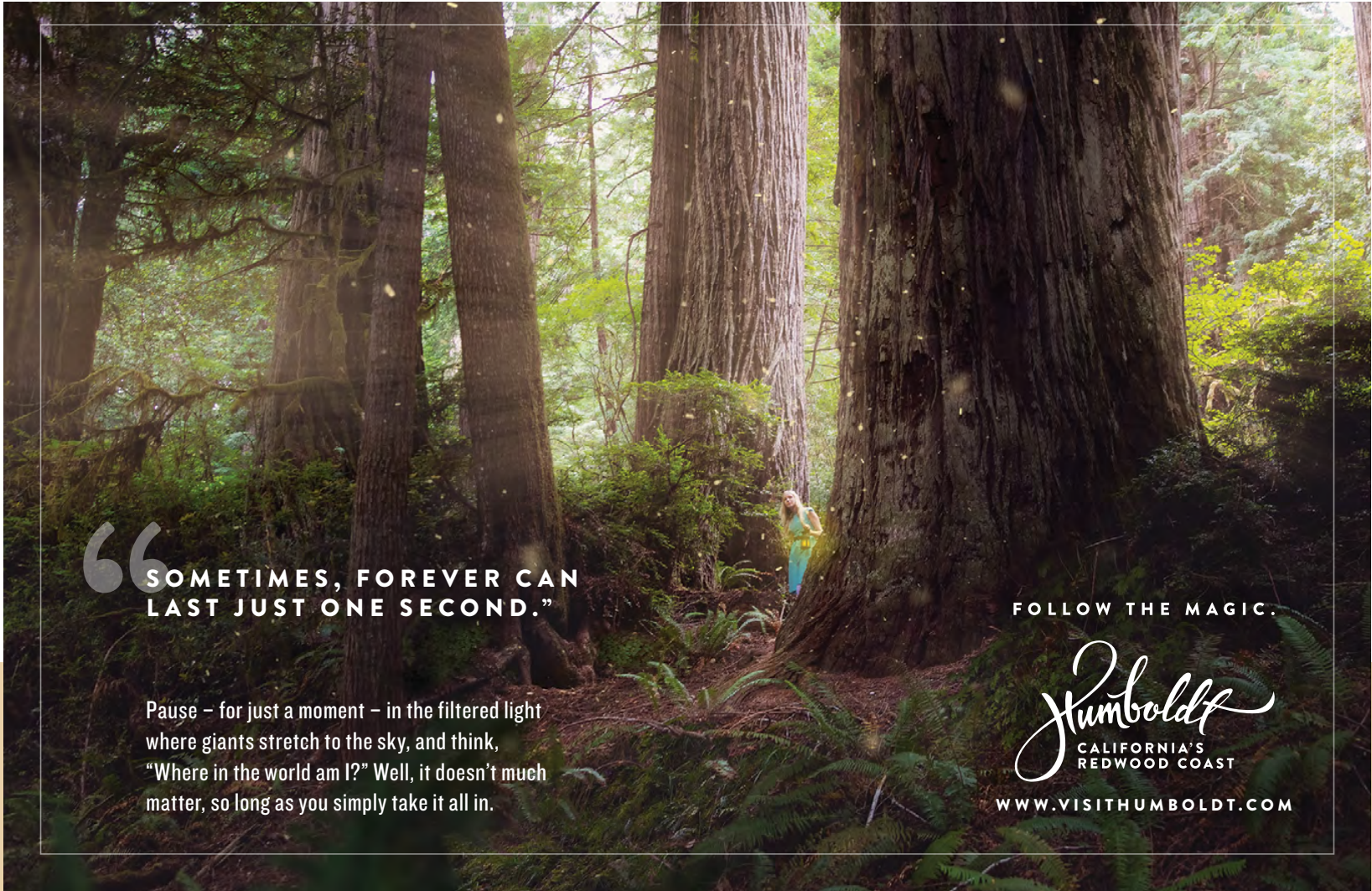
FOLLOW THE MAGIC. WWW.VISITHUMBOLDT.COM



Humboldt
CALIFORNIA'S
REDWOOD COAST

FOLLOW THE MAGIC.

— EXTRAORDINARY LODGING —
Benbow - Garberville - Redway
65 Miles Ahead



“SOMETIMES, FOREVER CAN
LAST JUST ONE SECOND.”

Pause – for just a moment – in the filtered light
where giants stretch to the sky, and think,
“Where in the world am I?” Well, it doesn’t much
matter, so long as you simply take it all in.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST

WWW.VISITHUMBOLDT.COM

“IT IS UNDECIDED IF THE ROAD ENDS HERE...
OR PERHAPS, BEGINS.”

California's northern coast is unquestionably another world altogether. Wonderful. Magical. The beginning, middle or end...it matters not. The real question remains, when will you see it for yourself?

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST™

WWW.VISITHUMBOLDT.COM



Not so far away... lies a strange and magical land.

History is filled with tales about this curious place, and yet, it is more real than you may know. Humboldt County. Almost, anyone may visit any time they please, it merely requires a small amount of ambition, the desire to experience the unusual, and a tasty snack or two (for your journey).

On a quest and in a hurry, many travelers have scurried through on occasion without the slightest knowledge of the hidden secrets that lie just off the beaten trail. Considered by poets, artists, photographers, and extremely intelligent persons the world over, the most beautiful place on the planet, Humboldt County offers an experience that will not only last a lifetime, but has the effect as to actually form a life. To be clear, it will, in no uncertain terms, change you.

Many of the finest hotels and dining establishments abound, so a lack in luxury is of no concern. Wander through the meticulously preserved streets of Old Town Eureka, adorned with Victorian houses and quaint shops for a fresh perspective on a unique past. For those seeking adventure, rent a boat to any island, head drive along the Avenue of the Giants, or an awe-inspiring hike beneath some of the most massive and ancient trees on earth. You're sure to be at a loss for words. And that's not a bad thing.

To make the decision now, if it feels appropriate, As it should, because it is. Come for a short visit, or preferably, a very long one. In fact, we would love to have you stay forever, depending on your preference. It is so that easy, but that wouldn't really be such a bad thing, now, ah.

"I CANNOT GO BACK TO YESTERDAY. I AM NOT THE SAME PERSON ANYMORE..."

— ALICE —

To visit Humboldt is to experience old magic. Every step leads you deeper into the rabbit hole. Lush green ferns spread out beneath your feet, only to give way to the antique Giants you'll find at Prairie Creek. Venture deeper, over babbling streams and through intense forest growth, to Fern Canyon whose walls reach up to 50 feet above you. Step a bit further and you'll come right to the edge of the earth. Stretches of gorgeous beaches are bookended by towering cliffs, dotted with picturesque towns like Trinidad, and curiosity-seekers have not one care in the world. You begin to breathe differently. You think strange thoughts. You begin to see far beyond where you have seen before.

"I DO NOT CARE MUCH FOR WORK, NO... I MUCH PREFER TO PLAY."

— THE HATTER —

What happens next is a story only you can tell. We will help you write it, but the adventure that awaits you is yours alone. But you must not delay — like all magic, this moment will disappear the longer it sits on the shelf. Begin your journey to Humboldt instantly. And please, do not consider as a friendly advice. It is meant merely as a command. You simply must do this.

No tea, yet. No cookies. Those will be supplied when the time comes. For now, move to your computer and knock on the door.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S REDWOOD COAST

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TAKE A VACATION THAT WILL LAST A LIFETIME.

Humboldt
CALIFORNIA'S REDWOOD COAST

FOLLOW THE MAGIC.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S REDWOOD COAST

WWW.VISITHUMBOLDT.COM

SOMETIMES, FOREVER CAN LAST JUST ONE SECOND.



SO YOU MADE IT
DOWN THE RABBIT HOLE.



JUST IMAGINE WHAT'S NEXT.

FOLLOW THE MAGIC.



WWW.VISITHUMBOLDT.COM

SEE A CALIFORNIA YOU NEVER KNEW EVEN EXISTED.



Head two hours north,
then left down the rabbit hole.



PRAIRIE CREEK REDWOOD STATE PARK
Over 75 miles of the most incredible
hiking and biking trails on earth.



OLD TOWN EUREKA
Born straight from the pages of a
storybook. Stroll, shop, dine and relax.



SHRINE DRIVE-THRU TREE
There are few places on the planet where you can fit
your car through the middle of a giant tree.



AVENUE OF THE GIANTS
People travel the world over to witness the majesty
and grandeur of these incredible old-growth trees.



BLACK SANDS BEACH
Rolling mountains and coastal bluffs meet roughly
three miles of unusual black sand and crashing waves.



PATRICK'S POINT STATE PARK
Teetering on the very edge of the crashing Pacific,
the most incredible California coastline ever.

LODGING • DINING • SHOPPING



MAGIC • ADVENTURE • FUN

VISITHUMBOLDT.COM



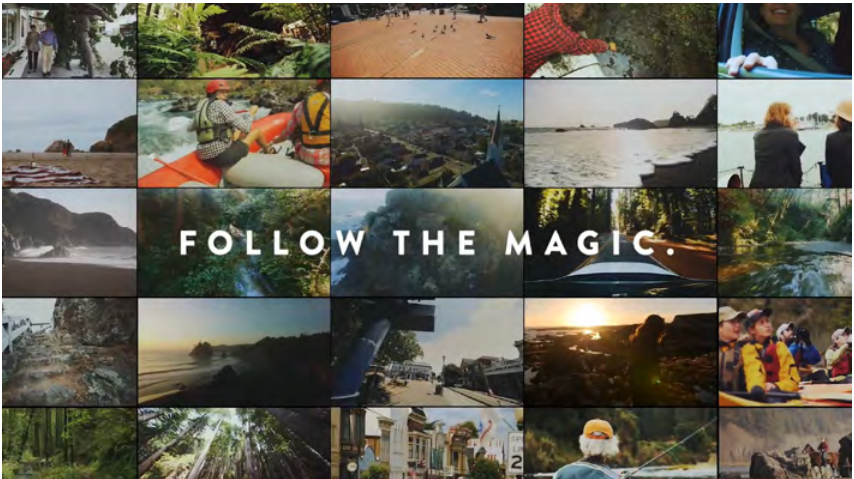
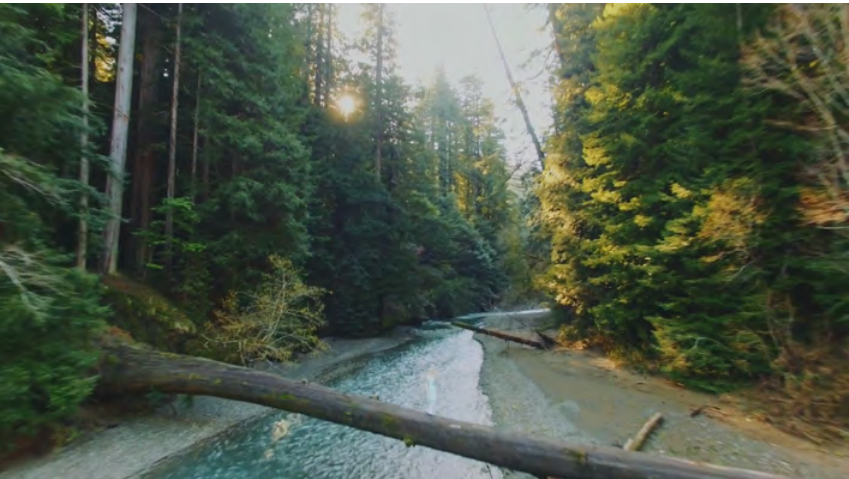
VIDEO
SAMPLES





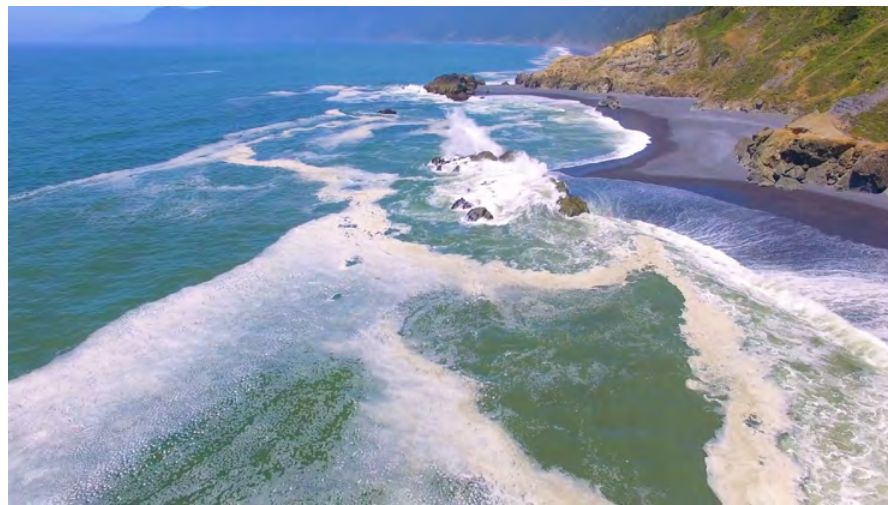
VIDEO
SAMPLES

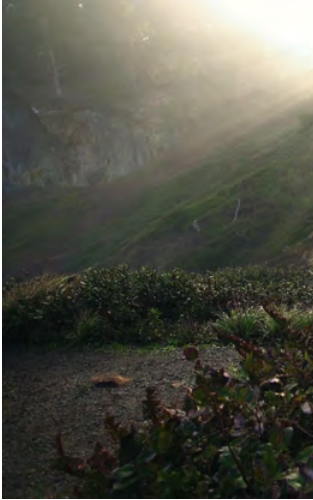






VIDEO
SAMPLES







CAMPAIGN SUMMARY

The Follow the Magic Campaign was an instant success. For nearly a decade prior to the campaign, the average growth rate of the tourism industry in Humboldt County was consistent with, or trailed behind, that of other counties in our region. However, from 2015 – 2018, the growth rate (as measured by RevPAR) in Humboldt County out-paced nearly every other county in Northern California.



CAMPAIGN HIGHLIGHTS

The initial Follow the Magic campaign was a true multi-media advertising and marketing program, designed to create multiple touchpoints in our target markets and deliver complementary and reinforcing messages to potential travelers.

These touchpoints included:

Digital Advertising: Distributed to a targeted profile of potential visitors, these online ads were delivered over various networks and in various formats, including video, to suit the opportunity. The digital ads were updated monthly and ran year-round.

Print: The campaign included print advertising in highly-targeted publications in key market areas, including the printed and digital versions of The San Francisco Chronicle, Sunset Magazine, VIA Magazine, Brides Magazine, San Francisco Magazine, AARP Travel, and more.

Cable TV: Humboldt County tourism has received significant television exposure on a broader scale through our campaign's use of cable TV over the years. With high production values and eye-catching images, the HLA's commercials have performed well in their highly-selected spots on NBC Sports California. Additionally, with sophisticated media buying and negotiation, Misfit has secured value-added distribution, including free advertising spots and various on-air exposures for the Humboldt brand, such as "crawlers" at the bottom of the screen and other related promotions.

Social Media Content: We also produced a series of over 60 fifteen-second videos during the first two years of the campaign alone. This provided the HLA and our partners with unique content that brought the beauty and magic of Humboldt County to outside visitors on Facebook and Instagram.



OTHER MEDIA AND PROMOTIONS

In addition to the digital, print, and cable TV elements of the campaign, several highly targeted channels have been included in the Follow the Magic campaign over the years.

Weekend Sherpa: This weekly e-newsletter was distributed to hundreds of thousands of avid outdoor explorers in the San Francisco Bay Area. Over the years, the HLA sponsored a number of issues and received outstanding coverage of Humboldt County attractions.

Destination Videos: The HLA commissioned the Misfit Agency to produce a series of video features (each approximately five minutes each) at various locations throughout the County. Videos include locations such as Avenue of the Giants, Old Town Eureka, and Patricks Point State Park. These videos serve as a wonderful library of informational content that helps potential visitors better understand all there is to see and experience throughout our magical county.

Bringing The Brand To Our Partners: To tie the Follow the Magic Campaign in with the actual visitor experience once they arrive in Humboldt County, a “front desk kit” was created and distributed throughout the County, including:

- A custom Humboldt County map and brochure guiding visitors to 25 top attractions
- A White Rabbit point-of-purchase display
- A Humboldt logo window decal
- A ten-minute video showcasing the highlights of Humboldt County, to be used in hotel rooms, lobby presentations, online, etc.



WELCOME TO THE OTHER SIDE OF THE RABBIT HOLE.

This is the magical, mesmerizing, mysterious world of Humboldt – a land of giants and enchantment. It is a place that becomes curiously and curiously with each step you take, and no matter which way you look, you will be greeted with sights most extraordinary.

Enjoy your adventure. And always...follow the magic.



Humboldt Lodging Alliance
www.visithumboldt.com



PRINT SAMPLES

“BEWARE THE GIANTS.”

No reason to fear. Merely be aware and respectful of these gnarled ancient ones. Reaching far up into the sky, nobody really knows where they might end. Or even, if they do. One thing for sure, these mighty beings are an inspiring sight to behold, as is the rest of this strange and magical land.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST
WWW.VISITHUMBOLDT.COM

MAGIC SITS JUST OUTSIDE YOUR WINDOW.

Simply reach out and grab hold of it. Classic Victorian villages, infinite windswept beaches and an ancient world of breathtaking giant redwoods...it's all part of a very real, storybook vacation.

FOLLOW THE MAGIC. WWW.VISITHUMBOLDT.COM

Humboldt
CALIFORNIA'S
REDWOOD COAST



“ I CAN'T GO BACK TO YESTERDAY...
I WAS A DIFFERENT PERSON THEN.”

Humboldt
CALIFORNIA'S
REDWOOD COAST

Don't consider your next vacation a vacation at all.
Rather, consider it a complete and irreversible adventure of a lifetime.
Ask any butterfly, magic always makes a far more exciting story.

FOLLOW THE MAGIC. WWW.VISITHUMBOLDT.COM



“ OPEN A MAGIC
DOORWAY.”

FOLLOW THE MAGIC.

If you look carefully, you'll find a secret passage that leads to a magical world not so very far away. Just up the California coast is an entire world filled with the most unusual delights. With gigantic and ancient redwoods towering far above it all, your story will take you from deep, mystical forests to the very edge of the most inspiring coastline in the world. Your story awaits. All now that is missing...is you.

Humboldt
CALIFORNIA'S
REDWOOD COAST
WWW.VISITHUMBOLDT.COM



“

I CAN'T GO BACK TO YESTERDAY...
BECAUSE I WAS A DIFFERENT PERSON THEN.”

Don't consider your next vacation a vacation at all.
Rather, consider it a complete and irreversible life makeover.
Or don't. The world is what you make it.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST

WWW.VISITHUMBOLDT.COM





LOOKING BACK

FISCAL YEAR 2018

JULY 1, 2017 - JUNE 30, 2018

Over the years of the TBID, the HLA Board and Executive Committee have been very active in supporting targeted marketing efforts outside Humboldt County, and funding community projects throughout the County. All of these activities are supported and/or led by the HLA in an effort to drive meaningful increases in the economic benefit provided to Humboldt County through tourism and related activities.

2018 FINANCIAL SNAPSHOT

July 1, 2017 through June 30, 2018 (Estimated)

ASSESSMENT REVENUES

Jurisdiction	TOTALS
Arcata	349,143.95
Eureka	586,739.73
Ferndale	34,091.87
Fortuna	138,892.22
Trinidad	26,703.88
Rio Dell	2,462.84
County North	159,646.63
County East	19,201.79
County South	184,947.68
Airbnb	628.34
TOTAL	1,502,458.93

HLA EXPENSES

Category	Estimated TOTALS
Outside Marketing	742,403.10
Opportunity Marketing	66,600.00
Administration	68,500.57
Community Tourism	347,676.83
Contingency	
TOTAL	1,225,180.50

HLA FUND BALANCES (As of Fiscal Year end - June 30)

Balances	Estimated TOTALS		
Marketing Programs	572,539.45	Trinidad Community Fund	24,916.85
Administrative Funds	169,233.53	Airbnb Fund	377.00
Opportunity Marketing Funds	422,713.61	Rio Dell Fund	1,477.71
Arcata Community Fund	308,336.69	County Community Fund - North	180,875.44
Eureka Community Fund	755,736.46	County Community Fund - East	10,488.39
Ferndale Community Fund	17,194.40	County Community Fund - South	129,295.97
Fortuna Community Fund	17,099.56	Two-Percent Reserves	8,835.98
		TOTAL	2,619,121.04



OUTSIDE MARKETING INITIATIVES

The 2018 chapter of the “Follow the Magic” campaign built upon the successes and learnings discovered in the previous year’s campaign. Led by the team at Misfit, in collaboration with the HLA and the HCCVB, the campaign continued to deliver dramatic increases in tourism growth countywide. In fact, from 2015 - 2019, the tourism growth rate in Humboldt County (as measured by RevPAR % increase/decrease) consistently outpaced that of just about every county throughout Northern California. The FY 2018 funding for this campaign was \$635,000.

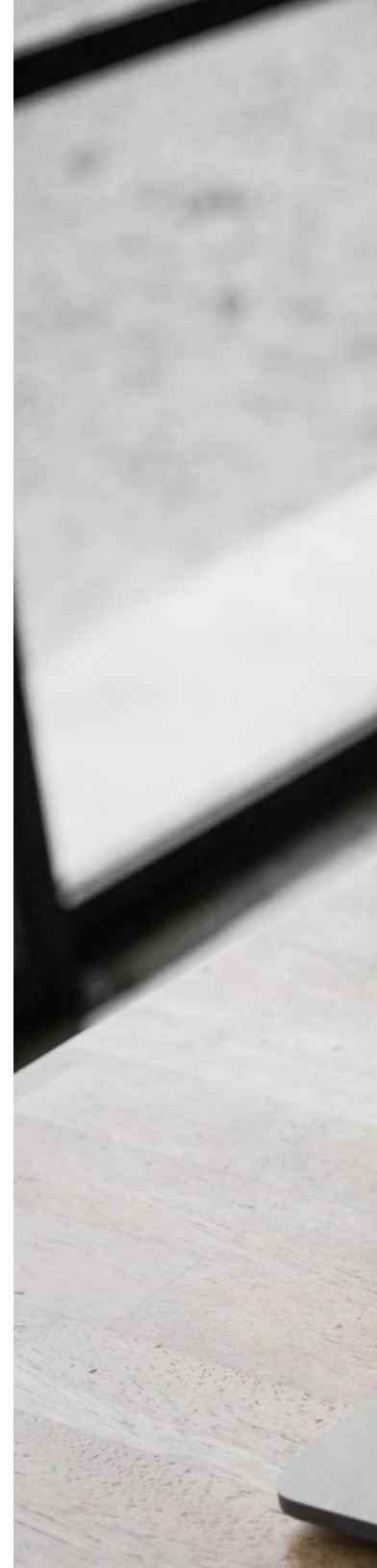
PLAN SUMMARY

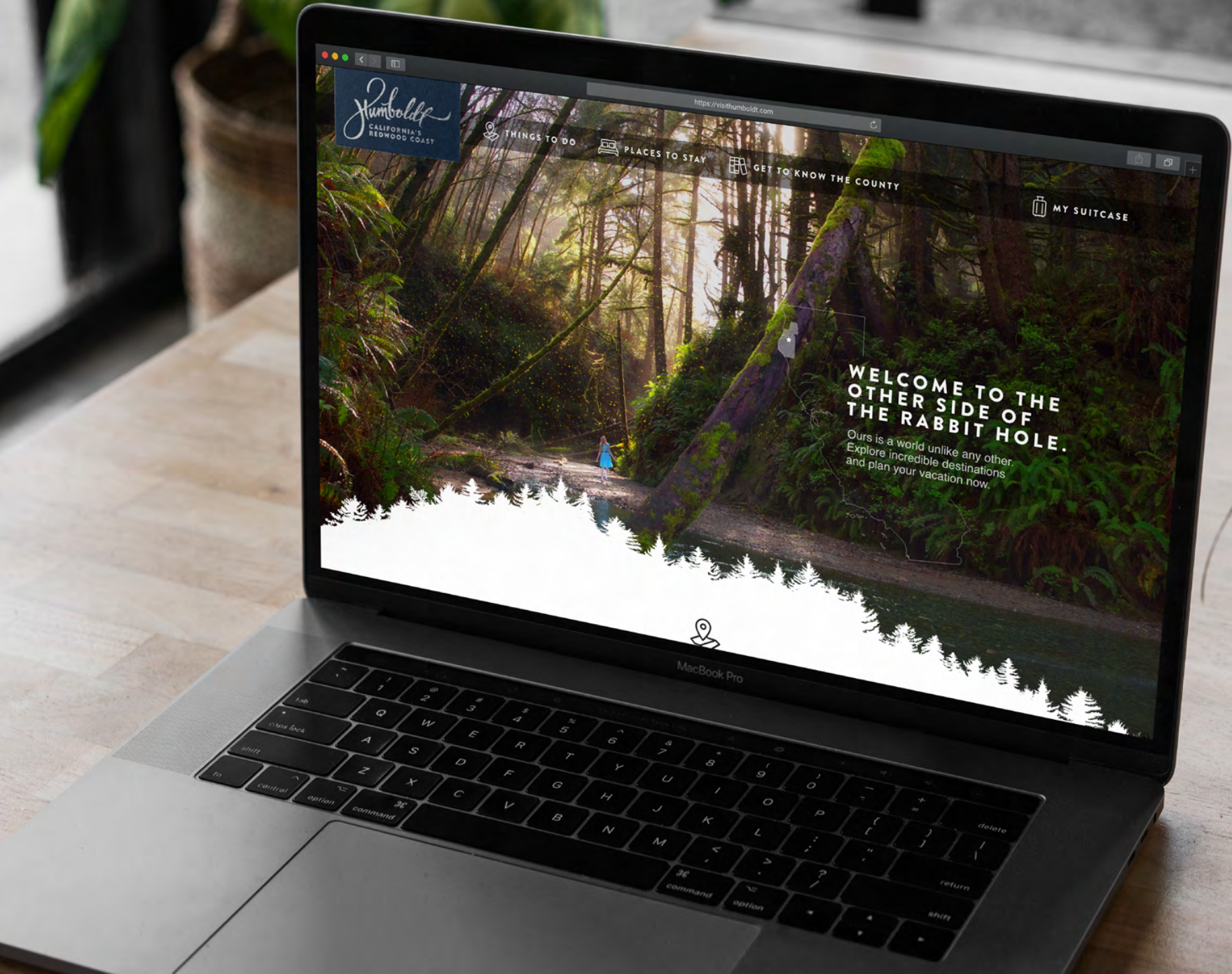
The campaign was designed to target potential visitors within a five-hour drive of the County – engaging them with a consistent and compelling brand message that elevates the consideration of Humboldt County as a destination and brand of choice.

Our paid media strategy maximized the impact of each campaign dollar by engaging our audiences with the right message, in the right place, and at the right time necessary to move them to action. Our goal was to maximize the number of quality impressions delivered to each audience segment, balancing paid media with effective added-value elements. To do this, we continued to leverage a variety of traditional media as well as non-traditional media tactics, including the following: online advertising and retargeting (display ads and video), cable TV, regional print, social media (primarily Facebook and Instagram), paid search, and others.

CAMPAIGN RESULTS

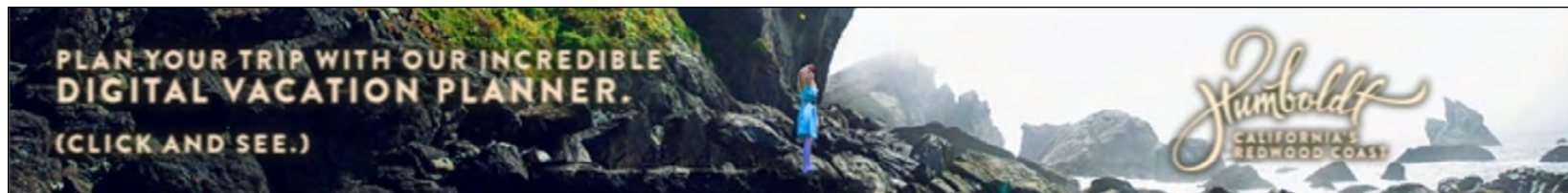
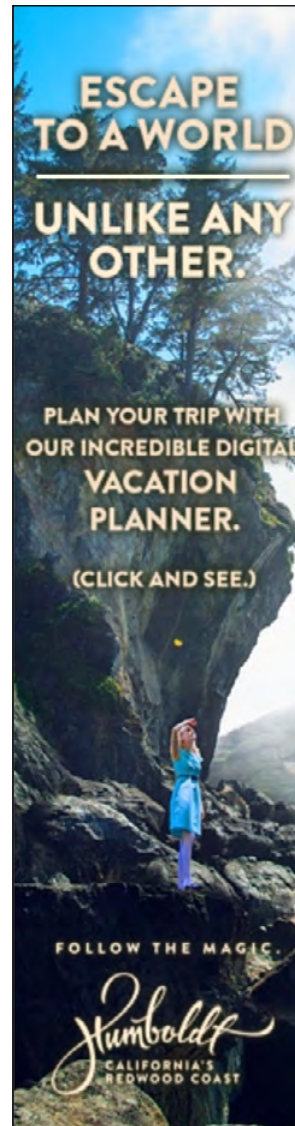
As in previous years, Misfit provided monthly and quarterly campaign reports to the HLA board and Executive committees. These reports included detailed analysis of the performance of every creative asset in the campaign – each measured against industry benchmarks for metrics such as click-thru rates, cost per page views, cost per clicks, and many more. In addition, the team at Misfit monitored all campaign activity and performance on a daily basis throughout the year, allowing them to adjust and optimize all campaign layers in real-time.







DIGITAL DISPLAY SAMPLES



BECOME
COMPLETELY, UTTERLY,
**PERFECTLY
LOST.**

PLAN YOUR TRIP WITH
OUR INCREDIBLE DIGITAL
VACATION PLANNER.

(CLICK AND SEE.)

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST

BECOME
COMPLETELY, UTTERLY,
**PERFECTLY
LOST.**

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OUR INCREDIBLE DIGITAL
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(CLICK AND SEE.)

FOLLOW THE MAGIC.

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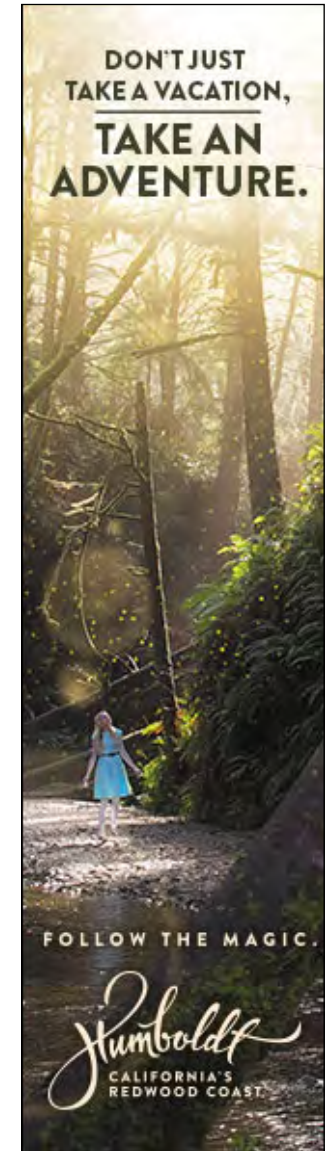
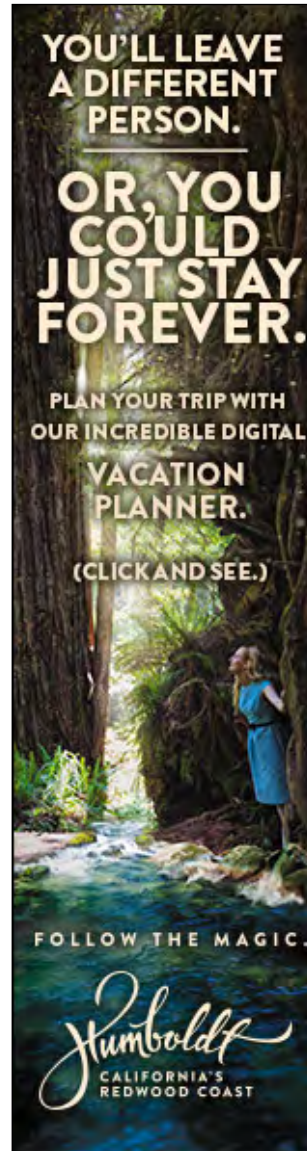
CLICK TO PLAN YOUR TRIP WITH OUR
VACATION PLANNER.

Humboldt
CALIFORNIA'S
REDWOOD COAST

PLAN YOUR TRIP WITH OUR INCREDIBLE DIGITAL
VACATION PLANNER.

(CLICK AND SEE.)

Humboldt
CALIFORNIA'S
REDWOOD COAST



TAKE A VACATION
FAR FROM
ORDINARY.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST

TAKE A VACATION
THAT LASTS
FOREVER.

FOLLOW THE MAGIC.

Humboldt
CALIFORNIA'S
REDWOOD COAST

HOW VERY, VERY
UNORDINARY.

PLAN YOUR TRIP WITH
OUR INCREDIBLE DIGITAL
VACATION PLANNER.

(CLICK AND SEE.)

FOLLOW THE MAGIC

Humboldt
CALIFORNIA'S
REDWOOD COAST



A few highlights from the campaign include the following:

- Nearly 200 paid and added value commercials shown throughout Northern California on NBC Sports, delivering over 30 million impressions.
- Over 25 million impressions delivered to highly targeted potential visitors through our digital campaign, with all creative assets delivering above benchmarks.
- Over 70,000 clicks directly to the campaign website through our social media campaign alone.
- Misfit also negotiated tremendous added value exposure for the campaign – turning every \$1 of media spend into \$2.93 worth of media exposure.



HUMBOLDT DEL NORTE FILM COMMISSION: \$60,000

In addition to the campaign activities outlined here, the HLA's outward marketing efforts included a significant investment to the region's film commission. This annual grant assists the film commission in the ongoing efforts to recruit film projects to Humboldt County.





COMMUNITY FUNDING PROGRAMS

In addition to the outside marketing initiatives that the HLA drove through the “Follow the Magic” campaign, the organization also provided critical financial support for many other organizations and/or initiatives throughout the County. As in previous years, the HLA board and Executive Committee thoughtfully and thoroughly evaluated every potential investment with these funds before approving the level of support indicated for each of the organizations and initiatives listed here.

REDWOOD COAST MUSIC FESTIVAL: \$25,000 (EUREKA)

The long time Dixie Land Jazz Festival, a hallmark of Humboldt County annual events, received a much-needed alteration. The festival underwent a programming change to a contemporary lineup of today’s popular music. The festival now comprises a solid mix of genres to the delight of music fans from all over the West Coast, and attendance continues to grow.

TIMBER HERITAGE ASSOCIATION: \$25,000 (ARCATA)

The Arcata HLA granted \$25,000 to the Timber Heritage Association in support of a feasibility study to determine if small scale rail travel around Humboldt Bay is achievable.

SAVE HSU ATHLETICS: \$10,000 (ARCATA) AND \$15,000 (EUREKA)

HSU Football was an important draw for both student enrollment and alumni attendance. As Humboldt State University struggled to keep its football program, HLA provided \$25,000 in funding to help the university’s efforts. The football program continued another year before it was discontinued.



**FLY HUMBOLDT PLEDGE:
\$80,000 (ARCATA) AND
\$20,000 (FORTUNA)**

This investment helped enable Fly Humboldt to provide a revenue guarantee for Airline services in Humboldt County, thus insuring consistent flight service in Humboldt County.

**CONCOURS DE ELEGANCE
CLASSIC CAR EXHIBITION:
\$5,000 (FERNDALE)**

This classic car show exhibition, organized by the same group that offers the world-famous Concours De Elegance in Pebble Beach, expanded into Ferndale. The event attracted car exhibitors and visitors from far and wide.





**FORTUNA FBID:
\$5,000 (FORTUNA)**

The Fortuna FBID, much like the TBID, collected funds to market Fortuna outside Humboldt County. To increase the marketing efforts of FBID, Fortuna HLA invested funds to grow awareness among potential visitors to Fortuna

**GRANT TO THE HUMBOLDT
COUNTY VISITORS BUREAU:
\$32,500 (FORTUNA) HLA
NORTH \$5,000**

Fortuna HLA provided funds to the Fortuna Chamber, to assist HCVB in their continued efforts to market and enhance the visitor experience in Humboldt County. HLA County North also invested \$5,000 in the HCVB.

**MOUNTAIN COMMUNITY
CENTER: \$6,000
(COUNTY EAST)**

Funding for the development of a multi use community and youth center.

**SOUTHERN HUMBOLDT
CONVENTION AND VISITORS
BUREAU MARKETING FUNDS:
\$35,700 (COUNTY SOUTH)**

In an effort to bring more focus to marketing efforts and events in Southern Humboldt, HLA South provided funds for the ongoing effort to SHVBV.

**BILLBOARD ADVERTISING:
\$20,000 (COUNTY SOUTH)**

HLA South provided funding for the placement of high-profile outdoor billboards — mostly along Hwy 101 coming into the County — encouraging drivers to spend more time in our magical county.



LOOKING BACK

FISCAL YEAR 2019

JULY 1, 2018 – JUNE 30, 2019

This year, the HLA Board and Executive Committee were once again very active in supporting targeted marketing efforts outside Humboldt County. Similarly, the organization continued in its commitment to supporting other important tourism-driving initiatives by funding a variety of community projects across Humboldt County.

2019 FINANCIAL SNAPSHOT

July 1, 2018 through June 30, 2019 (Estimated)

ASSESSMENT REVENUES

Jurisdiction	TOTALS
Arcata	349,143.95
Eureka	586,739.73
Ferndale	34,091.87
Fortuna	138,892.22
Trinidad	26,703.88
Rio Dell	2,462.84
County North	159,646.63
County East	19,201.79
County South	184,947.68
Airbnb	628.34
TOTAL	1,502,458.93

HLA EXPENSES

Category	Estimated TOTALS
Outside Marketing	635,783.67
Opportunity Marketing	104,169.00
Administration	35,734.00
Community Tourism	533,769.37
Contingency	
TOTAL	1,309,456.04

HLA FUND BALANCES (As of Fiscal Year end - June 30)

Balances	Estimated TOTALS		
Marketing Programs	366,576.85	Trinidad Community Fund	19,860.20
Administrative Funds	290,611.32	Airbnb Fund	41,123.53
Opportunity Marketing Funds	293,544.61	Rio Dell Fund	3,266.52
Arcata Community Fund	206,277.96	County Community Fund - North	271,629.04
Eureka Community Fund	934,078.43	County Community Fund - East	24,795.78
Ferndale Community Fund	26,143.04	County Community Fund - South	169,117.64
Fortuna Community Fund	83,699.11	Two-Percent Reserves	8,320.00
		TOTAL	2,709,108.64



OUTSIDE MARKETING INITIATIVES

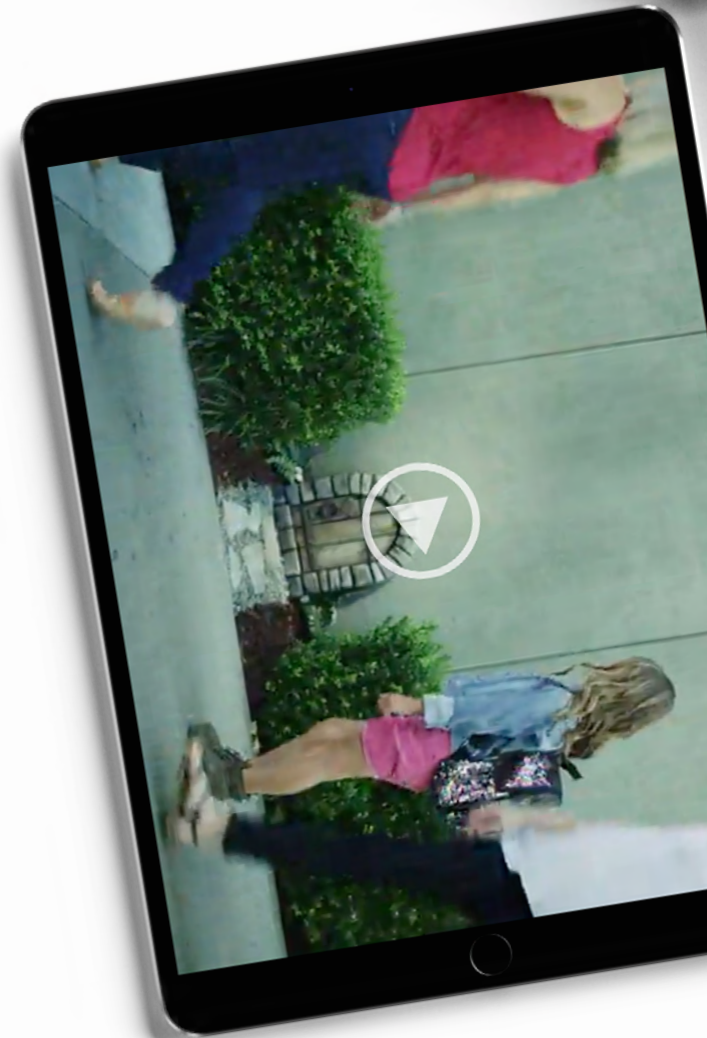
The HLA extended the award-winning “Follow the Magic” branding and marketing campaign thru the 2019 fiscal year as well – once again engaging potential visitors to Humboldt County who reside within a five or six-hour drive from the County. The investment in this campaign totaled \$635,783.67 during this fiscal year and covered all media and creative/production activities provided by Misfit. Similar to previous years, the primary focus of the FY 2019 marketing campaign was to promote travel and tourism during the off-peak shoulder seasons – September thru November (2018) and February thru April (2019).

PLAN SUMMARY

While the creative and messaging strategy in FY 2019 remained committed to our goal of establishing Humboldt County as a magical place, our media and engagement strategies shifted a bit to reflect evolving consumer trends and demand. In short, we continued using widespread cable TV and connected TV tactics across Northern California, but on a smaller scale than in FY 2018. We also discontinued all print advertising activities and increased the investment in digital and social media activities. Not only had print distribution declined steadily across the industry, but these digital and social strategies gave us tremendous opportunities to both hyper-target our audiences and report on tangible metrics based on their individual behavior.

CAMPAIGN RESULTS

Misfit provided monthly and quarterly campaign reports to the HLA board and Executive committees. As in years past, these reports included detailed analyses of the performance of every creative asset included in the campaign – each measured against industry benchmarks for metrics such as click-thru rates, cost per page views, cost per clicks, and more. In addition, the team at Misfit continued to monitor all campaign activity and performance daily throughout the year, allowing them to adjust and optimize all campaign strategies continually.





A few highlights from the campaign include the following:

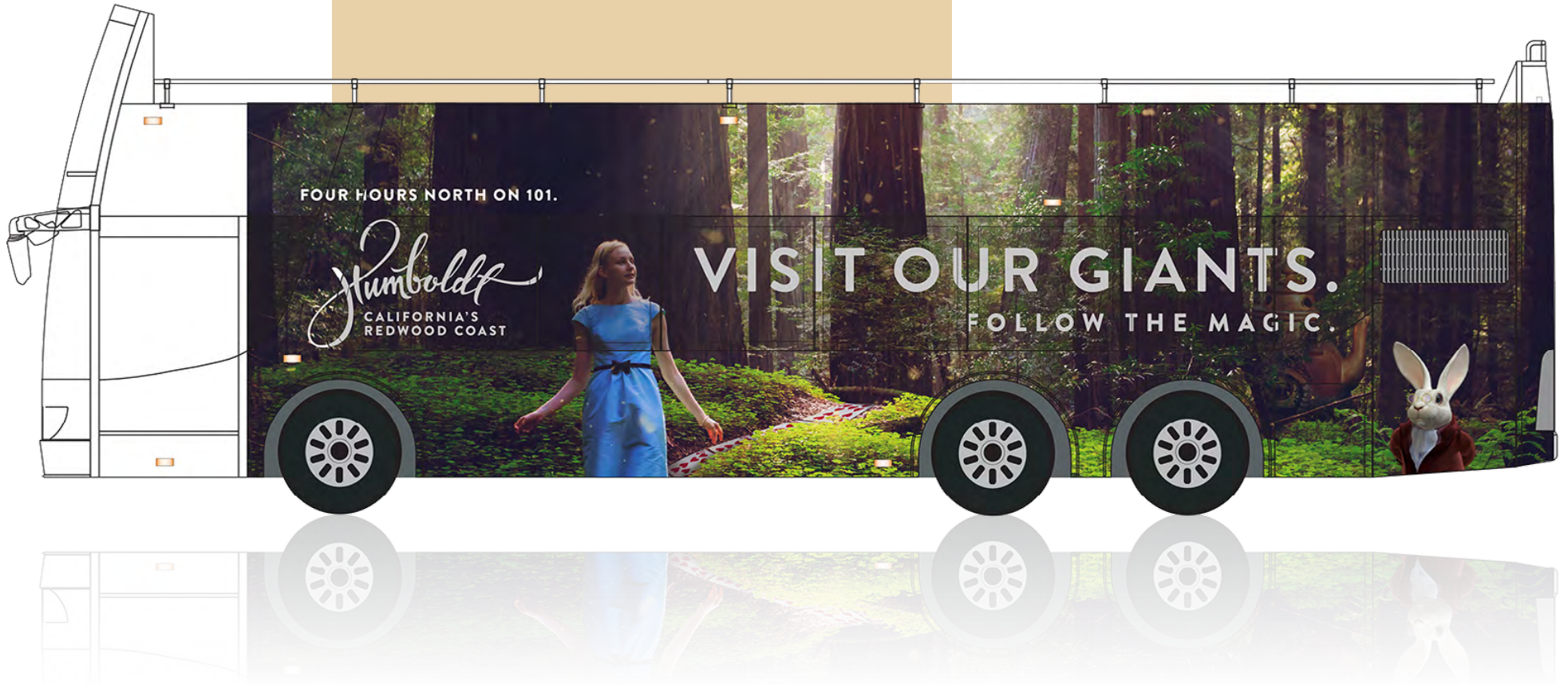
- Over 250 paid and added value commercials shown throughout Northern California on NBC Sports during Golden State Warriors, San Jose Sharks, San Francisco Giants, and other professional sports games – delivering nearly 35 million impressions.
- Over 30 million impressions delivered to highly targeted potential visitors through our digital campaign, with all creative assets delivering above benchmarks.
- Over 90,000 clicks directly to the campaign website through our digital and social media campaign.
- Misfit also negotiated tremendous added value exposure for the campaign – turning every \$1 of media spend into \$2.88 worth of media exposure.





BAY AREA BUS ADVERTISING: \$13,800

To enhance the Follow the Magic campaign, HLA invested in wrapping a high-profile bus with images from the campaign. Millions of people were exposed to our brand through this tactic alone. The bus drove on a loop through popular sites such as Union Square, Pier 39, and the world-famous Golden Gate Bridge over half a dozen times every day.



**REDWOODCOASTPARKS.COM WEBSITE:
\$25,000 (HLA NORTH)**

North Northern Humboldt is home to some of the world's tallest trees in Prairie Creek, Fern Canyon one of nature's true marvels, Giant Elk, and many other natural phenomena. Richard Stenger provided services to provide The Redwoodcoastparks.com brand and website, offering a much-needed addition for valuable information to visitors about the Northern Gateway to Humboldt County.

**SOUTHERN HUMBOLDT
ELEVATE THE MAGIC: \$78,000**

The legalization of Cannabis in late 2016, brought marketing opportunities to the world-renowned "Humboldt Cannabis" region. Southern Humboldt, the epicenter of Humboldt County cannabis cultivation was seeking a way to create interest in the area for potential visitors. With funding from HLA South, and in conjunction with The Southern Humboldt Business and Visitors Bureau, the "Elevate the Magic" campaign was launched to brand Southern Humboldt County as "America's Cannabis Heartland."





COMMUNITY FUNDING PROGRAMS

In addition to the outside marketing initiatives outlined on the previous pages, the HLA also provided critical financial support for many other organizations and/or initiatives throughout the County. Through our 2019 monthly and quarterly meetings, each of which was open to the public, the HLA board and Executive Committee thoroughly evaluated every potential investment that we were presented with. The following organizations and initiatives received funds through our community funding program in FY 2019.



HUMBOLDT MADE EVENTS: \$88,000 (EUREKA)

In an effort to attract visitors during the off-season, ELA and Humboldt Made teamed up on a series of shoulder series events. The Eureka Salt and Fog Fish Fest in May celebrated the bountiful seafood available from the Pacific Ocean. In September 2019 the Fringe Fest offered the best in local performance art. Odd Eats and Strange Brew at the Eureka Theater in November celebrated local breweries and food purveyors.





EUREKA'S
PUM SIZE
TOOT

EUREKA

Historic
Old Town

Eureka
Waterfront
↑
Eureka Boardwalk
→
Waterfront Trail
www.visit-eureka.com

EXACT FARE
REQUIRED

9

9

**REDWOOD COAST MUSIC FESTIVAL:
\$25,000 (EUREKA)**

The music festival continued to grow and provided multiple overnight stays in area hotels.

**TIMBER HERITAGE ASSOCIATION:
\$16,000 (EUREKA)**

ELA purchased a vintage Trolley Car for Timber Heritage to run on the rail tracks in Old Town Eureka. The Trolley has been used for special occasions and events.

**FOGGY BOTTOM MILK RUN:
\$500 (FERNDALE)**

This annual event has been going on since 1978. Ferndale HLA was a sponsor.

**OTTER ART PROJECT:
\$2,750 (FORTUNA)**

The North Coast Otter Art project merged Science and art with this public Arts initiative benefitting HSU's Wildlife Department. Local artists decorated 3' tall otter statues. Fortuna was home to two of them.

**CLAM BEACH RUN: \$5,000
(TRINIDAD, HLA NORTH)**

This long-time annual event was supported by HLA North and Trinidad. Held in January, this event is a prime example of a unique event in a shoulder season that has the potential to draw from outside Humboldt County.





ADDITIONAL CAPITAL INVESTMENTS

In August of 2018, the Arcata HLA granted \$200,000 to assist in the development of a novel Humboldt County attraction. The idea to build an ascending ramp up and through the Redwoods at the Sequoia Park Zoo began to take shape with this investment. What the world knows as **The Redwood Sky Walk** became a reality largely because of a major funding effort by the HLA and its regional groups. The Eureka Lodging Alliance (ELA) pledged \$1,000,000, and HLA pledged \$500,000. Another \$600,000 in funds from ELA was added for a total of 2.3 million dollars in funding. With these critical investments, the Sky Walk became a reality. Now, thousands of visitors yearly flock to what is one of Humboldt County's central attractions. It is an example of how TBID funds have had a major impact on economic development in Humboldt County.

HUMBOLDT DEL NORTE FILM COMMISSION: \$60,000

Continued support for ongoing marketing efforts from the film commission.







LOOKING BACK

FISCAL YEAR 2020

JULY 1, 2019 – JUNE 30, 2020

This was a year unlike any most of us in the hospitality and tourism industry had ever faced. Due to the Covid 19 pandemic, marketing activities from July through December 2019 represented the bulk of marketing investment for the fiscal year. In Humboldt County, the impact of Covid 19 was felt in a significant way during the height of the spring and summer tourism season of 2020. Lodging property bookings were reduced greatly by Covid 19 health and safety regulations, and many potential visitors were understandably uncertain about going anywhere. As a result, in early 2020, nearly all HLA Marketing and advertising were suspended, events were canceled, and no one knew when life would return to “normal.”

2020 FINANCIAL SNAPSHOT

July 1, 2020 through June 30, 2020 (Estimated)

ASSESSMENT REVENUES

Jurisdiction	TOTALS
Arcata	363,447.52
Eureka	498,370.92
Ferndale	27,379.03
Fortuna	113,185.26
Trinidad	43,978.00
Rio Dell	3,026.42
County North	153,687.55
County East	16,359.34
County South	196,982.89
Airbnb	66,785.04
TOTAL	1,483,201.97

HLA EXPENSES

Category	Estimated TOTALS
Outside Marketing	316,979.59
Opportunity Marketing	60,044.61
Administration	38,646.52
Community Tourism	373,473.08
Contingency	
TOTAL	789,143.80

HLA FUND BALANCES (As of Fiscal Year end - June 30)

Balances	Estimated TOTALS		
Marketing Programs	478,057.88	Trinidad Community Fund	36,247.00
Administrative Funds	397,721.28	Airbnb Fund	81,194.55
Opportunity Marketing Funds	250,000.00	Rio Dell Fund	5,082.38
Arcata Community Fund	423,146.48	County Community Fund - North	224,718.45
Eureka Community Fund	1,225,600.98	County Community Fund - East	29,861.38
Ferndale Community Fund	32,220.46	County Community Fund - South	179,707.40
Fortuna Community Fund	58,660.26	Two-Percent Reserves	
		TOTAL	3,422,218.50



OUTSIDE MARKETING INITIATIVES

From July – December 2019, the Follow the Magic campaign continued to perform quite well. However, in February of 2020, the Covid 19 pandemic caused the Humboldt Lodging Alliance – along with every other tourism organization in the country – to rethink everything. As such, all media and creative campaign activities with Misfit were paused at that time. In fact, the annual investment in marketing programs outside Humboldt County was cut by over 50% for the year – down to \$287,353.

In Southern Humboldt, the Elevate the Magic Campaign continued in late summer 2019 into the closing of fiscal year 2020 with a \$60,000 investment. Additionally, Fortuna HLA invested \$60,000 to assist Fortuna FBID in a major marketing push.

PUBLIC RELATIONS AND EARNED MEDIA: \$75,000 (NORTHERN HUMBOLDT)

The continuation of the RedwoodCoastParks.com branding and website with full marketing and public relations services for Northern Humboldt. It included: Media outreach, press releases, consumer outreach via email marketing, marketing and advertising outside the county, and working with CoC partners in Northern Humboldt. This activity alone generated over 130 earned media placements with an approximate audience of over 26 million readers.

Los Angeles Times

TRAVEL

The 101 best California experiences



(Robert Gauthier / Los Angeles Times)

48. Paddle the Klamath in a Yurok dugout canoe

Del Norte County | Activity

[Redwood Yurok Canoe Tours](#), a venture by the Yurok tribe, offers summertime visitors a chance to spend two hours on the Klamath River in a dugout redwood canoe — the same sort of vessel in which Yurok members have been navigating for perhaps thousands of years. [The tours](#) (\$157.50 per adult, June 2-Sept. 1) begin and end in Klamath. They're led by Yurok guides who talk about nature and culture, how the canoes are carved and how the tribe hopes more? There's also a four-hour tour.



(Mark Boster / Los Angeles Times)

18. Roll slowly through California's foremost drive-through tree

Mendocino County | Attraction

Of course you'd like to drive through a tree. And of the [three](#) drive-through redwoods in California (I've tried them all), Leggett's Chandelier Drive-Thru Tree is the handsomest. Since 1937, giddy Californians have been steering their vehicles through it. That makes it the star of privately owned Underwood Park in sleepy little Leggett. The tree is estimated at 315 feet tall. The price is \$10. It is bring a picnic. Admire the chainsaw carvings and the smell of the damp

KING OF GREENS: THE ACCIDENTAL FARMER BEHIND SONOMA'S BEST VEGGIES P. 42
CHALK HILL RETREAT P. 117 / ARTISAN CHEESE P. 10 / FILM FESTIVAL RETURNS P. 131

sonoma

The Heart of the North Bay

Finding Giants

THREE PERFECT GETAWAYS TO THE REDWOODS

MAR/APR 2022 \$5.96

SFGATE

This hike in Redwood National and State Park a rare and eye-popping California experience

Ashley Harrel, SFGATE
Sep. 11, 2020



In the morning during the summertime, conditions on the Damnation Creek Trail are just right to catch a stunning natural phenomenon. *Yusef Bey*

Sitting off on the Damnation Creek Trail in Redwood National and State Park, about a mile from the mouth of San Francisco Bay, is a place where the sun

SMALL TOWNS: HUMBOLDT COUNTY

A Victorian village built on butter

Dairy capital Ferndale boasts scenic cemetery

By Richard Hinger



...with the town's identity as both historic and hip, right down the main street.

...with the town's identity as both historic and hip, right down the main street.



...with the town's identity as both historic and hip, right down the main street.

views of trees, water and fog. These views have not been lost. The park's location, which sits on the edge of the town, is a perfect spot to catch a glimpse of the bay. The park is a beautiful place to visit. It is a great place to visit. It is a great place to visit. It is a great place to visit.

Detour
The Lost Coast: The Point of Light... the most scenic coastline in the state. It is a beautiful place to visit. It is a beautiful place to visit. It is a beautiful place to visit.

...with the town's identity as both historic and hip, right down the main street.



COMMUNITY FUNDING PROGRAMS

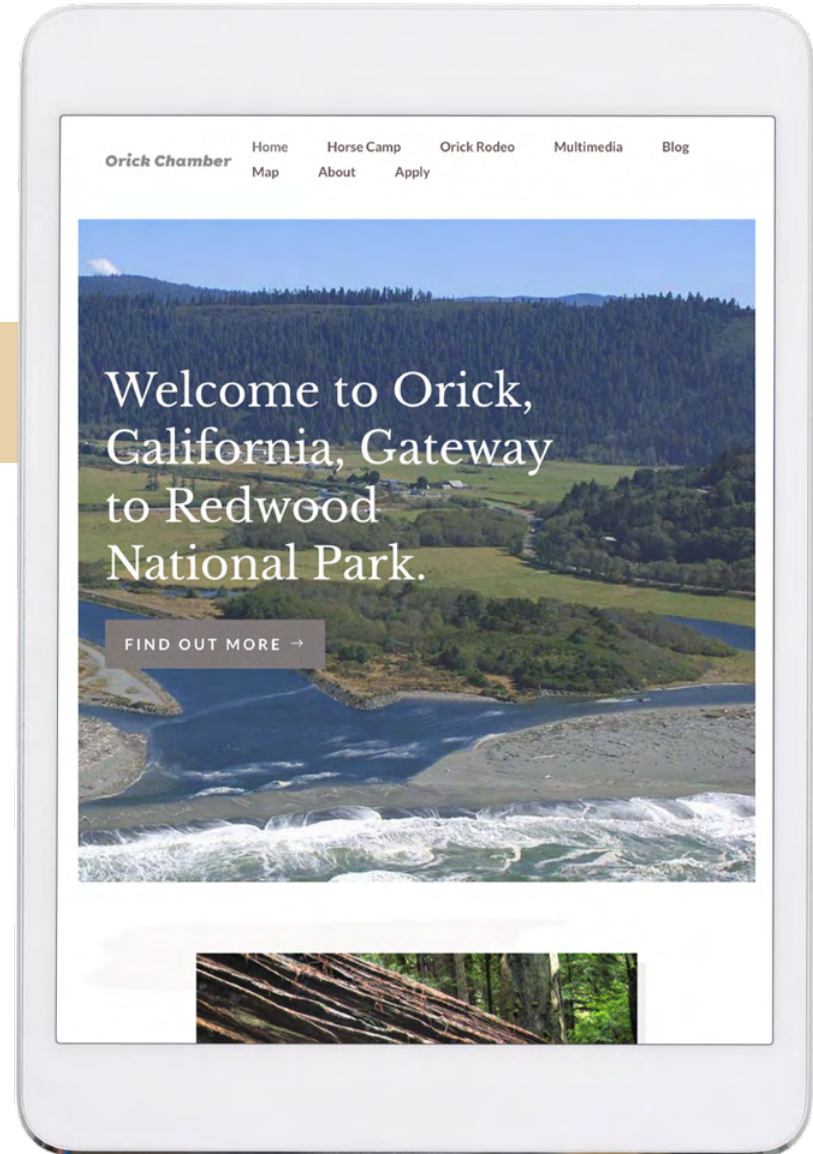
HLA North provided funding for a much-needed update on the Orick Chamber of Commerce website. \$5,000 (HLA North)

LOST COAST TOURISM ASSOCIATION: \$5,000 (HLA SOUTH)

Shelter Cove is one of Humboldt County’s secret treasures. In an effort to provide exposure to this hidden gem, HLA South, and local Shelter Cove merchants funded an association along with a website, webvisitlostcoast.com and an ongoing social media campaign to attract visitors.

CAPITAL INVESTMENT

To enhance the Follow the Magic Campaign, HLA invested in wrapping a bus with images from the campaign. This colorful imagery could be seen touring through San Francisco for a year.





LOOKING BACK

FISCAL YEAR 2021

JULY 1, 2020 – JUNE 30, 2021

Due to the Covid pandemic, the Summer of 2020 was a challenging time in the travel and tourism industry. In Humboldt County, travel restrictions due to health and safety protocols were in effect and the flow of visitors, which always peaks in the summer, was diminished. TBID revenues declined severely in fiscal year 2021, with collections of \$1,030,747. Compared to revenues from 2020 of 1,483,200. And 1,432,732 in 2019. This represented a 45% dip over the previous two years.

2021 FINANCIAL SNAPSHOT

July 1, 2020 through June 30, 2021 (Estimated)

ASSESSMENT REVENUES

Jurisdiction	TOTALS
Arcata	241,622.37
Eureka	459,764.74
Ferndale	14,543.92
Fortuna	133,558.27
Trinidad	-
Rio Dell	1,182.78
County North	59,299.46
County East	11,281.29
County South	109,495.04
Airbnb	-
TOTAL	1,030,747.87

HLA EXPENSES

Category	Estimated TOTALS
Outside Marketing	227,596.00
Opportunity Marketing	500,000.00
Administration	18,446.62
Community Tourism	1,266,351.00
Contingency	
TOTAL	2,012,393.62

HLA FUND BALANCES (As of Fiscal Year end - June 30)

Balances	Estimated TOTALS		
Marketing Programs	602,599.92	Trinidad Community Fund	36,247.00
Administrative Funds	271,583.03	Airbnb Fund	-
Opportunity Marketing Funds	-	Rio Dell Fund	5,792.06
Arcata Community Fund	565,319.91	County Community Fund - North	204,048.15
Eureka Community Fund	417,209.83	County Community Fund - East	25,630.15
Ferndale Community Fund	35,346.81	County Community Fund - South	205,003.44
Fortuna Community Fund	72,745.21	Two-Percent Reserves	
		TOTAL	2,441,525.51



OUTSIDE MARKETING INITIATIVES

As the year went on and Covid travel restrictions began to ease, HLA initiated the “Standing Tall” marketing and advertising campaign. With reduced TBID revenue, Standing Tall was a low-cost digital campaign locally produced by Lat 40 Collective. Standing Tall offered visitors the benefit of the immense wide-open beauty of Humboldt County. With a reduced budget, Standing Tall was rolled out with the help of expert media buying from the Misfit agency. The total investment in this campaign during FY 2021 was \$164,000.

While the Standing Tall initiative was significantly smaller than HLA's previous marketing endeavors, the campaign performed exceptionally well.

Throughout the year, the campaign delivered the following:

- Nearly 12.7 million impressions on digital and social media alone.
- Over 129,000 clicks to the campaign website from potential visitors.
- All creative assets performed at or above industry benchmarks.

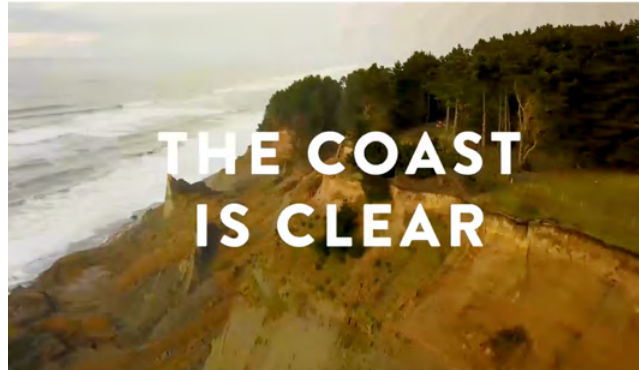
ADDITIONAL OUTSIDE MARKETING INITIATIVES

Southern Humboldt maintained support of the SHBVB and the Elevate the Magic Campaign with an investment of \$55,000.





VIDEO SAMPLES







VIDEO SAMPLES







COMMUNITY FUNDING PROGRAMS

Across HLA regions, community funding was diminished due to the pandemic and lack of visitors. Still, some activity did occur with some major regional investments.

FORTUNA FBID: \$25,000 (FORTUNA HLA)

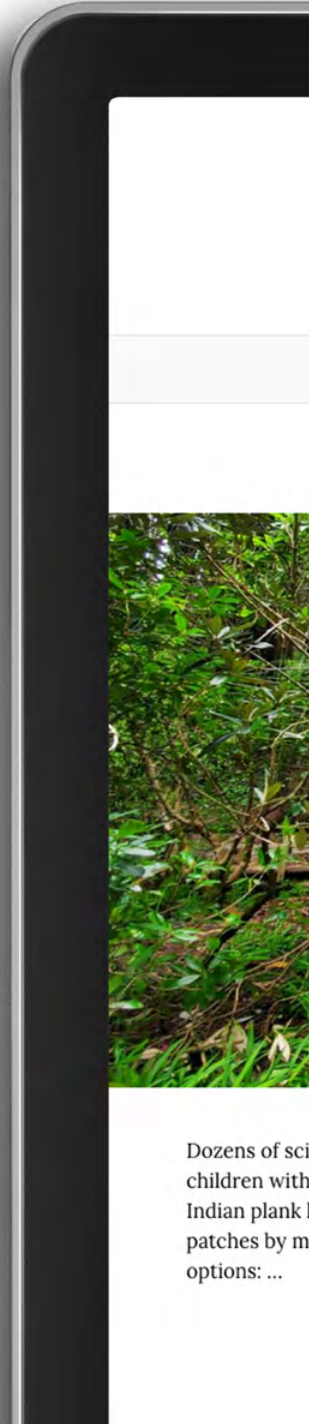
Continued support of FBID tourism recruitment efforts.

FORTUNA RIVER LODGE LANDSCAPING UPGRADES: \$25,000 (FORTUNA HLA)

Fortuna Lodge is the main event venue in Fortuna. To assist in attracting out of town events HLA provided much needed beautification efforts.

DISCOVERHUMBOLDT.COM WEBSITE: \$14,802 (HLA SOUTH)

Developed a tourism website including an ongoing marketing program and maintenance.



Dozens of sci
children with
Indian plank
patches by m
options: ...

HUMBOLDT KIDS

Adventures for families on California's Redwood Coast
Designed for Zoom and home schoolers

[HOME](#) [ABOUT](#) [CONTACT](#) [LODGING](#)

REDWOOD EDVENTURE QUESTS



Scientific scavenger hunts throughout Humboldt County, EdVenture Quests guide engaging educational clues as they search forests, comb beaches, crawl into houses and identify rare plants and animals. Those who complete them earn cool mail. Eureka, the state's largest coastal city north of San Francisco, offers five

MORE

PUBLIC RELATIONS AND EARNED MEDIA SERVICES: \$12,500 (EASTERN HUMBOLDT), \$15,000 (FORTUNA), \$15,000 (FERNDALE) AND \$22,500 (EUREKA)

All services were performed by PR and earned media expert Richard Stenger. HLA regions were served with national press releases, media outreach and story placement, and direct to consumer outreach. The regional work also included the research, launch, maintaining and hosting of KingBigfoot.com and HumboldtKids.com.

CAPITAL INVESTMENT

ELA provided the final funding installment to the City of Eureka for the Redwood Sky Walk of \$1,000,000 and agreed to fund another \$600,000 for overflow costs to be paid on a 10 year note at \$60,000 per year.

REDWOOD HIGHWAY GATEWAY FOUNDATION: \$25,000 (HLA SOUTH)

Plans for a proposed visitor Center at the Southern Border of Humboldt County to promote county-wide attractions was initiated with funding from HLA South.

HUMBOLDT DEL NORTE FILM COMMISSION: \$40,000

Continued support for ongoing marketing efforts from the film commission.



LOOKING BACK

FISCAL YEAR 2022

JULY 1, 2021 – JUNE 30, 2022

A remarkable development for tourism in Humboldt County occurred in fiscal 2021- 2022. As the Covid 19 pandemic eased, Humboldt County became a sought-after destination for travelers. Humboldt offered a rural getaway and wide-open areas, perfect for families and individuals looking to vacation away from crowded destinations.

Compared to fiscal 2021, which saw a dramatic dip in TBID revenues to a low of \$1,030,737, FY 2022 saw a significant swing upward to a record high of \$1,804,000. However, while visitors flocked in record numbers to Humboldt County, the effects of the pandemic were still being felt as event production and community funding projects were at a low ebb.

2022 FINANCIAL SNAPSHOT

July 1, 2021 through June 30, 2022 (Estimated)

ASSESSMENT REVENUES

Jurisdiction	TOTALS
Arcata	300,196.20
Eureka	745,771.17
Ferndale	30,175.67
Fortuna	195,509.11
Trinidad	-
Rio Dell	2,003.79
County North	234,696.20
County East	28,233.23
County South	267,698.14
Airbnb	-
TOTAL	1,804,283.51

HLA EXPENSES

Category	Estimated TOTALS
Outside Marketing	264,380.68
Opportunity Marketing	-
Administration	50,147.08
Community Tourism	81,651.05
Contingency	
TOTAL	396,178.81

HLA FUND BALANCES (As of Fiscal Year end - June 30)

Balances	Estimated TOTALS		
Marketing Programs	879,504.32	Trinidad Community Fund	31,247.00
Administrative Funds	402,093.55	Airbnb Fund	-
Opportunity Marketing Funds	-	Rio Dell Fund	6,994.33
Arcata Community Fund	744,937.63	County Community Fund - North	340,024.66
Eureka Community Fund	804,672.53	County Community Fund - East	42,570.09
Ferndale Community Fund	49,627.20	County Community Fund - South	333,536.32
Fortuna Community Fund	213,151.82	Two-Percent Reserves	
		TOTAL	3,848,359.45



OUTSIDE MARKETING INITIATIVES

Through the summer and fall of 2021, HLA's investment in outside marketing was scaled back as planning was underway for 2022. However, the Standing Tall campaign was extended through December 31, 2021, to improve off-peak travel to the County. The total investment into this phase of the campaign was \$71,760. Despite the relatively small size of this campaign, we are proud of its results.

Here are just a few highlights:

- Over 4.4 million impressions to potential visitors who live within a 5-6 hour drive of Humboldt County.
- The total number of new users to the campaign website increased by nearly 390%.
- All creative campaign elements performed at or above benchmarks.

In addition to the media and creative campaign, HLA South provided support for DiscoverSouthernHumboldt.com with social media and introduced timely editorial content to highlight the region. Support of the Lost Coast Tourism Association also continued, with a total investment of \$30,586.

msn
powered by Microsoft News

National Geographic

People are (literally) losing their marbles as an old pastime rises again

Ashley Harrell - Monday

React Comments 17

On a drizzly December morning, Damien and Michaela Beauchemin trudge along a redwood trail with their Portuguese water dog, Maui, scanning the duff and listening intently for the sound of a creek. Maui whines and attempts to race ahead, but Michaela holds the dog back. If they move too quickly, they might miss something.

The Beauchemins glance at clues they've saved on their smartphones: a riddle about rubbing a belly for luck, a warning about heights, a photograph of ferns. Another saved photo depicts the coveted prize: a large orange-and-white marble nestled amid pebbles in water.

The ornate, glistening sphere is a score in the world of marble hunting, and the Beauchemins—who search for these treasures nearly every weekend—wait very much to add it to their collection. The relatively new pastime has attracted tens of thousands of people around the world who have been engaging with other participants mostly on social media due to the COVID-19 pandemic.

Marble hunting is a bit like *geocaching*, another hobby that sends participants on wild treasure hunts guided by GPS or mobile devices. But marble hunting doesn't rely on GPS, and its loot is highly specific: Marbles must be handmade by glass artists. The artists sell the marbles to enthusiasts who then hide them in public spaces, snapping photos to post as clues within Facebook groups. Once the posts go up, marble hunters venture out to find the treasure, facing untold obstacles and fierce competition.

Los Angeles Times

L.A. is great, but have you explored these 22 Northern California gems?



Yosemite National Park in Mariposa County (Christopher Reynolds / Los Angeles Times)

BY CHRISTOPHER REYNOLDS | STAFF WRITER
AUG. 15, 2022 7:48 PT

Go north, you said. This was in spring, when my list of favorite outdoor California spots included [two for national trees](#).

So I went on assignment twice this summer to this state's northernmost reaches — once to [paddle the Klamath River](#) with Yarek beatson, once to [pedal a strange contraption through the woods](#) near Fort Bragg.

KRCR

Holidays in Trinidad kicking off with rare lighthouse tour for 150th anniversary

by AUSTIN CASTRO | Friday, December 3rd 2022



Trinidad Head Lighthouse


TRINIDAD, Calif. — The 8th Annual "Holidays in Trinidad" will kick off Saturday with the Historic Trinidad Head Lighthouse celebrating its 150th anniversary.

An event will be held Saturday morning marking the occasion including a rare public tour of the lighthouse from 10 a.m. to 3 p.m. and living history performances from 11 a.m. to 1 p.m. The working lighthouse was first built back in 1871 and for its 150th anniversary, the Bureau of Land Management and its partners will be celebrating in a big way. Following the lighthouse tour, visitors are encouraged to hike the remainder of the 1.5-mile loop trail at Trinidad head.

SFGATE Parks

Northern California's best road-trip stops for w

Ashley Harrell, SFGATE
May 23, 2022



— Relatively few visitors come to see the flowers on Bald Hills Road.
Ashley Harrell

Spring has sprung and the poppies are poppin' up here in Northern California. Despite the drought, which is not ideal for wildflower blooms and cancels the possibility of any 'superblooms' in the California desert, it's not all bad news.

Even better, some of the best places to behold nature's singular ability to paint its own hillsides, meadows and forests in multi-color flora are along Northern California's prime road-tripping routes.



13.1
FINISHER
VEGAS
ROCK 'N' ROLL

TRINIDAD TO CLAM BEACH RUN
8.75 MILE
8139
Andrea

223

082

237

COMMUNITY FUNDING PROGRAMS

Across HLA regions, community funding was diminished due to the pandemic and lack of visitors. Still, some activity did occur with some major regional investments.

GODWIT DAYS: \$500 (ARCATA)

This week-long celebration of the marbled Godwit and numerous other bird species in April resumed after being postponed during the Covid epidemic.

TRINIDAD TO CLAM BEACH RUN: \$5,000 (HLA NORTH) AND \$5,000 (TRINIDAD)

The annual run was successfully supported with additional marketing funds as the event expanded marketing and advertising outside Humboldt County.

CAPITAL INVESTMENT

SKY WALK ANNUAL PAYMENT ON THE 10 YEAR NOTE: \$60,000 (EUREKA)

HUMBOLDT DEL NORTE FILM COMMISSION: \$60,000

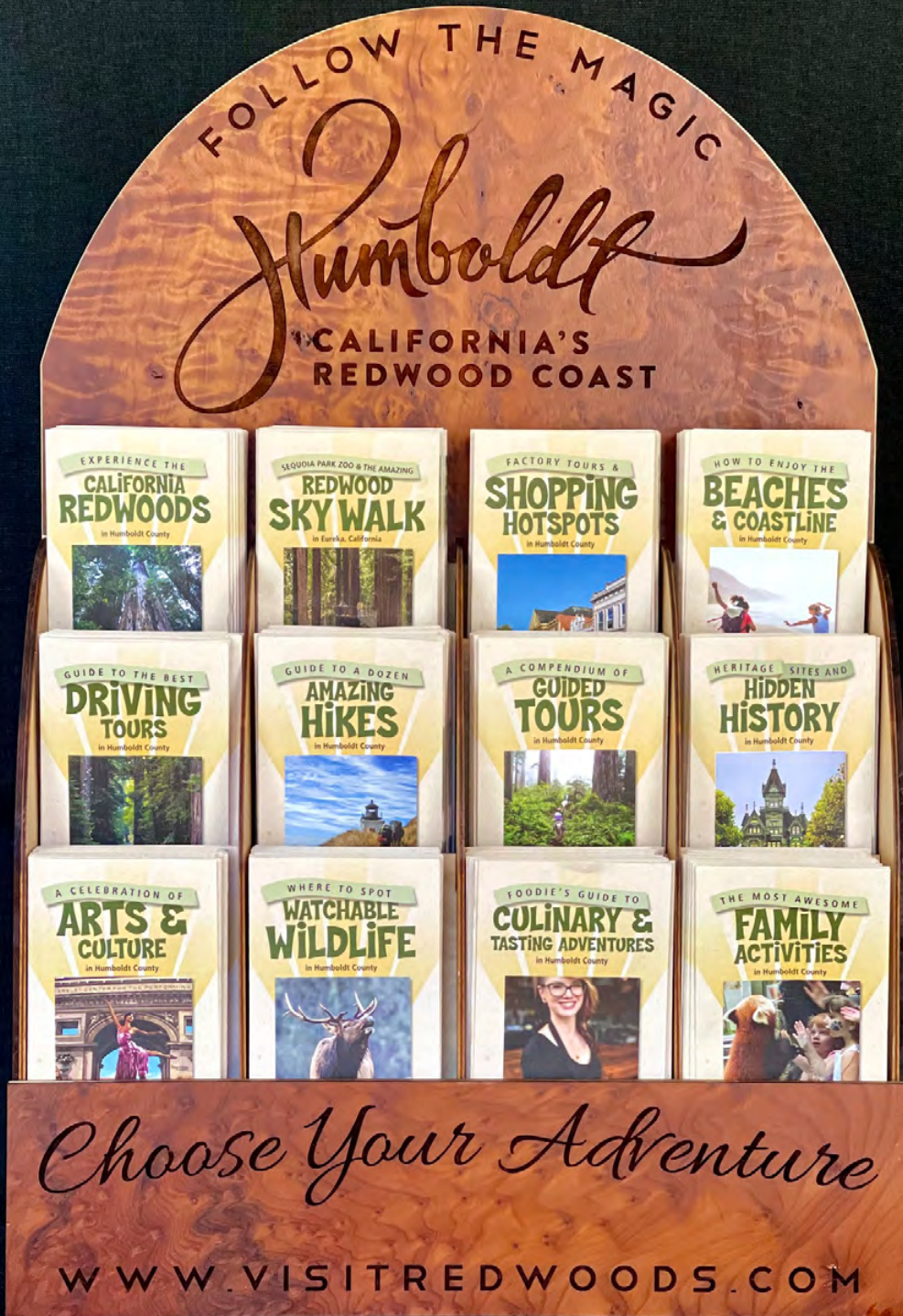
Continued support for ongoing marketing efforts from the film commission.



AREA GUIDES

HUMBOLDT AREA GUIDES: \$25,000

HLA updated and reprinted these 12 informational brochures provide valuable information to visitors. Provided to HLA member lodging establishments, visitor centers, and area chamber of commerce offices, in a custom designed locally made wooden display rack, these colorful brochures add to the hospitality and visitor experience in the county and encourage longer stays at area hotels.





LOOKING AHEAD

FISCAL YEAR 2023
AND BEYOND

In 2022, the Humboldt Lodging Alliance commissioned a survey of potential visitors within a six-hour drive of the County to better understand their travel interests, perceptions, and expectations. This study provided valuable insights into our target audiences, how their desires have evolved since the pandemic, and how Humboldt County's offerings align with their needs (copies of this study are available upon request). But one of the most critical observations from the survey was the relevance, authenticity, and power of the "magical" brand positioning the HLA began in 2015 with the Follow the Magic campaign. And now that our audiences are again receptive to travel and tourism activities, we have hit the ground running on a new chapter in this magical campaign.

As a sign of this commitment to our County, the HLA approved a new three-year marketing plan totaling \$1.5 million for creative, media, website, social media, and other related activities. The plan includes a combination of traditional and new media outreach designed exclusively to reach potential visitors living outside the County. Additionally, all activities will continue to complement and elevate the efforts of our partner organizations, such as the Humboldt County Visitors Bureau.

But the advertising campaign is just the beginning.









Humboldt
CALIFORNIA'S
REDWOOD COAST