

# Humboldt Lodging Alliance

## Community Tourism Projects

Early in the formation of the Humboldt County Tourism Business Improvement District the steering committee (later to become the Humboldt Lodging Alliance) determined that 25 percent of revenues from the district assessment would be made available to community businesses and organizations for projects that promote tourism in Humboldt County. The Humboldt Lodging Alliance wants to build strong community partnerships and foster countywide cooperation and innovation.

Upon reauthorization of the HCTBID in 2017, the share of revenues dedicated to community tourism projects increased to 60%.

If you have an idea for a project, event or activity that will generate overnight stays—or if you would like to seek support for something you're already doing—you are encouraged to apply to the HLA Community Tourism Fund! Applications for Community Tourism Projects will be reviewed by a subcommittee of board members representing lodgings in the applicant's jurisdiction. Please see the attached 2020-2021 HLA board list to see who those board members are.

Of critical importance to the funding of any application will be the clearly articulated benefit to hotels, RV parks and other lodgings within the applicant's jurisdiction (city or region of the county). While benefit may be delivered in numerous ways, by far the most significant benefit will be measured in the delivery of room nights. Successful applications will clearly describe the strategy and tactics for delivering room nights as well as the number of room nights projected. Benefits to non-lodging businesses or the community at large, while possibly significant, will not be considered in the application process.

When considering these fundamental application requirements, priority will be given to projects designed to increase tourism during the shoulder- and off-seasons (September through June); to applicants who clearly demonstrate their ability to successfully complete the project; to projects that will match or leverage Lodging Alliance funding with other funding sources; and to activities that can produce incremental new room nights from existing programs and organizations.

The HLA board is particularly interested in proposals for new or expanded destination events, and in projects with the clear potential to become self-supporting.

Interested organizations are welcome to contact HLA board members to discuss their ideas, and may also contact Chuck Leishman, HLA Marketing Consultant at [ChuckLeishmanHLA@gmail.com](mailto:ChuckLeishmanHLA@gmail.com) or 707-845-9916

# Humboldt Lodging Alliance | Community Tourism Project Application

Name of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Contact person(s): \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Title of proposed project, event or activity: \_\_\_\_\_

Dates or duration of proposed project: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (attach additional sheet if necessary)

Amount of funding requested: \_\_\_\_\_

Other funding for this project (how much and from where): \_\_\_\_\_

\_\_\_\_\_  
How will this project benefit hotels, RV parks and other lodgings in your jurisdiction, and how will you measure the benefit? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How is your organization or company qualified to complete this project? \_\_\_\_\_

\_\_\_\_\_  
What staff members, volunteers and resources will be devoted to this project? \_\_\_\_\_

\_\_\_\_\_  
Has this project or idea been successfully tried elsewhere? Please provide details. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please mail to 322 First St. Eureka, CA 95501 or email to [ChuckLeishmanHLA@gmail.com](mailto:ChuckLeishmanHLA@gmail.com)

Questions? Call Chuck Leishman, HLA Marketing Consultant at 707-845-9933 or e-mail  
ChuckLeishmanHLA@gmail.com.