



**-Humboldt Lodging Alliance-Tourism Project Application-
Humboldt's Gateway To the Redwoods Skating Rink**

Proposed project by the Southern Humboldt Business and Visitors Bureau

The Humboldt's Gateway To The Redwoods Skating Rink, HGRSR will benefit the entire lodging industry during the quiet shoulder season of November 29th, 2024 through January 6th, 2025.

Description of proposed project:

A 30x50 synthetic ice rink nestled in the heart of the gateway to the most southern region of Humboldt county. Please see the attached detailed project description from Special Ice.

How will this project benefit the hotels and lodging:

As a direct deliverable, destination experience to visitors and county residents, the HGRSR will provide an event venue unlike any other for the county of Humboldt.

Covered by a 40x60 event tent, the HGRSR will maximize the dates of operation and limit Mother Nature's effects on the event timeline. The HGRSR has the flexibility to provide not only scheduled public skating times but also the HGRSR will provide an event venue for private rentals, packaged lodging promotions and field trip experiences to surrounding school districts for six weeks during the holiday season.

This HGRSR will prove to be a positive economic driver for not only the lodging industry of Humboldt but for brick and mortar retail, craft/cottage vendors, restaurants and the overall lodging and hospitality industry for the county of Humboldt.

How is your organization qualified to complete this project:

The Southern Humboldt Business and Visitors Bureau, SHBVB is qualified to create and execute a project of this caliber.

The SHBVB has directed the following large scale successful projects and events:

- Feast of Fields Humboldt
- Feast of Flowers Humboldt
- West Side Live Market

- Lost Coast Live Market
- Pumpkins in the Park
- Let's Talk Tourism
- Summer Arts Music Festival, Gnome Zone
- Reggae On The River, Gnome Zone-

Other funding for this project, how much and from where:

At time of HLA report submission the SHBVB has received:

- Event project site location donation in the heart of Garberville
- Pledge sponsorships from RREDC, Vocality, SoHum Health, Southern Humboldt Chamber.
- In-kind donations of sand and gravel for rink site,equipment needed for pre site prep,event volunteers and more.

(See additional page for funding breakdown)

What staff members, volunteers and resources will be used for this project:

The SHBVB will promote HGRSR on all 5 social media accounts as well as partner social media and newsletters and radio including KMUD, CERC,HCVB,GoHumCo,SHChamber of Commerce, and more.

External marketing and cross promotion through Humboldt lodging partners and CRM and social media accounts.

In preparation for the HGRSR the SHBVB has reached out to the community leaders for project support.

Starting in 2023, the SHBVB has already donated over 60 hours of time to the HGRSR in vendor research, community outreach, vendor sourcing and time spent with the City of Ukiah on project details.

The City of Ukiah has been a tremendous support to the HGRSR.

The City of Ukiah has provided the SHBVB with, project documents, vendor contacts and precise project details to outline and deliver the successful execution of the HGRSR project.

The HGRSR already has an assigned project coordinator that will work alongside the SHBVB's Director of Operations. The HGRSR project coordinator has worked with the SHBVB on numerous events and projects since the SHBVB's conception in 2017. The HGRSR project coordinator will also work with other key community members for appropriate staffing and venue training. (Original traing provided by Special Ice)

Additionally, we have enlisted the support of our partners at the North Coast Journal who will maintain the specific software needed to host Waversign.

Waversign will house the hold-harmless agreement that every skater will sign prior to entry of the rink.

Waversign also serves as a host for event details, event code of conduct, private events and field trip registrations.

(Event code of conduct also posted at event site)

Waversign is the same software that the city of Ukiah is currently using for their Ukiah of Ice has been proven successful.

Waversign will be integrated to the SHBVB VISITSOUTHERNHUMBOLDT.com website and listed on the homepage as well as a separate tab.

Has this project or idea been successfully tried elsewhere:

The SHBVB has chosen to model the HGRSR after the long running successful project since 2016, Ukiah on Ice.

To strengthen the success of HGRSR project, we have chosen to modify specific details to fit the needs and requirements for the southern Humboldt gateway location.

This project is very fluid and continuing to grow through community excitement and engagement.

Thank you for your consideration of funding the HGRSR.

SHBVB, Board of Directors