

Community Tourism Project Application : Entry # 21

Name of applicant

Humboldt- Del Norte Film Commission

Contact Person

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[Map It](#)

Title of proposed project, event or activity

Film Commission Funding

Dates or duration of proposed project

Fiscal Year July 1, 2024 - June 30, 2025

Amount of funding requested

\$75,000.00

Other funding for this project

HUMBOLDT COUNTY \$184,517 (numbers reflect current funding/waiting on next year's numbers)
DEL NORTE COUNTY \$25,000
FORTUNA CHAMBER OF COMMERCE \$4,500
CITY OF ARCATA \$4,553
CITY OF EUREKA \$35,000
Measure J Funding \$132,000 (for Forest Moon Festival. request but not confirmed)

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

A. Film productions usually need accommodations. The more we can market, help, and promote filming in the region, the more heads in beds. To the best of our ability, we document where they stay and for how long.

B. Film tourism programs (Map of the Movies, Museum of Cinema, and Forest Moon Festival) bring out of the area tourists who usually need accommodations. This is harder for us to track however we are hoping our app (Redwood Coast Film Experience) will give us better data besides the attendance of events like Forest Moon Festival.

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

We have been the appointed film commission office for the past 13.5 years. During that time, we have become a certified film commission office through Association of Film Commissioners Association, been past president of Film Liaisons In California Statewide (FLICS), sit on the board for a second term of FLICS, and nominated Most Outstanding Film Commission Internationally through Location Managers Guild International (LMGI).

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

We have 2.5 paid staff, several independent contractors, community volunteers, college interns, and a board of directors to all aid in the projects at the film commission.

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

There are over forty film commissions in California and hundreds within the United States and internationally. During our current fiscal year 23-24, we have hosted many productions (including BC Project starring Leonardo DiCaprio), opened the Museum of Cinema, and expanded the Forest Moon Festival (including with the build of the new app).

Community Tourism Project Application : Entry # 19

Name of applicant

County of Humboldt's Economic Development Division

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Title of proposed project, event or activity

Enhancing Humboldt County's Digital Presence: High-Quality Visual Media for Community Parks, Beaches, Trails and Tourism Sites

Dates or duration of proposed project

Content collection for this project will begin in summer 2024. It is anticipated that content would go live in fall/winter 2024-2025.

Project Summary:

Humboldt County is renowned for its stunning natural landscapes, from its beaches to serene parks, expansive trails and inviting day-

use areas. Humboldt County's parks and trail system, includes 16 park sites, the five-mile Hammond Coastal Trail, 1,200-acre McKay Community Forest, sections of the Humboldt Bay Trail and Manilla Bike Path. Despite these attractions, the current visual representations on the County of Humboldt's official website are outdated and insufficient, lacking the quality and variety to truly showcase the county's offerings and attract tourists effectively. The Economic Development Division seeks to revitalize its digital presence by capturing and displaying high-quality, diverse visual content, including panoramic and aerial photos as well as videos. This project is aimed directly at increasing travel and tourism, ultimately driving overnight stays in our local lodgings, including hotels and RV parks.

Amount of funding requested

\$10,000.00

Other funding for this project

The total cost for professional photography, photo editing and the creation of videos is estimated at \$10,000. Humboldt County will cover all costs associated with updating and organizing the new media on our website and placing content on video screens at the California Redwood Coast-Humboldt county Airport (ACV).

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

The goal of this project is to contract a professional photographer to produce and update the visual content for the county's beautiful beaches, parks, trails, picnic areas and day-use sites listed on the Humboldt County website. Each site will be represented through multiple high-quality images and selected sites will also feature panoramic and aerial photos, along with promotional videos. Additionally, these images and/or video will be displayed on the video wall at the California Redwood Coast- Humboldt County Airport (ACV) baggage claim area. In 2022 and 2023, ACV served over 200,000 passengers. This will provide a fresh, enticing view of what Humboldt County has to offer to potential visitors and locals looking to explore other parts of the county, ultimately, encouraging overnight stays in our local accommodations, including hotels and RV parks.

Benefits to the Lodging Sector

- 1. Increased Web Traffic and Engagement:** Enhanced visual content is proven to attract more visitors to website listings. By showcasing the beauty and accessibility of our sites, we expect increased interest in travel to Humboldt County, directly translating to more bookings for local lodgings.
- 2. Extended Stays and Return Visits:** By displaying the variety and appeal of different sites, potential tourists are encouraged to extend their stays or plan return visits, boosting occupancy rates throughout the year, especially during off-peak seasons.
- 3. Marketing and Promotion:** High-quality visual content will be used in broader marketing campaigns, including video screens at ACV, social media and travel blogs, further amplifying reach and enticing visitors from new markets.

Measuring Benefits

- 1. Web Traffic and Social Media Analytics:** We will monitor increases in web traffic and user engagement on the updated pages as a direct indicator of interest generated by the new photos and videos. We will also monitor social media traffic and engagement where content related to this project is posted.
- 2. Park Reservations and Parking Permits:** A rise in online reservations for park facilities and purchases of parking permits will serve as quantifiable evidence of increased tourist activity tied to the updated website content and content visible to the public at ACV.
- 3. Lodging Feedback and Occupancy Rates:** Regular communication with Humboldt Lodging Alliance to understand interests and needs of their guests regarding county parks, beaches and recreation areas. Collaboration with the HLA and the county is ongoing as outlined in the Management District Plan.

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

County staff assigned to this project specialize in public information, information technology and economic development. The team in place has the necessary skills and knowledge to effectively manage and execute the project.

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

As noted, the county would contract with a professional photographer and/or videographer for the content creation. Additionally, Humboldt County Administrative Office staff who specialize in public information, information technology, economic development will work in partnership to bring this project to fruition.

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

Compelling, high-quality visual content serves as an effective means to entice tourists and visitors to any location. This idea has been proven successful across tourism sectors worldwide. With the support of the Humboldt Lodging Alliance through the Community Tourism Fund, the County of Humboldt aims to significantly enhance its appeal as a tourist destination. This project promises not only to beautify our digital doorway but to actively drive tourism traffic and overnight stays, benefiting the entire local hospitality sector. We believe this initiative aligns perfectly with the HLA's goals of fostering countywide cooperation and maximizing the tourism potential of Humboldt County.

We appreciate your consideration of our request and look forward to the possibility of partnering with the Humboldt Lodging Alliance to bring this project to fruition.