

Southern Humboldt Business & Visitors Bureau (SHBVB) Humboldt County Growers Alliance (HCGA)

Community Tourism Project Application Date: February 10, 2025

Name: Laura Lasseter, Executive Director, Southern Humboldt Business & Visitors Bureau
Phone: 972-571-8496
Email: Laura@shbvb.org
Website: <https://shbvb.org/>
Mailing Address: 773 Redwood Dr. Suite E, Garberville, CA 95542

Name: Natalynne DeLapp, Executive Director, Humboldt County Growers Alliance
Phone: 707-599-6670
Email: Natalynne@HCGA.co
Website: www.HCGA.co
Mailing Address: P.O.Box 1404, Eureka, CA 95502

Title of Project/Activity: Bay Area Adventure Travel Show
Dates: March 15-16, 2025
Location: Santa Clara, California

Amount of Funding Request: \$8,833.00

Project Overview:

SHBVB and HCGA are requesting funding to attend the Bay Area Adventure Travel Show in March 2025. This event provides a prime opportunity to showcase Humboldt County's unique lodging, outdoor recreation, and cannabis tourism experiences to a large and diverse audience of travel enthusiasts, media representatives, and travel agents. The event will allow us to promote the region's boutique lodging, natural attractions, and the cultural significance of Humboldt's cannabis industry.

Costs Associated with Participation:

Expense	Rate	Quantity	Total
Mileage	\$0.67	1,160 miles	\$777.00
Hotel Room x 2 nights	\$220.00	4	\$880.00

Per Diem x 2	\$79.00	4	\$316.00
Exhibition Cost + Power/Utilities for AV Equipment.	\$4,995.00	1	\$5,310.00
Printing Costs	\$350.00	1	\$350.00
HCGA + SHBVB Staff Time	\$30.00	40 hours	\$1,200.00
Total			\$8,833.00

Other Funding Sources:

SHBVB and HCGA will contribute additional funding to cover any costs beyond the requested amount. This includes staff time, pre-trip logistics, and any unforeseen expenses.

Project Benefits for HLA Membership:

- Showcase Humboldt's premier lodging options (e.g., Benbow Inn, Inn at the Lost Coast, Scotia Inn, and Inn at 2nd & C) to Bay Area travelers.
- Promote Humboldt's unique attractions—Redwoods, coastlines, bays, seafood, and agricultural tourism.
- Directly engage with potential visitors, travel bloggers, and media outlets to increase awareness of Humboldt County as a premier travel destination.
- Provide measurable outcomes through promotional codes and business feedback.

Organizational Qualifications:

SHBVB and HCGA have successfully represented Humboldt County at past Adventure Travel Shows and other tourism expos. Our combined experience in tourism marketing and strong connections with local businesses make us well-equipped to effectively showcase Humboldt County.

Staff & Resources for Project Execution:

SHBVB and HCGA will manage all pre-event logistics, gather marketing materials from local businesses, and ensure the booth setup is engaging and informative. Two staff members from each organization will attend the event.

Measuring Success:

Participating businesses will be encouraged to include unique promotional codes (e.g., "BAY25") on materials distributed at the event to track bookings and customer engagement. We will collect feedback from event attendees and participating businesses to assess the event's impact on tourism.

Thank you for considering our request. We appreciate the Humboldt Lodging Alliance's ongoing support and look forward to promoting Humboldt County as a must-visit destination.

Sincerely,

Laura Lasseter
Executive Director
Southern Humboldt Business & Visitors Bureau

Natalynne DeLapp
Executive Director
Humboldt County Growers Alliance