

Name of applicant Humboldt Del Norte Film Commission

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Title of proposed project, event or activity Forest Moon Festival 2025

Dates or duration of proposed project May 30 & 31, 2025 Promoting all year

Amount of funding requested \$35,000 (\$18k for new website to talk to app, \$17k to bring Hollywood talent from Star Wars series/shows)

Other funding for this project Humboldt County \$57,682

Del Norte \$5,318

Film Com General Funds for Staff, office, misc. In Kind Donation

How will this project benefit hotels, RV parks and other lodgings in your jurisdiction, and how will you measure the benefit? The project benefits lodging in Humboldt as more Film Tourists and Star Wars fans attend the festival year after year. Currently, our out-of-town costumers stay in hotels for 2-4 days when they attend.

How is your organization or company qualified to complete this project? At the film sites of Endor in Star Wars: Return of the Jedi and the Film Commission representing the area, we are focused on Film Tourism. We feel the festival is the perfect blend drawing a wide audience across the state, surrounding states, and even across the country. We have a great working relationship with out-of-town professional costumers, Lucasfilm, and our community. We are passionate about making this festival larger and larger every year.

What staff members, volunteers and resources will be devoted to this project? We have 2.5 paid staff, independent contractors, community volunteers, college interns, and a board of directors to all aid in the Forest Moon Festival project at the film commission.

Has this project or idea been successfully tried elsewhere? Please provide details. Many successful Film Tourist Festival/events/tours have been held around the world. Twilight being the most comparable to ours. We have done extensive research on film tourism and as of 2023 say that it's at an all-time high.