



## **Humboldt Lodging Alliance-Tourism Project Application**

**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-hospitality industry during the quiet shoulder season of December 5th, 2025 through January 4th, 2026.

**Description of proposed project:** A 30x60 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 40x80 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 five weeks during the holiday season. The HGRSR has proven 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:

- Humboldt's Gateway to the Redwoods Skating Rink 2024
- 7 Successful, Let's Talk Tourism platforms
- 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

**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 at the Sherwood Forest •Anticipating repeat pledge sponsorships from RREDC, Vocality, SoHum Health, and Green Diamond• In-kind donations of event site location, tent weight barrels, permitted prep kitchen space, 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. Since in 2023, the SHBVB has already donated over 300 hours of time to the HGRSR in vendor research, community outreach, vendor sourcing, on site prep, on site build out, on site event time and take down.

The City of Ukiah has been a tremendous support to the HGRSR. 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 training provided by Special Ice and a season of on-site training. Additionally, we have enlisted the support of our partners at the North Coast Journal who work with us in print and advertising.

North Coast Events will house the hold-harmless agreement that every skater will sign prior to entry of the rink. North Coast Events .com 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) North Coast Tickets.com 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:** Yes, the SHBVB just concluded a successful HGRSR project event for 6 weeks in 2024 and 25 for the. To strengthen the success of HGRSR project, we have chosen to modify specific newly learned 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.

As you can imagine with a six-week event, there is a lot of information to compile.

Therefore, additional details will be given in the oral presentation to the HLA Executive Committee meeting presentation.

Thank you for your consideration of funding the HGRSR. SHBVB, Board of Directors