



Humboldt's Gateway to the Redwood Skating Rink

Information/stats 2024/2025

- Lodging promotions were offered from November through January to local lodging partners for guests to show local conformation code and receive complimentary skating passes.
- HGRSR participated in the Clarke Museum's Night at the Museum fundraiser. Donating a night's stay at Benbow Historic Inn, a \$50 meal credit at the Inn, complimentary skating passes for four and a Humboldt swag gift bag. In turn, HGRSR received social media representation, newsletter and other direct marketing from the Clark Museum.
- The lobby and check-in location for the rink featured a Certified Rack, as well as local lodging and other hospitality information for guests.
- The Southern Humboldt Chamber of Commerce cross promoted the rink through their Holiday Passport promotion, giving away rink tickets once a week from retail receipts turned in.
- 253 pairs of skates ranging from toddler size 7 to adult size 14 were housed on site.
- 48 lbs. of hot chocolate served .18 bags of mini marshmallows.
- Over 21,000 pounds in water gallons, to support the rink barriers and the eleven water barrels for the tent weight.
- 9 schools were hosted: Rio Dell, Scotia, Beginnings, Miranda Junior High, Redway Elementary, Casterlin, Whitethorn, Salmon Creek with a total of over a thousand students.
- 18 South Fork High School volunteers, numerous volunteers from Vocality Community Credit Union and Garberville Rotary Club.
- Just under 3,000 individuals visited the rink and explored Southern Humboldt during December through January 12th.
- Equal or greater number of out-of-towners than locals.

- According to credit card ticket sales zip codes, most purchases were from McKinleyville, Rio Dell, Scotia, Ferndale, Arcata, Eureka, Blue Lake, Trinidad, with also visitors from Los Angeles, Laytonville and Leggett.
- Local businesses and lodging reported increased holiday traffic and sales due to the rink.
- Print, web, radio, social media and news marketing went out in the Time Standard, North Coast Journal for 8 weeks, North Coast Journal Gift Guide, 92.7 The Juke Box in Eureka, Touch Local, Scoot, National Events Show Directory, Do Life Live, America from Home, and numerous interviews with KMUD mentions on Redwood News.
- We designed Humboldt Hometown for the Holiday promotion graphics to showcase the rink and other county holiday activities with our partners across Humboldt. (See attached) full page print advertisement that went out in the North Coast Journal gift guide and weekly NCJ
- All Humboldt Hometown for the Holiday partners were offered marketing space within the lobby/check in location of the rink. We shared county wide holiday event information in the rink lobby.
- The Humboldt Hometown for the Holiday promotion was shared on partner social media and web sites in Arcata, Eureka, McKinleyville and Ferndale.
- Attached is a Facebook professional dashboard photo you will see the organic social media report with almost 187,000 organic views on our SHBVB page with over 8,000 views to our video views.
- The HGRSR used local vendors whenever possible to circulate funds within Humboldt County. ie: insurance carrier, tent vendor, labor source, equipment needs, and more.
- The HGRSR took place through major winter rainstorms, wind gusts of over 40mph, two atmospheric rivers, a bomb cyclone and a 7.0 earthquake.
- Thank you, Mother Nature, Humboldt Lodging Alliance, sponsors, volunteers, and the community at large, that all came together to allow this memorable holiday experience to take place in Southern Humboldt.
- A sponsorship, volunteer, promotional giveaway, lodging list that we called “The Peppermint List” was used to host complimentary skating for all those listed.