

From: Chris Ambrosini no-reply@humboldtlodgingalliance.org
Subject: New submission from Community Tourism Project Application
Date: March 12, 2025 at 3:50 PM
To: HLARedwoods@gmail.com

CA

Name of applicant

Arcata Chamber of Commerce

Contact Person

Meredith Matthews

Phone

707.499.0809

Email

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Website

<https://www.arcatabayoysterfestival.com/>

Address

1635 Heindon Road
Arcata, CA 95521
[Map It](#)

Title of proposed project, event or activity

The 35th Annual Arcata Bay Oysterfest

Dates or duration of proposed project

June 14th, 2025, 10 am - 5 pm

Amount of funding requested

\$50,000.00

Other funding for this project

Chamber Budget, other sponsors

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

Over 15,000 people attended the 34th annual Arcata Bay Oysterfest. 60% of those people were from out of town. This is a true destination event, with people traveling far and wide, and planning whole vacations based on this event. on our Arcata bay Oysterfest website, we have a whole page dedicated to Arcata lodging. <https://www.arcatabayoysterfestival.com/stay>, and would love to also work with hotels for special tourism packages

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

The Chamber organized the most successful Oysterfest in Arcata History since 2015. This year the Oysterfest, which is free to the public, has an amazing line up of musicians, features all local beer, wine, cider, kombucha and mead, celebrates Arcata's rich aquaculture, showcases our exceptional local food scene, and celebrates all of the bounty of Arcata. This festival is by no means limited to the Arcata Plaza, as we feature all restaurants with Oyster specials, and partner with local restaurants for pre and post- festival events that run the whole weekend. This year we are also featuring a "Bivalves and Brews 5K" the Sunday before the event to spotlight our beautiful and unique Arcata Marsh and Wildlife Sanctuary

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

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All of my staff (2 full time and one half time,) Chamber Ambassadors and Board of Directors, Bright and Green Humboldt, City of Arcata, Recology, Arcata Police Department and others spend countless hours planning this event

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

Yes, the Oysterfest has been a successful and beloved event for 35 years.