

**From:** Chris Ambrosini no-reply@humboldtlodgingalliance.org  
**Subject:** New submission from Community Tourism Project Application  
**Date:** May 2, 2025 at 11:15 AM  
**To:** HLARedwoods@gmail.com

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CA

**Name of applicant**

County of Humboldt – Economic Development Division

**Contact Person**

Dianna Rios

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[Map It](#)

**Title of proposed project, event or activity**

POWER CA 2025 Hospitality Support

**Dates or duration of proposed project**

May 7 & 8, 2025

**Amount of funding requested**

\$10,000.00

**Other funding for this project**

Humboldt County Workforce Development Board \$15,000  
Headwaters Fund (Mini-Grant Program): \$5,000  
Sponsorship:  
Platinum Sponsor: Nor Cal Carpenters Union \$5000  
Gold Sponsors: PG&E \$2500, Vineyard Offshore \$2500, LIUNA! \$2500, IBEW 551 \$2500  
Bronze Sponsor: Central California Asthma Collaborative \$1000

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

This two-day hospitality-focused event will directly benefit hotels, RV parks, and other lodging establishments in Humboldt County by generating bookings, increasing destination visibility, and supporting return visitation from both domestic and international stakeholders introduced during POWER CA 2025.

As a designated SelectUSA Spinoff Event, POWER CA 2025 was developed in partnership with the U.S. Department of Commerce to attract foreign direct investment and promote California's leadership in renewable energy and sustainable infrastructure. The event has been marketed globally, and we anticipate a significant delegation representing companies from around the world, many of whom will require lodging during their visit and will be encouraged to return for business development opportunities.

#### International Delegations at POWER CA 2025

We are honored to welcome official representatives from Singapore, Norway, Algeria, Tunisia, and Mexico to POWER CA 2025. These international delegates are attending to seek partnerships, explore investment opportunities, and engage in collaborative dialogue around renewable energy development.

Their presence reflects growing global recognition of Humboldt County and California's leadership in offshore wind, clean technology, and sustainable infrastructure. POWER CA serves as a unique platform to build cross-border relationships and advance climate-smart solutions through international cooperation.

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

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

The County of Humboldt's Economic Development Division is highly qualified to lead this project, having successfully hosted POWER CA for the past two years and consistently delivered high-impact, multi-day events that drive regional economic development, tourism, and lodging promotion.

Our team has deep experience managing complex public-private partnerships, tourism marketing initiatives, and cross-sector convenings that elevate Humboldt County's visibility. We are responsible for countywide travel and tourism strategies and administer service agreements with gateway communities and tourism stakeholders to promote lodging, cultural assets, and economic opportunities throughout the region.

Most notably, we coordinated and delivered POWER CA 2024 and POWER CA 2025—both two-day events that brought together local governments, state agencies, tribal nations, business leaders, trade unions, and international delegations. In 2025, the event was recognized as an official SelectUSA Spinoff Event in partnership with the U.S. Department of Commerce. The conference received sponsorship support from leading energy companies and workforce organizations, and highlighted Humboldt's role in California's clean energy and tourism economy.

We have the in-house capacity, proven relationships, and project management experience to successfully execute this hospitality-focused follow-up event. Our division is committed to supporting lodging operators, showcasing regional assets, and leveraging international interest in Humboldt County to promote overnight stays and long-term business travel.

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

Dianna Rios – Economic Development Coordinator: Project lead responsible for coordination, stakeholder engagement, and deliverable oversight.

Nick Moyle – Economic Development Specialist: Supports research, outreach, and logistics.

Peggy Murphy – Interim Program Manager: Provides strategic guidance and supervises project alignment with departmental goals.

Elishia Hayes – County Administrative Officer (CAO): Ensures project is consistent with County priorities and administrative oversight.

Karen Clower – Assistant County Administrative Officer: Assists with cross-department coordination and fiscal review.

Administrative Assistant: Provides scheduling, communications, and operational support.

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

Yes. There are 16 similar events held annually across California, and we are proud to be hosting our third. Our conference has grown in scope and reputation each year. In fact, we previously drew the highest number of attendees among peer events due to the high caliber of programming, speakers, and regional relevance.

This year, rising travel and accommodation costs created challenges for participation. To address this, we secured workforce development funding to cover some staff time. Despite this support, we faced a budget shortfall. In response, we eliminated food and beverage services and shifted to a no-cost registration model to increase accessibility.

The results have been strong—over 100 participants are now registered, with approximately half

The results have been strong—over 100 participants are now registered, with approximately half traveling to Loleta in Humboldt County for this two-day event. This reflects the event's regional draw and its potential to generate economic activity for the local community.

With additional funding support, we could further enhance the experience, restore essential services, and ensure continued access to this impactful event.