

From: Chris Ambrosini no-reply@humboldtlodgingalliance.org
Subject: New submission from Community Tourism Project Application
Date: May 21, 2025 at 2:52 PM
To: HLARedwoods@gmail.com

CA

Name of applicant

CAGES Inc/Ferndale Enterprise Souvenir Edition

Contact Person

Caroline Titus

Phone

707-845-3634

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Website

<https://www.visitferndale.com/souvenir-edition>

Address

PO Box 1425
Ferndale, CA 95536
[Map It](#)

Title of proposed project, event or activity

Full page ad in the Ferndale Enterprise Souvenir Edition

Dates or duration of proposed project

June 19, 2025 to June 19, 2026 or thereabout

Amount of funding requested

\$1,500.00

Other funding for this project

The rest of our publication is funded by businesses that sponsor "stories" and display ads.

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

The "Stay for Another Day" full page ad (detailing county activities for visitors) in the Ferndale Enterprise Souvenir edition (10,000 in print and on VisitFerndale.com) encourages visitors to stay another day and thereby spend more money at lodging establishments etc.

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

We've been publishing the Ferndale Enterprise Souvenir Edition for more than 30 years and including detailed information for visitors. The edition is much loved by lodging establishments and is free to all visitors. We have outlets all over and outside the county and many lodging owners send a link to the digital version at VisitFerndale.com with booking information. VisitFerndale.com received nearly 100,000 visits in 2024 and is on track for another strong year. <https://www.visitferndale.com/souvenir-edition>

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

Publisher Caroline Titus.

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

Many communities do visitor guides, but our newspaper is unique. It's 32 pages and full of historical and present day information the visitors seem to love. We are the only publication with detailed movie-filming stories and photos. We also include information on a wide array of services, restaurants, lodging establishments and activities. It's not unusual to see guests in Ferndale sitting and reading the publication or carrying around with them.