

From: Chris Ambrosini no-reply@humboldtlodgingalliance.org
Subject: New submission from Community Tourism Project Application
Date: May 19, 2025 at 1:23 PM
To: HLARedwoods@gmail.com

CA

Name of applicant

Mateel Community Center Inc

Contact Person

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[Map It](#)

Title of proposed project, event or activity

Reggae on the River -Mateel Community Center Inc

Dates or duration of proposed project

August 1st - August 3rd 2025

Amount of funding requested

\$74,000.00

Other funding for this project

Sponsorships \$125,000
Ticket Sales \$950,000
Vendor Fees \$95,000
Merch Sales \$20,000
Alcohol Sales \$120,000
Food & Drink Sales \$40,000

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

Reggae on the River directly benefits hotels, Airbnbs, and short-term rentals by attracting thousands of attendees who require local accommodations. Due to the rural nature of the area, most attendees travel significant distances and seek overnight lodging, making available accommodations essential to both the festival's success and the sustainability of the local tourism economy.

Reggae on the River also supports all local area lodging with a free shuttle service for patrons that services all hotels, air bnb's and RV parks from Dean Creek to the event. Volunteers, patrons, staff, supporting contractors and multitude of Emmy award winning artists are booked into local accommodations from Fortuna to Richardson's Grove. In 2024, the event expensed \$45,000.00 for the artist hotel bookings alone. A hotel and ticket package are being explored for patrons who prefer lodging accommodations over camping at the event. Hotel stays are included in the larger tiered sponsorship packages. The festival website's accommodations page,

(<https://www.reggaeontheriver.com/accomodations>), provides comprehensive lodging information and links, and will feature an information table at the event with rack cards and QR codes linking to "Visit Southern Humboldt". Additionally, the Mateel has enlisted Tradable Bits. This technology enables precise data collection and targeted digital advertising in specific geographic areas including Sacramento and the Bay Area. This readiness allows for immediate and effective geotargeted marketing to potential attendees from outside Humboldt County, maximizing the impact of grant funding on regional tourism. MCC tracks direct hotel expenses for artists, performers and guests with both the annual and event specific budgets, ticket sale data and surveys.

Reggae on the River has attracted over half a million attendees, making it one of the most iconic reggae festivals globally. While attendance figures vary by year, the festival has drawn up to 15,000 attendees in some years with average annual attendance currently at 4,000 patrons. Reggae on the River attracts both local residents and reggae enthusiasts from across the United States and beyond, introducing new visitors to the region's natural beauty and cultural offerings. This event leaves a lasting impression on attendees who return to Humboldt County after the festival to further explore the area, contributing to ongoing tourism and economic activity.

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

The Mateel has produced thousands of events over its 40-year history, including the Summer Arts & Music Festival. While Reggae on the River is the largest and most recognized event, the Mateel Community Center (MCC) a 501c3 non-profit located in Redway, California, attracts over 20,000 visitors annually through its diverse array of events and programs. These include concerts, festivals, theater performances, educational workshops, and community gatherings. The center's hall, which opened in 1988, has a capacity of 800 people and hosts events year-round, serving as a cultural hub for Southern Humboldt County. The Mateel Community Center is dedicated to sustaining a vibrant community and supporting the local economy through tourism.

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

The Mateel's Festival Management Team (FMT) oversees all festival operations. The team utilizes a tiered Incident Command System (ICS) to assign over 300 staff and volunteers to key operational roles.

The Mateel partners with local agencies for emergency services, and collaborates with the Southern Humboldt Chamber of Commerce, the Southern Humboldt Business & Visitors Bureau, and numerous local contractors. Local businesses supply food, beverages, and merchandise. Shuttle services are rented from Southern Humboldt Unified School District, providing fundraising opportunities for the school. All food vendors are required to partner with a local non-profit donating a portion of proceeds from the event.

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

Although Reggae on the River has international recognition, the event is unique to Humboldt County. The event has only changed locations within the county and has not been replicated elsewhere. The event draws a diverse audience from local and out-of-town communities, supporting annual tourism and economic vitality in the region.