

Community Tourism Project Application – 4th Of July Fireworks

Name of Applicant

Southern Humboldt Chamber of Commerce and Visitors Center

Contact Person

Yvonne Hendrix

Executive Director

Phone: (707) 923-2613

Email: chamber@garberville.org

Title of proposed project, event or activity

Fourth Of July Fireworks Event

Date: Friday, July 4th, 2025

Amount of funding requested

\$25,000.00

Other funding for this project

We currently have a surplus of \$2,142.93 in this account from last year. Combined with anticipated sponsorships and TOT (Transient Occupancy Tax) funds, this will help cover any additional project costs beyond the requested amount.

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

We believe our annual 4th of July Fireworks Show is a significant attraction that draws visitors from outside the area while also serving as a beloved family-friendly event for our local community. The show begins at dark, giving tourists, out-of-town guests, and local residents the opportunity to dine at local restaurants and enjoy the evening in town. Many visitors plan their evening at the Benbow Historic Inn, where they can enjoy dinner and watch the fireworks from the patio.

In 2019, the Benbow Fireworks saw a notable increase in attendance from neighboring communities in Northern Humboldt and Mendocino Counties. In 2023, despite not hosting the event due to rising production costs, we received dozens of phone calls, emails, and social media inquiries asking whether the show would return. This strong interest underscores the event's regional appeal.

After a several-year hiatus, the 2024 Fireworks Festival drew approximately 700 attendees to the event site, reaffirming the community's enthusiasm and the event's potential to boost local tourism. With renewed momentum, we anticipate even greater attendance in the coming year, along with increased bookings at nearby RV parks and lodging within our jurisdiction.

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

For nearly two decades, the Southern Humboldt Chamber of Commerce (SHCOC) has proudly led the annual Benbow Fireworks Celebration, making it a cherished tradition and a highlight for the Southern Humboldt community. This year marks the 18th Fourth of July Fireworks event hosted by the SHCOC.

Our long-standing partnerships with the local Volunteer Fire Department, Cal Fire, landowners, and other key agencies have been instrumental to the event's ongoing success. Last year's celebration was executed smoothly and safely, with no incidents reported. We received positive feedback from Cal Fire Chief Marty Hobbs and the California Highway Patrol, both of whom commended the event's organization and safety measures.

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

Staff from the Chamber of Commerce, along with board members and dedicated community volunteers, all play an active role in planning and executing the event.

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

Yes.

Fireworks displays offer numerous benefits that make them highly valuable to communities, businesses, and local tourism. These events foster a strong sense of community pride and unity by bringing people together for a shared, memorable experience. They help strengthen social connections and promote a sense of belonging among residents.

In addition to their cultural and social value, fireworks shows are proven tourist attractions. They draw visitors from surrounding areas, increase foot traffic, and generate revenue for local businesses—particularly in hospitality, dining, retail, and transportation. Celebrations like Independence Day, New Year's Eve, and local festivals are significantly enhanced by fireworks, creating a festive and engaging atmosphere that people look forward to year after year.

Furthermore, fireworks events can serve as effective promotional tools, generating publicity and media attention that raise the profile of the host community. This visibility helps position the area as a vibrant and welcoming destination, encouraging future visits and contributing to sustained economic growth.

Thank you for your time and consideration of our application. We deeply appreciate the continued support of HLA-South and your commitment to strengthening our community.

Sincerely,

Yvonne Hendrix

Executive Director

Southern Humboldt Chamber of Commerce

Projected Costs for the 2025 4th of July Fireworks Celebration

(Excludes music and miscellaneous expenses)

Expense Item	Estimated Cost
Pyro Spectacular (Fireworks Show)	\$20,000.00
California Highway Patrol	\$1,200.00
State Fire Marshal	\$2,200.00
Insurance	\$100.00
Permit Fees (includes \$500 cleaning deposit)	\$756.00
B&B Portable Toilets	\$750.00
Dept. of Forestry & Fire Protection	\$200.00
Posters & Promotion	\$100.00
Total Estimated Cost	\$25,306.00