

Name of applicant

Southern Humboldt Chamber of Commerce and Southern Humboldt Business & Visitors Bureau

Contact Person

Yvonne Hendrix

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[Map It](#)

Title of proposed project, event or activity

CalTravel Summit 2025 Attendance - North Lake Tahoe | October 6-8, 2025

Dates or duration of proposed project

We respectfully submit this funding request on behalf of the Southern Humboldt Chamber of Commerce (SHCOC) and the Southern Humboldt Business and Visitors Bureau (SHBVB) to attend the 2025 CalTravel Summit, October 6–8, 2025, at the Everline Resort in Olympic Valley, California.

Amount of funding requested

\$6,358.84

Other funding for this project

The Southern Humboldt Business and Visitors Bureau (SHBVB) and the Southern Humboldt Chamber of Commerce (SHCOC) will provide substantial in-kind support by covering all administrative and travel time, along with meals and any additional related expenses. These costs will be fully absorbed by SHBVB and SHCOC.

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

Our attendance directly supports the Humboldt Lodging Alliance's mission of "putting heads in beds" by equipping us with forward-thinking strategies, high-level connections, and destination marketing insights that will help grow overnight visitation and strengthen our region's tourism economy.

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

Both Yvonne Hendrix and Laura Lassetter bring significant experience attending and leveraging tourism conferences, including the CalTravel Summit, Visit California Outlook Forum, Adventure Travel Show, and CalTravel's Tourism Advocacy Days. We understand how to maximize these opportunities to benefit our region.

With two representatives attending, we will strategically divide our time across different breakout sessions to cover more ground, absorb a broader range of information, and return with complementary takeaways to benefit Southern Humboldt and our lodging partners countywide.

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

This project will be led by Yvonne Hendrix, Executive Director of the Southern Humboldt Chamber of Commerce (SHCOC), and Laura Lassetter, Director of Operations for the Southern Humboldt Business and Visitors Bureau (SHBVB). Both leaders bring extensive experience in tourism development, community engagement, and regional advocacy.

Yvonne and Laura will coordinate all aspects of the project, including planning, scheduling, travel, participation in CalTravel events, and follow-up actions to ensure that Humboldt County's voice is represented in statewide tourism policy and marketing initiatives.

Through our combined dedication and organizational commitment to active involvement in CalTravel, we are investing in the long-term success of Humboldt County—ensuring our rural region has a strong voice in state-level tourism decisions, funding opportunities, and strategic marketing efforts that too often overlook smaller communities.

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

Yes — Why Active Involvement in CalTravel Matters

Being an active member of CalTravel is essential for rural destinations like Southern Humboldt. CalTravel advocates at the state and federal levels for tourism funding, policy protections, and legislation that directly impact California's travel economy. Their leadership was instrumental in securing recovery funding during the pandemic, advancing Visit California's budget priorities, and representing tourism's interests at the Capitol.

Engaging in CalTravel events ensures our region is not left behind in policy decisions, funding conversations, and statewide marketing strategies that often default to major urban areas. Our visibility and participation in these conversations are essential to equitable representation for Humboldt County.