


From: Shawn Masterson shawn@norcalmechanical.com 
Subject: Re: Confirmation from Community Tourism Project Application
Date: July 25, 2025 at 10:31 PM
To: HLARedwoods@gmail.com

SM

Thanks Chris.

past
Garberville Rotary Club

Rotary



Shawn Masterson
President 2024-2025
707-223-2100

From: Chris Ambrosini <no-reply@humboldtlodgingalliance.org>
Sent: Friday, July 25, 2025 9:54 PM
To: Shawn Masterson <shawn@norcalmechanical.com>
Subject: Confirmation from Community Tourism Project Application

Thank you for your grant funding application submission. Below is a copy for your records. Please also read both the Indemnification Agreement and Grant Funding Agreement. **If you are approved for your grant funding**, both Agreements will need to be agreed/signed as a condition for your awarded grant funding.

[HLA Idemnification Agreement](#)

[HLA Grant Funding Agreement](#)

Name of applicant

Garberville Rotary Club

Contact Person

Shawn Masterson

Phone

7072232100

Email

shawn@norcalmechanical.com

Website

<https://www.garbervillerotary.com/>

Address

7250 Benbow Dr
GARBERVILLE, Ca., CA 95542
[Map It](#)

Title of proposed project, event or activity

Enhancing Community Engagement and Emergency Communication through a Digital Marquee

Dates or duration of proposed project

Rotary year 2025- 2026 (July 1 2025 to 6-30-2026)

Amount of funding requested

\$5,000.00

Other funding for this project

Garberville Rotary Club \$3200
Garberville Soroptimist Club \$1000
Garberville Volunteer Firefighters Association \$1000
Jennifer Mayhew on behalf of Garberville Rodeo Committee \$250
Garberville Civic Club \$50
Southern Humboldt Community Healthcare District \$1500
Redwoods Rural Healthcare \$1500
Community First Credit Union \$1500
Kim Kemp on behalf of The Redheaded Blackbelt (local internet news) \$100
SERT Southern Humboldt Emergency Response Team \$250
Southern Humboldt Chamber Of Commerce \$1000
Garberville Kawanis Club \$250
Humboldt Lodging Alliance \$5000
Iron and welding to modify the existing clock tower \$800.00 (Donated)
Electrical, conduit and wiring \$500 (Donated)
Equipment rental \$575 (Donated)

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

The Garberville Rotary is seeking funding for the purchase and installation of a digital marquee measuring 104 inches wide by 54 inches tall, to be installed beneath the historic town clock in downtown Garberville.

This prominent and central location ensures maximum visibility for both residents and visitors.

This digital marquee will serve as a dynamic and essential communication tool designed to:

- Highlight key tourism assets throughout the Southern Humboldt region, including natural attractions, local businesses, and cultural landmarks—encouraging exploration and economic growth in our rural community.
- Celebrate and promote legacy events that define our local identity, such as the Lighted Parade, Rodeo Parade, Small Town Christmas, Halloween Festival, and the SoHum Car Show, helping preserve cherished traditions and strengthen community pride.
- Provide real-time emergency messaging, serving as a vital public safety tool during wildfires, road closures, power outages, and other critical events—ensuring timely, accurate information reaches the public.

By combining tourism promotion, cultural preservation, and emergency readiness, this marquee will become a cornerstone of communication and engagement in Garberville, reflecting the Rotary's commitment to community service and regional resilience.

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

This project will be completed with Rotary members who are also contractors and retired contractors and other members as far as boots on the ground.

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

The Garberville Rotary Club will also fund the majority of the cost as well as having members and other business owners donate the necessary materials to complete the installation.

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

The Garberville Rotary Club has successfully installed and donated toward the purchase and installation of a new Marquee at South Fork High School for school events as well as emergency notification systems in the 2024 - 2025 year. Our goal this year is to do for tourism in Southern Humboldt what we helped do for our local high school. Which is to inform visitors and tourists of local events and encourage people to stay in hotels & RV parks, dine in our restaurants and encourage repeat visits and stays this will also aid in the economic recovery our area. Being a digital devise, it is easily kept current and up to date.

