

Community Tourism Project Application : Entry # 1276**Name of applicant**

Humboldt Del Norte Film Commission

Contact Person

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Eureka, CA 95501[Map It](#)**Title of proposed project, event or activity**

Annual Funding focusing on Film Productions & Film Toursim

Dates or duration of proposed project

FY 2025-2026

Amount of funding requested

\$75,000.00

Other funding for this project

Projected numbers for FY25-26:

HUMBOLDT COUNTY \$195,00

DEL NORTE COUNTY \$25,000

FORTUNA CHAMBER OF COMMERCE \$4,500

CITY OF ARCATA \$7,500

CITY OF EUREKA \$35,000

RED CARPET GALA \$2000

DONATIONS/PUBLIC SUPPORT \$1000

Measure J Funding \$30,000

Sponsors \$5000

Mini grants \$1500

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

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The Humboldt-Del Norte Film Commission directly supports our region's lodging sector by attracting film and television productions year-round and developing film tourism events that drive overnight stays. Productions generate extended lodging demand — often lasting weeks or months — as cast and crew require accommodations throughout their time on location. In January of 2024, The Leonardo DiCaprio movie that filmed in Humboldt spent over \$700,000 in accommodations alone. Additionally, our film tourism projects like the Forest Moon Festival also puts "heads in beds."

We measure benefit through:

- Surveys of visitors at film tourism events asking about lodging and length of stay
- Tracking of production activity and estimated crew stays
- Collaboration with lodging operators
- Production reports for tax incentive productions from the state

The Commission acts as an ongoing driver of lodging revenue by ensuring Humboldt remains visible, desirable, and accessible to filmmakers and fans alike. Continued general funding enables us to maintain and expand these economic impacts year-round.

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

The Humboldt-Del Norte Film Commission has over 15 years of proven success in both attracting film productions to the region and developing film tourism initiatives that benefit the local economy. As a certified California Film Commission regional office, we serve as the official liaison between productions and local jurisdictions, streamlining permits, scouting locations, and coordinating with property owners,, law enforcement, and land agencies.

We've facilitated hundreds of productions (numerous commercials, independent films, and reality shows) each bringing valuable crew and talent who stay in local hotels, dine in our restaurants, and hire local workers.

In addition to production support, we lead innovative film tourism efforts like the Forest Moon Festival, the Map of the Movies, and Museum of Cinema, all designed to attract year-round visitation tied to our cinematic history. Our staff is uniquely experienced in both production logistics and destination marketing, blending industry knowledge with community engagement.

Our office has received national recognition, including a finalist nomination for "Best Film Commissioner in the World," and we regularly collaborate with Visit California, the California Film Commission, local CVBs, and tourism boards to ensure alignment with broader regional goals.

We are the only local entity with the relationships, expertise, and infrastructure to carry out this work on behalf of the region — and the only one positioned to deliver measurable lodging impacts through both production and tourism channels.

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

The Humboldt-Del Norte Film Commission is led by a full-time Film Commissioner with over 15 years of experience in production facilitation, economic development, and tourism programming. The Commissioner oversees all aspects of production support, location scouting, permit coordination, stakeholder relations, and film tourism initiatives.

The Commission is also supported by:

Part-time administrative and outreach support, including interns and contracted assistants during peak project seasons.

Volunteers who assist with public-facing events such as the Forest Moon Festival, location tours, and film tourism booths. In 2024, over 60 volunteers contributed to event execution.

Industry partners and local collaborators including city and county staff, tourism boards, parks departments, and local film professionals who assist with regional coordination.

Resources committed to this work include:

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- Our location image database, curated over 15 years
- Longstanding relationships with studios, networks, and location managers
- Custom-built tourism tools, such as the Map of the Movies and the Museum of Cinema
- A film-friendly community network of lodging providers, landowners, and vendors
- With consistent funding, we are able to sustain this infrastructure, expand outreach, and continue building year-round projects that result in economic benefits for the lodging industry.

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

Yes, the combination of film production services and film tourism is a well-established model used in destinations across the world to drive economic development and increase overnight stays. Regions like Savannah, Georgia, Moab, Utah, and Astoria, Oregon have successfully leveraged their on-screen history to both attract new productions and create tourism campaigns that bring visitors long after the cameras stop rolling.

Locally, the Humboldt-Del Norte Film Commission has already demonstrated this model's success. We helped facilitate filming for iconic projects like Return of the Jedi and have since built programs to turn that legacy into tourism revenue including:

- The Forest Moon Festival, launched in 2022, now draws thousands of Star Wars fans to our region.
- Our Map of the Movies has become a self-guided tourism draw, helping visitors plan overnight stays around exploring iconic filming locations.
- The Museum of Cinema provides a permanent film tourism attraction, highlighting the region's cinematic history and encouraging year-round visits.

This model has also been championed by the California Film Commission, which actively supports both production and tourism-related efforts in rural regions like ours to generate sustainable local revenue.