



Funding Request Proposal to the Humboldt Lodging Alliance -South

From-

Southern Humboldt Business & Visitors Bureau (SHBVB)

2025 SoHum Classic Car Show and Cruise

Event Dates: Friday, September 19 & Saturday, September 20, 2025

Submitted by: Laura Lasseter, Director of Operations & Founding Board Member

Project Overview

The Southern Humboldt Business & Visitors Bureau (SHBVB), in partnership with the Garberville Rotary Club, respectfully submits this funding request for the 2025 SoHum Classic Car Show, a vibrant community event held in downtown Garberville, Southern Humboldt.

The car show serves as a dynamic economic driver for the region, boosting tourism-related revenue through overnight lodging, restaurant traffic, retail sales, and visitor engagement. The event also raises funds for the SoHum Health Foundation, and other local nonprofits.

The two-day program includes:

A Friday Cruise event (Sept. 19) through scenic Southern Humboldt locations.

Friday Cruise event (Sept. 19)

2pm start at The Majestic Center in Redway

A Saturday showcase (Sept. 20) on Redwood Drive featuring live music, local vendors, a community BBQ, and custom trophy awards.

10am-4pm

Event registration is online through NorthCoastTickets.com.

General admission is free to the public; car registration ranges from \$40 early bird registration and, \$45 after.

Supervisor Michelle Bushnell will present a resolution to close Redwood Drive (Conger St. to Maple Lane) during the event. This location will host the show cars, stage area, and visitor amenities.

Community & Economic Benefit

Drives overnight stays before, during, and after the event weekend.

Promotes regional businesses from Garberville, Benbow, Redway, Miranda and Shelter Cove.

Cross-marketing via Rotary District 5130 reaches visitors from Mendocino, Sonoma, and Napa counties.

Offers special lodging rates for attendees, with trackable data for impact measurement.

Builds community pride and engagement through volunteerism and local partnerships.

Use of Funds

SHBVB requests a total of \$6722 to cover essential event costs.

All staffing and administrative support from SHBVB will be fully donated by SHBVB.

Line Item Cost

Onsite event insurance	\$758
Equipment rental (porta restrooms, sinks)	\$850
Printing	\$575
Advertising (North Coast Journal)	\$650
Marketing (social media, FB ads branded materials)	\$725
Event supplies (tables, signage, decor)	\$550
Awards (locally crafted)	\$850
County permits and administrative fees	\$875
ABC event license fee	\$64
Live music (local bands)	\$450
Audio technician	\$375
Total Funding Requested	\$6722

Organizational Capacity

SHBVB has a proven track record of successful event coordination, including:

Let's Talk Tourism town halls

Feast of Fields / Feast of Flowers

West Coast Live Market

The Gnome Zone @ Summer Arts Festival

Meet the Farmer Series

Humboldt's Gateway to the Redwoods Skating Rink

SoHum Classic Car Show (2024 pilot)

SHBVB, supported by community volunteers and the Garberville Rotary Club, is well-positioned to execute this event successfully and ensure maximum return on investment for the region.

Thank you for your consideration and support of economic development through community-driven tourism events.

The Southern Humboldt Business and Visitors Bureau

