

Humboldt Lodging Alliance—Community Tourism Project Application

Name of applicant: Redwood Coast Music Festivals **Date:** July 25, 2025

Contact person(s): Mark Jansen - Executive Director

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Title of proposed project, event or activity: Redwood Coast Music Festival

Dates or duration of proposed project: Music Festival event is October 2nd - 6th, 2025

Amount of funding requested:

\$25,000 for the 2025 Redwood Coast Music Festival

Other funding for this project:

The operating budget for Redwood Coast Music Festival 2025 is forecast to be \$280,000. Revenues are forecast at the same level with a combination of ticket sales, sponsorships and merchandise sales during the event. All funds generated are used in the production of the event.

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

Our goal is to continue to expand our festival, making it one of the most popular music festivals on the West Coast. In addition to promoting and encouraging festival patrons to stay in local hotels, we will also continue to employ strategies that encourage music festival patrons to extend their stay in the area and return at other times of the year.

Measurable Outcomes – We measure the benefit to area lodging with information gathered through direct point of sale ticket sales. During our relationship with ELA we have doubled our attendance and extended the length of stay opportunity from two to four nights for attendees.

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

We have successfully staged and produced 47 large scale music festivals in Eureka since 1990.

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

We are an all-volunteer organization with 100% of all resources directed at festival production and expansion. Our Board of Directors is made up of 15 volunteer, local professionals. Additionally, we are fortunate to attract nearly 300 volunteers to assist with duties necessary to conduct the festival.

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

Yes. We have done it here for over 30 years and regional music festivals continue to operate around the country.