

Community Tourism Project Application

Name of applicant (Required):

City of Fortuna

Contact Person:

Kaylyn Stainbrook, Parks and Recreation Director

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5 Park Street, Fortuna, Ca 95540

Title of proposed project, event or activity:

River Lodge Audio/Visual Upgrade

Dates or duration of proposed project:

As soon as possible (dependent on technician scheduling)

Amount of funding requested:

\$75,232. 80

Other funding for this project (How much and from where)?

No other funding currently.

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

Over the last couple of years, there have been ongoing issues with River Lodge's audio/visual system, including microphone failures, unprompted disconnections, and a complicated control system. An upgrade is necessary and will ensure the system is dependable and easy to use for all - staff and renters alike. Without the upgrade, there is concern that River Lodge will not remain a competitive conference center and could instead see a decrease in booked room nights as the system becomes increasingly unreliable. With a truly state-of-the-art audio/visual system, renters will continue to return to the River Lodge and utilize surrounding lodging resources during their visit (maintaining, if not increasing, booked room nights). Additionally, with an easy-to-use system, staff can spend less time troubleshooting and more time on conference center programming, such as developing new events to attract visitors to the area (approximately 5-7 more booked room nights).

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

The City of Fortuna has identified a qualified technician to manage and implement the upgrades. Ivan from Techome Innovations is already familiar with River Lodge's current system and has the supporting materials to make the upgrades rather than build a

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technical map from scratch which would take many more technician hours (and more funding) to develop.

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

The River Lodge falls under the City of Fortuna's Parks and Recreation Department. The Conference Center Manager, Jennifer Lourenzo, is the primary contact for the River Lodge. However, the Parks and Recreation Director, Kaylyn Stainbrook, is also involved with the process.

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

The River Lodge audio/visual system was last updated in 2017.