Humboldt Lodging Alliance
Community Tourism Fund Application

Program Overview

The Humboldt Lodging Alliance (HLA) Community Tourism Fund supports projects, events, and initiatives that generate measurable overnight stays in Humboldt County. Projects must demonstrate a direct benefit to lodging partners—hotels, motels, inns, and RV parks—within the applicant's jurisdiction.

Priority is given to projects that:
• Deliver new or increased room nights, especially during the shoulder and off-seasons (September–June)
• Present a clear strategy for converting interest into overnight stays
• Demonstrate organizational capacity and a track record of success
• Offer innovation, leverage other resources, and show potential for sustainability

Applications are reviewed by a subcommittee of HLA board members representing the jurisdiction of the proposed project.

Submission Instructions

Email completed applications and any supporting materials to
meredith@hlaredwoods@gmail.com. **The submission window for applications is October 1st – April 30st.**

1. Applicant Information

Organization Name (Required) _____

Contact Person (First & Last, Required) _____

Phone (Required) _____

Email (Required) _____

Website (optional) _____

Mailing Address (Street, City, State, ZIP; Required) _____

2. Project Overview

Project/Event Title (Required) _____

Dates or Duration (Required) _____

Amount of Funding Requested (Required) _____

3. What is the Return on Investment?

Describe how overnight bookings are tied to the event- promotions with lodging partners, packages, extended stays, and clearly identify how you will measure tourist participation.

4. Seasonal Impact

Explain how the project increases tourism during shoulder/off-season months (September–June) or fills a gap in the local calendar.

5. Feasibility & Track Record

Demonstrate your capacity to deliver key staff/partners, volunteer resources, relevant experience, and past successes.

6. Innovation & Uniqueness

What makes this project new, significantly expanded, or uniquely compelling as a destination draw?

7. Matching Funds or Leveraged Resources

Identify matching funds, grants, sponsorships, and in-kind support that increase impact.

8. How will you define success with your project and ensure sustainability.

Explain how the project could become self-supporting over time (earned revenue, recurring sponsorships, long-term partnerships).

9. Room Night Strategy

Outline the concrete tactics you will use to convert interest into overnight stays (target markets, marketing channels, ticketing/registration data capture, lodging packages, digital campaigns).

10. Has this project or idea been successfully tried elsewhere?

If yes, provide examples or references that support your approach.

11. Projected Room Nights

Provide a clear, quantitative estimate of room nights your project will generate. Include: totals, how calculated, expected occupancy impact within the jurisdiction in which your event will be held, and timing of stays.

12. Proposed Budget

Please provide a **detailed proposed budget** showing how requested funds will be allocated and used to support the project. Include key expense categories (e.g., marketing, operations, staffing, materials, production, etc.) and indicate any other secured or pending funding sources. *A detailed line-item budget or spreadsheet may be attached as a supplemental document.*

Certification

I certify that the information in this application is true and complete to the best of my knowledge.

Signature_____   Date _____