

Community Tourism Proj... ▾

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Organization Name

Cal Poly Humboldt

Contact Person

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[Map It](#)

Project Overview

Project/Event Title

Inaugural California Outdoor Economy Summit

Dates or Duration

June 3rd to June 5th, 2026

Amount of Funding Requested

\$5,000.00

Entry   

Entry Id: 2428

Submitted on: 2026/03/11 at 9:42 pm

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User Confirmation Notification

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What is the Return on Investment?

We would like to make the Humboldt Lodging Alliance our primary sponsor for one of the days of the event, recognizing the alliance and the importance of lodging partners in Eureka. This would include spotlight on your organization (logo on printed material and website link/logo, social media shoutouts, full page color add in print program, large banner space at the event), your organization brochure at the event, recognition at the event, opportunity to address the event on your day, list of attendees, and 3 complimentary registrations.

This event is expected to convene between 100-150 people for the first year. We expect that around 70-80% of our attendees will be booking lodging in Eureka for this event. Those numbers are based on the confirmed speakers that are coming from various regions of California, Nevada and Oregon, as well as attendees who have purchased tickets, and those who are on our contact list.

The schedule of events starts on the evening of Thursday June 3rd, and ends on the evening of June 5th. We have made a point to invite attendees to attend the Eureka Friday Night Market on the last night, and stay for the weekend.

We have included a direct link in our marketing material to lodging options in Eureka. We are seeking room blocks, or discounts for Eureka hotels, so attendees are more likely to use those establishments.

We plan on measuring the first year of participation through a summit evaluation, specifically asking them in what kind of establishment they stayed (hotel vs Airbnb vs camping vs friends/family), and how long they stayed in the area.

The event is 3 days, and most attendees are from outside the area, requiring them to book for multiple nights. We are currently seeking room blocks and discounts on Eureka hotels, to encourage our attendees to utilize those establishments. We have already included information about Eureka hotels on the event website.

Because the event is from Wednesday to Friday, the first week of June, booking will happen on days that are generally less busy for our local lodging partners, providing them with extra bookings.

As mentioned above, we will be evaluating overnight stays in our participation survey for summit attendees. We plan on measuring the first year of participation through a summit evaluation, specifically asking them in what kind of establishment they stayed (hotel vs Airbnb vs camping vs friends/family), and how long they stayed in the area.

We also have attendees who have indicated their intention to bring their "plus one", who will not be attending the summit, but are excited to visit the area. We also have a fundraiser on the night of June 4th, that is open to the public. This fundraiser is bringing in guest speakers from outside the area, who will be needing lodging for their overnight stay in Eureka.

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We expect that number to be around 10-20 more than the summit attendees.

Seasonal Impact

Because this summit is happening the first week of June, outside the weekend, local lodging partners will see a demand in their hotel rooms that are above their typical numbers for a week night in Eureka.

This also has the potential to reverberate at other times of the year, as we expect that this summit will raise awareness on our area's touristic assets.

Feasibility & Track Record

To deliver on this event, we have three main partners: Cal Poly Humboldt, Redwood Region Rise & Humboldt County Economic Development Division. We have been holding regular planning meetings with individuals who have expressed interest in this summit, have experience in the topics of the summit, and can provide insights as we move forward.

We are also working with several other groups to bring speakers, activities and resources, including California Outdoor Recreation Partnership, the Nevada Division of Outdoor Recreation, Siskiyou County Outdoor Alliance, Founded Outdoors, Coachella Valley Economic Development, North Coast SBDC, Hip Camp, UC Cooperative Extension, and more.

We will have several volunteers from different groups, including staff and students from the university to help us with the days leading to the event, and on event days.

We are working with several individuals and organizations, using past experiences convening a variety of stakeholders, organizing advocacy meetings, and outdoor tourism activities. We feel confident in our ability to deliver a quality product that will reflect the uniqueness and potential of our region.

Innovation & Uniqueness

The California Outdoor Economy Summit is the first event of its kind in the state. While more than 20 states host annual outdoor economy summits, California, despite having the largest outdoor recreation economy in the nation, has never convened a statewide gathering focused specifically on this sector. This inaugural Summit fills that gap and has already generated significant interest among outdoor businesses, economic development organizations, Tribal partners, conservation leaders, and state policymakers.

What makes this event uniquely compelling as a destination draw is both its statewide scope and its audience. The Summit is designed to attract decision-makers and professionals from across California and neighboring states, including leaders in tourism, business development, outdoor recreation, and public policy. These are individuals who influence

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investment, marketing strategies, and travel patterns within their regions.

Hosting the inaugural Summit in Eureka positions the city as a central hub in California's outdoor economy conversation. Attendees will stay in local lodging properties, dine in area restaurants, and experience Humboldt County's outdoor assets firsthand. Beyond immediate room nights, the long-term value lies in exposure: participants will return to their communities with a stronger understanding of Humboldt as a destination for recreation, tourism, business partnerships, and future events.

By launching this statewide convening in Eureka, we are not only creating a new annual event, but also elevating the city's profile within a \$1.3 trillion national industry and strengthening its role as a leader in outdoor recreation and economic development.

How will you define success with your project and ensure sustainability?

We define success in several ways:

-The number of speakers and their regional diversity: To this day, we have around 20 speakers confirmed, coming from different regions of California (Siskiyou County, Sierras, Bay Area, Palm Springs, Humboldt), Nevada and Oregon. We are confident that we will soon have confirmation that Assemblymember Chris Rogers and California State Deputy Secretary for Access Gloria Sanderval, will be joining us as well.

-Showcasing of our region's unique assets: We are offering to all our attendees participation in outdoor activities on the bay, a movie night at the Eureka Theater, a mixer event at the Foggy Bottom Boys Farm, and an invitation to the Eureka Friday Night market.

-The number and regional diversity of our sponsors: Currently, we have sponsorships, from North Edge Financing, ChicoSTART, Redwood Region Economic Development Commission, and soon California Outdoor Recreation Partnership.

-Strong marketing and brand awareness of the summit: We have developed a quality website, various social media channels, and dissemination of the summit through national partners like the Outdoor Recreation Roundtable and America Outdoors. The county of Humboldt and our sponsors have also been helping us get the word out.

-After-event marketing and evaluation with attendees and sponsors: We will provide attendees, speakers, and sponsors with a summit evaluation to measure their satisfaction, feedback on logistics, travel plans and hospitality.

Our key performance indicators (KPIs) are:

-Number of tickets sold to 100 or more.

-Number of total attendees between 100 and 150 (includes speakers and volunteers)

-Number of attendees and speakers who are coming from outside Humboldt County to 75% of our total attendance.

-At least 10 speakers with an audience beyond Humboldt County, such as

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Assembly member Chris Rogers, Gloria Sanderval from the California Natural Resources Agency,, and Hip Camp corporate representatives.

-A total of \$10 000 or more in monetary sponsorships, and another \$3000 or more in-kind donations.

The outdoor economy was measured at \$1.3 trillion in 2024. This is a continued growth since the measurement of this sector, and we don't anticipate that it will slow down. Other similar outdoor economy summits are seeing audiences of 300+ attendees. We believe that we can continue to increase the number of yearly attendees by 15%.

We would like to form relationships with our sponsors and gain more outdoor related sponsorships, as we are seeing with other outdoor economy summits around the county. For example, the West Virginia Summit just had over 400 attendees and was presented in collaboration with The Nature Conservancy.

With the success of this summit, we anticipate more visibility and we should be able to increase our marketing to reach a larger audience.

We anticipate that in 2027, we would have enough variety in our sponsors and an increased number of attendees large enough to be self-supported.

Room Night Strategy

Our target market is anyone who works in the outdoor industry, or connected to the outdoors. Specifically, those markets include business owners, non-profits, state agencies, economic development divisions, county supervisors, land managers, investors, tribal members, and more from across the state.

We are advertising this summit through direct emails to our partners, on Instagram, Facebook and LinkedIn, as well as local media such as newspaper articles written by local partners.

Tickets are sold through Cal Poly Humboldt and we get immediate information about the location attendees are coming from.

Has this project or idea been successfully tried elsewhere?

We have identified around 15 other similar state outdoor economy summits around the United States. Most of those are yearly and the number is growing.

Those are some examples.

West Virginia just hosted their outdoor economy summit:

<https://www.wvoutdooreconomy.com/>

Oregon is hosting a summit soon:

<https://industry.traveloregon.com/conferences/oregon-outdoor-recreation-summit-2/>

Pennsylvania is hosting their first summit at the end of April:

<https://obapa.org/pa-outdoor-economy-summit-and-industry-expo/>

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Vermont hosted their last outdoor economic summit in November:
<https://www.eventbrite.com/e/7th-annual-vermont-outdoor-economy-summit-tickets-1489738420719>

Projected Room Nights

This event is expected to convene between 100-150 people for the first year. We expect that around 70-80% of our attendees will be booking lodging in Eureka for this event. Those numbers are based on the confirmed speakers that are coming from various regions of California, Nevada and Oregon, as well as attendees who have purchased tickets, and those who are on our contact list.

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Proposed Budget

Addtl. Marketing: \$1500
Regional postering
Paid state-wide social media campaign
Event banner printing

Archiving: \$2800
Professional candid photo/video archiving of the event, to provide material for promotion of future summits.
Video recording/live-streaming of the event.

Production day: \$800
A/V sound/materials and other presentation materials

We are happy to provide additional information about our budget. There's not attachment links that we see to do so currently.
Thank you!

Certification

- Yes, I certify

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Notes



Bulk action

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