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Entry 1 of 18  

Community Tourism Project Application : Entry show empty

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Organization Name

Humboldt-Del Norte Film Commission

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Project Overview

Project/Event Title


Film Production & Film Tourism (North District HLA)

Dates or Duration

FY 26-27

Amount of Funding Requested

\$25,000.00

Entry   

Entry Id: 2504

Submitted on: 2026/04/20 at 9:14 pm

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What is the Return on Investment?

Return on Investment

The Film Commission generates return on investment by directly converting film production activity and visitor interest into overnight stays within Humboldt County.

Direct Lodging from Film Productions

Film and media productions require accommodations for cast and crew, resulting in multi night stays that provide consistent occupancy. Even small productions generate several nights of bookings, while larger projects can sustain occupancy across multiple weeks.

Visitor Conversion and Extended Stays

Film related interest is converted into travel through promotion of Humboldt County filming locations and coordinated visitor experiences. These efforts encourage visitors to stay multiple nights and explore additional areas, increasing overall lodging demand.

Lodging Partnerships and Promotion

The Film Commission supports lodging impact through:

- Inclusion of lodging options in visitor communications and outreach
- Cross promotion with local lodging partners during tourism related programming
- Encouragement of extended stays through multi day itineraries and regional exploration

Measuring Participation and Impact

Return on investment is measured through:

- Estimated room nights generated from productions based on crew size and length of stay
- Tracking of production inquiries and confirmed projects
- Attendance data with identification of out of area visitors
- Visitor surveys capturing lodging usage and length of stay
- Feedback from lodging partners regarding occupancy during key periods

This targeted approach ensures that funded activities translate directly into increased overnight stays, extended visitor duration, and measurable benefit to Humboldt County lodging providers.

Seasonal Impact

Seasonal Impact

The Film Commission supports increased visitation during shoulder and off season months by attracting and servicing film productions and promoting year round travel tied to filming locations.

Film and media productions frequently occur outside peak summer months, often taking place in fall, winter, and spring when locations and accommodations are more readily available. These projects bring cast and

Community Tourism Project Application : Entry

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2504

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crew into Humboldt County for multi night stays, generating consistent occupancy during periods that typically experience lower demand.

In addition, film related travel is not season dependent. Visitors interested in filming locations and regional experiences travel throughout the year, helping to distribute visitation more evenly and support lodging partners during slower periods.

Through targeted outreach and coordination, this work helps fill gaps in the local calendar by bringing both industry professionals and visitors to Humboldt County during shoulder and off season months, resulting in increased overnight stays and more stable year round occupancy.

Feasibility & Track Record

The Film Commission has a proven track record of delivering film attraction and tourism efforts that generate overnight stays within Humboldt County.

The organization is led by an experienced Film Commissioner with established industry relationships and a demonstrated ability to attract and support productions of varying scale. Strategic guidance is strengthened through board leadership, including Amy Lemisch, former Executive Director of the California Film Commission, providing high level industry expertise and alignment.

Core staff support daily operations including production inquiries, logistics coordination, industry outreach, and tourism related efforts. This staffing structure allows the organization to respond quickly to opportunities and effectively convert interest into confirmed projects and visitation.

The Film Commission works in partnership with local jurisdictions, lodging providers, businesses, and community organizations to ensure seamless production support and visitor readiness. Volunteer support further expands capacity for public facing activities and programming.

The organization has successfully supported film and media productions that generate direct lodging stays, coordinated multi partner efforts, and leveraged high profile projects to increase regional visibility. Most notably, a major motion picture filmed in Humboldt County went on to win the Academy Award for Best Picture, and the Film Commissioner received a special thanks credit in the film.

This combination of experienced leadership, established partnerships, and proven results demonstrates the capacity to deliver measurable outcomes, including increased overnight stays and extended visitation within Humboldt County.

Innovation & Uniqueness

This proposal is uniquely compelling because it leverages film production and media exposure as a direct driver of overnight stays, rather than relying solely on traditional event based tourism.

2504

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The Film Commission operates as a year round engine that converts industry activity and visitor interest into lodging demand. What distinguishes this approach is the ability to generate both immediate and long term impact, through multi night stays from film productions and ongoing visitation tied to recognizable filming locations.

This effort is further strengthened by recent national visibility connected to a major motion picture filmed in Humboldt County that went on to win the Academy Award for Best Picture. This level of recognition has increased both industry interest and visitor awareness, creating a timely opportunity to convert attention into travel.

Unlike one time campaigns, this work focuses on sustained tourism development by aligning film attraction, visitor interest, and local partnerships to encourage extended stays. This results in a more consistent and resilient flow of visitation that supports lodging partners throughout the year.

By combining proven film attraction strategies with targeted visitor conversion efforts, this proposal offers a distinct and effective approach to increasing overnight stays within Humboldt County.

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

Success will be defined by the ability to generate measurable overnight stays within Humboldt County through film production activity and visitor conversion efforts.

Key performance indicators include:

- Number of film and media inquiries received and converted into active projects
- Number of productions filmed in Humboldt County
- Estimated room nights generated based on crew size and length of stay
- Attendance data with identification of out of area visitors
- Visitor surveys capturing lodging usage and length of stay
- Feedback from lodging partners regarding occupancy during key periods

These metrics provide both quantitative and qualitative data to evaluate increases in overnight stays, extended visitation, and overall lodging impact.

Film Commissions operate as public facing economic development and tourism entities and are designed to provide free services in order to remain competitive with other regions. As such, sustainability is not based on full cost recovery through earned revenue, but on demonstrated return on investment to public and partner funding sources.

Long term sustainability is achieved through a diversified funding structure that includes public investment, tourism related funding, sponsorships, and partnerships aligned with measurable economic outcomes. Continued success in generating lodging demand supports

Community Tourism Project Application : Entry

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2504

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ongoing investment from these partners.

With continued funding, the Film Commission is positioned to strengthen this model over the next three to five years through increased production activity, expanded visitation, and recurring partnerships, ensuring long term program stability and continued benefit to Humboldt County lodging providers.

Room Night Strategy

The Film Commission utilizes a focused, multi channel approach to convert film industry activity and visitor interest into overnight stays within Humboldt County.

Target markets include film and media professionals traveling for production, as well as out of area visitors drawn by filming locations and related experiences. Regional drive markets within California are a primary focus for visitor conversion.

Film productions are a direct driver of room nights. Tactics include rapid response to inquiries, coordination of logistics, and providing lodging referrals to ensure productions book accommodations locally and for the full duration of their stay.

Visitor conversion efforts focus on promoting Humboldt County filming locations and encouraging multi day travel. This includes integrating film related experiences into visitor planning and highlighting opportunities for extended stays.

Lodging impact is supported through inclusion of local lodging options in outreach materials, coordination with partners to encourage overnight visitation, and promotion of itineraries that extend length of stay.

Marketing channels include digital outreach, social media, website resources, and earned media generated through film productions. These channels are used to guide visitors toward planning overnight trips.

Data is collected through event and visitor engagement, including attendance tracking, geographic data, and post visit surveys capturing lodging usage and length of stay. Feedback from lodging partners is also used to assess occupancy trends and refine strategies.

Through these coordinated tactics, interest from both industry and visitors is intentionally converted into measurable overnight stays.

Has this project or idea been successfully tried elsewhere?

Yes. This model is widely used across California and internationally, where film commissions and tourism agencies convert production activity and media exposure into overnight stays.

Film induced tourism is a well established strategy. Destinations featured in major productions such as The Lord of the Rings and Game of Thrones

2504

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experienced measurable increases in visitation, with audiences traveling specifically to see filming locations.

At a broader level, film tourism, when intentionally developed, is recognized as an effective way to increase visitation and economic activity for destinations.

This proposal applies the same proven model at a regional scale by attracting productions, leveraging media exposure, and converting that interest into overnight stays within Humboldt County.

Projected Room Nights

Room night generation varies based on the size, duration, and timing of film productions. As a result, projections are best expressed as a range rather than a fixed total.

Typical production patterns in Humboldt County include smaller projects requiring between 2 and 50 rooms per night for several days, and larger productions requiring between 75 and 200 rooms per night for multiple weeks.

Room nights are calculated by multiplying the number of rooms booked per night by the number of nights a production is in market, including prep, filming, and wrap when applicable.

Even a single production can generate significant lodging demand. Smaller projects may result in dozens of room nights, while larger productions can generate hundreds to several thousand room nights over the course of a multi week stay.

Production related stays typically occur across consecutive nights and often during fall, winter, and spring, providing valuable occupancy during shoulder and off season periods.

This approach reflects the variable nature of film production while demonstrating consistent potential for measurable lodging impact within Humboldt County.

Proposed Budget

The requested funding will support a defined portion of the Film Commission's operational capacity directly tied to generating overnight stays within Humboldt County.

Funds will be allocated across key categories that enable film attraction, production support, and visitor conversion, including:

Personnel and Staffing

Supports staff time dedicated to responding to production inquiries, coordinating logistics, conducting industry outreach, and implementing strategies that convert interest into overnight stays.

Community Tourism Project Application : Entry

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2504

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Marketing, Outreach, and Travel

Supports targeted outreach to film industry professionals, destination marketing, digital presence, and travel to industry markets and networking opportunities that lead directly to production activity and visitation.

Operations and Administrative Support

Includes essential infrastructure such as communications, database management, and office operations required to support production activity and maintain responsiveness to opportunities.

Programs and Tourism Development

Supports coordination of film related activities and visitor experiences that encourage extended stays and increase lodging demand.

Funding Sources

The Film Commission operates with a diversified funding model that includes public agency support, local partnerships, earned revenue, and tourism related investment.

Primary sources include Humboldt County, City of Eureka, City of Arcata, and other local partners. Additional funding is generated through sponsorships, programming, and limited earned revenue. This request represents a targeted investment aligned with those existing funding sources.

Certification

- Yes, I certify

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