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Organization Name

Redwood Coast Music Festivals, Inc.

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[Map It](#)

Project Overview

Project/Event Title

Redwood Coast Music Festival 2026

Dates or Duration

Oct 1- Oct 4, 2026

Amount of Funding Requested

Entry

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Entry Id: 2660

Submitted on: 2026/08/18 at 10:23 pm

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\$25,000.00

What is the Return on Investment?

A key approach for RCMF continues to be employing strategies designed to attract out of area patrons and entice them to extend their stay here in Eureka. We continue to significantly add and extend our festival schedule opportunities as well as promote area activities to encourage patrons to stay additional nights in the area.

In the past, the festival was primarily a Friday/Saturday event and it has now been successfully transformed into a 4 day festival with patrons attending Thursday through Sunday nights. We continue to significantly add and extend our festival schedule opportunities and put in place an expanded pricing structure designed to entice additional days. All Event tickets were upgraded from 2 to 4 Days with pricing equivalent to purchasing just the Friday & Saturday tickets. Patrons can now add two additional days of music for the same price as the previous Friday/Saturday prices.

We can measure our success through ticket sales analysis. In 2025 75% of our online tickets were for the full 4 day package and 85% of those are from areas greater than 50 miles from Eureka.

Seasonal Impact

Several years ago, the RCMF Board consulted with ELA member hotels on a strategy to move the festival from May to the first weekend in October beginning in 2022. This strategy met the goal of increasing hotel patronage during the most optimal time frame and increased the likelihood that more patrons will travel to the area during more enjoyable weather, thereby avoiding the road closures and travel difficulties experienced by patrons during the March/April/May dates utilized previously. Historically the weather is best suited for outdoor activities and we promote and encourage our patrons to go out and take advantage of activities such as Arts Alive as well as local attractions such as the Redwood Skywalk, Zoo and Madaket Bay cruises.

Feasibility & Track Record

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Redwood Coast Music Festivals, Inc (RCMF) is a non-profit, 501(c)3 organization formed in 1990 with the goal of creating music festival events to stimulate economic activity during the months determined to be beneficial by the local Eureka business community. Since that time have successfully staged and produced 48 large scale music festivals in Eureka.

We are an all-volunteer organization, directed by 15 full-time volunteer Board members who are dedicated, community professionals and work throughout the year to stage this event. Our Board also has the enthusiastic support of over 300 volunteers and over 100 individual and business sponsors in the staging of the annual music festival.

We have NO payroll and limited administrative expenses. Our funds are used solely to stage, promote and continue to grow the festival.

Innovation & Uniqueness

Redwood Coast Music Festival is branded as a "destination festival" and our promotion places the focus directly on the attributes of the City of Eureka and The Redwood Coast as equal reasons with the music lineup to come and visit. We are successful because we know music and we understand the kinds of headline acts that music patrons will travel to see. We utilize the strengths of our beautiful area to enhance our appeal.

During the time of ELA's involvement - festival attendance has more than doubled from 3,000 to over 7,000. 2025 was our most successful festival date. Redwood Coast Music Festival has been successfully transformed into one of the premier music festival events on the West Coast and with ELA's continued involvement, we see opportunities and projections to continue this upward growth in 2026.

Unique to our festival: We invest over \$25,000 in a shuttle system to transport patrons throughout their four day stay. We provide shuttle service to/from all Eureka area hotels & RV Parks, all venues and events as well as along Waterfront drive with stops in Old Town so that they can experience events, shops and restaurants. Our patrons are encouraged to take advantage of all that Eureka has to offer without concerns for parking or street closures

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

Redwood Coast Music Festival can be self-sustaining now. We utilize ELA funds as expansionary funds to continue to grow the festival every year. This is enormously important as it reduces the risk associated with expansion while allowing us to continue the high level of service that our patrons have come to expect.

The staging and production of Redwood Coast Music Festival is an enormous undertaking utilizing most of the available resources in our area. We believe in a steady, responsible growth approach that ensures that we can continue to grow while not overreaching our available

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resources. For instance, we seemed to reach a local barrier when we needed more than 200 volunteers. We adjusted the next year by marketing free passes to the event to out of area volunteers. We now have over 300 volunteers with 30% coming from greater than 50 miles away.

We directly define our success through attendance and heads in beds. RCMF's strategy to focus on increasing out-of-area attendance and implementing changes designed to encourage longer stays while here, has indeed resulted in substantial increases in heads-in-beds for local hotels. We can directly measure this through attendance figures and ticket sales.

Room Night Strategy

We employ music strategies aimed at (A) increasing festival attractiveness by providing increasing, targeted music variety in the festival lineup; (B) encouraging longer stays, by exploring the meaningful expansion of events and activities throughout the 4 day festival weekend; (C) adding venues that highlight the desirable physical attributes of our area such as historical and waterfront venues.

When we started our partnership with ELA we had just 4 venues and 14 bands. The festival started at 4:00pm on Friday and ended at 1:30pm on Sunday.

For 2026 we will have 8 festival venues with over 130 sets of live music. We have three Thursday night venues with headliners and music from 6:00pm - 10:15pm on Thursday. Our festival starts at Noon on Friday now and we will have our three largest venues running with headline acts until 9:00pm on Sunday night. All of this with a ticket pricing structure where a 4 day pass is now the same price as a Friday/Saturday pass.

In addition we partner with the City of Eureka to place a headline stage at the Gazebo in Old Town during Arts Alive. We will also be staging another 8-10 smaller venues in Old Town during Arts Alive with an additional 20 sets of live music from both local and headline artists. We'll have a shuttle stop there and encourage our patrons to experience the area while it is the most vibrant.

Has this project or idea been successfully tried elsewhere?

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

Projected Room Nights

It is difficult to quantify the exact number of hotel room nights booked given that we don't know how many people book single or double, etc. We do know that in 2025 75% of our online tickets sold were for 4 day packages and 85% of those are from areas greater than 50 miles from Eureka.

We also know that we were responsible for multiple thousands of room nights booked in 2025. In our discussions with hotels and/or assisting our

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patrons with selecting a hotel, we were informed that the following hotels were sold out for our event in 2025. The Red Lion Hotel, The Clarion, The Best Western Humboldt Bay, The Eureka Inn, Hotel Carter, The Inn & 2nd and C. In addition our hotel shuttle buses picked up and delivered patrons daily to the Ramada Bayside Inn, The Comfort Inn, Best Western Bayshore Inn, Home2 Suites, Holiday Inn Express, Coastal Pines RV Park and Redwood Acres RV park. All of these properties are advertised on our website.

All Eureka area properties are served by our complimentary shuttle service and patrons are given a phone number to call and have us pick them up. Whenever they want to return to the their hotel they simply need to tell their driver and we shuttle them back. This also allows us to track shuttle activity.

Proposed Budget

ELA funds requested in this grant application will be used to directly expand our festival operations. They will pay for increased bands, associated travel & housing costs, costs associated with increased venue hours and production costs such as additional backline, sound and lighting. They will also cover additional expansion of our hotel shuttle services to match the expected increase in demand. Additionally, as necessities arise, we are gradually replacing old staging, banners & signage to reflect the new branding of The Redwood Coast Music Festival.

Since our reemergence from Covid - our operating expenses in 2022 were \$216,000 with band expenses of \$136,000. Last year, 2025, our operating expenses have expanded to \$315,000 with band expenses of \$190,000. We continue to grow and reinvest for the future.

Redwood Coast Music Festival was created expressly for the purpose of attracting visitors and business at a time deemed most necessary and we believe that we have been faithful stewards of the investments you have placed into us.

Certification

- Yes, I certify

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