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Organization Name

Redwood Parks Conservancy

Contact Person

Mark Abetz

Phone

707-465-7340

Email

mark@redwoodparks.org

Website

<https://redwoodparksconservancy.org/>

Mailing Address

1111 Second Street
Crescent City, CA 95531
[Map It](#)

Project Overview

Project/Event Title

37th Annual Candlelight Walk Through the Ancient Redwoods Fundraiser

Dates or Duration

November 6 and November 7, 2026

Amount of Funding Requested

\$6,000.00

Entry

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Entry Id: 2720

Submitted on: 2026/10/07 at 11:34 pm

User IP: 68.116.29.201

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What is the Return on Investment?

We greet as many as 700 attendees to this event every year. We see singles, couples and families of all sizes at the Candlelight Walks. We know from correspondence with some attendees that many are visiting the area and plan their trip around this annual event. The event is held annually in Redwood National and State Parks. According to National Park Service statistics, in 2024, visitors to our parks spent 47.8 million dollars in our local gateway communities. Of that, approximately 35% or 16.7 million dollars was on lodging.

Seasonal Impact

The Candlelight Walk welcomes as many as 700 attendees annually. This happens in November which is an off-season time. Many of the attendees are traveling and visiting from out of town.

Feasibility & Track Record

This year is the 37th annual Candlelight Walk. The event raises funds for Redwood Parks Conservancy which helps us support our Redwood National and State Park partners. The event is run by the Redwood Parks Conservancy Events and Community Engagement Director. Key roles for the planning, preparation and execution of the event are filled by our executive and management staff including our Executive Director, Development Director, Volunteer Director, Retail Director, Communications Manager and Retail Managers. All together, this group has more than 40 years of combined experience with this annual event. We utilize more than a dozen Redwood Parks Volunteers at the event. Our Redwood National and State Park partners also staff the event with Interpretation and Education Park Ranger staff and volunteers.

Innovation & Uniqueness

Quite simply, there is no other experience like it in the redwoods. We have attendees that wait all year for the tickets to go on sale in order to experience the redwood forest intimately lit for them at night. This year's event sold out in less than 5 days. The event raises funds for Redwood Parks Conservancy which helps us support our Redwood National and State Park partners.

This event is not just a walk in the redwoods. Attendees are invited to hear VIP guest speakers, traditional and Indigenous storytellers, live music, family crafts and interpretive and education activities provide by the park rangers. Attendees are also provide a shuttle between the remote parking and the event.

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

Performance indicators include sponsorships, ticket sales (Donations), donations and retail sales at the event and post event attendee

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satisfaction surveys. In 2025, we received \$2,500 in sponsorships, \$15,000 in ticket sales (Donations), \$3,800 other donations and retail sales at the event and survey scores of 78% overall satisfaction and 88% net promoter. The event already has a history of being self-supporting. In 2025, the event cost \$6,800 to put on and raised over \$23,000 in gross revenue.

Quotes from past Candlelight Walk attendees:

Question - What did you like most about the event?

"Being in the redwoods at night was so enchanting and with the lit path it was gorgeous."

"Friendliness of everyone, everyone could begin the walk at their own random time, THE TREES! Dusk in the trees is magical. I love the map of trails for my future trips."

"I loved everything about it. The treats, the music, the storytelling and the lights. Well done."

"The speakers, the location, learning about the items that glow under blacklight, the beautiful lights, time with family and friends."

"The walk, but really liked the tent with cider and cookies with the talks"

Question - Anything you would like to add?

"Thank you for doing this and thank you to all the amazing employees that made it so great."

"Thank you for all your work to protect our park land."

"Thanks for everyone putting this together, including all the volunteers!"

"Thank you for an amazing event!"

"Please keep doing this event."

Room Night Strategy

Redwood Parks Conservancy promotes this event to a national and international audience on social media, our website, to our members and in our virtual newsletter. We regularly promote the event on local radio, television, public service announcements and newspapers. This promotion strategy has proven to attract event attendees from well beyond our local area needing lodging.

Has this project or idea been successfully tried elsewhere?

Yes. For Redwood Parks Conservancy this is the 37th Annual Candlelight Walk in the Redwoods. Our Candlelight Walk is the only one of its kind in the coast redwoods that we are aware of.

Projected Room Nights

Ours is an evening event. We expect out-of-town visitors to require one to two nights of lodging.

Proposed Budget

2026 Candlelight Walk Budget:

Tents, Table and Chairs Rental \$3,000

Event Staffing \$2,000

Pre Event Planning and Coordination Staff Time \$2,000

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Food and Drinks \$1,500
Stipends (Guest Speakers, Storytellers, Photographer, etc.) \$1,000
Event Promotion \$1,000
Other Supplies \$1,000
Portable Toilets \$650
Onsite Guest Transportation \$500
Total \$12,650

Certification

- Yes, I certify

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Include Notes

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Bulk action

Apply

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- Admin Notification (ID: 65cacc4adb5d5)
added October 7, 2026 at 11:34 pm

WordPress successfully passed the notification email to the sending server.

- ☐
- User Confirmation Notification (ID: 6802eca59d4a1)
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