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Humboldt County is full of economic possibilities. The Humboldt County Economic Development Summit is an example of the commitment the leadership has to invigorate and inspire innovation and entrepreneurship in the County.

College of the Redwoods is proud to host the Humboldt County Economic Development Summit. Our mission is to partner with the community to contribute to the economic vitality and lifelong learning needs of its service area. One way we do this is by fostering public/private sector collaboration.

*Dr. Keith Flamer, President/Superintendent
College of the Redwoods*

City of Trinidad

by Eli Neffah, City Manager

I am new to the City of Trinidad, this is my second month as city manager. The city is a jewel in Humboldt County, with many scenic vistas. Although primarily a residential community, Trinidad has a number of restaurants and tourist serving businesses. Lodging is limited to a bed and breakfast and vacation rentals within the city limits. Many tourists visit our city during the summer months, contributing to the local economy. Trinidad provides a good base to enjoy the Redwoods National and State parks to the north as well as the rest of Humboldt County to the south.

As far as my vision, I am working with the City Council to enhance our tax base by expanding the services available to residents and visitors. Quality of life is paramount, so any improvements need to be compatible with our community. The quality of our

natural setting needs to be preserved in any steps we pursue. We have numerous scenic trails for residents and visitors, as well as a Trails Committee

Nursing, continued from page 8

The program design builds on best practices used in similar programs nationwide. However, the curriculum was designated specifically for the North Coast. It is focused on the needs of rural and tribal communities, and it stresses culturally appropriate methods and approaches. On-site training will take place at public healthcare facilities throughout the region. Throughout their studies, students will learn practical strategies that can be put to use immediately.



Welcome to AEDC's Humboldt County State of the Economy Summit for 2019! We genuinely look forward to this event as an opportunity to hear about economic development challenges, opportunities and projects in each corner of the county. This is one of those times when really get to explore how county-wide issues that affect us all, also affect us differently. If you attended last year's event, you'll notice a couple new elements this year. We will have panels on Health Care, Cannabis, Arts & Culture, Harbor Development and Transportation where we can dig a little deeper into topics that come up time and again in economic development discussions. We've also created this publication as a companion to the Summit, to share with folks who couldn't make it.

Thank you to all who helped organize this event, including Scott Adair of the Humboldt County Office of Economic Development, Rob Holmlund and Lane Millar from the City of Eureka, Gregg Foster from RREDC, Keith Flamer and Tami Engman from College of the Redwoods and Matthew Fingerett, who helped gather information for this publication as an HSU community service project. Thanks, too, to all the presenters and volunteers!

*Susan Seaman, Program Director
Arcata Economic Development Corporation*

Humboldt County

by Scott Adair, Humboldt County Economic Development Director

In December of 2018 the CEDS (i.e. the County of Humboldt Comprehensive Economic Development Strategy, aka Prosperity Plan) received Federal approval. The CEDS will serve as the County of Humboldt's strategic framework for fostering economic vibrancy over the next five years. Successful implementation of the CEDS will be predicated upon the collaboration of key stakeholders in the community who are already working toward common economic goals. The CEDS specifically calls out specific industry clusters as targets of opportunity. When developing this latest iteration of

the CEDS it was identified (by community participants) that weight and consideration be given to both Arts & Culture and Alternative Agriculture (i.e. cannabis), as both of these industries contribute substantially toward economic prosperity within the region. Moving forward, the County of Humboldt Economic Development Department will work with local leaders and officials to administer the CEDS plan, and will implement programs that focus on expansion and growth of existing businesses within the county, as well as new business development and attraction for those targets of opportunity that are called out in the Prosperity Plan.

City of Arcata

by David Loya, Community Development Director

The City of Arcata is primed for an economic upturn. Major industry sectors, including housing, niche manufacturing, and business and professional services, have seen unprecedented growth in the past year. The City issued a record 133 building permits in 2018 for new housing starts spanning both ownership and rental opportunities. In addition, while sales prices have slipped, sales volume is up, signaling new opportunities for local investment in housing. Commercial construction starts are very strong with 52 permits issued for new or improvement to commercial space. Most of this commercial buildout is related to cannabis production and distribution, and most of the economic activity associated with the cannabis industry has yet to begin. The City has issued 38 licenses for cannabis sales, manu-

facture, distribution or other activity in the past year. This is up 65% over last year. But, more than just cannabis businesses are growing. Business licenses overall have increased 10%, with renewals remaining stable. We are both growing and retaining businesses in the City. Retail sales have dipped the past several quarters as the disruption in the cannabis industry has led to less liquidity in that industry. But the number of completed cannabis permits, as well as businesses that are now up and running, suggests the new market is starting to get its legs. Lastly, there are several projects in the planning pipeline that will continue the positive trend. The City has four large housing developments and several use permits for various business activities currently under planning review. In sum, Arcata is going Boom to Robust!

Bear River Band of Rohnerville Rancheria

by Wendell Freeman, Tribal Council Treasurer

The Bear River Band of the Rohnerville Rancheria continues to serve a prominent role in the economy of the Eel River Valley and Humboldt County. Bear River employed more than 400 in our government and enterprise operations during 2018. The employee income, benefits, and other personnel related outlays exceeded \$20 million providing substantial support for these employees, their families, and other local businesses they utilize in their day-to-day lives. Bear River is also proud to source from local suppliers, contractors, and service providers as we know all too well that money kept local helps to build our economy and benefit us all.

Bear River owns and operates Bear River Casino Resort, Bear River Tobacco Traders, Bear River Pump N Play gas station, Bear River Recreation Center and, opening May 2019, the Bear River Family Entertainment Center. Bear River has a public library,

Little Bears Learning Center and day care, and our Youth Development Center will be opening soon. Our future looks great as we are working collaboratively with United Indian Health Services to bring a clinic to the reservation. We are working with Humboldt State and the Department of Energy to make Bear River energy independent and as we move into our next phase of the Recreation Center with the addition of a baseball field. In addition to what we have built on the reservation, we have invested in two commercial real estate properties and several residential properties throughout Humboldt County.

Thanks to the Humboldt County community we have been able to provide services to the Bear River Tribal community and give back to our local schools, fire services and non profits. We are proud to be Bear River, we are proud to be Humboldt. We look forward to what the future brings.

Wiyot Tribe

By Yolanda Latham, MBA , Tribal Administrator

The Wiyot Tribe are the aboriginal people of Humboldt Bay, Mad River, and lower Eel River. The land base includes two reservations Table Bluff Reservation and the Old Table Bluff Reservation, both located 16 miles from southwest of Eureka, California. The new Table Bluff reservation is 88 acres large. Per the 2010 Census the population was 103. However, we currently estimate the total number of tribal members to be around 600 or more.

Fortuna

By Liz Shorey , Deputy Community Development Director

Economic development activities in process include the McLean Foundation’s community complex adjacent to Newburg Park. Nearing completion, it includes the Multigenerational Center (22,000 square feet, redwood and heavy timber construction similar to the Riverlodge); recently under construction is the new home for the Senior Center (16,000 square feet); and a construction permit was just issued for a third building to house Reaching for Independence (12,000 square feet). The McLean Center site will also expand the City’s soccer fields, and will include restored wetlands ponds with over a mile of public trails connecting to Newburg Park and the John Campbell Greenway Trail system. This center is an economic asset in that it will attract visitors and show potential businesses what the City has to offer.

Other accomplishments include a grant award for the acquisition of 7 acres that will preserve the riverfront open space and be developed into a public park adjacent to the Riverlodge and will connect to the John Campbell Greenway Trail. Additionally, the City

recently amended its Riverwalk District zoning to expand allowable retail activities, to increase tourist retail opportunities such as art and boutique shops.

In addition, the Wiyot Tribe is the process of planning for economic development, seeking grants to facilitate a Comprehensive Economic Development Strategy (CEDS). Due to restrictions, such as ruralness of Table Bluff, economic development activities are being reviewed throughout the Wiyot ancestral territory, thoroughly and beyond Humboldt County.

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Economic development opportunities and priorities include revisiting the City’s cannabis prohibition to consider the benefits and community’s interest in allowing some forms of commercial cannabis in appropriate locations and with standards that protect the public; adopting Airbnb regulations and other methods to support tourist accommodations; secondary dwelling unit standards for affordable housing; promoting better opportunities in the Main Street commercial area through façade improvements, landscaping including street trees, evening dining opportunities to complement the movie theatre, and encouraging residential uses on upper floors in the downtown area to expand evening pedestrian activity. Business development and retention is critical, and the City is working with the 75-acre vacant Mill District property owners to develop a specific plan for light industrial development opportunities.

Garberville/Southern Humboldt

By Jenny Early, Executive Director Garberville Chamber of Commerce

In our unincorporated Southern Humboldt area, we are facing many challenges economically. We find that one of the main concerns is the shape our towns are in. To assist our business community The Southern Humboldt Chamber of Commerce has established a quarterly cleanup campaign and we are also in the middle of bringing together a beautification committee with community members and organizations. We hope to identify key projects that we can assist with in helping beautify our area. We currently hold quarterly mixers at all four corners of Southern Humboldt which include Shelter Cove to Blocksburg, Redcrest to Piercy and all towns in between, encouraging the public and business community to come together to support local business. We have established a solid working relationship with the Humboldt County Sheriff’s Office and are

currently implementing a Business Watch Program that will assist business owners in reducing crime rates in our area. We are also working toward drawing much needed recognition to the cannabis industry in Southern Humboldt, focusing on the positive aspects that cannabis does and will bring to our area. It’s imperative that we all work together and support local farmers to ensure a bright future of our beloved community. It is no secret that Humboldt County is suffering financially and going through economic difficulties with the legalization of cannabis. The Southern Humboldt Chamber of Commerce is assisting our business community with advertising and marketing, promoting on various social media networks, local radio stations and newspapers, and bringing the greater Southern Humboldt area together to form strong community bonds so that we can sustain during this transition.

McKinleyville

By Cyndi Bainbridge, Executive Director, McKinleyville Chamber of Commerce

I have been the CEO of the McKinleyville Chamber since October 2017. Our chamber is currently at 267 members strong. We have a very diverse business community that covers a wide array of products that can be purchased without even leaving town.

We held a ground breaking ceremony on April 15 for The Center in McKinleyville, which will house an integrated services project that includes McKinleyville Family Resource Center, Humboldt County Department of Health and Human Services, Open Door Community Health Centers, Child Support Services, Trinidad Rancheria Tribal Social Services, and Humboldt State Department Social Work. This project has been in the works for many years and will make it easier for residents in northern Humboldt to access services. This will also allow the McKinleyville Family Resource Center to better serve our community. There is also another business that will be breaking

ground next month that will bring something new to our town. (Something to look forward to.)

We held a State of McKinleyville forum in January with a nine member panel and 165 in attendance. We began our workshop series with a very successful workshop on Estate Planning and will continue with topics that will benefit our businesses and our community Biggest challenges for our area are:

1. How the houseless population and theft is affecting our local businesses.
2. Inaccurate or incomplete information out there regarding what services are coming in to McKinleyville. Examples – cannabis and the DHHS “The Center”

We will continue to partner with more the local businesses and organizations for upcoming projects that will benefit our community.

City of Blue Lake

by Susan Ornelas, Economic Development Planner

The City of Blue Lake is a community rich in history and civic organizations; from the Mad River Grange to the Old Crows men’s group and the Wha-Nika’s, a 111-year-old women’s club still operating for the benefit of Blue Lake citizens, the City does not lack for community support. This year, Dell’Arte won an LWV Civic Contribution Award for their more than 40 years of creative education and interpretation. Blue Lake is definitely the little town that cares! Economic development in Blue Lake is on the upswing as the City is deeply involved in promoting business development and creating a climate of efficiency and success for local entrepreneurs. The City’s new Opportunity Zone will promote mixed-use development in the former business park and will leverage residential development to promote the

craft industry and retail opportunities and investment. The City is taking a creative approach to incubating small business by pre-permitting food truck locations, constructing a rentable commercial kitchen and conducting a highest and best use analysis to identify future investment.

Through the promotion and marketing of the City’s recreation trails and facilities, the City is leading the effort to define the town as “The Gateway to the Mad River.” Working with local recreation enthusiasts and our partner communities, the City is improving access to the Mad River and is excited to be the starting point of the new Annie and Mary Trail. With our sunny weather and enthusiasm for fun, Blue Lake has something for everyone.

Blue Lake Rancheria

by Jana Ganion, Sustainability and Government Affairs Director

The Blue Lake Rancheria (BLR) is developing several economic enterprises to foster community resilience innovation. Currently in design, the Toma Resilience Campus creates a state-of-the-art facility for regional capacity building. Toma plans include a business incubator, makerspaces, training/event venue, commercial kitchen, and retail store, estimated to open in 2021. The Hula Community Park will be a multi-purpose outdoor space anchored by a synthetic turf field. BLR is also developing several ‘economy-enabling’ initiatives. To address severe space constraints, in 2019/2020, BLR is building a new Tribal Administration and Justice Center. To serve economic enterprises with continuity of operations and emergency power, BLR is expanding its electrical microgrid in phases through 2021.

As key economic supports, BLR is implementing several education and workforce training programs.

The STEAM education/makerspace “Pathmakers” program is a partnership with Humboldt County Office of Education and Northern Humboldt Union High School District (2019-2022). In partnership with USDA and local experts, BLR is developing entrepreneurship curriculum, and with U.S. Department of Energy and GRID Alternatives the “Native American Veteran Solar Workforce Development Program” (2019-2021). With the “One Stop Shop” program, led by GRID Alternatives, BLR works on increasing electrified transportation for low-income communities. The BLR Resiliency Training and Innovation Center (RTIC) is expanding, offering more trainings locally (e.g., FEMA’s “Advanced Academy”). Between 2019 and 2022, these initiatives will bring ~\$13 million in direct economic benefit, with another ~\$19 million in indirect benefit, for a total of ~\$32 million in regional economic infusion.

Eureka

By Lane Millar, Deputy Development Services Director

The City of Eureka is experiencing mixed economic signals, but remains optimistic about the future. During 2018, the City saw sales tax revenue decline by 3.6% as compared to the previous year. The reduction was driven by two industries: General Consumer Goods and Autos & Transportation. Another major revenue stream, Transient Occupancy Tax, remained flat between FY2016-17 and FY2017-18 after 5 years of consistent growth. The median price of a single family residence increased 1.2% to a value of \$253,000 in 2018. Home prices have increased since 2013, yet, still remain below the 2006 peak of \$267,000. According to the California Employment Development Department, Eureka's unemployment rate, as of February '19, was 3.6% - continuing to stay at an estimated 25-year low.

The most promising area of economic growth in the

City of Rio Dell

By Kyle Knopp, City Manager

The City of Rio Dell's economic growth continues to center around the cannabis industry expanding upon the success of the Humboldt Rio Dell Business Park. Between 2016 and 2018 developments with Rio Dell cannabis industry began to form. Rio Dell now hosts some of the only purpose built cannabis construction developments on the north coast. The Humboldt Rio Dell Business Park (specially zoned for cannabis) has over 200,000 square feet of new cannabis facilities approved for development through the city. Construction is currently underway on 33,000 square feet of value added processing space. The increases in assessed valuation specifically attributable to the cannabis industry has been valued at \$2.608 million prior to any construction. 4,500 feet of addi-

City is attributed to the legalization of cannabis. Over 100 licenses have been approved with the majority of license types being either manufacturing or distribution. One major benefit of this activity is the amount of investment into building improvements and plans for future construction. In addition, revenue from license fees in FY2018-19 have grossed over \$300,000.

Aside from cannabis, there are also exciting developments in the retail and quick service restaurant industries. The Bayshore Mall is expecting the opening of a major clothing store chain, Old Navy, sometime in 2019. New construction will soon begin on an In-N-Out Burger location on the corner of Broadway and Vigo Streets that includes three additional retail units. Overall, the economic health of Eureka remains strong and we're excited to see what the future holds!

tional water main has been installed which can help spur further development.

Total city revenue in the first six months of operation exceeded \$30,000 and is anticipated to continue to grow. In early 2019 the Rio Dell City Council approved a series of legislative items aimed at expanding cannabis' impact on the economy of Rio Dell. The Council approved allowing up to three retail dispensaries in the 'Town Center' zone, as well as cultivation activities on the Dinsmore Plateau to the west of the city center. The City is also focused on housing. DANCO Communities is developing a 26 unit supportive housing project in town. The City issued 97 Building Permits and approved 235 Business Licenses in 2018. Many of the new Business Licenses this year were issued to home based businesses.

Family Physician Residency Supports Region

By Jack Allen, MA Program Coordinator

The St. Joseph Hospital of Eureka Family Medicine Residency, a brand new residency program, welcomes its first class of 6 residents in July, 2019. The program is a partnership between St. Joseph Hospital and Open Door Community Health Centers, and has been in development since 2015. The goal of our program is to recruit and retain compassionate, qualified family physicians to Humboldt County. Across the country, rural family medicine residency programs have found that they retain about half of the graduates from their residency program. Residency programs also draw physicians to the community who enjoy teaching.

The program is three years long and accepts six residents per year, at full capacity in 2021 we will have eighteen residents year round. Residents will see their own "continuity" patients at Open Door, as well as practice hospital medicine at St. Joseph. Additionally, residents will be exposed to a variety of specialty practices through St. Joseph Health Medical Group and other community partners.

The potential impact of the program on this community is substantial. By retaining our graduates, we will create access to care for our counties' patients, and reduce the amount of time that our community members wait to see a doctor. Over time, we hope to see that patients can establish care more easily, follow up with their primary care doctor sooner, and ultimately avoid hospital stays that should be preventable. The residency program will also have the opportunity to address the wellness of the existing physicians in our community. By rebuilding our primary care network, we will provide our physicians with increased support from their primary care colleagues, lessening the burden on overworked physicians.

Each year, the residency program runs a robust recruitment cycle. During our first recruitment cycle in 2018, we reviewed over 600 applications to our program, and brought over 100 candidates here for

an interview. This is over 100 individuals who may have otherwise never visited Humboldt County. We worked with local vendors to provide lodging for our candidates, as well as treated them to some of our area's best dining. This has a positive impact on our local economy. We also recruit nationally each year by bringing our program to conferences where residency programs from all over the country showcase their programs. We enjoy spreading the word about the beauty of Humboldt County, as well as the strong sense of community we have to offer.

We hope that our community partners will join us in providing a warm welcome to our incoming residents this July. For more information about our program, please visit our website: <https://www.stjoehumboldt.org/family-medicine-residency-program/about/>



Elevate the Magic with Cannatourism

By Laura Lasseter, Director of Operations, Southern Humboldt Business & Visitors Bureau

The Southern Humboldt Business and Visitors Bureau was created 18 months ago out of a need for a destination marketing organization for the county of Humboldt inclusive of the cannabis industry.

The SHBVB's primary goal is to accelerate sustainable economic growth through tourism marketing and destination development inclusive of the cannabis industry. To provide business leadership and effective coordination for the Southern Humboldt community. The SHBVB will advocate to restore and retain the natural environment, art, culture and history of Southern Humboldt.

Working in conjunction with the HLA- South the SHBVB created the Elevate the Magic campaign- Visit Southern Humboldt -America's Cannabis Heartland. The creation of "Meet the Farmer" videos were developed along with seasonal visitor spotlight pieces. Since the launch of the Elevate campaign only 10 months ago the Elevatethemagic.com website has seen over 1.3 million impressions and Elevatethemagic.com

Nursing BSN Degrees will Support Health Care Industry

To prosper, the North Coast needs more educational opportunities for nurses. Local healthcare experts and community leaders have called for expanding health-related career education and creating a RN to BSN program. They have made this their highest educational priority.

Now there is an opportunity to meet the need. The community, and higher education institutions have come together to develop the Humboldt RN to BSN program.

With this new program, the community will invest in nurses who are already working in the area. It will build their skills and knowledge so they can take on more demanding work. According to the research, better

Elevate the Magic In-stream video ads- YouTube 96,526 impressions.

May 10th 2019 the SHBVB along with other key partners such as Benbow Historic Inn, HLA-South, North Coast Journal, Community Credit Union of Sothern Humboldt will launch the first of the Meet the Farmer Dinner series. Kicking off the series with 6 local celebrity farmers sharing authentic stories as cannabis farmers in America's Cannabis Heartland, Southern Humboldt. A beautiful evening filled with true history and top notch hospitality.

Southern Humboldt serves as the gateway to Humboldt county. The SHBVB recognizes the importance of expanding and highlighting tourism by focusing on strategic areas of interest in Southern Humboldt through destination development ie; the Avenue Of The Giants, the Lost Coast-King Range, award winning wineries, historic back to the land counter culture, world renowned cannabis ~all of this and more found in Southern Humboldt.

educated nurses contribute to a variety of improved patient outcomes.

The RN to BSN is a seamless, integrated program for students who have earned an associate's degree in nursing to complete their bachelor's degree in nursing. They will have the option of continuing to work while taking classes. Through a blend of online and in-person courses, the RN to BSN program will offer licensed nurses an option to expand their knowledge and skills. Initially, as many as 30 students will be able to participate in each cohort, and they will complete their degrees over two years. The goal is to eventually add a one-year and a full time option. Because it will be a state supported program, tuition will be affordable.

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Nordic Aquafarms Eyes Humboldt Bay Location

By Lynette Mullen, Local Liaison for Nordic Aquafarms

In February of 2019, Nordic Aquafarms Inc., through its subsidiary California Marine Investments, announced plans to build a land-based fish farm in Humboldt County, near Eureka to serve the west coast market with fresh fish. Nordic Aquafarms (www.nordicaquafarms.com) is one of the premier investors and developers in land-based aquaculture internationally, with production facilities in Norway (Fredrikstad Seafood) and Denmark (Sashimi Royal and Maximus), and a project under development in Maine, USA. The company is a trailblazer in the land-based fish farming industry and is supported by strong and well-established financial investors.

Nordic Aquafarms is developing sustainable fish farming practices for the future to deliver fresh, high-quality seafood to regional markets and is committed to a low environmental impact and sustainability in every facet of the business, from setting new standards for discharge, to energy efficiency and solar power, to refusing to use GMO fish and feed.

Land-based aquaculture

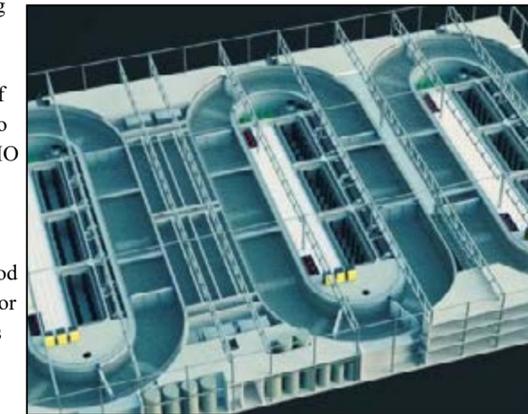
Land-based RAS production is a rapidly emerging method for sustainable production of salmon. It is based on indoor production in a controlled environment using large tanks and water treatment systems. Its benefits include:

- * The ability to recycle and treat water on site to reduce overall water consumption;
- * Recycling of waste resources and nutrients;
- * The prevention of sea lice and parasites;
- * The elimination of fish escape into the sea and co-mingling with wild species;
- * The application of renewable energy concepts;
- * A shorter distance to market for a high quality, fresh product, reducing the carbon footprint of air and land transport; and
- * Consistent quality and traceability all year round.

Demand for fresh seafood

The U.S. today imports more than 90% of its seafood and demand continues to grow. The U.S. and many other countries in the world can never become self-sufficient on wild-caught fish, particularly with the many ecological challenges in oceans worldwide, such as pollution and climate change effects.

To meet current demand, much of the fresh fish consumed in the U.S. is air-freighted at a significant cost and with considerable carbon dioxide emissions that contribute to global warming. To achieve growth in the domestic supply of fresh local fish in a sustainable, environmentally responsible manner, fish farming is a necessity and Nordic expects to see increasing demand in the coming years. Since sea-pen farming is controversial in the U.S. and wild-catch resources are limited, the many benefits of land-based farming should make Nordic's approach widely accepted and a high priority in the US.



Artisan Group Reaches Beyond the Redwood Curtain

By Christina Anastasia, Founder Humboldt Artisans Group

Humboldt Artisans Group, founded by Christina Swingdler of Christina Anastasia Jewelry, and her partner, Jim Christensen, is a Wholesale Representation group dedicated to helping Humboldt based artists market and sell their work beyond the Redwood Curtain. Pulling from their own personal experience of marketing and selling Christina's work, the pair has had many successes and lessons. H.A.G. is a way for other Humboldt makers to reap the benefits from these experiences and expand their brands beyond Humboldt County.



The mission of Humboldt Artisans Group is to help artists get exposure and make money from outside the county. With a team of vetted, dedicated, and trained road reps, a website for wholesale buyers, printed catalog, and now a wholesale showroom in Los Angeles, Humboldt Artisans Group is providing numerous opportunities for both artists and buyers to connect.

Last month, Humboldt Artisans Group executed their lease for showroom space at the LA Mart - the largest building dedicated to showing household and gift items on the West Coast. The showroom serves two purposes for Humboldt Artisans Group and our community: First, to promote wholesale gift product manufacturers that reside with in the Redwood Curtain. Second, promoting Humboldt County as an arts and culture tourist destination that will attract qualified buyers along with

their family, friends, and acquaintances to our hidden gem of art, culture, and nature.

Humboldt County is a magical place, and you can't say "Humboldt" without expressing how beautiful a destination it is for travel, exploration, and community. The LA showroom provides an opportunity to follow the magic jewel of our county. It is a living billboard to advertise the arts, culture, food, and beverages that make the North Coast a truly unique destination.

On the surface the work of Humboldt Artisans Group may appear simple. However, this project is much more than a few artists; we are looking to represent 50 artists and have each artists' annual sales at a minimum of \$50,000 a year. Every item that is sold through the organization brings in funds from outside of Humboldt County. While it might not seem like a huge difference to have an artist sell a few thousand dollars worth of product every month, the disbursement of funds that circulate

back into the community are important. Artists and makers that are currently represented by Humboldt Artisans Group have already started to use these new funds to make local purchases they previously would not have made. For example, some artists have chosen to make improvements on their houses and studios, while others have made the decision to either hire help or take their part-time making career to a full time job, opening up many new employment opportunities in the area.

***"Alone We Survive Together
We Thrive"***

If you would like to learn more or help this venture in continued success please contact jim@humboldtartisansgroup.com.

Public Art Transforms: The Eureka Street Art Festival

By Jenna Catsos, Coordinator, Eureka Street Arts Festival

On August 1st, 2018, artists began setting up scaffolding, unloading paints and brushes, and assessing the walls along Opera Alley. The 24 artists painted throughout the week-long Festival and ended up creating 23 pieces in Old Town. Each day, over 50 visitors gathered to tour the progress and chat with the artists. On the final day of the festival, tourists and locals flooded the streets for the culminating Block Party, visiting beer gardens, listening to local music, and appreciating all of the new public art. The festival drew about 3,000 visitors throughout the week, and over 5,000 people for the Block Party. Businesses throughout Old Town reported having one of the best weeks of their year, and have continued to see increased traffic because of the murals. By all measures, the first annual Eureka Street Art Festival was a great success.

The mission of the Festival is to create intentional, accessible art that enlivens public spaces, stimulates community revitalization, and attracts visitors to Eureka. People often wonder why we chose to implement an art festival instead of some other project. Humboldt has always been home to a strong arts community, and we wanted to build on this area's strengths. Additionally, public art has an incredible impact on a community: it improves the quality of life for residents, brightens up blighted areas of the city, increases property values, builds a sense of place, and reduces crime.

We were able to pull together last year's festival in just a few quick months. We had four founding sponsors: the City of Eureka, Black Faun Gallery, Humboldt Cider Company, and Pen+Pine, as well as a huge amount of community support. Property owners were excited to have murals painted on their



buildings, artists were thrilled to participate, local businesses wanted to be involved, and residents were ready to volunteer. The fact that we were able to organize it so quickly and easily is a testament to how excited this community is about projects like this.

We are currently in the planning stages for the second annual Eureka Street Art Festival and we are really excited about the direction of this year's festival. This year we will be focusing on Downtown Eureka and the 6th and 7th street corridors and we're expecting to paint about 20 murals. Moving forward, our goals for the festival are to support local artists by offering them employment opportunities, bring attention to Eureka's Arts + Culture District, bolster the economy through increased tourism, and use murals to improve blighted areas and reduce crime. The festival has double the impact, as well: people are drawn in to engage during the week-long festival, plus once event is over the murals continue to attract tourists throughout the year.