

November 7, 2023

California Division of Tourism
Attention: Sommer McCormick
555 Capitol Mall, Ste. 1100
Sacramento, CA 95814

RE: Visit California Welcome Center Designation

To Whom It May Concern,

I Mayor Bergel on behalf of the City Council of Eureka, are writing to express our enthusiastic support for Eureka Visitor Center's pursuit of an official California Welcome Center Designation.

Eureka is the largest coastal city between San Francisco and Portland and while it's long been a favorite spot for road trippers exploring the 101, it is also currently experiencing substantial economic growth and transformation. Our redwood forests and remote ocean landscapes have attracted visitors from around the world for generations, but neighboring Humboldt State University recently transformed into Cal Poly Humboldt and the waters just off of Eureka's Humboldt Bay will soon welcome California's first offshore wind farm.

In addition to its role as an economic hub, Eureka is also the redwood coast's cultural and arts center and is home to a treasured California Cultural Arts District filled with pristine Victorian architecture and one-of-a-kind boutiques and restaurants. Eureka is also known for its festivals and events and is perfectly poised to represent Visit California on the north coast.

The Eureka Visitor Center has long been an important physical hub for visitors and locals alike. Their services extend beyond brochures and information as our local ambassadors proactively share stories about local makers, businesses, and attractions. They highlight California's beaches, parks, preserves, road systems, and traditions, and provide personalized resources, as well as restaurant, lodging, and attraction suggestions that drive overnight visitation and economic impact. The team is welcoming, innovative, and reliable. They offer smiling faces, free bike rentals, clean rest rooms, a place to sit and charge a cell phone, eco-friendly souvenirs, and so much more.

With its new California Welcome Center, Eureka can help increase visitor traffic to the area, represent a wide variety of state stakeholders, and provide economic benefit to the entire region. We are extremely confident in Visit Eureka and the Eureka Visitor Center Team's ability to execute this exciting transition and look forward to the growth and support it will offer our community, the region, our visitors, and, of course, the State of California.

As a leadership body, we stand ready to provide the governmental backing this team needs to achieve and sustain this honor and look forward to partnering with Visit California as we embark on this journey.

Thank you for your careful consideration,

Kim Bergel
Mayor

