



Choose Humboldt Marketing Campaign Proposal

For Potential Funding Organizations
Prepared by Humboldt Made

Campaign Overview

- Duration: Fall 2025 – Spring 2027
- Prepared By: Humboldt Made
- Objective: To inspire residents and visitors to strengthen Humboldt's economy by shopping, dining, and exploring locally.



Campaign Overview

- Primary Partners: City of Eureka, NCGA, Local Chambers of Commerce, Eureka Natural Foods, City Of Arcata, Ruf Collective, North Edge, RREDC, North Coast Small Business Development Center, Eureka Main Street



Objective

1. Inspire residents and visitors to shop, dine, and explore locally.
2. Celebrate the unique makers, farmers, small businesses, and cultural experiences in Humboldt.
3. Strengthen Humboldt's economy by encouraging local spending.



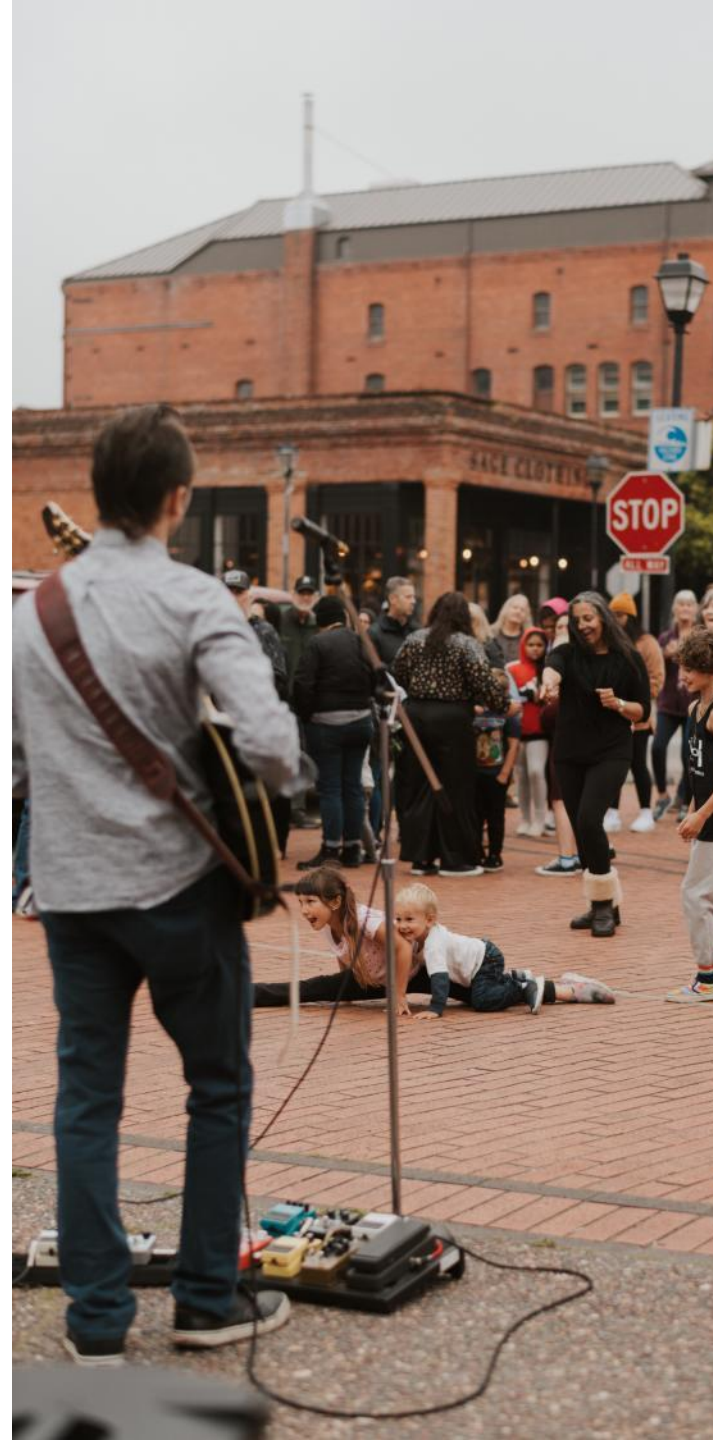
Campaign Strategies

1. Storytelling & Media Campaign: Showcase the personal narratives behind Humboldt's businesses
2. Friday Night Market Activation: Host engaging events that bring the community together
3. Retail & In-Store Branding: Promote local shopping through in-store promotions and events
4. Holiday Shop Local Passport Program: Encourage customers to shop locally during the holiday season



Target Audiences

1. **Local Residents:**
Community-minded consumers, families, and professionals
2. **Visitors & Tourists:**
Eco-travelers, adventure-seekers, and cultural explorers
3. **Local Businesses:** to create brand champions and encourage active participation in the campaign



Collaborators

1. Humboldt Lodging Alliance
2. Cal Poly Humboldt and College of the Redwoods
3. Humboldt's Tribes
4. Local Businesses and Artists
5. Humboldt Chambers of Commerce
6. Local Tourism Agencies



Funding Strategy

1. **Sponsorships:** Title Sponsors, Community Builders, and In-Kind Sponsors
2. **Grants:** Seeking local, state, and federal grants for economic development
3. **Local Contributions:** Financial support from chambers, businesses, and municipalities
4. **Participant Contributions:** Local businesses contributing in-kind services or products



Campaign Timeline

- **Oct 2025:** Relaunch branding, start video production
- **Nov 2025:** Launch Passport Program, begin holiday campaign
- **Dec 2025:** Holiday push, promoting holiday shopping events and passport
- **Jan 2026:** Restaurant Month, Stay & Dine campaign
- **May 2026:** Promote Friday Night Market, Launch Explore Humboldt campaign, and influencer program.
- **Sep 2026:** Share metrics; conduct stakeholder engagement review



Phase One Focus

- **Refreshed Branding:** with local designer Jenn McFerrin
- **Collaborative Rollout:** alongside partners with cohesive messaging.
- **Shop Humboldt Passport Launch:** a digital guide and rewards program encouraging residents to shop local this holiday season



Brand Refresh

Choose
HUMBOLDT

Choose HUMBOLDT



#3D6B37



#826D3D



#D46927



#948F9F



#29324F



#839D80



#8FB23E



#4C5D59



#59989E



#594D80

Choose
HUMBOLDT
Explore Humboldt. Stay a While.

Choose
HUMBOLDT
Eat Local. Grow Together.

Choose
HUMBOLDT
Celebrate Creativity. Support Artists.

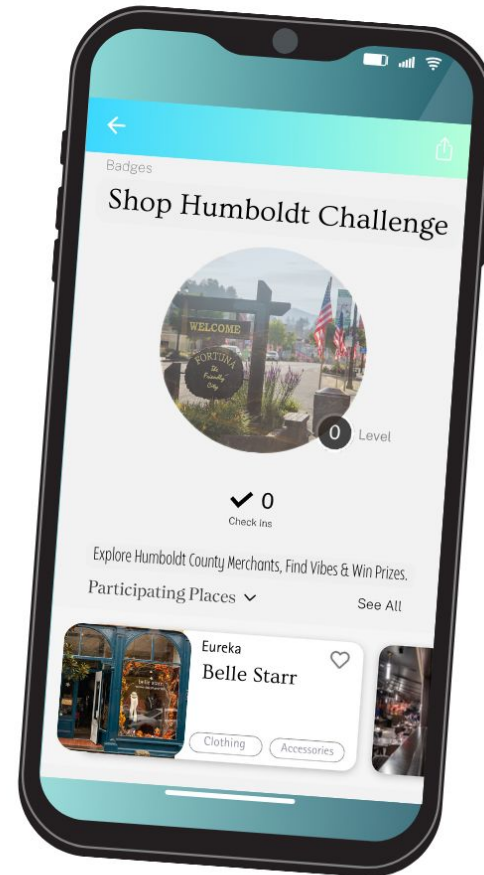
Choose
HUMBOLDT
Buy Local. Build Community.

Choose
HUMBOLDT
Invest Local. Thrive Together.

Passport Overview

The Choose Humboldt Passport is a year-round campaign that inspires locals and visitors alike to shop, dine, stay, and play in Humboldt – while helping us track and celebrate our shared impact.

- Year-round engagement.
- Support local businesses & culture.
- Attract visitors, extend stays.
- Capture measurable impact.



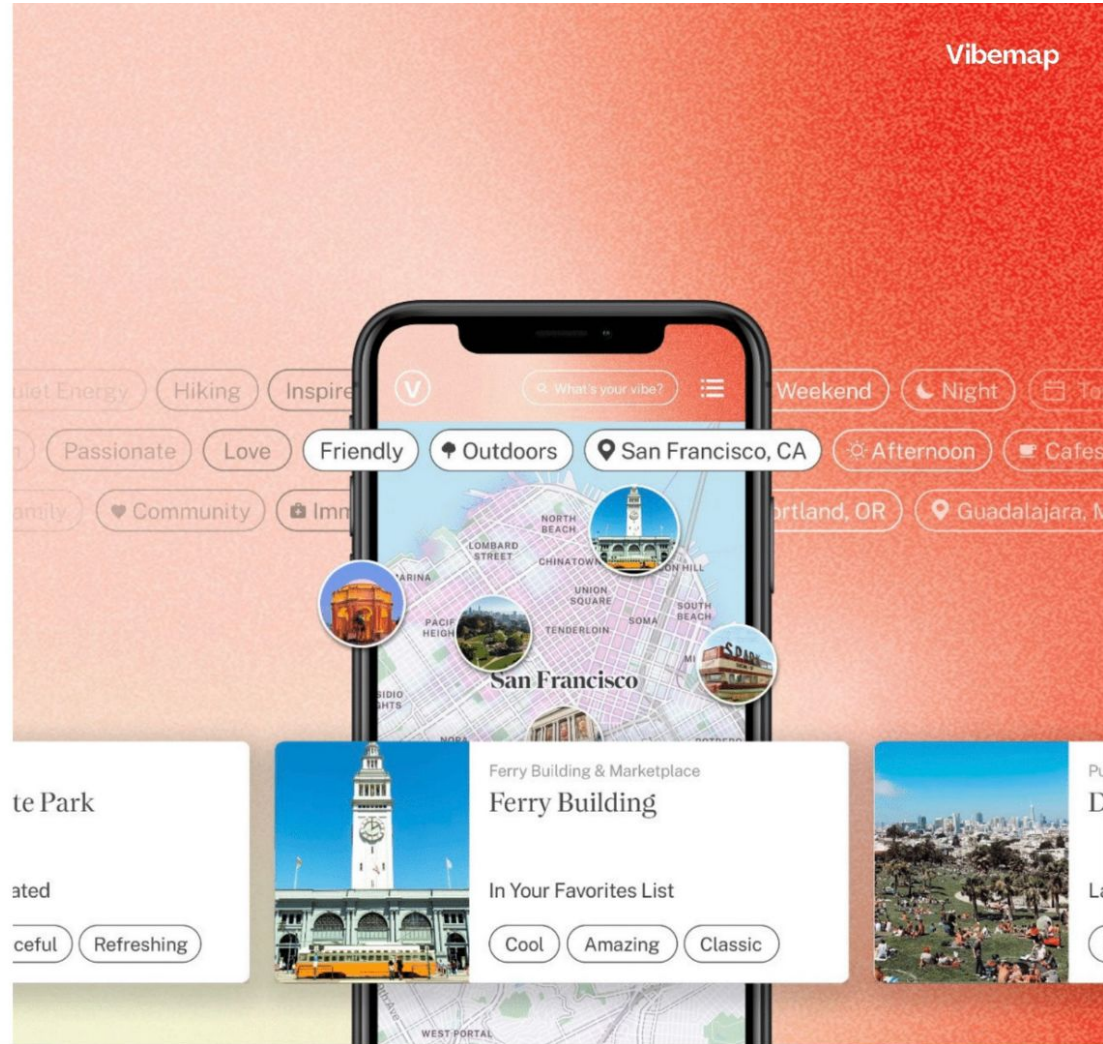
Passport Overview

What is Vibemap?

The first end to end platform solution to promote local places and events to visitors and residents based on local vibes.

Vibemap uses Geospatial AI and rich integrations with partner's websites and data to:

- Manage and visualize city data
- Promote destinations and events
- Attract visitors and residents



Passport Overview

Vibemap

Components of an Experience

The Vibemap app offers you power and flexibility to match your motivation and goals for launching an Experience.

The image displays five smartphone screens illustrating the components of an experience in the Vibemap app:

- Name of Experience:** Shows the title "Oakland Restaurant Week" and a graphic of a fork and knife. Below the graphic, it indicates "20 participants" and "100" challenge points. A "Graphic" section is highlighted with a red box.
- Earning levels:** Displays a progression of three levels: Level 1 (100 points), Level 2 (200 points), and Level 3 (300 points). Below this, it lists ways to earn challenge points: "Check In" (+50 points), "Save Place" (+10 points), "Add a Tip" (+20 points), "Redeem Code" (+100 points), and "Share Pt" (+50 points). A red box highlights the "How you earn points" section.
- Participating Places:** Shows a map of Oakland with various restaurant locations marked. A red box highlights the "Participating Places" section.
- Updates:** Displays a list of updates, including "Challenge Updates" (e.g., "Don't miss the 11th Annual Salsa, Tequila, & Taco Challenge at the Conquistador on August 12th") and "Rewards" (e.g., "Level 1 Badge Prize: Free sticker from Oaklandish"). A red box highlights the "Updates" section.
- Your Progress:** Shows a "Badge Progress" section with a list of items and their status (e.g., "El Antojito Postero" -10 Saved, "Buendia Breakfast & Lunch Cafe" -10 Added to list). Below this is a "Partners" section for "Visit Oakland" with a description of the organization and a list of social media links. A red box highlights the "Your Progress" section.

At the bottom of the screens, there is a navigation bar with icons for "Check In", "Save Place", "Add a Tip", and "Redeem Code".

Custom Ads

Discounts & Promos

Partner Information

You have control over how people "earn" points - checking in, saving a place, adding a tip, etc - and Levels help to determine progress.

Phase One: Success Metrics

- **500k +** digital impressions
- **400-700** passport participants
- **75-100** local businesses featured across the county.
- **\$50k-\$75K** in direct spending generated
- **10-15x** return on city investment.



Our Request

We are asking the City of Arcata to invest \$5,000 in the Choose Humboldt Campaign.

Your Contribution will:

- Help fund Phase One launch – branding, digital passport setup, and collaborative marketing.
- Position the city as a founding partner in a countywide effort to strengthen local business.

SHOP
HUMBOLDT





Thank you!

For Potential Funding Organizations
Prepared by Humboldt Made