

Draft MEMORANDUM OF UNDERSTANDING (MOU)

Between

Humboldt Made

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And

The City of Arcata

736 F St

Arcata CA 95521

Date: 10/6/25

Subject: Memorandum of Understanding for the **Choose Humboldt Marketing Campaign**

1. Purpose

The purpose of this Memorandum of Understanding (MOU) is to establish a partnership between **Humboldt Made** (hereinafter referred to as "Lead Organization") and **The City Of Arcata** (hereinafter referred to as "Partner") to collaboratively support the **Choose Humboldt Marketing Campaign**. This campaign aims to inspire residents, tourists, and businesses to choose Humboldt, promoting local shopping, dining, and exploration while celebrating the region's unique culture, products, and community.

2. Objectives

The objectives of this collaboration are to:

- Encourage Humboldt County residents and visitors to engage with local businesses, artisans, and makers.
- Strengthen Humboldt's local economy by highlighting the importance of shopping, dining, and spending locally.
- Foster community relationships through storytelling, media campaigns, and events such as the Friday Night Market Activation and Restaurant Month.

- Provide resources, support, and promotion to ensure the success and growth of local businesses.

3. Roles and Responsibilities

Humboldt Made (Lead Organization):

- **Campaign Leadership:** Humboldt Made will oversee the coordination of the **Choose Humboldt Campaign**, ensuring the execution of strategies, budget, and timelines.
- **Content Development:** Humboldt Made will create and distribute content such as videos, blog posts, social media campaigns, and advertising materials for the campaign.
- **Community Engagement:** Humboldt Made will facilitate communication and involvement with local businesses, artisans, and community organizations.
- **Marketing:** Humboldt Made will handle digital marketing and public relations efforts, including press releases and digital advertisements.

Partner Organization:

- **Promotion and Advocacy:** The Partner will assist in promoting the **Choose Humboldt Campaign** through their networks, social media, and other channels.
- **Engagement of Local Businesses:** The Partner will encourage local businesses, artisans, and makers to actively participate in the campaign.
- **Event Support:** The Partner will contribute to the organization and promotion of community events, such as Shop Local passport Friday Night Markets, Restaurant Month, and holiday initiatives.
- **In-Kind Support:** The Partner may provide resources such as venue space, volunteers, or marketing materials to support campaign initiatives.

4. Duration

This MOU will be effective as of the date of signing and will remain in effect for the duration of the **Choose Humboldt Marketing Campaign**, scheduled from **Fall 2025** to **Spring 2027**. The MOU may be extended or renewed based on mutual agreement.

5. Funding and Financial Support

The **Choose Humboldt** campaign's success is grounded in a strong partnership model that includes a mix of private sponsorships, grants, and local government collaboration. To execute this ambitious campaign, we are actively seeking the following funding sources:

- **Sponsorships:** Businesses and organizations can support the campaign at different levels—ranging from Title Sponsors to In-Kind Sponsors—each receiving varying degrees of visibility and involvement.
- **Grants:** Pursuing grants from local, state, and national sources to fund campaign activities, particularly those focused on community engagement and economic development.
- **Local Contributions:** Encouraging local chambers of commerce, municipalities, and community organizations to provide financial support, whether through direct funding or collaborative partnerships that amplify the campaign's impact.
- **Participant Contributions:** Local businesses, particularly those engaging with the campaign directly, will contribute in-kind support through discounted services, products, or event participation.

Together, these funding streams will ensure the **Choose Humboldt** initiative is sustainable and continues to bring long-term benefits to the local economy. Every dollar raised and every sponsorship secured helps fuel the mission of celebrating and supporting Humboldt's unique culture and community.

6. Campaign Activities

Key activities within the **Choose Humboldt Campaign** include:

- **Storytelling & Media Campaign:** Production of videos and blogs to highlight local businesses and the reasons people choose Humboldt.
- **Friday Night Market Activation:** Sponsorship and promotion of the Friday Night Market events as key community-building moments.
- **Retail & In-Store Branding:** Establishment of branded marketing materials in retail locations to drive awareness.
- **Holiday Campaign:** Organizing a **Shop Local Passport Program** for the holiday season, driving local engagement and spending.

- **Restaurant Month:** Highlighting local culinary talent and supporting local restaurants throughout January.

7. Collaboration with Local Partners

As part of the **Choose Humboldt** initiative, we encourage collaboration with local partners, including but not limited to:

- **City of Eureka, City of Arcata, and other Municipalities:** Working with local government entities to align messaging, events, and funding opportunities.
- **Humboldt Lodging Alliance:** Partnering to engage with tourists and visitors, encouraging them to spend locally during their visits.
- **Cal Poly Humboldt and College of the Redwoods:** Engaging students in the campaign to build long-term community connections and foster local support.
- **Local Businesses and Artists:** Inviting businesses from all sectors—retail, food, arts, and makers—to participate in the campaign and its initiatives.
- **Chamber of Commerce:** Working closely with local Chambers of Commerce across Humboldt County to amplify the campaign message, recruit participating businesses, and ensure the engagement of all sectors in their respective communities.

8. Communication and Reporting

The Lead Organization and Partner agree to meet quarterly to discuss campaign progress, review data, and adjust strategies as needed. Regular updates will be provided to ensure transparency and alignment of goals. Metrics for success, including engagement levels, sales data, and campaign reach, will be shared with all involved stakeholders.

9. Intellectual Property

Each organization retains ownership of its respective intellectual property. However, the Partner grants permission for the use of its name, logo, and any associated trademarks for the purpose of promoting the **Choose Humboldt** campaign, in accordance with the terms outlined in this MOU.

10. Termination

This MOU may be terminated by either party with 30 days' written notice. Upon termination, both parties agree to fulfill any outstanding obligations and resolve any financial matters that have been incurred up to that point.

11. Confidentiality

Both parties agree to maintain the confidentiality of proprietary or sensitive information shared during the course of this collaboration, except as required by law or with prior written consent from the other party.

12. Signatures

By signing below, both parties acknowledge and agree to the terms outlined in this Memorandum of Understanding.

Humboldt Made

Signature: _____

Name: _____

Title: _____

Date: _____

Partner Organization- The City of Arcata

Signature: _____

Name: _____

Title: _____

Date: _____