

Choose Humboldt Campaign Proposal

Submitted by Humboldt Made

Requested Support: \$5,000

Submitted to: City of Arcata

Date: October 2025

Introduction

Choose Humboldt is a county-wide marketing campaign designed to inspire residents and visitors to shop, dine, and explore locally. Relaunching in Fall of 2025 by Humboldt Made, the campaign unites Chambers of Commerce, Main Street organizations, local governments, and small businesses under a shared message: when we choose local, we grow stronger together.

Project Overview – Phase One: Shop Humboldt Passport

This proposal focuses on funding Phase One, the foundation of the new Choose Humboldt rollout.

Phase One will include:

- **Refreshed Branding** developed with local designer Jenn McFerrin to modernize the campaign's look and feel.
- **Collaborative Rollout** coordinated with the region's Chambers of Commerce, the Humboldt Lodging Alliance, and local municipalities to ensure unified messaging.
- **Shop Humboldt Digital Passport** — an interactive app that rewards residents for supporting local businesses during the holiday season.

Participants will collect digital “stamps” by visiting and engaging with stores, restaurants, service providers and makers across Humboldt County. The passport not only drives holiday spending but also introduces shoppers to new businesses in their community.

Objectives and Outcomes

Phase One aims to:

1. Increase awareness of local businesses through shared marketing and storytelling.
2. Strengthen the downtown and neighborhood economy by encouraging local purchases.
3. Build the foundation for future campaigns such as *Dine & Stay* and *Experience Humboldt*.

Projected Outcomes (Nov – Jan 2025):

- **500 K + digital impressions** across partner networks
- **500 – 1,000 passport participants**
- **60 – 100 local businesses featured**
- **\$50K – \$75K in direct local spending generated**
- **10 – 15 × return on city investment**

Use of Funds

The \$5,000 contribution from the City of Arcata will directly support:

- **Digital Passport Setup & Management** – technical onboarding, data dashboard, and business listings.
- **Marketing & Promotion** – social media ads, print materials, and cross-promotion among partner channels.
- **Local Events & Launch Support** – holiday rollout and community engagement activities highlighting Arcata businesses.
- **Brand Development Assets** – design, photography, and materials featuring participating businesses.

Timeline

Month	Milestone
Oct 2025	Finalize branding; onboard partners
Nov 2025	Launch <i>Shop Humboldt Passport</i>
Dec 2025	Holiday marketing push; community events
Jan 2026	Reporting of results; stakeholder review

City Partnership & Recognition

The City of Arcata will be recognized as a Founding Partner in all campaign materials, including:

- Logo placement on the digital passport and promotional collateral
- Mentions in press releases and social media
- Inclusion in post-campaign impact reporting

Conclusion

A \$5,000 investment from the City of Arcata will help launch a county-wide effort to strengthen local business, increase community pride, and drive measurable economic activity.

Choose Humboldt is a movement to keep our dollars, creativity, and vitality rooted here at home.