

Choose Humboldt Campaign Proposal

Submitted by: Humboldt Made

Requested Support: \$5,000

Submitted to: Headwaters Fund

Date: October 2025

Introduction

Choose Humboldt is a county-wide collaborative marketing campaign designed to inspire residents and visitors to shop, dine, and explore locally. Relaunching in Fall 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 regional 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:

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

Projected Outcomes (Nov – Jan 2025):

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

The **\$5,000 contribution from the Headwaters Fund** 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 Humboldt businesses.
 - **Brand Development Assets:** design, photography, and materials featuring participating businesses.
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Budget

Category	Description	Total Cost	Notes
Passport	Digital Passport setup, licensing & management	\$8,500	Includes technical setup and app management
Branding	Campaign design & creative assets	\$3,000	Designed by Jenn McFerrin
Videography	Maker storytelling and social content	\$2,000	Local video production
Print Materials	Posters, flyers, in-store signage	\$800	Distributed countywide
Admin	Project management, reporting, coordination	\$15,000	Covered entirely by Humboldt Made
Total Project Budget		\$29,300	

Headwaters Request: \$5,000

Humboldt Made Match: \$24,300 (includes in-kind admin and partner support)

Timeline

Month	Milestone
October 2025	Finalize branding; onboard partners
November 2025	Launch Shop Humboldt Passport
December 2025	Holiday marketing push; community events
January 2026	Reporting of results; stakeholder review

Headwaters Fund Partnership & Recognition

The Headwaters Fund 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 posts
 - Inclusion in post-campaign impact reporting
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Conclusion

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

This partnership will not only amplify local businesses during the critical holiday season but will also lay the groundwork for a long-term, sustainable marketing platform that keeps Humboldt dollars in Humboldt.