



Introducing the Sector

The Arts, Culture, and Tourism (ACT) sector encompasses over 110 distinct six-digit NAICS codes. To navigate this breadth, the ACT sector can be usefully organized into three intertwined industry clusters: **Outdoor Recreation, Arts & Culture, and Destination Marketing/Hospitality/Service**. This structure aligns with the State of California's Economic Blueprint, which recognizes "Creative Economy" (Arts & Culture) and "Tourism & Outdoor Recreation" (Outdoor Recreation, Destination Marketing/Hospitality/Service) as key sectors for development. This framework allows for an individualized assessment of the **unique qualities and challenges** inherent to each sub-sector while maintaining a cohesive, sector-wide strategy.

Identified by Visit California as a "**Dawning Developer**," the Redwood Region possesses immense untapped potential rooted in its natural beauty, vibrant arts scenes, and rich cultural heritage. While the region currently grapples with challenges of under-investment, infrastructure gaps, fragmentation, and seasonal employment, this emerging status presents a **unique opportunity**. It allows the region to intentionally chart a course toward a **regenerative ACT model** that enhances rather than exploits its communities and landscapes. By embracing this approach, the ACT sector can be utilized to **stimulate sustainable economic activity, serve local communities, and promote values of hope, joy, and creativity**, thereby raising the quality of life for everyone.



Firms and Major Employers

Major Employers: State and National Parks, hotels/hospitality services, arts & culture NGOs

Regional Partners: California Outdoor Recreation Partnership; Californians for the Arts; Del Norte Partnership for the Performing Arts; Del Norte/Humboldt Film Commission; Eastern Sierra; Blue Lake Rancheria; North Coast Tourism Council; Redwood Conservancy; and Visit California

Note: Redwood Region's Arts, Culture, and Tourism sector includes a wide range of organizations, too numerous to list in full. Examples above include both direct Redwood Region RISE partners and other key contributors to the regional landscape. The sector overall lacks clearly defined major employers or career pathways, a pattern common across regions.



Workforce and Training

The Arts, Culture, and Tourism sector in the Redwood Region draws talent from a diverse range of **creative and service-oriented disciplines**. Programs at **Cal Poly Humboldt**, **College of the Redwoods**, and **Mendocino College** offer pathways into careers that connect creativity, communication, and community experience. The list below highlights programs that prepare students for work in the ACT ecosystem—from visual and performing arts to marketing, recreation, and hospitality management.

Community colleges play an especially important role in **developing the regional talent pipeline**, offering accessible, skills-based programs that build practical foundations for further study or immediate entry into the workforce. Together, these institutions cultivate the people and skills that **sustain the region's creative economy**.

Education Pathways

Cal Poly Humboldt:

- Art (BA) – Concentrations in Art History, Art Education, Studio Art
- Business Administration (BS) – Concentration in Marketing
- Communication (BA)
- Critical Race, Gender & Sexuality Studies (BA)
- Dance Studies (BA)
- Economics (BA) – Concentration in Environmental & Natural Resource Economics
- English (BA) – Concentration in Creative Writing
- Film (BA)
- Journalism (BA) – Concentrations in Literary Journalism, News, Public Relations
- Kinesiology (BA)
- Music (BA) – Concentrations in Composition, Music Education, Performance
- Museum & Gallery Practices Certificate
- Native American Studies (BA)
- Recreation Administration (BA)
- Theatre Arts (BA)
- The Studio School

College of the Redwoods:

- Art (AA-T)
- Business Administration (AS-T)
- Communication Studies (AA-T)
- Digital Media (AS, Certificate)
- English (AA-T)
- History (AA-T)
- Hospitality, Restaurant and Culinary Management (AS, Certificate)
- Music (AA-T)
- Philosophy (AA-T)
- Studio Arts (AA-T)
- Theatre Arts (AA-T)

Mendocino College:

- Art History (AA-T)
- Business Administration (AS-T)
- Communication Studies (AA-T)
- Culinary Arts Management (AS, Certificate)
- Digital Arts and Media (AS)
- English (AA-T)
- Music (AA-T)
- Photography (Certificate)
- Studio Arts (AA-T)
- Theatre Arts (AA-T)

BA = Bachelor of Arts

BS = Bachelor of Science

AA-T = Associate in Arts for Transfer degree

AS-T = Associate in Science for Transfer degree

AS = Associate of Science



Arts, Culture, and Tourism Projects

Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development

Redwood Region RISE Catalyst Project

Carving a Legacy promotes economic diversification and cultural preservation by addressing challenges Indigenous artisans face in accessing traditional woods while expanding markets for non-commercial timber species. The initiative integrates sustainable woodworking practices with Traditional Ecological Knowledge (TEK) to foster environmental health and cultural revitalization.

The pre-development phase (June 2025–Sept. 2026) includes a feasibility study, equipment procurement—a portable sawmill, vacuum kiln, and traditional tools—and creation of culturally relevant training programs for Tribal members and disadvantaged individuals. By prioritizing equity, the initiative empowers Tribal citizens and Indigenous artisans through job creation, training, and access to traditional materials while building sustainable timber markets and improving forest health.

Del Norte Performing Arts and Civic Center

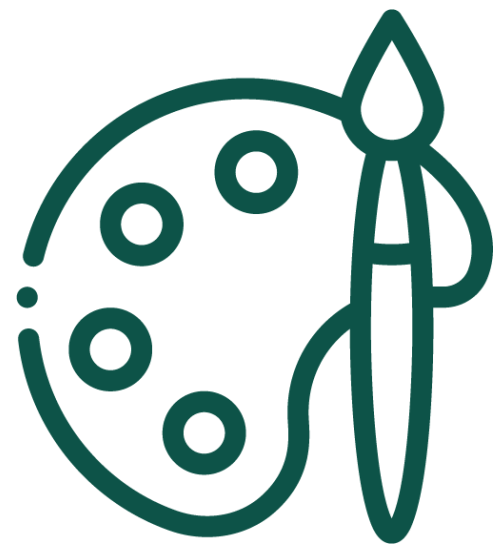
Redwood Region RISE Catalyst Project

The Performing Arts and Civic Center will create a cultural hub in remote Del Norte County, offering performance venues, educational spaces, and serving as an emergency response resource outside the tsunami zone. With architectural plans already submitted for approval. The Center estimates it will generate \$1.9 million annually while celebrating diverse cultures and addressing social isolation in the underserved region.

Great Redwood Trail

The Great Redwood Trail is a 307-mile, world-class, multi-use rail-to-trail project connecting California's San Francisco and Humboldt Bays. The trail will pass through some of the nation's most remote and scenic landscapes—old-growth redwood forests, oak woodlands, vineyards, and the Eel River Canyon—linking communities across the region and driving economic growth and collaboration. Prop 4 allocated \$60 million in state funding, with an additional \$60 million in annual economic activity projected once complete.





High-Level Strategy and Tactics

Regional Networking & Advocacy *(Arts, Culture, and Tourism Activation Plan)*

- **Regional Sector Development Strategization** (working groups, reporting, feasibility studies)
- **Project Support Network** (technical assistance, mutual aid, Catalyst projects)
- **Regional Branding** (advisory group, signage, branding activities)
- **Sector Advocacy & Investment** (press kits, capital absorption, legislative engagement)
- **State-wide Sector Networks** (partnerships with Eastern Sierra, LA, and other regions)

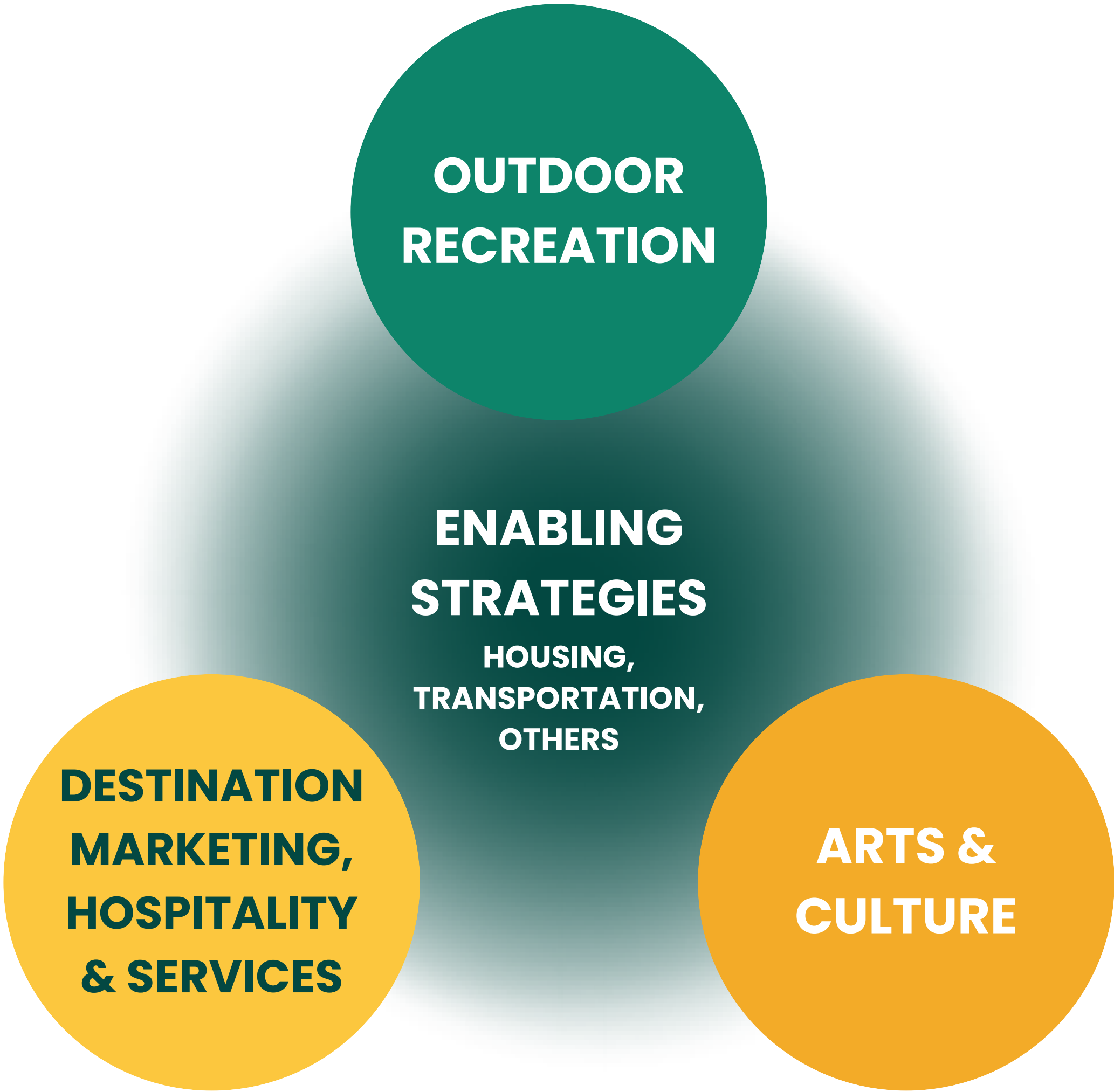
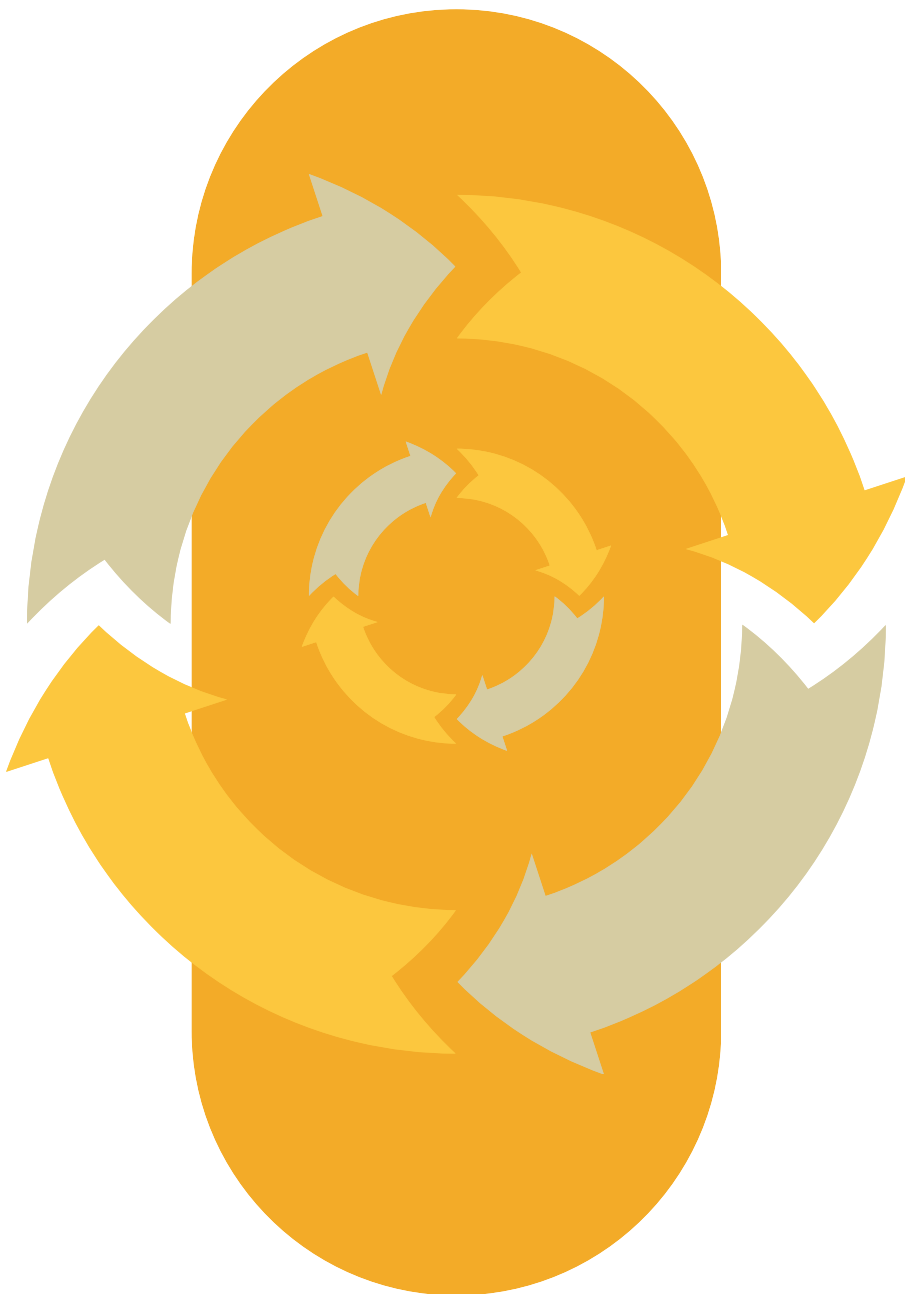
Regenerative Cycle

Sustainable – Long-term Growth
– Security



Extractive Cycle

Temporary – Short-term Gains
– ‘Boom and Bust’



Additional RRRISE-Aligned Investment Projects

- **A Framework for Sustainable Economic Growth: Where Art, Culture, Tourism, and Nature Converge**
- **Arts, Nature, Trails Constellation**
- **Elk Valley Rancheria Grove of Titans Shuttle Feasibility Project**
- **Everding Community Center**
- **Lake Mendocino Destination Park**
- **Lucerne Hotel Community Resilience and Education Center**
- **Mendo LEAP Project**
- **Mendocino Folk Guild Community Initiative**
- **Protect the Sacred – Alderpoint Great Redwood Trail Planning Phase 1**
- **Redwood Coast Sound Stage**
- **Redwood Makers Development Initiative**

