



Arts, Culture, and Tourism

A Regional Economy Shaped By Creativity, Recreation, and Community



Photo credit: Amy Kumler

Visit California calls the North Coast a "Dawning Developer," a region whose tourism potential is largely untapped. Growth must be intentional and regenerative, preserving regional riches. Because what draws people here exists nowhere else.

Why the Redwood Region is Unique

- **Redwoods, Rivers, and Trails:** The world's tallest trees, six rivers, and the Great Redwood Trail connecting 300 miles
- **A Living Arts & Culture Scene:** Festivals, working artist communities, art triathlons, and a thriving creative economy
- **Agri-Tourism Rooted in the Land:** Award-winning wine, cannabis, and farm experiences invite visitors to explore
- **Tribal Nations** leading cultural tourism on their own terms

Sector at a Glance

- **\$1.3B** in annual visitor spending
- **#1** fastest growing sector through 2030
- **82.6%** of sector jobs require no college degree

Events That Anchor the Region

10,000 VISITORS

Visitors at the Kelseyville Pear Festival

Lake County's largest free event, in its 31st year

11,900 VISITORS

Visitors at Northern Nights Music Festival

A three-day camping festival at the Humboldt and Mendocino county line, drawing multi-day visitors

3,500 VISITORS

Visitors at the Klamath Salmon Festival

Hosted by the Yurok Tribe for 62 years in a town of 800

44,000 VISITORS

at the Eureka Friday Night Market

A weekly summer market with 150+ local makers, farmers, and food producers

"When we invest in arts, culture, and tourism, we're investing in the people and businesses that give our communities their character, tell their stories, and create a true sense of place."

– **Katrina Kessen**, Executive Director, [Discover Ukiah](#)

"For those who love outdoor adventure, Del Norte is a paradise. Hiking, kayaking, fishing, beachcombing, or just sitting and watching the whales pass by."

– **Cindy Vosburg**, Executive Director, [Del Norte Chamber of Commerce](#)

Building Regional Connections

Through RRRISE, partners have:



Convened **50+ organizations** involved in the regional cohort.

Connected businesses, artists, Tribes, nonprofits, tourism organizations, and public agencies.

Created **cross-county collaboration** where little existed before and begun shaping a shared regional voice for arts and culture.

Be Part of the Future of Arts, Culture, and Tourism in the Redwood Region

The Redwood Region can become one of California's most distinctive destinations by embracing what already makes it exceptional.

- Invest in the businesses, Tribes, and organizations already doing the work.
- Join the regional cohort and help shape a shared destination brand.
- Support locally owned businesses and Indigenous-led tourism.
- Keep visitor dollars in the region.



Scan the QR Code to learn more about [Redwood Region RISE](#).

Thank you to our Sector Investment Coordinator, **Calder Johnson**, for his leadership and coordination.
To get involved, contact calder.johnson@gmail.com.