

Arts, Culture, Tourism



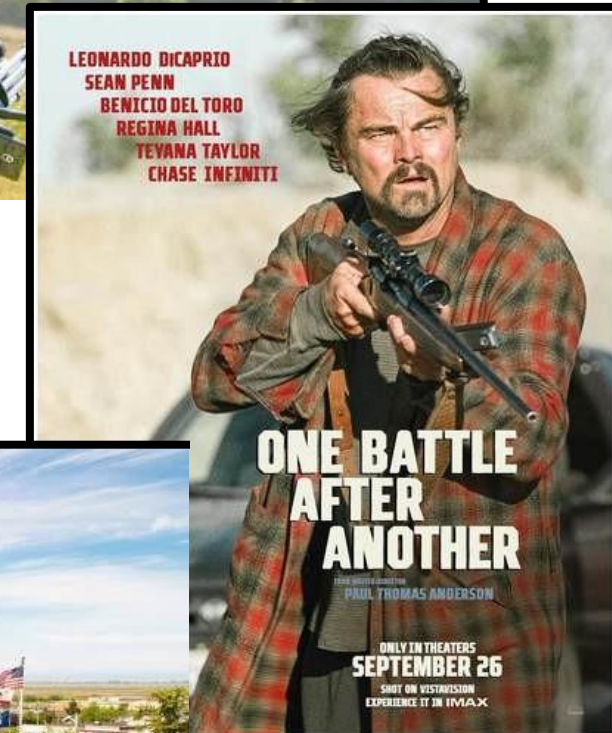
*“And medicine, law, business, engineering, these are noble pursuits and necessary to sustain life. But poetry, beauty, romance, love, **these are what we stay alive for.**”*

- Dead Poet’s Society

Outdoor Recreation



Arts & Culture



Agriculture



Tourism

- **\$1.5 Billion** in Travel-related Spending
- **\$136.7 Million** in State and Local Tax Revenue
- **15.1 Thousand** Jobs Supported



Tribes



Redwood Region
RISE

Regenerative Travel

“A regenerative tourism system is one that leaves people, communities, and the environment better than it finds them, and can be understood as an extension of sustainability. Regeneration occurs in systems that are healthy, thriving, and self-healing, in contrast to systems that continuously degrade and, as a result, become more vulnerable to shocks. A regenerative tourism system will inherently be more resilient than other systems.” •

He Mahere Tiaki
Kaimahi – Better
Work Action Plan



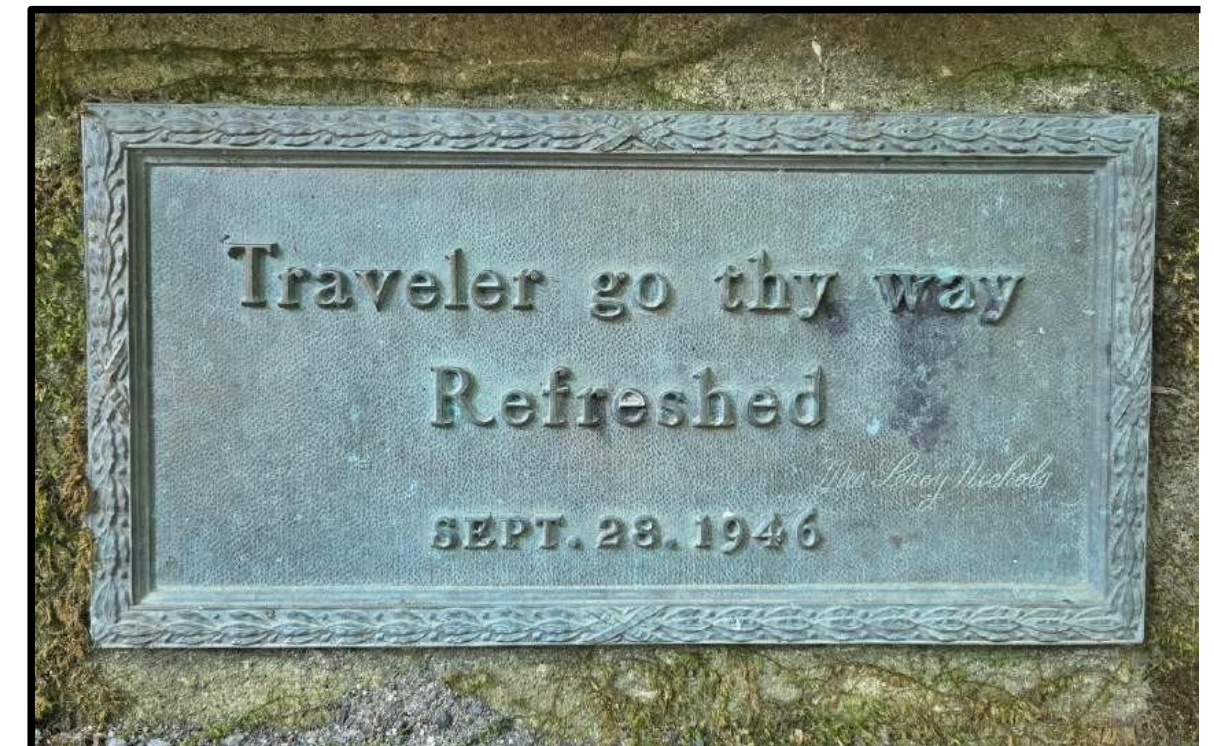
Regenerative Travel

Move beyond definitions of 'sustainability' (minimize impacts) to 'regeneration' (virtuous cycles)

Virtuous cycles should promote ecological restoration, small-business growth, and community revitalization

Regenerative Travel is already aligned with core regional values and strengths, as well as growth niches in the tourism industry

"Honored guests, welcomed to a place well-loved by those who live there, leaving it better than when they arrived"



Catalyst Projects

Carving a Legacy

Led by Blue Lake Rancheria | Collaborator: WoodLab Designs

Centro de Recursos Legales de la Región Redwood

Led by Centro del Pueblo Movimiento Indígena Migrante

Del Norte Performing Arts and Civic Center

Led by Partnership for Performing Arts | Collaborators: Del Norte Unified School District, Del Norte County Office of Education



Center for Sustainable Development



Inter-Sector Work



Other Sector Projects

INK PEOPLE
Center for Arts & Culture



Cider Creek Collective

Redwood Coast · California
**HUMBOLDT
MADE**



Challenges

- Infrastructure has decayed over time
- Ambivalent attitudes towards sector development
- Organizations and individuals are stretched thin and resource-scarce

Outdoor Economy Summit

California Outdoor Economy Summit

June 3-5th, 2026
Eureka, CA

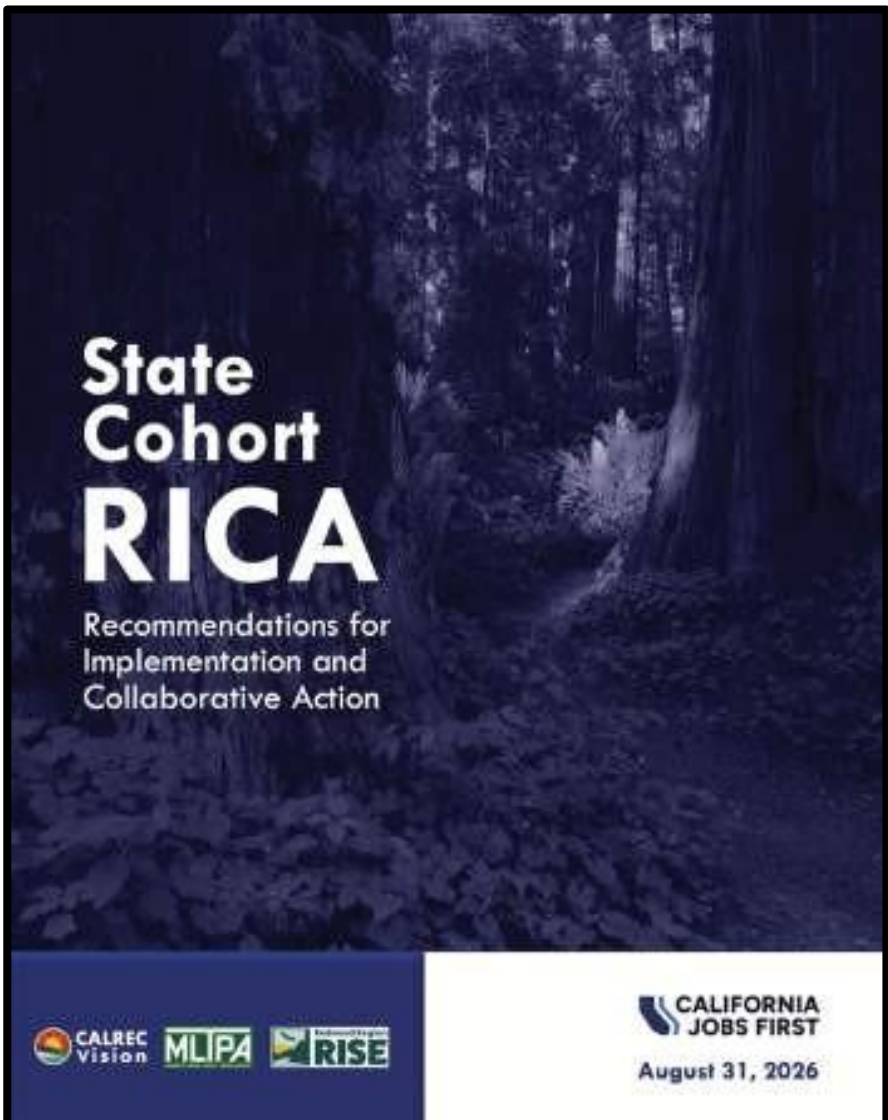
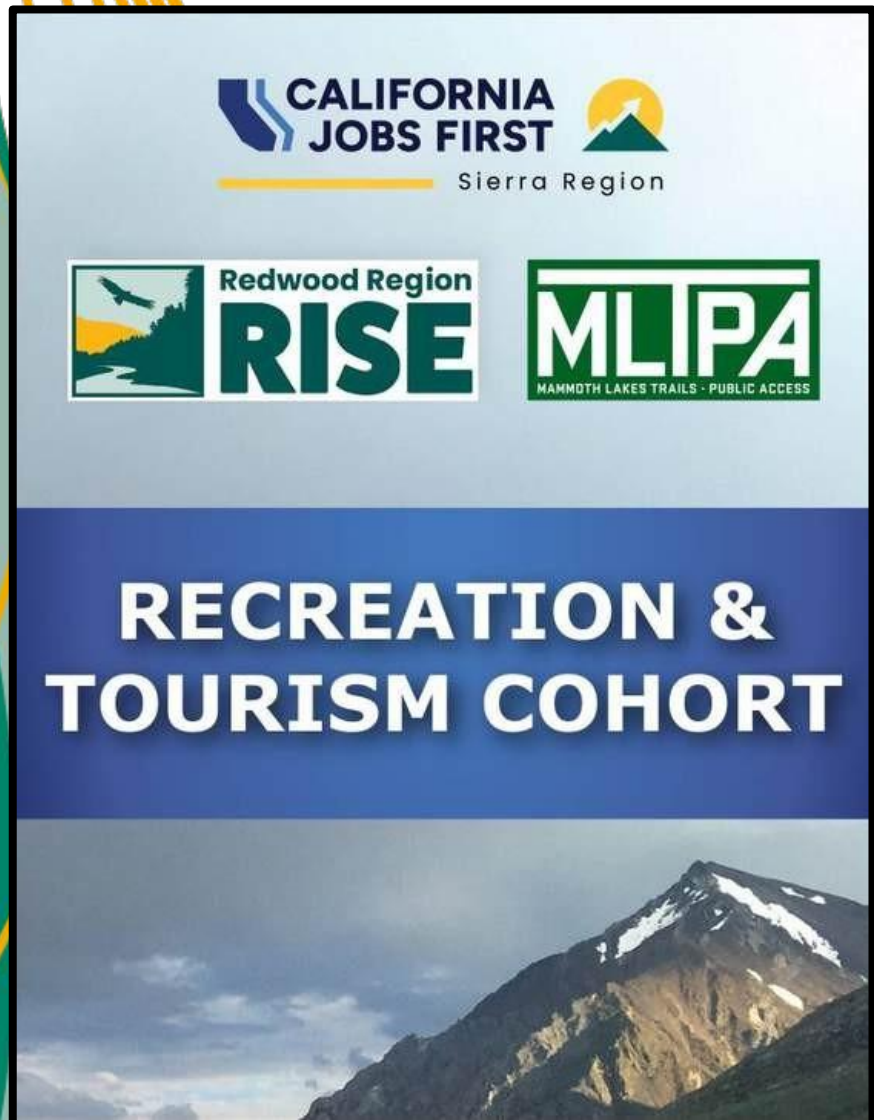
Presented by:
Cal Poly Humboldt
Redwood Region RISE
Humboldt County's Economic Development Division



Eureka, California
June 3-5, 2026



The State Cohort



The Regional Cohort



- Monthly Newsletters
- Monthly Zoom Calls with Special Guests
- Working Groups

An Economy of Hope

...by cultivating a (realistic) belief in a hopeful future, individuals are more empowered to act, innovate, and better contribute to economic activity and growth, thereby restoring a sense of agency, self-efficacy, and community pride...

The idea is that the approach helps create an inclusive environment that supports innovation and growth in disinvested communities by fostering hope, thereby tapping into a latent creativity resource, and likely multiple new marketable opportunities."

Redwood Region RISE, Regional Report, Part 1

*“Answer. That you are here – that life exists, and identity; that the powerful play goes on and you may contribute a verse. That the powerful play *goes on* and you may contribute a verse. **What will your verse be?**”*

- Dead Poet’s Society