



# Redwood Region RISE

## Arts, Culture, and Tourism Activation Plan



**California's Redwood Region**  
Tribal Lands, Del Norte, Humboldt,  
Lake, and Mendocino Counties

**A Product of Redwood Region RISE**  
The California Center for Rural Policy  
at Cal Poly Humboldt

# Executive Summary

## Arts, Culture, and Tourism: A Regenerative Path

Visit California identifies the Redwood Region as a "Dawning Developer"—rich with untapped potential due to our natural beauty, active arts scenes, and cultural heritage. Our emerging status positions us to steward a regenerative Arts, Culture, and Tourism (ACT) model that enhances rather than exploits our communities and landscapes. Current challenges of underinvestment, fragmentation, seasonal employment, and infrastructure gaps become opportunities to chart a sustainable course forward.

This Activation Plan lays out a regional networking strategy serving partners and residents across Outdoor Recreation, Arts & Culture, and Destination Marketing/Hospitality through five integrated tactics:

- **Regional Sector Development:** Monthly Working Group meetings, quarterly public sessions, and development reports.
- **Project Support Network:** Technical assistance and resource sharing to advance projects across the Redwood Region (including Catalyst projects).
- **Regional Branding:** Tribal-inclusive advisory council developing strategic sector recommendations.
- **Sector Advocacy:** Government engagement and investment attraction resources.
- **Statewide Networks:** Best practice-sharing with regions across the state.

## Anticipated Impact

Our goal is a sector where our "product" is optimism—vibrant communities interwoven with natural splendor. Expected outcomes by August 2026 include:

- Enhanced regional collaboration capacity across the diverse ACT sector.
- Strengthened regional identity supporting tourism and workforce recruitment.
- Increased sustainable career pathways and living wage opportunities.
- Equitable benefit distribution emphasizing rural and Tribal communities.
- Environmental stewardship ensuring tourism enhances natural assets.



Success will be measured through both traditional economic indicators and quality-of-life metrics for sector workers, recognizing the sector's seasonal and entrepreneurial nature.

## Regional Partners

Key collaborators include Catalyst project leaders (Blue Lake Rancheria, Del Norte Partnership for the Performing Arts, Pomo Nation), state partners (North Coast Tourism Council, Visit California, CalTrans), regional allies (Humboldt County, Eastern Sierra, LA County), and local Tribal governments plus arts organizations and industry representatives. Increased Tribal participation is a priority, recognizing Indigenous communities' essential role in cultural preservation and sustainable tourism.

**This living document builds on our region's innovative capacity to create a sector that serves communities first, generates meaningful economic opportunities, and establishes the Redwood Region as a model for sustainable cultural and tourism development statewide.**

**As a living document, this plan will evolve as our work advances. Calder Johnson, Arts, Culture, and Tourism Sector Investment Coordinator, and his team—Sabrina Clement and Cynthia Martells—will collaborate with the Redwood Region RISE Collaborative, Sector Advisory Council, and community partners to conduct semi-annual comprehensive reviews, with the next revision scheduled for February 2026. These updated versions will be shared publicly to ensure transparency and community engagement.**