



Redwood Region
RISE

**NORTH
EDGE**
Business Financing &
Community Development


CCRP
California Center
for Rural Policy

Cal Poly
Humboldt.

February 26, 2026

Redwood Region RISE (Resilient Inclusive Sustainable Economy)
Quarterly Collaborative Meeting (Zoom)

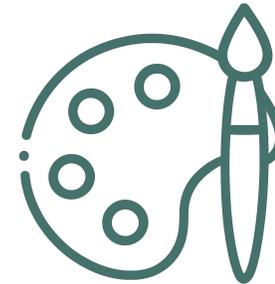
Learn More: bit.ly/Redwood-RISE

Welcome Everyone / ¡Bienvenidos todos!



You have arrived at the 2026, Q1 **Quarterly Collaborative Meeting** of **Redwood Region RISE's** Implementation Phase.

Today's theme is ***Arts, Culture, and Tourism***



Please introduce yourself in the chat—name, affiliation (if applicable) and where you are zooming in from: <https://native-land.ca/>

What's a hobby or creative outlet you enjoy?

Let us know in the comments!

Land Acknowledgement



Redwood Region RISE's Collaborative is located on the present and ancestral Homeland and unceded territory of Indigenous People. Tribes and Nations in our region include:

Bear River Band of the Rohnerville Rancheria; Big Lagoon Rancheria; Big Valley Band Rancheria; Blue Lake Rancheria; Cahto Tribe; Coyote Valley Band of Pomo Indians; Elem Indian Colony; Elk Valley Rancheria; Guidiville Indian Rancheria; Habematolel Rancheria of Pomo Indians; Hoopa Valley Tribe; Hopland Band of Pomo Indians; Karuk; Koi Nation; Manchester Band of Pomo Indians; Middletown Rancheria of Pomo Indians; Pinoleville Pomo Nation; Potter Valley Tribe; Pulikla Tribe of Yurok People; Redwood Valley Little River Band of Pomo Indians; Robinson Rancheria; Round Valley Indian Tribes; Scotts Valley Band of Pomo Indians; Sherwood Valley Rancheria; Tsnungwe; Tolowa; Tolowa Dee-ni' Nation; Trinidad Rancheria; Wailaki; Wiyot; Yurok Tribe of the Yurok Reservation; Yokayo Rancheria.

We also acknowledge the Mattole and Northern Pomo peoples, whose ancestral homelands are within this region and whose living descendants continue to steward their cultures, languages, and traditions.

We make this land acknowledgement in recognition that our words must be matched by action and approach.

Learn more: ["What Good Is a Land Acknowledgment?"](#)

Housekeeping Notes

Reminder: *This meeting is our check-in space to get updates and progress reports of Redwood Region RISE and California Jobs First.*
→ *The work happens at the Tables!*

- **Welcome (Back)!**
- **Convening Team** 🙌
- **Informational, Sector-Focused Sessions**
(No per diems)
- **Slides, Spanish recap** will be shared after
- Please **mute your microphone**
- **Questions in chat** (DMs to the team)
→ *we gather & answer your questions!*



RRRISE Meetings – Let's All Agree To...



- Demonstrate good manners, courtesy, and consideration.
- Let one person speak at a time and listen when they are speaking.
- Aim to stay focused on the matters at hand.
- Maintain a respectful and professional environment where disruptive or disrespectful behavior may result in suspension from participation or dismissal from the meeting.
- Uphold zero tolerance for harassment, abuse, derogatory remarks, personal insults, threats, or any form of discrimination.

Agenda



Theme: Arts, Culture, and Tourism

Goals for today:

- Understand the current landscape of the Arts, Culture, and Tourism sector, including regional momentum in outdoor recreation and cross-regional collaboration.
- Explore economic trends and challenges impacting artists and tourism-related small businesses.
- Identify opportunities to strengthen the sector.

11:00–11:05	Welcome (Back)!	CCRP
11:05–11:15	Admin Updates <ul style="list-style-type: none"> ● Progress update: RRRISE’s key milestones in Q3 of 2025 	CCRP, Collaborative leaders
11:15–11:45	State of the Arts, Culture, and Tourism Sector <ul style="list-style-type: none"> ● Understanding the sector and its industries ● Current SWOT analysis ● Towards a regenerative model of tourism and cross-cutting possibilities ● What’s Next? <ul style="list-style-type: none"> ○ The Sustainable Recreation & Tourism state-wide cohort 	Sector Investment Coordinator Calder Johnson
11:45–12:00	Catalyst Project Highlights <ul style="list-style-type: none"> ● Del Norte Performing Arts and Civic Center ● Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development 	Nick Rail (Partnership for Performing Arts), William Matsubu (Blue Lake Rancheria)
12:00–12:25	Other Arts, Culture, and Tourism Projects and Priorities <ul style="list-style-type: none"> ● Healthcare Clowning Project ● Grant-writing workshop ● Sacramento Advocacy Days ● Outdoor Recreation Economy Summit ● The Great Redwood Trail, Public Art, and Economic Development ● Ag Tourism ● Interested in getting involved? calder.johnson@gmail.com 	Calder, Julie Douglas (Dell’Arte International), Capitol Impact, North Coast Growers’ Association
12:25–12:30	<ul style="list-style-type: none"> ● Recap & next steps ● Join upcoming RRRISE meetings 	CCRP
12:30	Adjourn Meeting	CCRP

Admin Updates: Overview



- **Philanthropic funding** – new projects updates
- **Policy Working Group** – draft RISE Policy Platform + implementation guide coming in June
- **State Implementation Funding** – updates on March 2nd
- **Sustainability Working Group** – draft report + model options coming in June
- **Semi-Annual Report** – catch up with all our projects and sector support activities!

→ *Want more info? Write us at ccrp@humboldt.edu*

Get Involved With Our Sector-Based Work

Sector Investment Coordinators:

- Arts, Culture and Tourism – calder.johnson@gmail.com
- Health and Caregiving – RRRISE@nchiin.org
- Renewable and Resilient Energy – mmarshall@bluelakerancheria-nsn.gov
- Working Lands and Blue Economy – paloma@westcenter.org, aspen@westcenter.org, sarah@westcenter.org
- Workforce Development (Capitol Impact) – annie@capitolimpact.org, cristina@capitolimpact.org, jasleen@capitolimpact.org
 - Check out our “[Activation Plans](#)” to learn more about RRRISE’s sector work

Announcements from our Tables

Equity Committee of the Voting Block: [Elevate Funds](#) (micro-grants program)

Tribal Table: supporting native youth development; Tribal Cultural Gathering in Summer ‘26

RRRISE Executive Committee

Walter Gray (Quarterly Chair), Heidi Moore-Guynup, Asa Mattice, Angela Shull, Annette Kamaloni, Paul Garza Jr., and Maria Dahlin



Redwood Region

RISE

**ARTS, CULTURE,
TOURISM**

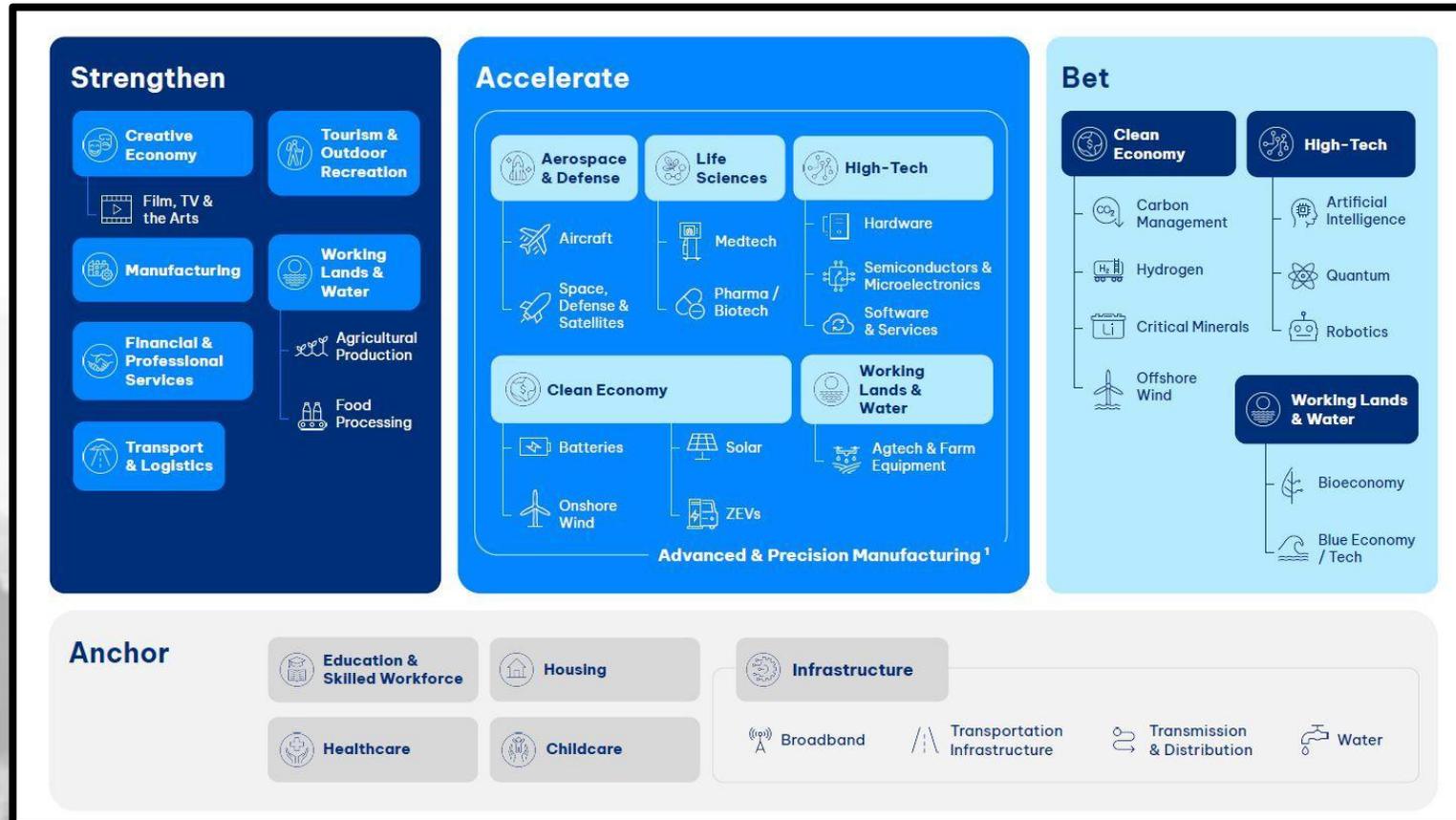
RRRISE Priority Sectors

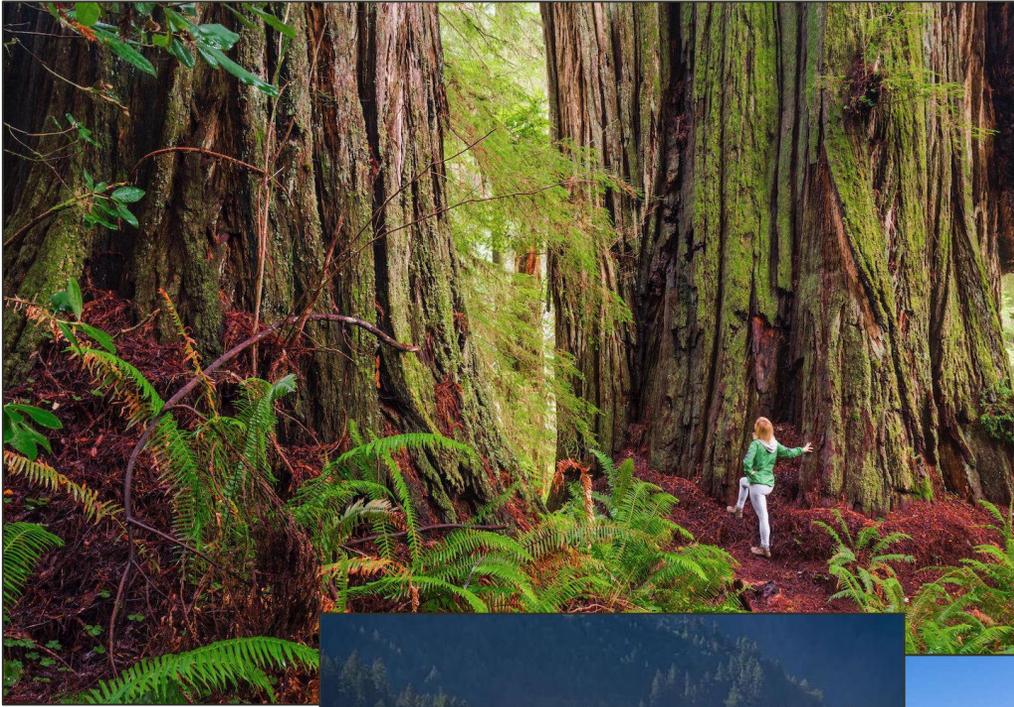
Working Lands & Blue Economy

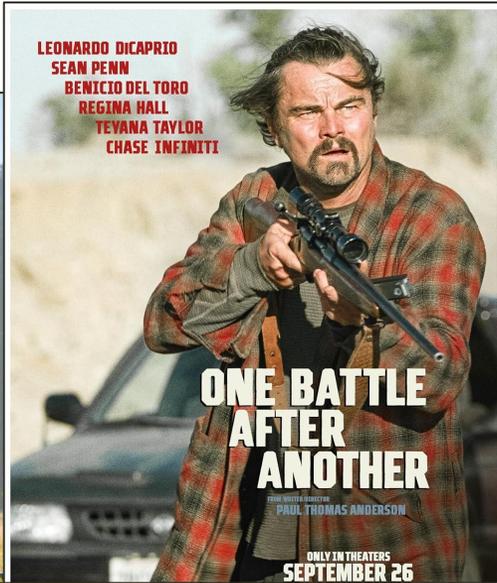
Renewable Energy

Health & Caregiving

Arts & Culture, Tourism











STRENGTHS

- A vibrant mix of outdoor and cultural offerings
- Previous history of a burgeoning tourism economy
- Strong institutions
- A famous and well-known 'Out-of-the-Zone' filming location
- Creative and collaborative individuals and organizations
- Core regional values

WEAKNESSES

- Undefined regional identity and branding
- Infrastructure/products have decayed over time
- Organizations and individuals are stretched thin and resource-scarce
- Film & TV production lacks infrastructure to attract more projects/investment
- Ambivalent attitudes towards sector development
- Work is needed to ensure high-quality careers are consistent across the sector

THREATS

- Headwinds in international tourism
- Challenging economic conditions for small business
- Climate change
- Ongoing threats to the California Film & TV industry
- Concentration of public/private investment in established destinations/metro areas
- Low levels of state investment overall in Arts & Culture
- Lack of a coherent state strategy on Outdoor Recreation

OPPORTUNITIES

- National/state-wide tourism is a growth opportunity
- Small business growth revitalizes main streets
- Tourism growth contributes to a 'visit-move-work' pipeline
- More Film & TV projects may move 'out-of-the-zone', presenting a capture opportunity
- Relatively nascent development across elements (branding, infrastructure, product) is an opportunity for strategic growth in accordance with core values, moving towards a model of **REGENERATIVE TRAVEL**

What is 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"

QUESTION/COMMENT BREAK

Catalyst Projects

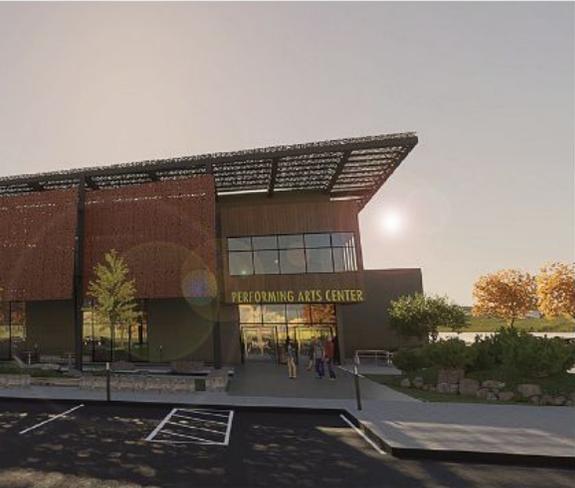
- **Del Norte Performing Arts Center**
 - *Partnership for the Performing Arts*
 - Presented by Nick Rail



- **Carving a Legacy**
 - *Blue Lake Rancheria*
 - Presented by William Matsubu

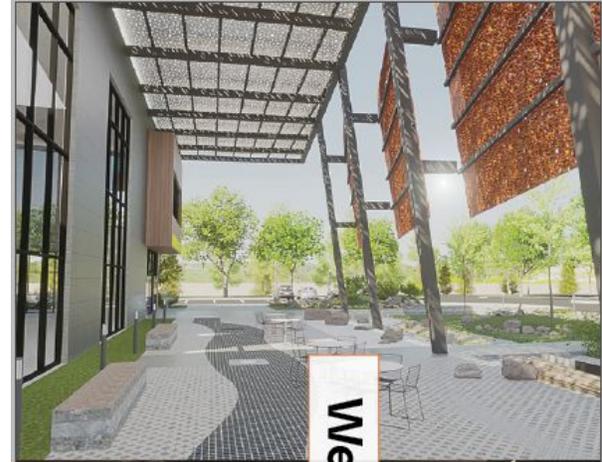


**BLUE LAKE
RANCHERIA**



Redwood Region
RISE

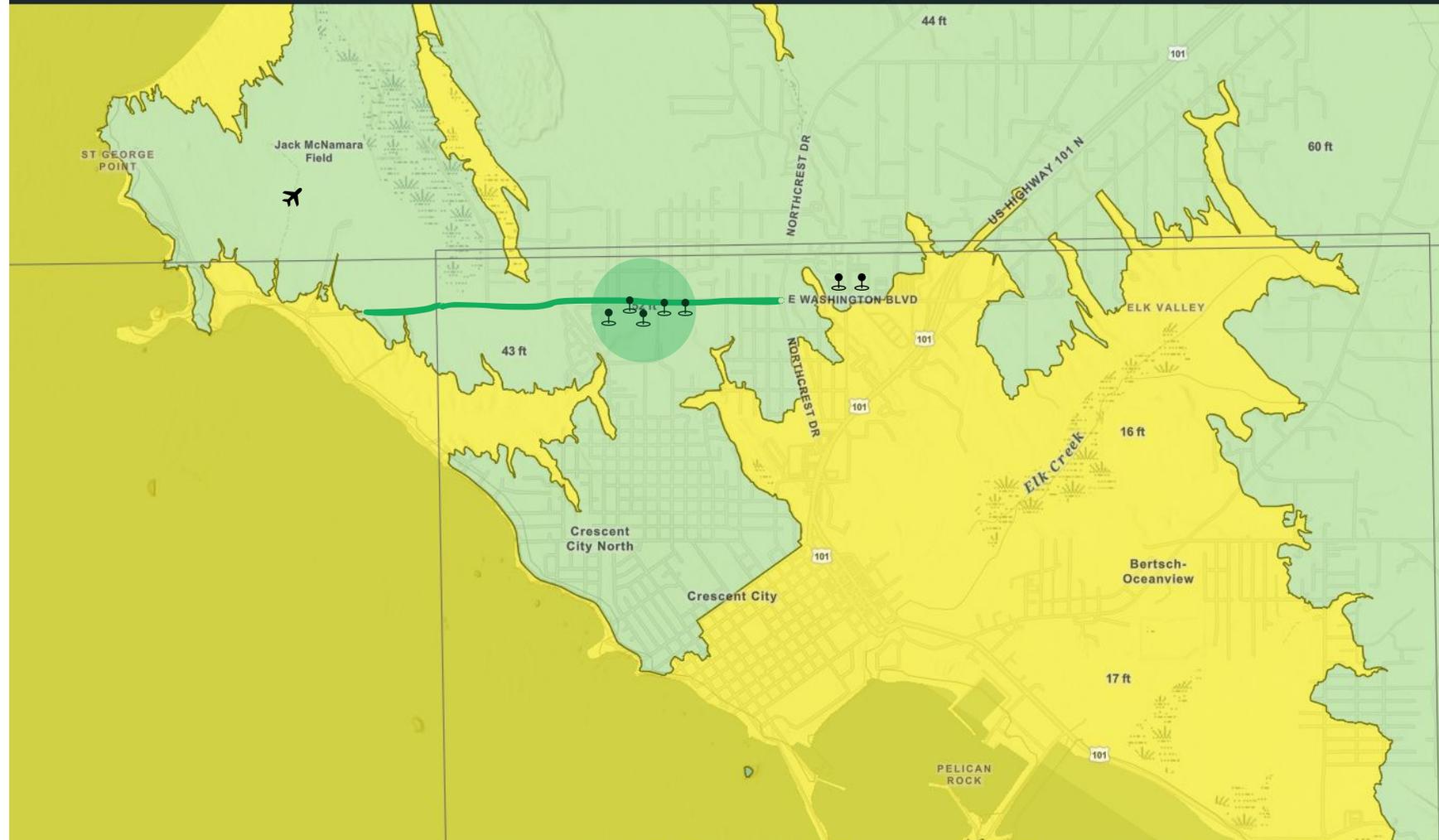
The Performing Arts & Civic Center Catalyst Project Update



We Rise Together

We Build Together

Tsunami Hazard Area Map CRESCENT CITY



“There is no large accessible convening space outside the tsunami zone.”



2 Centers

2 States

1 Opportunity

Brookings
Crescent City

Newport

20

City
Sale
Albany

Pass

Medford

Ashland

Yreka

Mount Shasta

Mount

STRUCTURE & VALIDATION

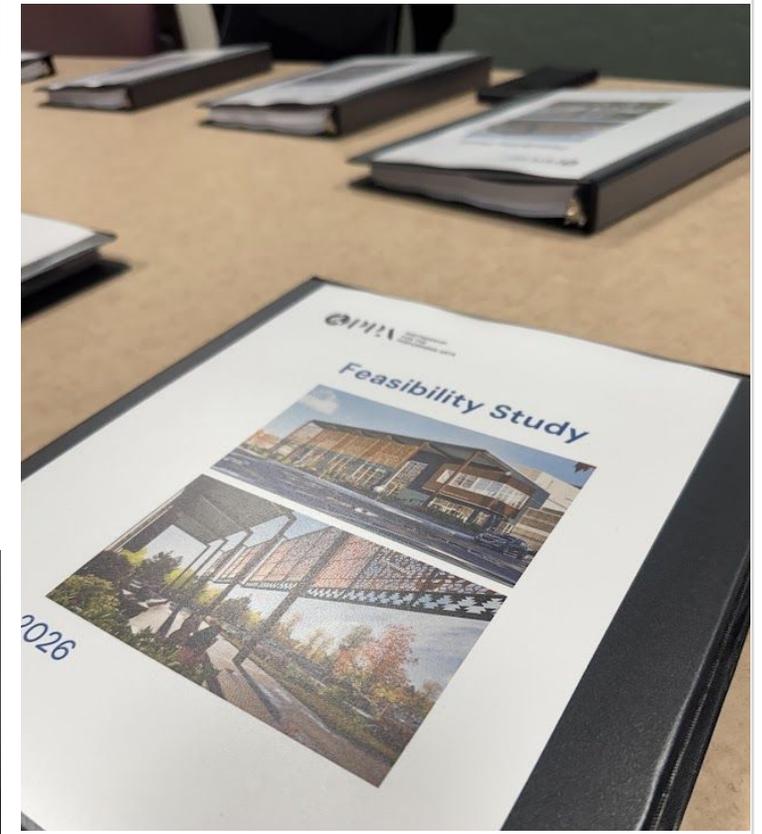
ALLIANCE WAY LLC



Full
Spectrum
Capital



COMPREHENSIVE FEASIBILITY STUDY



SOLD OUT SHOW IN SEPTEMBER SHOULD



SEASON



**Local Students open for
BIG BAD VOODOO DADDY**

Site Visits



Surveys



Focus Groups



Culture & Arts Community Conversations



From Concept



GOVERNANCE & CAMPAIGN INFRASTRUCTURE

STRATEGIC PARTNERSHIPS



**360-MEDIA
CAMPAIGN**

MOU & GOVERNANCE



National Funder Networks & Partnerships

Youth Leadership & Connections



Local Leaders on National Stages





shu'shaa nin-la

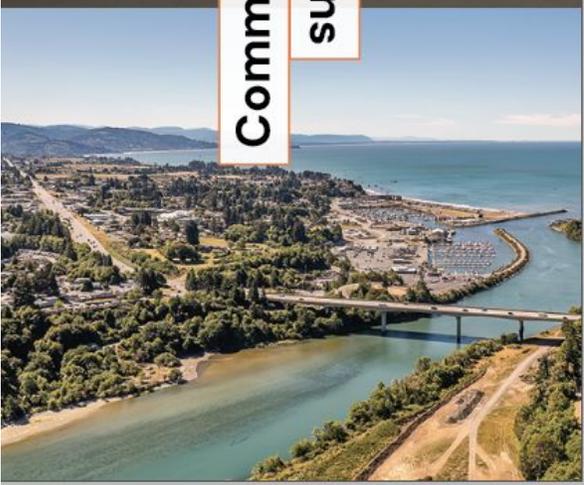
Wok-hlew

ua tsaug
gracias
thank you



We Build Together

We Rise Together



For Countless Generations
Community & Culture

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

Bill Matsubu
Blue Lake Rancheria



Michael Shackelford
Project Manager



Project Updates



“Catalyzation”



Blue Lake Tribal Manufacturing



Additional Presenters

- [Healthcare Clowning](#)
 - *Dell'Arte International*
 - Presented by Julie Douglas

- **Agri-tourism and Regional Branding**
 - *North Coast Growers Association:*
[North Coast Food System Network](#)
 - Presented by Megan Kenney



Healthcare Clowning

Dell'Arte International

Healthcare Clowning at Timber Ridge













Intro to Healthcare Clowning Intensive







Development Opportunities

- **Regional Sector-specific Grant Workshop**
 - Coming this Spring (*stay tuned!*)
 - Presented in collaboration with Capital Impact
- **Creative Business Series**
 - April 1-May 13 (*in-person*)
 - Presented by North Coast SBDC



AMERICA'S SBDC NETWORK SMALL BUSINESS DEVELOPMENT CENTERS NORTH COAST

CREATIVE BUSINESS SERIES

7 WEEK WORKSHOP SERIES TO HELP CREATIVE BUSINESS OWNERS TURN IDEAS INTO VIABLE PRODUCTS + SERVICES

- No-cost workshop series
- For business owners located in Humboldt, Del Norte, and adjacent Tribal Lands
- APPLICATIONS DUE MARCH 11TH

WEDNESDAY EVENINGS, 5:30 - 8:30PM
APRIL 1 - MAY 13TH, 2026
WORKSHOPS ARE IN PERSON - IN ARCATA, CALIFORNIA

Advocacy Days/Summits

- [California Outdoor Recreation Partnership](#)

- April 14-15



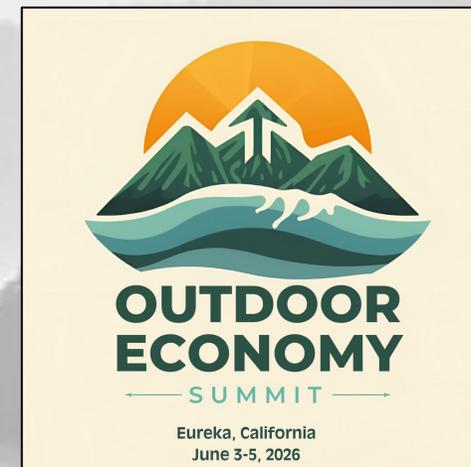
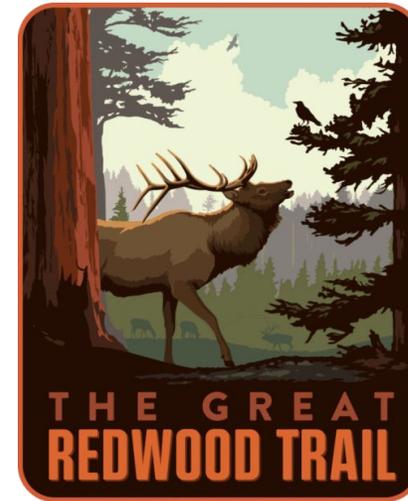
- [Californians for the Arts](#)

- April 19-21



A Big Year for Outdoor Recreation!

- **The Great Redwood Trail**
 - Over \$50 million allocated last year
 - Emerging opportunities for public art and other sector development
- **California Outdoor Economy Summit**
 - June 3-5
 - Hosted here in the Redwood Region

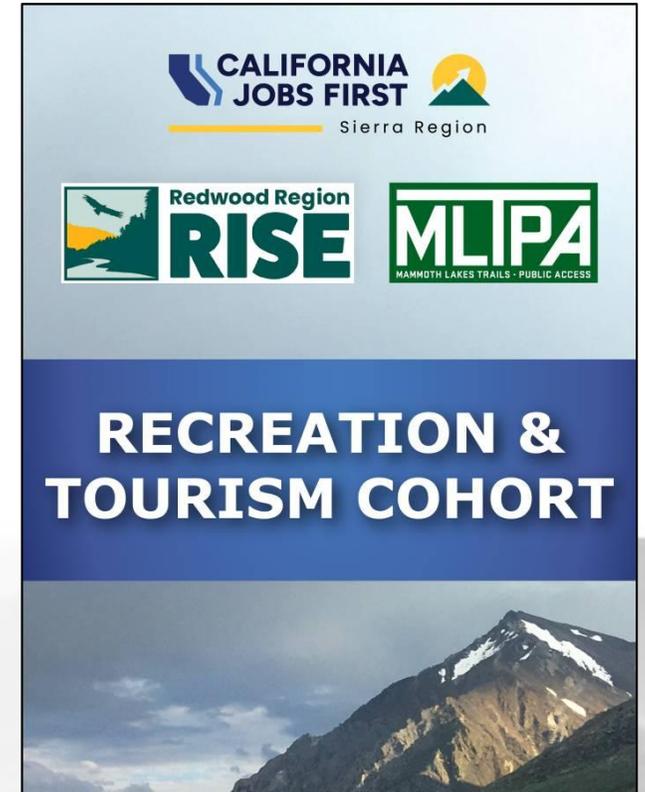


Get Involved and Stay Informed!

- **Join the Regional Arts, Culture, and Tourism Cohort**
- **Join the State Recreation & Tourism Cohort**

Contact:

calder.johnson@gmail.com





THANK YOU!

Recap & Next Steps



Did we reach today's goals?

- Did we get a clear picture of where Arts, Culture, and Tourism stands in our region – including outdoor recreation and cross-regional collaboration?
- Did we dig into the economic challenges facing artists and small businesses?
- And did we land on real opportunities to strengthen the sector?

→ *What would you have liked to go deeper on?*

Our Upcoming Meetings

- **Policy Literacy Working Group Meeting** → [March 4, noon-1:00 pm](#)
- **EDF Working Session** → [March 4, 3:30-5 pm](#)
- **Tribal Table Meeting** (*now on Thursdays*) → [March 5, 10-11:15 am](#)
- **Sustainability Working Group Meeting** → [March 10, 1:00-2:30 pm](#)
- **Equity Committee Meeting** → [March 11, 11:30 am-1 pm](#)
- **Leadership Team Meeting** → [March 26, 11:00 am-1:00 pm](#)

Our RRRISE Leadership team continues to meet monthly :)

Do you have events coming up? Drop 'em in the chat!

Contact us with any questions or concerns: ccrp@humboldt.edu

[Check out our Calendar](#)

