

For Office Use Only

App. #:

The Headwaters Fund 2009 Grant Fund Application

Date of application: October 1, 2009

A. Organization Information

Organization Name: The Regents of the University of California

Address: ANR Office of Contracts and Grants, University of California One Shields Ave.,

Davis, CA 95616 Telephone number: 530-752-7875 Fax number: 530-754-3943

Director/CEO: Lynn D. Deetz, Director, Office of Contacts and Grants

Organization Type: Gov't type: State University (local, state, etc.) Nonprofit type: c3 (c3, c4, etc.)

Total current year organizational budget: Local office \$ 125,000 county funds plus State salaries of approx. \$200,000 both grant funded and state funded.

of FTE employees: Local office has 3 Advisors, and 5 research and program staff, plus 2 clerical

Summarize the organization's mission (*in the space provided*):

The University of California Cooperative Extension conducts research and educational programs to benefit the agriculture and natural resource sectors, and runs a youth development program in 4-H. We bring the expertise of the campus community to the counties to solve problems and create opportunities.

Project title: **Humboldt County Agriculture, Nature and Heritage Tourism Project**

Amount requested: **\$15,531** Total project cost: **\$49,332**

Period covered: October 1, 2009- July 1, 2011

Total match amount: \$36,387 (Required 50% match for implementation, 25% match for planning or technical assistance)

Cash match: **\$5,957** In-kind match: **\$30,430** Cash match as % of project budget 12% (Required: 25% for implementation, 12% for planning or technical assistance)

Type of project (specify planning/technical assistance or implementation): Technical Assistance

Geographic focus of project: Humboldt County.

Contact person name and title: Deborah Giraud, Farm and Community Development Advisor

Contact phone: 707-445-7351

Contact email: ddgiraud@ucdavis.edu

Humboldt County Agriculture, Nature and Heritage Tourism Project

Applicant: The Regents of the University of California on behalf of the Cooperative Extension, Humboldt County Office

Collaborators:

Humboldt County Convention and Visitors Bureau (HCCVB)
Barns Again of Humboldt
Northwest California Resource, Conservation and Development Council (RC & D)
Humboldt Wine Association
Yurok Economic Development Corporation
Humboldt County Farm Bureau

1) PROJECT SUMMARY

Across rural America farmers, ranchers and Native Americans have been capitalizing on the attractions of the natural landscape, their farming and ranching operations, cultural heritage and the history of surrounding communities to bring income from outside tourist dollars to help them continue their businesses. This project will produce a map guide, train landowners to enhance and start new operations, collaborate with a barn group, and create a Steering Committee to coordinate the growth of this special sector of our tourism industry.

Headwaters Fund focus: **Community infrastructure** - projects that ensure or improve infrastructure for economic development, particularly those that leverage significant outside funding. Sectors: **Specialty Agriculture, Food, and Beverages** and **Tourism**

2) PROJECT DESCRIPTION

Ag, nature and heritage tourism activity is increasing nationwide. You will find in most rural communities farm stands, farm tours, bird watching, hunting, fishing, petting zoos, pizza farms, and many natural events and activities such as wildflower days, wine tasting, horse drawn wagons, hay rides, chuck wagons, and weddings in apple orchards. Humboldt County has some successful operators. Most are seasonal but provide an important mix in their income stream.

The nature tourism that is functioning now in Humboldt County is mostly on public lands, and the state, county and national park opportunities are obviously a big draw to our area. Tourists want more experiences and activities while they are here, and we would like to encourage them to stay longer. Developing new experiences such as bird watching or hunting on private and Native American lands is the goal of this project. Private landowners can add private campsites, boat trips, fishing, hunting, horse trails, wildlife/wildflower photography and farm stays. Tourists want new experiences, and to work alongside the operator, even if only for an hour. Farms around the state are offering activities such as calf feeding, haying, picking vegetables and cooking workshops. Ag, nature and heritage tourism encompasses a wide scope of activities, some seasonal, some year round. They are as individual as their operators.

The website, www.calagtours.org lists 11 adventures in Humboldt County. There are more who do not utilize this service; started by the UC Davis Small Farm Center, perhaps because they do not know about it. UC Davis has just hired a new Ag and Nature Tourism Coordinator at the Small Farm Center. Justifying the importance of this position was accomplished by the hard work over the last ten years of the UC workgroup. Our local UC Farm Advisor, Deborah Giraud, has been a member of this statewide group since its beginning.

Humboldt County's economic development strategy, *Prosperity!* recognizes that tourism is an important sector of our economy. Strategies 1A, 1C, 1D, 2E, 2H, 4A, 4C and 4D are all addressed in this proposal (items in italics)

1A – Repackage Existing Tourism Assets. *The map project*

1C – Develop New Tourism Products with Clusters. *Training landowners to offer new products, work with barn owners to offer new tourist products*

1D – Improve Visitor Experience. *All of our projects*

2E – Develop Wholesale Travel Distribution. *Our map will go to trade shows etc.*

2H – Improve Marketing on the Internet. *Map and data goes on several existing websites, Wine Association, HCCVB, UCCE, CAFF*

4A – Encourage Entrepreneurship in the Tourism Industry. *Training via workshops, barn owners, tribal members*

4C – Provide Hospitality Training. *The workshops will address customer service and hospitality.*

4D – Stabilize the Tourism Workforce. *Private landowners offering work for rural area residents, and off season opportunities.*

Ag, nature and heritage tourism is a special sector that not only provides jobs similar to many other tourist activities (restaurants, hotel clerks, tour guides, boat trips etc.) but also provides income that retains jobs on the land owned by the private sector such as beef ranchers, fishermen and farmers who have a shrinking income as costs escalate. Adding value to their agricultural operations is vital for their survival. It provides income in the off season and jobs in our very rural parts of the county where there are few opportunities.

We have heard some doubts expressed about the value of tourism and putting new energy and investment in this sector. The jobs are not seen as “high tech, high paying” careers for our residents. We believe this is short sighted. Ag, nature and heritage tourism requires web services and maintenance, advertising, and many tasks that are hired out by the owners of these businesses, as well as providing jobs and income to landowners struggling to maintain operations that are the backbone of our county; our land base and food producers. It also provides jobs to young people seasonally and as managers. Recreation management is a major at HSU and young people are finding management level jobs in many areas. They could contract with landowners to create new, or manage existing operations. The next generation of landowners is looking for ways to enter the family business; a new enterprise is an open door for their optimism and vitality.

GOALS

- 1) Revise the northern California tourism map that the Sacramento Valley RC and D offered us, with links on the web site of Convention bureau, Farm Bureau and RC & D to include Humboldt, Del Norte and Trinity Counties. Includes all tourism involving ag, nature and heritage. It is linked to several web sites and is currently called Upstate California Adventures. Several other links such as the UC Small Farm Center adventures web site will be created.
- 2) Conduct a workshop series for landowners and Tribal members on opportunities in ag, nature and heritage tourism. Information will include how to assess your idea and your property, legal and risk issues, marketing, and business plans (coordinate workshop with SBDC staff). Guest speakers from successful operations around the county and state will be invited, and a hands-on field trip to a property to learn how to assess opportunities and challenges. One session will be held in Klamath.
- 2) Create a steering committee that meets bimonthly to coordinate and implement this sector of tourism, with Tony Smithers as the leader and convener, furthering ideas on bus tours and new experiences. We will coordinate and market ag, nature and heritage tourism. Include several other groups in Humboldt seeking to help farmers and ranchers, such as the wine association and Community Alliance of Family Farmers.
- 4) Work with Barns Again of Humboldt to plan a showcase project by working with the College of the Redwoods. During Spring 2010, Bill Hole's class Building Assessment will hold a field trip to a barn, such as the Knight round barn in Loleta. We will print the booklet created last spring, in which students created background materials for 13 barns. We will invite national speaker to a workshop, from the National Trust and/or the Barn Alliance.

EXPECTED OUTCOMES

- 50 landowners and 12 tribal members will assess the potential for ag, nature and heritage tourism on their properties and learn many skills necessary to enhance and expand their operations.
- Steering committee has a strategic plan and a solid group of public and private parties meeting to plan and implement new opportunities, such as bus tour stops at farms, culinary experiences, processing plants, ranches, and historic barns. Heritage Designation for our region is solidified by HCCVB.
- The Northwest California Ag, Nature and Heritage Tourism Map is filled with current information, with a web site loaded as well. The Humboldt County Convention and Visitors Bureau will distribute the maps via their networks and trade shows.
- Barns Again group has a booklet with 13 barns detailed as to history and structural techniques, needs for restoration and new uses. Landowners are educated on the opportunities for tourism uses. A showcase project is identified for future work. A conference is planned for 2010 to bring national experts to Humboldt County to discuss and assess our barns, with the goal of identifying opportunities for heritage tourism. A workshop for contractors is held to evaluate structural needs. Courses at College of the Redwoods will teach Existing Conditions Assessment and historic research techniques to develop rehabilitation plans for selected barns.

3) ECONOMIC DEVELOPMENT

Annual average Humboldt County tourist industry employment was 5,400 workers in 2008, about 11 percent of the county's total industry employment. (Leisure and Hospitality NAICS Sectors 71 & 72, <http://www.calmis.ca.gov/file/indhist/humbohaw.xls>). These data count but do not reflect self-employed owners of ag, nature and heritage tourist businesses. We believe that helping the owners of these existing businesses and developing new businesses would create more jobs and retain jobs in this sector. Family members are also not counted in these industry numbers. When a ranch family has a summer job for a college aged child, this job brings them home for the summer and keeps the ties to Humboldt County alive. One heir of a large ranch family we spoke with, moved away for 14 years, but came back to establish a business when the older generation passed away. The economic development of this project will be measured in supplemental income produced for families that are hard pressed to turn a profit with traditional agricultural businesses, retained jobs in the rural economy and seasonal jobs for local youth and members of the next generation. The Yurok Tribe's Economic Plan details the tourism opportunities they plan on creating and enhancing over the next five years. Our project fills many of their needs for education and training of new and existing operators. The Klamath area is targeted to assist with this project and create models for other tribes and areas.

4) WHO AND HOW MANY WILL BENEFIT? We will train 50 landowners and operators in ag, nature and heritage tourism. These 50 operators could employ 2-3 people each. The Steering Committee will have about 15 people attending and extending information and networking. New opportunities will be indentified. The Yurok Tribe has ten current operators, and envisions about ten more to start within the next few years. The landowners with barns that will participate in this project this year will be 30. Contractors will attend the workshop and our guess is ten will be especially interested, we hope more than that will attend.

The dollars spent in our county by tourists will trickle down to many sectors. When planning a vacation, families usually spend \$100 per person per day. Entertainment, food, activities and lodging are all part of the tourist expenses. Entertainment includes ag, nature and heritage activities. Operators can also provide food, or hire caterers to bring it in to their sites. An added benefit of these enterprises is that tourist (voting urban citizens) gain an appreciation of our ranches, nature and the people who work hard to steward them. When it comes time to vote on water allocations, public policy, and many other rural issues, they will have a personal experience and first-hand knowledge of some of the issues.

Examples:

Chalk Mountain Ranch near Bridgeville has been operating a deer hunting tourism service since 1993. Hunters come and stay for three nights at a time to hunt, visit with the family and enjoy Humboldt County ranch life. Janet Barnwell works hard for these six weeks of deer season, but the income is vital to the family. It takes about five people to guide the hunters, feed them and do all the cleaning and maintenance of the cabin. They do not need to advertise anymore, the clientele book months ahead and come back each year. 70% of the hunters are from out of the county, from as far as Los Angeles, Oregon, and San Francisco. The other 30% are local to the north coast but still travel one to three hours to the ranch. The Barnwells pay bed tax, bond insurance and guide licenses, and employ some local help. They used to have more extensive farm stays throughout the year, but Janet and Les have curtailed that after ten years of operation. They are reaching retirement age. They had to entertain the guests 24/7. If she

lived closer to Ferndale, where guests had restaurants and activities, she would recommend others to offer a farm stay experience. The next generations of Barnwells is currently meeting to discuss the future of the ranch. The cabins and tourism may be an enterprise that they will increase to help hold on to the land, at least they have that as an option to consider. Beef operations are not profitable, and this operation has been vital to the family.

New Opportunity:

- 1) A Ferndale family has a cabin, not far from the ranch house. It needs a wood stove, paint and new beds. This small capital outlay would enable this couple to rent it out to tourists, utilize their ranch horse trails and dirt roads, and offer guided horse riding on the hills above Ferndale, with spectacular views of the Bear River area to the west, and Ferndale and the Eel river to the east. They have created a parking place for a horse trailer and they have a paddock and stalls in the turn of the century barn. It would be perfect for suburban folks to bring their own horses and enjoy trail and nearby beach riding, as well as the restaurants and theaters of Ferndale. Two to three people at a time is very easy to accommodate. Horse owners are looking for new places to ride, and will trailer six hours for a long weekend. As they develop their plan, we have advised them about insurance, advertising and customer service. They look forward to the workshop series to learn about marketing, risk management, and customer service. They will network with other new operators and look to co-marketing opportunities.*
- 2) Why go to Wyoming to experience the wild west when we have it in McKinleyville? The Rodeo Association has its own arena and roping club which has activities three times a week. Gymkhanas are held quarterly. There are many possibilities to evolve tourist spectator and food events into these clubs. Granges have facilities and shrinking memberships. These buildings can be rented for events, coordinating a tourist venue, rodeo demonstrations in the afternoon, BBQ and dance in the evening are all possibilities that an entrepreneur could market to out of area visitors. With bus operators looking for exactly these activities, web advertising and package trips it can be a win-win for all.*

5) METHODS

Steering Committee for Ag, Nature and Heritage Tourism: Tony Smithers and Deborah Giraud will be the team that creates this new committee at HCCVB. It will meet bimonthly and focus of this special sector of tourism. A strategic plan will be created to prioritize goals and activities for the next five years. The Steering Committee will include diverse groups such as the Humboldt County Wine Association, McKinleyville rodeo association, nature event committees, Yurok and other Tribal economic development members, to develop the plans and to help co-market offerings. A member of the Yurok Tribe will be on the committee to help plan activities and new experiences in the Klamath and upriver areas. A member of Community Alliance of Family Farmers will also serve. The diverse members we have spoken to all agree that economic development is the unifying factor that will bring them together to accomplish projects to benefit the small business owners of Humboldt County.

The Steering Committee hopes to work with the Planning Department to ease the permit process. Perhaps a group application (or a blanket MOU of some sort) for ag, nature and heritage tourist activities can be processed. Speaking with a planner recently the main goal of the permitting

process for activities on agricultural lands is to ensure that there are no limiting factors created for the primary use of the land. In other words, that agriculture is not compromised. A duck blind, or a private campsite used by two to four people at a time, should not have to cost a landowner one year and thousands of dollars in permits.

Map and Tourist Guide Project: Option 1) The files of the map with all the layout and photographs created in 2001 by the Sacramento RC&D are being given to us. Our project is a revision; we need to replace the text, and create our locator map. We have been told that this saves us considerable time and money than starting from scratch with another private company. **Option 2)** Create a new map with HSU producing the graphics. This option was just presented to us, and there was not enough time before grant deadlines to get an estimate from the department chair and real commitment from the faculty who are in charge of The Institute for Cartographic Design. If we are funded, we could adjust our budget after the map project estimates are in. We may be able to print more copies, and use less funds for the design elements, since students are the labor force.

Web links will be created to the Upstate California Adventures and the HCCVB local site, all will have a link to the Humboldt, Trinity and Del Norte County map. The HCCVB web sites are functioning very well. Our new ag, nature and heritage map will be featured, and the information will be in their database. The printing of the map is a considerable cost, and more funds may have to be found to print the quantities we would like. The HCCVB network will make distribution of it very easy, as they are already distributing specialty maps for certain markets, attend trade shows etc. Specialty maps and information are typically marketed to sectors of the tourism trade.

Workshops to Train New Ag, Nature and Heritage Operators: The workshops will use the Agritourism and Nature Tourism in California Manual as a training manual. This UC publication has been distributed throughout California and about 12 workshops have occurred in the last six years. At least a two-day format is planned, and is needed to cover the many topics needed. A day on business plans will be held by the SBDC and will be coordinated for this series. The topics include 1) evaluating your resources, is tourism for you? 2) navigating legal and permit constraints 3) developing a risk management strategy 4) designing a marketing strategy, and 5) farm and ranch assessment field exercise. The workshops will have guest speakers from around the state, sharing success stories on farms and ranches. Deborah Giraud, UC Farm Advisor is a member of the UCCE Ag and Nature Tourism workgroup, and has been one of the organizers and speakers at these workshops. Interest has been expressed recently by farmers and ranchers, as well as Yurok tribal members, to learn how to start new experiences for the tourist trade as well as expanding existing ones. Attached is a sample agenda of Day one, which has been used in other counties. Day two will include a hands-on field trip to a property to learn how to assess opportunities, challenges, risks and will be instructive to all participants. The Small Farm Center in Davis has agreed to help support the workshop with a cash match. Penny Neff is the new Coordinator for AgriTourism statewide, who will be available to help find speakers from successful operations in other areas to share their experiences and to come to Eureka several times. Yurok fishermen have asked for training on several topics, including traditional smoked fish processing for the tourist trade.

Work with **Barns Again of Humboldt** on planning a showcase project and education. This group of historians, agriculturists and academics has been meeting to plan projects around functional historic barns. In many other states, barn groups are holding workshops for woodworkers, detailing cultural histories, documenting the agricultural industry's contribution to our rural communities and enhancing tourist visits with live barn performances, art studios in historic barns, preservation and woodworking technique workshops. Humboldt County has a famous round barn in Loleta, the owners have no clear plan on how to preserve or restore it and have discussed their dilemma with Bill Hole. A student in the restoration class has documented the history and performed an initial structural analysis of the round barn. The College of the Redwoods Historic Research and Documentation student projects during spring 2009 created new inventory and background materials for 13 barns. Bill's class developed a printed survey including their history, structure, current condition, needs and possible new uses. This grant application will include printing costs for this booklet, and it will be used in a workshop in Humboldt County in 2010. The purpose is to bring experts from the National Historic Trust and other Barn Alliance groups to Humboldt County to learn about the heritage tourism and barn restoration opportunities here. Bill Hole will be traveling to a national conference in October 2009 and will have a face to face opportunity to invite speakers. A contractor has committed to donating his time to assess two barns, and two photographers have agreed to photograph barns for the booklet. A workshop on how to evaluate a barn will be held by the members of this group, inviting woodworkers and contractors to attend.

TIMELINE

First Quarter –Plan workshops, Start Steering Committee meetings, print CR/HPRT student booklet, gather map information.

Second Quarter –Hold Workshops, plan 2010 Barn conference, gather map information.

Third Quarter – Complete Farm Assessments, complete map info gathering, hold workshop at a barn for contractors and students.

Fourth Quarter – Complete map and print, Complete Steering Committee Strategic Plan, hold Barn Conference, Complete Project Evaluations, and Compile Grant Report

6) ORGANIZATIONS, STAFF AND PROJECT PERSONNEL

Deborah Giraud, UCCE Farm Advisor, co-leader.

Deborah will coordinate map production with the Sacramento Central Valley RC & D. She will organize the workshops and bring UC Davis members of the Ag and Nature Workgroup members as speakers and be a HCCVB Steering Committee member. She started the Barns Again group and will continue to convene the group, plan the contractor workshop and assist with the printing of the barn booklet. As UC Cooperative Extension Farm Advisor for the past 24 years, Deborah has led many research and educational projects to benefit farmers, ranchers and the gardening public. Some of the programs she conducts are research on Easter Lily production, Farm and Ranch Succession, school gardens, irrigation research for sustainable landscapes. In ag and nature tourism, Deborah has been advising landowners for many years on opportunities and has provided workshops and information such as the UCCE manual. She has seen new operations start and supported these operators with advice and hands-on assistance. She is

teaching Sustainable Agriculture at CR and sees the growing interest in young people 18-25 in this area. Educational and tourist farms are career goals of many young people taking the course.

Tony Smithers, Humboldt County Convention & Visitors Bureau, co-leader

HCCVB has a long and successful history of implementing grant projects that have materially contributed to a more successful visitor industry in Humboldt County. “Do You Have to Leave So Soon?” was an award-winning, \$120,000 hospitality education program that raised the bar for visitor services in Humboldt, and is still seen as the model for customer service training in hospitality. “Know Your Public Lands” was a \$20,000 USDA Forest Service grant that cross-trained staff from public lands agencies on the recreational opportunities available on the lands they managed. The colorful public lands display maps are still in use throughout the North Coast at visitor centers, Cal Trans, and tourist stops.

HCCVB Executive Director Tony Smithers (formerly Marketing Director) has working in marketing and communications for over 25 years, including 9 years in the tourism & hospitality industry. He is a member of the Hospitality Sales & Marketing Association, and has taught Hospitality Marketing at College of the Redwoods. Tony has led the initiative to establish the Redwood Coast National Heritage Area, and is keenly interested in developing Humboldt’s agriculture, nature and heritage tourism offerings.

HCCVB has extensive marketing and promotion networks established for distributing the agri-tourism map product and publicizing the other program elements. Another USDA grant project completed by the bureau, “Redwood Coast Heritage Trails,” resulted in a self-guided tour map that generated over 5,000 mailing requests when HCCVB publicized its availability.

HCCVB’s visitor website, www.redwoods.info will be a key element in distributing the products of this grant project. With over 4,000 daily unique visitors, this site is one of the most highly-trafficked in Humboldt County and the agri-tourism offerings will be given high visibility. HCCVB will provide extensive networks established for the distribution of the map and workshop publicity as well as information gathering for the map listings. Tony will be the leader of the Steering Committee.

Bill Hole, College of the Redwoods, Professor of Construction and Historic Preservation Technology program (HPRT)

Bill is a vital member of the Barns Again group. He will continue to direct his students in the barn booklet, and be the lead for the 2010 conference. Bill attended the National Barn Alliance annual meeting at the National Trust’s annual meeting in Tulsa in October 2008. He will invite the network of barn experts to our conference and plan the event. Bill Hole is known nationally for his work in historic building preservation and educational programs. A professor at College of the Redwoods for 18 years, he also serves on many local committees and task forces as a content expert in building reuse. A recent example of collaborative work and community project training was the Falk Engine Barn that was dismantled, relocated and reconstructed by the BLM. Bill brought six students to work with a USDA Forest Service Enterprise Team, and teamed up with students from Colorado Mountain College to complete the 2008 summer field project. The Enterprise Team is now offering paid internship positions to students for 2009 summer field projects, due to their quality of work, thus demonstrating education with a job placement outcome.

Joy Adams, Humboldt State University Faculty

Dr. Joy Adams is a broadly trained cultural geographer with research interests in immigration and settlement, heritage tourism, and agricultural landscapes in North America. She has developed service-learning partnerships with the Historic Sites Society of Arcata, the J. J. "Jake" Johnson Museum in Weaverville, the Bureau of Land Management, and National Geographic to provide meaningful professional and academic development opportunities for students, as well as to support efforts that benefit our local and regional communities. Dr. Adams is currently helping to develop a Tribal Corridor Management Plan for the Hoopa Valley Indian Reservation and serves as a member of the North Coast Geotourism Committee. This fall, students in her "Geographic Research and Writing" course are preparing materials for publication in the forthcoming Redwood Coast Geotourism MapGuide, scheduled to launch in November 2009.

Northwest California Resource, Conservation and Development Council

Patrick Truman, President and Judy Carter, Administrative Assistant will be instrumental with the distribution of the map and workshop publicity as well as information gathering for the map listings for Del Norte and Trinity County, along with the other Directors. They will help locate speakers from other counties for the workshops.

Humboldt Wine Association

The Wine Association is marketing Humboldt County wine, winery visits and tasting rooms as a coordinated group of vineyard and winery owners. Their chairman will serve on the Steering Committee and their information will be a feature listing on the map. They will help with distribution of the map.

Yurok Economic Development Corporation

Keith Parker is the Executive Director. Tribal members are seeking information on ag, nature and heritage tourism and will be assisted to attend the workshops. His staff will help find speakers from other native communities to share their success stories in cultural tourism for the workshops. The Yurok Economic Plan includes many goals in tourism development.

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7) HOW WILL PROJECT SUCCEED? WHAT ARE CHALLENGES?

We have a strong team and a record of accomplishing what we set out to do. Excellent workshops are the mainstay of UC Cooperative Extension. The HCCVB is marketing Humboldt County far and wide. Our other partners are successful. The biggest challenge is the high cost of printing the map. 30,000 is a good number to start out with, and the price is excellent. Outreach to all interested new operators to attend the workshops will be a slight challenge, but the extensive mailing and email lists that all our collaborators have should make it easier. We have working relationships with the Cattlemen's Association, Farm Bureau, Buckeye Conservancy, CAFF and other groups with mailing lists to farmers and ranchers. While some middle aged and senior landowners may not have the desire to add a new enterprise to their natural resource based operations, the next generation is interested and desires the opportunity. Capital investment will be needed and they need sound business plans to obtain loans, if needed.

One barrier to participation is the perceived fear that inviting the public onto private lands is too high a risk. After education and hearing from insurance underwriters, this fear is minimized. The reality is that very few accidents have occurred and there are insurance companies that are

seeking this business and keeping rates competitive. Planning ahead, reviewing risks and managing them has made ag, nature and heritage tourism operators very safe. Industry groups such as the Quarter Horse Association and the Open Beaches and Trails lobby for reasonable rates with insurance companies and have opened the door for many opportunities. We have no doubt that the market is growing and seeking new opportunities. The Steering Committee will be an excellent way to have continual communication and step by step goals and objectives for this project and future projects.

8) PROJECT EVALUATION

A report will be prepared for the Headwaters Fund that includes the Steering Committee's strategic plan, outcomes of the workshops (attendance, number of new operators, expanding operations, jobs created and retained). Each workshop will have evaluations and comments from participants recorded. The Steering Committee will have many opportunities for feedback on how the project is proceeding and these will be recorded. A follow up survey one year after the workshop will be mailed to all participants asking details of their activities in forming and expanding operations.

9) HOW WILL THE SUSTAINABILITY AND CAPACITY BUILDING PROJECT BE SUSTAINED AFTER THE GRANT?

This project has several organizations involved. The collective energy and expertise will continue as they strive to meet all their goals. Networking and collaboration will continue among all partners. Continued technical assistance will be provided by the Extension service and HCCVB. SBDC provides specific business planning assistance through their business assistance programs. Workshop participants will be informed of the many programs available to them.

The process of implementing this grant project will involve creating a steering committee, which will be convened and led by HCCVB. The Steering Committee will continue to meet and have a strategic plan in place. We envision that this committee will continue and grow well beyond the project, with an ongoing focus on developing Humboldt County tourism products based on agriculture, nature and heritage. This committee may either be the nucleus of the Redwood Coast National Heritage Area work group, or function as a subcommittee of the heritage area group. Either way that the committee members choose to organize, we see a strong connection between this grant project and our longer-term goal of turning Humboldt into a heritage tourism mecca through the National Heritage Area process. A piece of advice gleaned from the National Park Service heritage website seems particularly relevant to this grant project: "If you want to become a National Heritage Area, act like a National Heritage Area." The proposed grant project is precisely the kind of economic development, conservation and interpretation activity that will become the daily bread of the Redwood Coast National Heritage Area.

10) What would happen if this project is not funded? The players in this collaboration will become involved in other projects and this effort will go dormant. The Barns Again group will continue to meet and brainstorm how to proceed, however without some forward funded movements, it will be hard to get these busy professionals fully engaged.

Attachment A: PROJECT BUDGET

Project Expense Item¹	Total Cost (\$)	Requested Amount from Headwaters Grant Fund	In Kind Match Funds	CASH Match Funds	Source of Match Funds¹
1) MAP Graphic Designer for new map and insertion of data	2,400	2,000	400		Map files with layout from Sacramento Valley are being given to us.
Printing of map	8,976	5,976		1,500 1,500	UCCE Farm Advisor conference account; HCCVB 09/10
CAFF local food guide information inserted into map	2,000		2,000		CAFF staff has lists to insert into map, created in 2008 with many hours of staff time. They won't be reprinting due to costs, this would keep the info alive.
County staff extra hours to gather information for the map, approx. 130 hours @ \$14.51 including benefits	2,100	2,100	1,000		Part time staff in County Ag office, add extra hours to accomplish this specific task. Deborah Giraud to gather information for map, match
RC & D members	500		500		Gathering information for map from two other counties
Wine Association collaboration with map	500			500	Humboldt Wine Association to help with map project costs (new photos etc.)
2) Steering Committee Coordination, bimonthly meetings, Strategic Planning	8,300		8,300		HCCVB Redwood Coast National Heritage Area Project funds; Also UCCE Farm Advisor time. See below
3) Ag, nature and heritage Workshops, two; site visits by team, one in Klamath, one webinar	3300	2000	300	1000	SBDC in kind training: UC Davis Small Farm Center:1,000 speakers and travel
4) Barns Again of Humboldt project. Booklet layout, barn assessment	1,550		Student energy! 400 400		CR/HPRT students research and write booklet; Matt Filar, Two barns photographed (four hours @

			500 250		100.) Joseph Wilhelm, two barns photographed; Four Barn Assessments by Bob Felter Construction (10 hours at \$50); Paul Moss, Humboldt State University M.A. candidate, researcher (10 hours @\$25)
Barn booklet CR printing	300	300			Need for printing costs
Barn workshops, one local (how to assess) and one bringing in National Trust members	2,500	1,500	500 500		Bill Hole coordination time; Bob Felton contractor in kind Workshop costs requested
Direct Salaries & Wages (All part-time)					
HCCVB- Tony Smithers	2,000		2,000		HCCVB
UCCE-Deborah Giraud	4,000		4,500		UCCE 5% of staff time
UC Davis Speakers/Trainers	2,000		2,000		UCCE speakers
Staff member – Yurok Tribal Office	1,000		1,000		Yurok Econ. Dev. Corp staff time for workshops
Sub-Total: Programs & Direct Salaries & Wages	\$41,426	\$13,876	\$24,550	\$4,500	
Fringe benefits & related fees					
Yurok staff member	100		100		Yurok Tribe staff time for workshops
HCCVB- Tony Smithers	440		440		HCCVB Tony Smithers
UCCE-Deborah Giraud	1640		1640		UCCE Deborah Giraud
UCCE speakers	440		440		UCCE speakers
Total Direct Costs	\$44,046	\$13,876	\$27,170	\$4,500	
Indirect Costs (12%)	\$5,286	\$1,655	\$3,260	\$1,457	The UC standard costs are 22.50%, so 10.50% are matching funds.
Total Project Cost	\$49,332	\$15,531	\$30,430	\$5,957	

List of Abbreviations:

RC & D – Northwest California Resource Conservation and Development Council
HCCVB – Humboldt County Convention and Visitors Bureau
UCCE: University of California Cooperative Extension
CR – College of the Redwoods

Justification for Overhead Cost Rate: The UC Davis negotiated and approved facilities and administration rate/indirect costs is 22.50% of direct costs, effective July 1, 2009. After specific approval the University will absorb the difference between the approved rate and what the sponsor will allow (12%).

BUDGET NOTES

1) Map Project. Option One: The files of the map with all the layout and photographs created in 2001 by the Sacramento RC&D are being given to us. Our project is a revision; we need to replace the text, and create our county/road map. This saves us considerable time and money than starting from scratch. We have included match for the map files handed to us. Emily Trutt, currently a part time worker, will be able to work on this project 150 hours @14./hr. to gather data for map revision. Option Two: Utilize the HSU student lab and professors. There was not enough time to get letter of commitment from HSU, so this option will be explored later if the project goes forward. Information gathering by staff in the County Extension office, no specific contract is needed, as we can add extra help time to county part time staff.

Northwest California RC & D - Coordination of Trinity and Del Norte information for the Northwest California map. Board members will donate time to assist with the project esp. inclusion of Del Norte and Trinity County information. (probably only 1/6 of the information will be in the other two counties.

2) Steering Committee Strategic Planning – Tony Smithers will lead the members through six meetings and write the plan by the end of the grant year. A match has been included for the Heritage Designation funds that will be expended during this year to gain that designation. A member of Community Alliance of Family Farmers and a Yurok Tribal member will be on the committee. Tony will be covering committee materials and management of it.

3) The Workshops - The Humboldt County UC Extension Office will conduct at least two workshops. SBDC will hold one. UC Extension will be matching with in-kind support. The Small Farm Center will cash match \$1,000 to help with the workshops. Requesting \$1,000 from Headwaters Fund to help with workshop expenses. Any workshop registration fees will be kept very low to encourage participation, basically to cover food. Expenses include speakers, travel, room rental, educational materials. Yurok Tribal Council. A staff person will be gathering registrations and assisting with the workshops. Tribal members will be supported in attending.

4) Barns Booklet - 13-20 barns, two pages each is a 40 page booklet- spiral bound x 50 copies
 - \$300 **Barns Workshops**, two. Requesting funds to help hold two workshops.

Attachment B:

Barns Again of Humboldt County Members (has been operating under UCCE umbrella)

Name	Affiliation	Phone	email
Giraud, Deborah	UC Cooperative Extension	445-7351	ddgiraud@ucdavis.edu
Van Kirk, Susie	Historian & Cultural Resources Consultant	822-6066 (h)	
Guerra, Suzanne	Public Historian	845-5219	sguerra@humboldt1.com
Moss, Paul	MA candidate, HSU Environment & Community	822-0967	moss@suddenlink.net
Hole, Bill	Professor, College of the Redwoods Historic Preservation & Restoration Technology Program	476-4353 (w)	billhole55@reninet.com
Butler, Edie	Special Collections & Reference Specialist, HSU Library	826-5602 (w)	Edie@libmail.humboldt.edu
Adams, Joy	HSU , Asst. Professor of Geography	826-4976 (w)	joy@humboldt.edu
Matt Filar	Matthew Filar Photography	826-7684	mfilar@pacbell.net
Janice Rothrock	Community member	822-1933	rothrockcrossing@gmail.com
Joseph Wilhelm	Photographer	826-7184	joseph@meridianphoto.com
Bob Felter	Bob Felter Construction	839-9005	bfelter3@gmail.com

Match Sources - list all other funding sources for this project. For each source, list: amount committed or expected.

UCCE conference account: \$1,500 committed and available

HCCVB: \$1,500 committed and available

Humboldt Wine Association: \$500. Approved in Feb. 2009 for previous Headwaters application, in board minutes. Available upon request at next board meeting.

Small Farm Center UCD: \$1,000 Approved in Feb. 2009, director is out of town, application pending. (If unavailable, will find other UCCE funds)

1. Restrictions on funds (if any). None
2. If appropriate, describe your plans for future fund raising.

The Barns Again of Humboldt County group has several ideas for fundraising, mainly public events at barn locations and donations. These events will be part of the plan for 2010/2011. The HCCVB has ongoing fundraising efforts that will include the continuation of Ag, nature and heritage tourism, especially once the Steering Committee is active in this sector.



Humboldt County Farm Bureau

5601 So. Broadway, Eureka, CA 95503

Serving Agriculture Since 1913

September 28, 2009

Dear Headwaters Board of Directors,

The Farm Bureau would like to express our support of the grant proposal on Ag, Nature and Heritage Tourism that the UC Cooperative Extension staff is submitting. Our farmers and ranchers will attend the workshops, and participate in the barn activities. They are eager to find new ways to add cash flow to their businesses, and tourism opportunities are just beginning to be fully explored. Examples from around the state are noted in our farm magazines and we look forward to assisting anyone who wants to pursue new ideas. The next generation is particularly eager to create new opportunities.

Our immediate role in these projects will be to enhance the outreach, so that all farmers in ranchers hear about the projects. When dates are set for the workshops we will gladly assist with any logistics that are needed.

Thank you,

Katherine Ziemer

Katherine Ziemer
Executive Director



Barns Again of Humboldt County

A group of concerned citizens who care about history, sustainable agriculture, and helping barn owners.

Photo by Matt Filar

To: Deborah Giraud, UC Farm Advisor

From: Edie Butler

September 24, 2009

Re: Headwaters Grant Application

The Barns Again group is looking forward to working on the proposed project. The College of the Redwoods class project will be a great addition to the historical and structural information we need to move forward with our goals. Each student will work with a barn owner and their work will be compiled into a booklet. The grant funds would be so helpful to print up the booklet. The workshops will help solidify this group of barn owners and Bob Felter has offered to conduct a barn assessment or two. Bill Hole will invite experts he met at the Barn Alliance conference for a Humboldt County workshop in 2010.

Our interests in Ag, Nature and Heritage Tourism will be enhanced with this project. As a historian, bringing history alive for tourists to our area is an exciting thing! Some of our members will be giving in kind support as mentioned in the grant proposal specifically; many of us will be helping in the various workshops and Steering Committee. Restoration creates jobs for skilled craftsmen, and tourism will bring outside money into our County. Enriching our cultural history with hands-on activities on farms and ranches will be a win-win for all.

Edie Butler

September 29, 2009

Dear Headwaters Fund Directors,

We are in support of the Headwaters application that the UC Extension service is submitting. We are the Ferndale family who has a cabin, mentioned in the body of the grant proposal. Besides the vacation rental idea we are also actively pursuing a horse trail riding business as a family enterprise. It is hard to get started, but I am slowly finding some resources. I know tourists will be interested, and the horse riding community all over northern California is connected by clubs and emails.

The workshops and networking with other families pursuing agriculture, nature and heritage tourism would be extremely beneficial to us. We are a ranching family that has always in past years relied on timber and ranching, but with the economy as it is we are now looking for other avenues to buy groceries and maintain our ranch. We have two ranches with well over 2000 acres very near Ferndale. We could use and will be very gratefully appreciate whatever help that may be afforded us. Besides the workshops, the barns and heritage tourism ideas sound interesting to me as well.

Please let us know if I can answer any questions or provide anything that may help some of us to try to make a living along with other avenues than we have used in the past.

Bambi Eggel

707-786-9317

Received via email

Deborah Giraud, UC Cooperative Extension Farm Advisor
Humboldt County Agriculture Center
5630 S. Broadway
Eureka, CA 95503
707-445-7351

Dear Deborah,

9/30/2009

The Humboldt Wine Association is interested in being a collaborator with you on the Headwaters application to enhance Ag, Nature and Heritage Tourism. We are marketing Humboldt County wineries, wines and vineyards as tourist experiences and have already seen that our wines sell quite well. Visitors to our area are looking for fun activities and also seek learning and hands-on experiences such as winery and vineyard tours. The workshops will help our members and other property owners start new businesses and expand their current operations. Sharing information such as which permits are needed, what uses are allowed by state law and all the insurance and legal issues will be very important.

We know that Tony Smithers at the Humboldt County Convention and Visitors Bureau has a great deal of experience marketing our region, and will be able to get the maps into the tourist hands. I am interested in being a member on the Steering Committee. I think a group of dedicated people meeting six times a year can accomplish a great deal. The heritage tourism sounds very interesting, I can envision wine tasting in some beautiful barns and special events with artists and woodworkers.

Our Association will donate \$ 500. for the map project. We will help gather the information and be an active collaborator.

Sincerely,

Thomas Meagher, Chairperson

Sent via email



**YUROK ECONOMIC DEVELOPMENT
CORPORATION**

144 Klamath Blvd
P.O. Box 1027
Klamath, CA 95548
(717) 482-8657 Fax (717) 482-8729



September 30, 2009

Dear Deborah,

The Yurok Economic Development Corporation supports your grant application to the Headwaters Fund and would like to be a collaborator. Our members who have fishing and other tourism enterprises would benefit greatly from the workshops in this area of Agriculture, Nature and Heritage Tourism. Learning about business planning, risk management and marketing will benefit those currently in business and will help create jobs in tourism. We hope other producers can start similar operations. We need young people to become involved as the older generations retire. The smoked fish, hunting guides, river tours and sharing our culture in organized tours are examples of these enterprises.

The map project is a sound investment, as tourists use these maps and the web sites associated with them to plan trips ahead of time, as well as once they are on the road looking for activities. Our tribal office receives many visitors and we will be a distribution site.

We are supportive of the UC Cooperative Extension, the Northwest R.C.& D. and the Convention Bureau for spearheading this project. The Steering Committee is important to coordinate further development in ag, nature and heritage tourism. The Barns Again group is creatively thinking about cultural heritage and preserving barns. We will work together to distribute workshop information to our members, find speakers to share their expertise from among our members and work on gathering the information for the map. We will have our staff members handle the registration for the workshops in our region. Many of our tribal members live and work in Humboldt County, both on the coast and upriver.

We support this Headwaters grant proposal and look forward to assisting the Extension Service to ensure the success of this project.

Sincerely,


Keith Parker
Executive Director