

NEXT FIVE YEARS REPORT

Thinking prospectively of the next five years of Cultural District designation, please answer all of the following questions, even if it is a restatement of a previous answer. Thank you.

YOUR CULTURAL DISTRICT:

1. Describe your Cultural District (CD) in one paragraph, including geographic boundaries.

The Eureka Cultural Arts District (ECAD) is a place for dynamic engagement with our diverse and multi-ethnic population of artists, culture bearers, innovators, and creatives. Together, we celebrate the many expressions of Jaroujiji (translated to “you sit there and rest” in the Wiyot people’s language – Soulatluk – and the city is now known as “Eureka”) and Wigi (the name of the Bay in the Wiyot people’s language but is now known as “Humboldt Bay”), honoring the interweaving of traditions and lifeways. Together, we work toward an inclusive future nourished by culture, art, food, performance, and storytelling - all vital to sustaining our community. Located along Wigi and throughout Eureka’s downtown core, the district spans the area from Blue Ox Millworks in the East to the outer reach of the Eureka Slough in the West and from Waterfront Drive in the North to Seventh Street in the South. Our goal is to inspire a deep appreciation for cultural vitality with residents and visitors alike - to reveal the layers of story that weave throughout our community.

2. List your CD partners.

The founding partners are the Ink People Center for the Arts, City of Eureka and Eureka Main Street.

We meet regularly with representatives from the Da Gou Rou Louwi’ Cultural Center for the Wiyot Tribe, Humboldt Asians and Pacific Islanders in Solidarity, Centro Del Pueblo, Northern California Indian Development Council, Youth Art Will Succeed, Eureka Chinatown Project, Art Representation Culture, the Clarke Historical Museum, the Eureka Theater, North Coast Repertory Theatre, Access Humboldt, the Eureka Street Art Festival, and the Humboldt Arts Council in the Morris Graves Museum of Art. We are in the process of defining pathways to partnership for members of the leadership team and are analyzing a partner/stakeholder model.

3. List your CD cultural assets.

Year-round highlights of the Eureka Cultural District include: the Wiyot Tribe’s Da Gou Rou Louwi’ Cultural Center, the Morris Graves Museum of Art, Historic Chinatown, Blue Ox Millworks, the Clarke Historical Museum, the Ink People Center for the Arts, Madaket Plaza, the Humboldt County Library, Redwood Art Association, Romano Gabriel Sculpture Garden, Epitome Gallery, the Arkley Center for the Performing Arts and other performance venues, galleries, public artworks and murals, the Eureka Visitor’s Center, boutiques, restaurants, architecture, the Bay Trail along the waterfront, Halvorsen Park, and a broad stretch of bayside open space.

The Eureka Cultural District is also home to a spectrum of events that celebrate the stories and lives of diverse community members throughout the North Coast region, including the Kinetic Grand Championship, Lunar New Year, Eureka Street Art Festival, Dia De Los Muertos, Festival of Dreams parade, Friday Night Markets, and monthly Arts Alive celebrations. Artists, culture bearers, and creatives are some of our most essential assets, bringing to life open and built spaces throughout the Cultural District. These community leaders and visionaries create connections between the past and the future. We recognize that the ECAD's programming, projects, and events must also lift up and create opportunities for the people who are making it all happen.

4. What new partnerships are you pursuing/developing?

The ECAD was established by three founding partners who are still essential to the development of the program: The Ink People, The City of Eureka, and Eureka Main Street. However, the district's leadership group has grown and diversified significantly since its inception. As a CD, we serve our community of creatives and culture bearers who weave through every corner of our district. We are in the process of defining the roles of partners, stakeholders, and members (see detailed breakdown under the "Cultural District Management" section).

Currently, our leadership group includes representatives from the Da Gou Rou Louwi' Cultural Center for the Wiyot Tribe, Humboldt Asians and Pacific Islanders in Solidarity, Centro Del Pueblo, Northern California Indian Development Council, Youth Art Will Succeed, Art Representation Culture, the Clarke Historical Museum, the Eureka Theater, North Coast Repertory Theatre, Access Humboldt, the Eureka Street Art Festival, and the Humboldt Arts Council in the Morris Graves Museum of Art. We expect this list to grow and all these groups to become formalized as stakeholders once parameters are finalized.

We are in pursuit of connection with the greater community by developing relationships with people who live in the neighborhoods within the district and with groups that support people within the district who are unhoused. We anticipate that these people will participate in events and activities.

People and organizations that are served by the cultural arts district but do not formalize their participation in leadership commitments are considered members and/or participants. We plan to host an annual or biannual meeting to create opportunities for members to give input into the Cultural Arts District and to learn about how to get involved in projects within the district.

5. How do you plan to engage your local:

Arts Commission:

Currently several Eureka Arts and Culture Commission members informally participate in Eureka Cultural Arts District meetings and activities. The City of Eureka

Art and Culture Commission is considering designating a commissioner subcommittee or designee to take the role as liaison to the district. The City of Eureka Arts and Culture Commission will soon be updating its Strategic Arts Plan, and the Eureka Cultural Arts District leadership will work with the Arts and Culture Commission to ensure that the district has a voice in the arts plan.

Economic Development Agency:

Swan Asbury, the City of Eureka's Economic Development Manager, is the lead for the City in district planning. The Eureka Economic Development Commission also includes representation by a member of the Eureka Arts and Culture Commission, who also attends Cultural Arts District meetings regularly. Additionally, the City's Strategic Arts Plan, which will be updated later this year, will also be a point of connection between the district, the Arts and Culture Commission, and the Economic Development Commission. The Ink People executive director also meets regularly with leadership in the Arcata Economic Development Commission and the Redwood Region Economic Development Commission. Early-stage conversations are taking place about ways that the CERF (Community Economic Resilience Fund) may have a role within the District.

Business Serving Organizations:

Eureka Main Street is one of the three founding partners of the district and continues to be involved in district planning. Leadership within Eureka Main Street have been advocates for the district and will help engage local businesses and offer connections through their email and social media platforms.

Humboldt Made, an organization which supports Humboldt County artisans, farmers, and makers, has been excited to collaborate with the Eureka Cultural Arts District, including offering a stage at their summer Friday Night Markets, which take place within the district.

The Chamber of Commerce Tourism Committee may also be a source of collaborative efforts in the future. Many ECAD participating organizations are both Eureka Main Street and Eureka Chamber members.

Tourism/Visitors Bureau:

Through our district, we seek to create deeper relationships with visitors to lengthen their stays and to draw new tourists to the area. We have met with members of the lodging alliance and plan to continue forging these partnerships. The Eureka Visitor's Center is run by ECAD's founding partner, the City of Eureka, and the Humboldt County Visitors Bureau headquarters is the location for the Ink People's Brenda Tuxford Gallery. Both visitor centers lie within the heart of the Eureka Cultural Arts District.

Historic preservation commission/society:

The City of Eureka Historic Preservation Commission, which oversees exterior changes to structures on the Local Register of Historic Places and supports the development of historic districts within the city, has not yet participated in Eureka Cultural Arts District efforts. They do, however, track many of the historic buildings located in the district and may be a future collaborator. We plan to ask commissioners to join the annual ECAD meeting.

Eureka Heritage Society is currently working on a plaque project within Old Town/ECAD. Pat Bitton, who is on the board of the Clarke Historical Museum, and a frequent participant in ECAD planning efforts, has been giving Eureka Heritage Society regular updates. As we develop more cultural representation within the district, we may be able to work with the Heritage Society to create accompanying plaques. We will also ask members to join the annual ECAD meeting.

Parks and Recreation Department and Green Spaces Champions:

Keep Eureka Beautiful, Project Eureka, Humboldt Trail Stewards, Eureka Sequoia Garden Club, and the City of Eureka Community Services Department all have interests and activities that intersect within the district. Keep Eureka Beautiful, Project Eureka, and Humboldt Trail Stewards all initiate beautification efforts within the district. The Eureka Sequoia Garden Club works with Eureka Main Street to place flower baskets in the Old Town area. Members of these groups will be invited to join the annual ECAD meeting.

The Ink People has collaborated often with the City of Eureka Community Services Department in the past, working together to install art benches along the waterfront and to support festivals and events. The Ink People is currently working with the Wiyot Tribe and the City of Eureka Community Services Department on a "Speaking Soulatluk" effort, funded by an NEA Our Town Grant, that will place Soulatluk (the name of the Wiyot language) signage throughout the Eureka Cultural Arts District. The Eureka Chinatown Project, a consistent contributor to ECAD meetings, also works with the City of Eureka Community Services Department to establish the history and presence of the Asian American community by means of wayfinding signage, naming of the historic Chinatown alley, and a large monument. City of Eureka Community Services Department representatives will also be invited to join the annual ECAD meeting.

Libraries:

We would like to develop more opportunities for connection to families and programming with the Humboldt County Library, which lies within the ECAD borders. The new director of programming for the library has been contacted and is interested in future opportunities.

Other local agencies/entities who support or could support your mission:

Cal Poly Humboldt may also be a future participating institution as they develop sites within the District. College of the Redwoods may also be a potential ally or collaborator. Additionally, both colleges nurture multi-cultural groups and centers which could help support the vitality of the district.

Relationships with CalTrans and the Humboldt County Library may further the long term stability of the district.

We would like to engage more with youth such as multi-cultural groups from schools (Eureka High School, Zane Middle School, Alice Birney Elementary), the Raven Project, the Boys & Girls Club of the Redwoods, Big Brothers/Big Sisters, and The Ink People's Media Arts Resource Zone (MARZ) youth program.

As mentioned above, there may be opportunities to collaborate with organizations that support unhoused community members, such as Old Town Community Alliance, the Betty Kwan Chinn Homeless Foundation, St. Vincent De Paul, Affordable Homeless Housing Alternatives, and the Department of Health and Human Services.

Music venues and artist collectives may also likely collaborate in future efforts. Some of these groups include Word Humboldt, Humboldt Hip Hop Congress, Sirens' Song, Humboldt Skatepark Collective and Savage Henry Comedy Club.

The Ink People is a fiscal sponsor to over 100 distinct arts and culture projects. We expect many of these to participate in ECAD related activities over the next five years.

FUNDING:

1. How does your district plan to utilize the CAC-funding associated with designation? (please provide a detailed breakdown of anticipated budget expenditures)

With this funding, we hope to uplift and amplify historically neglected, underserved, misrepresented, and oppressed populations in our community, by bringing greater visibility to cultures, underrepresented communities and the lesser known stories of California's rural North Coast.

The main priority for the first three years is to develop and establish the district's presence, partners, representation of cultures, and revenue streams.

\$671,429 Total Allocation

\$150,000

Direct staffing

Will enact program implementation, communications, and artist support- 2 part time positions over 3 years, \$22/hour (approx 20 hours per week per person)

This includes staff support for helping artists, cultural stewards, and creatives to implement their programs and activities, facilitation of meetings, and tracking/implementing overall ECAD vision.

\$70,000

Grants for activities and events in the cultural district

This will be one of the significant programs implemented with these funds. We will offer grants for cultural activities, celebrations, and programming within the district. Grants will range from \$250-\$5,000. We will also introduce a sponsorship program to help raise funds to offset these costs.

\$250,000

Grants for groups to implement larger/more long-lasting projects (example-murals, monuments, or memorials)

Grants will range from \$5,000 to \$25,000.

This is the largest program that we plan to implement with this funding. Through this program, we will offer grants to support efforts related to representation of cultural/artist groups, prioritizing those who are currently less visible and/or celebrated within the ECAD. Staff will work with these groups to help support the planning and implementation of their projects. We will also work with businesses to help sponsor these projects.

\$100,000

Marketing, wayfinding, signage, and network building

This funding will support the ECAD brand launch, the development and construction of signage in the district, publicity and documentation of events in the district, printing, web presence, artist-created maps, and annual membership meetings.

\$18,000

Storytelling initiative

This will fund the collection of place-based stories within the district, creating a rich archive of stories that will be used to share dynamic perspectives of Wigi (the name of the Bay in the Wiyot people's language but is now known as "Humboldt Bay") and the surrounding area. The themes will be woven throughout the district and available to residents and visitors through an archive/QR code and through exhibits. Stories will be expressed in a range of mediums.

Some interconnected activities will take place through marketing efforts and large grants for representation of peoples and cultures.

\$25,000

Stipends for stakeholder representatives from cultural/artist groups, especially those who are from under resourced communities and those who are not otherwise compensated.

\$46,429

Accounting, office costs, Ink People director and administrative director costs, data collection and tracking

\$12,000

Engagement and support of statewide cultural arts districts and expansion of program in general

2. Will any of your partners provide funding to the CD? If so, how much is anticipated and for what purpose?

All three founding partners (Ink People, City of Eureka and Eureka Main Street) will continue to contribute in-kind staff time to attend meetings and maintain the state designation. These organizations will also work together to secure any permits and permissions for programming and activities within the district, including the installation of murals and markers. As the lead organization for the district, The Ink People will continue to contribute administrative time and facility use for the Eureka Cultural Arts District. In particular, the Ink People just opened a new gallery space within the Humboldt Visitors Bureau, located near the center of the Cultural Arts District. This space will serve as a site for meetings, collaborative events, and wayfinding within the district.

The City of Eureka and Eureka Main Street contributed \$5000 to fund initial marketing and branding efforts over the past winter. The City of Eureka has also dedicated ARPA funding to support the "Festival of Dreams" in August 2023. Otherwise, the partners do

not currently plan to contribute any additional funding outside of staff time and fee waivers (for permits, etc.).

In 2022, the Ink People was part of an effort to secure County Transient Occupancy Tax funding for the arts and culture sector. Though not specific to the Eureka Cultural Arts District, these funds will provide mini grants for public art, performance, and community-based projects. Because Eureka is also the County seat, we are expecting some of these projects to take place within the Cultural Arts District. The Ink People is committed to working with stakeholders of the ECAD to obtain additional funding.

3. What other funding or in-kind support does your CD plan to receive/apply for, from grants (including CAC grants), arts organizations, local government agencies, other nonprofits, local incentives/support, federal incentives/support?

Building financial sustainability is a priority of the ECAD. We are exploring the following opportunities as part of our self-sustaining district strategy.

Grants

- Artists in Parks grant (2023 State of California)
- NEA Our Town (current and future grants)
- Grants in collaboration with City of Eureka
- Grants in collaboration with Eureka Rotary, Eureka Main Street
- Coastal Conservancy Storytelling grant
- Humboldt Area Foundation/Wild Rivers Community Foundation grants

Community & Business Funding and Allocations

- Developing relationship with the hoteliers, Humboldt Lodging Alliance, Eureka Lodging Alliance (for tourism related activities)
- Cal Poly Humboldt
- College of the Redwoods
- Business donations and sponsorships
- Annual fundraiser
- Community donations through designated signage, marketing and website
- Opt-in contribution from businesses as part of their license renewal
- Opportunities through public arts programming funded by the Humboldt County Transient Occupancy Tax (part of ongoing advocacy efforts)
- ECAD Merchandise sales
- Possible CalTrans partnership

GOALS:

1. What projects and/or initiatives are your CD prioritizing over the next five years?

- Visibility and representation of diverse cultures - BIPOC and Cultural Initiatives
 - Cultural activities and events
 - Permanent installations representing diverse cultures
 - For example, current projects the ECAD would like to support include Centro Del Pueblo's Hermana Flor project showcasing cultural dances from migrant women and the Eureka Chinatown Project's Monument project currently slotted for an unused space in the heart of the ECAD
- Designated signage and wayfinding in the district: including codifying the existing arts and cultural assets
- ECAD Branding & Marketing
- ECAD Storytelling
- Development of financial sustainability
- Defining formal governance structure with new stakeholders

2. What projects and/or initiatives is your CD developing over the next five years?

- Representation/Programming: Public art and programming that represents the diversity of cultures present in the region
 - A multicultural celebration and arts festival (potential for a facet of this to be an annual fundraiser)
 - Further development of outdoor sites for public engagement and exchange
 - Artists in parks/outdoor spaces program
 - A collection of stories related to different themes woven throughout the district and available to residents and visitors through an archive/QR code and exhibits. Stories will be expressed in a range of mediums
 - Programming related to Wigi (Humboldt Bay) and Wiyot Tribe cultural practices
 - Programming related to arts, culture, and environmental stewardship efforts (addressing sea level rise, conservation, sustainability)
 - Annual parade/festival - The Parade of Dreams (Festival of Dreams), which was launched by the Ink People and North Coast Repertory Theater in 2022
- Cultural Hub: The Ink People is leading a planning effort for a Cultural Hub that would become a center for culture, art, innovation, and community wellbeing within the cultural district. (We realize this is a long-term goal and wouldn't necessarily be funded through Cultural District funding, but it is worth mentioning in this context.) This includes an analysis of housing needs for cultural stewards,

creatives, and artists, and whether there may be opportunities for funding and including housing within the Eureka Cultural Arts District

- Marketing
 - Concerted website/social media/marketing efforts
 - Media partners for increased coverage/in-kind donations
 - Development of sponsorship program

- Relationships and Governance
 - Deeper engagement with local businesses and community
 - Development of member/stakeholder directory for outreach and engagement
 - Collaboration with out-of-district arts and culture sites/projects for tourism purposes.
 - Artist and culture leaders' forums and accompanying publication(s)

3. How will these priority and/or development projects help to build financial strength beyond the three-year funding timeframe?

Our goal is to execute a clear vision of the district and create trusted relationships to make a strong case for financial support. We hope to grow a strong ECAD community that will lead to significant business support, community donations, grant awards, and opportunities for public funding through advocacy - all fueled by dedicated ECAD staff, partners, and stakeholders. Currently, many community members are relatively unaware of the district. By sharing the district's current and growing assets through marketing efforts, we plan to build public support for the district. We also plan to introduce opportunities for sponsorship early in the next five-year activity period, in order to build financial strength.

4. How will your district address/impact the following, over the next five years (please include any best practices from your CDs previous designation period that you plan to utilize):

-Economic Development

We plan to grant funds to artists, cultural stewards, and creatives for activities over the next five years. We also plan to continue our advocacy efforts to strengthen the creative sector throughout the County. We will work to create greater connections between other sectors, including tourism, retail sales, and lodging/dining.

In addition, the Cultural District is part of the City of Eureka's Strategic Arts Plan, and is also integrated into the City's Economic Development Strategic Plan Update, and will also be included in the City's Strategic Arts Plan Update. The

City of Eureka sees arts as a vehicle for community impact. Through artful experiences, Eureka is a vibrant place to live, a thriving environment for businesses, and a desirable destination to visit.

-Cultural/Historical Preservation

The district prioritizes cultural preservation, reclamation, education, and enrichment opportunities where we aim to uplift the many efforts to preserve history. There are many cultural and historic sites throughout the district.

Blue Ox Millworks, located at the north end of the district, is central to a recent show on the Magnolia Network, “The Craftsman”, which focuses on historic architecture and carpentry.

Humboldt Asians and Pacific Islanders in Solidarity brought renewed awareness to the Eureka Chinatown area, located within the district, with a mural, the naming of “Charlie Moon Way”, a Lunar New Year Celebration, and ongoing naming efforts.

The Clarke Historical Museum has a large collection of indigenous basketry and regalia, and offers cultural programming led by tribes throughout the region.

The Wiyot Tribe’s Da Gou Rou Louwi’ Cultural Center features culturally significant baskets, regalia, interpretive exhibits, and programming to educate Wiyot people’s neighbors.

Additionally, numerous historic buildings are located throughout the district, which the Eureka Heritage Society is in the process of identifying with plaques.

-Tourism/Visitation

The ECAD hopes to increase tourism and draw in tourists by being a compelling destination for roadtrippers and regional tourists as well as an increasing number of cruise line passengers. By defining the district and establishing a clear presence, we hope to engage tourists, deepen their understanding of our community and history and extend their stays. We have met with members of the lodging alliance and plan to continue forging these partnerships. We have also engaged in conversations with arts and culture organizations within the larger region, such as with the Mendocino Arts Council, to create opportunities to build awareness of the ECAD in other counties.

-Direct Artist Support

Artists and culture bearers are a primary community the ECAD will support with funding and resources to further their work within the district. A large portion of the ECAD budget has been allocated to fund art installations, cultural events, and community enrichment programming within the district.

-Community Engagement/Promotion

The ECAD serves a wide variety of businesses, organizations and individuals. Along with regular digital and public communication in multiple languages, we will host a bi-annual or annual meeting for businesses and others that are not part of the stakeholder group.

-Arts Programming

By funding arts programming within the district, we hope to increase opportunities for creatives and culture bearers from historically neglected, underserved, misrepresented, and oppressed populations in our community and bring greater visibility to the arts and cultural communities. The ECAD will also develop our own arts programming within the district focusing on the diversity of our region.

-Equity and Inclusion

Some of our best practices include engaging with new partners while nourishing existing partnerships. We have succeeded in building interest and connection to the cultural district within our community. Taking our time to develop our equity and inclusion efforts has brought new forms of engagement to ECAD. These relationships will better inform the work of ECAD and the communities we wish to include and ensure they have representation.

5. What local challenges, if any, do you face in achieving your goals for economic development/retention, cultural preservation, district expansion/retention, artist/arts organization support?

- Sea level rise will limit the geographical development.
- Targeting and othering of groups such as BIPOC and LGBTQIA2S+ community members is an ongoing concern in the region. Many groups have faced threats or vandalism in recent years, and there is a long history of violence against diverse peoples in the city and region.
- Cultural group members are often stretched thin and are working, advocating, and implementing programming daily, often confronting societal challenges as part of their lives.
- The community, especially arts organizations and businesses, are still recovering from the impacts of the COVID-19 pandemic.
- Other significant challenges in our area include: a relatively large unhoused population, changing economic conditions, and limited financial resources. Though a smaller town, Eureka is the County seat and has a population of unhoused peoples that is proportionately similar to those of large cities. Simultaneously, many of these people are also experiencing mental health and addiction-related challenges. We do not currently have enough workforce or resources to address this. Many of these people congregate throughout the

district. Though we are sympathetic to these community members and are engaged with efforts to support their wellbeing and honor their dignity, we acknowledge that these unmet needs put a significant strain on the cultural resources, businesses, and artists of the district. We are working with the County to hopefully have a day use center built at the southern edge of the district, but this may take a few years.

- Changing economic conditions have also caused a strain on the district. The cannabis economy once provided financial opportunities for artists and businesses, but this has seen a significant downturn in the past few years.
- Additionally, the shift to online shopping has affected local businesses. We are hopeful that emerging industries (wind energy, broadband, aquaculture) and the expansion of Cal Poly Humboldt will provide new opportunities.
- Because we live in a rural, isolated area, we have less access to larger foundations, institutional wealth, and corporate funding than many other districts have. Relatedly, the City of Eureka has an aging infrastructure to improve and has limited financial access. We often struggle for funding for larger or multi-year projects.

CULTURAL DISTRICT MANAGEMENT:

1. How will your cultural district partnership be structured?

We have started conversing about governance models within the Cultural Arts District working group and are in the process of developing a structure. The following structure has not yet been formally adopted by the working group but indicates the structure that is in process.

Partners: These groups are responsible for maintaining the designation and administration of the Cultural Arts District, with stakeholder input.

Stakeholders: Stakeholders represent diverse peoples and cultures of the region, are culturally active in the district, and vote on major programs and initiatives within the district. The Stakeholder Group meets monthly, or more frequently as needed, and serves as the “board” of the Cultural Arts District. Over the past several months, the stakeholder group has also developed a “Marketing” subgroup to further these efforts. We anticipate that stakeholders will continue to serve in various focus/working groups as needed. We plan to allot some of the funding to provide stipends to stakeholder group members, especially those from underrepresented groups and/or those who are not otherwise paid as staff from a participating organization. We need to develop a clear and agreed upon pathway to “Stakeholder” status. Some of the parameters we are considering are: representation by underrepresented peoples and/or cultures, engagement, and experience/presence in the district.

Members and Participants- People and organizations that are served by the cultural arts district but do not formalize their participation in leadership commitments are considered members and/or participants. We plan to host an annual or biannual meeting to create opportunities for members to give input into the Cultural Arts District and to learn about how to get involved in projects within the district.

Advisors and Collaborators- Though we do not have formal “Advisory” or “Collaborator” groups, we will continue to seek out connections with community leaders and larger organizations with shared values and goals. An important part of our work is to nurture and grow a wide range of connections throughout the many facets of our community and create trusting relationships with businesses, neighborhoods, cultural groups, youth groups, activists, artist collectives, and many more.

2. Please share any paid or unpaid designees you plan to have in the following roles:

-A partnership coordinator?

-Outreach/communications?

-Community engagement?

-Event-planning?

-Arts programming?

-Partnership-building?

-Fund development?

-Advocacy?

The Ink People will be the supervising entity across all responsibilities. We see there being two dedicated part-time staff positions for the ECAD: one managing the overall program, developing and maintaining relationships, communications, fundraising, and advocacy. The second position will focus on planning and executing events and programming. Community engagement will filter across all roles.

In addition to these new positions, the Ink People director will head advocacy efforts, fund development, and will support and participate with staff in their responsibilities. Other Ink People staff, such as the Marketing Director, the Administrative Director, and the accounting team, will also support the implementation of ECAD projects and programs.

3. Is your CD willing and able to serve in a mentorship role for new districts, if funding becomes available to expand the CD program?

Yes! We think it might be useful to co-mentor with another Cultural Arts District, so that we could also learn from and with existing Cultural Districts while supporting the expansion of the Cultural Arts District program throughout the State.

4. How do you plan to maintain/increase state legislators' and local electeds' awareness of your CD?

Over the past year, we have met with Senator McGuire and Assemblymember Wood related to arts and culture in the region, including bringing Assemblymember Wood to the Cultural Arts District. We have also met with the County Board of Supervisors and have been part of advocacy efforts related to funding for arts and culture through the County Transient Occupancy Tax. The Ink People's Executive Director is a City Council member for the City of Eureka and regularly speaks to the benefits of the Cultural Arts district in public meetings. We plan to continue these efforts within the District and also through our ongoing participation in the Humboldt Creative Alliance. We will ensure that electeds receive district materials and that they are regularly invited to ECAD events.