



ED-900 – General Application for EDA Programs

A. Applicant Information

A.1. EDA Application Identifier (if available):

A.2. Please identify all applicants for this project:

	Name	SAM.gov CAGE Code	SAM.gov Registration Expiration Date	Fiscal Year End Date (mm/dd)
Lead Applicant	City of Blue Lake	81HW9	01/08/2021	06/20
Co-Applicant 1				

B. Project Information

B.1. Provide a geographical definition of the region to be served by the investment (project), including the specific geographic location of the project within the region.

The City of Blue Lake is located in Northern California; Blue Lake is located two hours south of the Oregon border and five hours north of San Francisco. Blue Lake is located in Humboldt County, a region typified by mountain, coastal, and river valley communities. The City of Blue Lake lies in the Mad River valley, and is located approximately 20 miles northeast of Eureka, the largest city in the county. Blue Lake is surrounded by mountainous timber lands with the Mad River serving as the communities southern boundary; Blue Lake is accessed via State Highway 299.

B.2. Describe and outline the scope of work for the proposed EDA investment, including a list of tasks to be undertaken.

The City of Blue Lake is requesting funding from EDA to support the development of an economic and preliminary engineering analysis for the development of an RV park and campground and other recreation focused amenities. The City has a 20 acre parcel of land that is currently under lease to a biomass operation. The biomass plant has been in a non-operational status for over six years and the tenant has four years left on their lease. The facility has ceased to employ anyone at the plant, a loss of approximately 15 local jobs. As the biomass plant has failed to attract operational capital the plant is in a state of disrepair and the City is in a position to plan for the sites next phase of development. As the City and the region has experienced the continued downturn in resource based economies, the City must take proactive steps to re-purpose the site in order to create an economic climate that is resilient, attractive to investment, creates jobs and supports secondary business development.

The City is requesting funding to complete the following tasks:

1. **Site Analysis & Preliminary Engineering & Environmental Investigation:** Analyze the site for development strengths and constraints, including infrastructure needs and availability, clean-up costs, environmental concerns and resiliency improvements that provide multi-tiered benefits
2. **Community & Regional Needs Assessment:** Identify community and regional development needs, including identification of amenities that provide year-round revenue and provide support to new and existing businesses (i.e. development of conference/meeting space, year-round accommodations for business travelers and winter recreation enthusiasts)
3. **Fiscal Analysis & Financing Plan:** Complete a financial and performance analysis of the project; the analysis should identify development costs, revenue potential, operational costs and investment strategies. The analysis should evaluate the development from a mid-range and high end operational structure.
4. **Secondary Business Development:** perform an analysis of secondary/support business opportunities that will be generated from the proposed development. This analysis will identify opportunities to create reciprocal economies with shared development investment and infrastructure improvements (i.e. common parking features, landscaping improvements, cross marketing, amenity and service provisions, etc...)
5. **Preliminary Designs:** create a preliminary design and layout of the proposed facility

B.3. Economic development needs

B.3.a. Does the region in which the project will be located have a Comprehensive Economic Development Strategy (CEDS)?

Yes If Yes, what is the source?

Humboldt County Comprehensive Economic Development Strategy-Prosperity 2018

No If No, then please check one:

B.3.a.i. An alternate strategic planning document that governs this investment is attached.

Add Attachment

Delete Attachment

View Attachment

B.3.a.ii. This investment is to develop a "strategy grant" to develop, update or refine a CEDS.

N/A – Not Applicable

B.3.b. Describe the economic conditions of your region. Define the economic development need to be addressed by the proposed EDA investment and explain how the proposed investment will address that need.

Over the last 40 years, Humboldt County has experienced major downturns in resource-based economies, specifically in the timber and fishing industries. This downturn has caused a dramatic restructuring of the region's economic framework and has created economic disparities across the communities. As communities have struggled to recreate themselves, Blue Lake has taken a proactive approach to the creation of an economic climate that is supportive of our rural assets, while at the same time capitalizing on our community culture.

Blue Lake has worked diligently to revision our economic assets and has taken proactive steps to facilitate the repurposing of industrial properties that no longer provide jobs, revenue or community investment. The City has lost numerous jobs to the downturn in the timber industry, along with the continued impacts of natural disasters that make resource industry investment too costly to support.

As the area continues to experience flooding, transportation closures, power shut offs, wildfires, and now Covid 19 impacts, it is critical that the community and the region embrace diverse economic development strategies and invest in resilient development that can weather changing climates and adapt marketing campaigns and strategies to meet the needs and demands of the clientele and the communities. In 2019, the City of Blue Lake was once again impacted by large scale flooding that impacted the community on various levels. The flooding was declared a disaster and was assigned DR number 4434.

The City of Blue Lake has over 30 acres of industrial land that is vacant; over 25 acres includes shuttered industrial facilities that are in disrepair and have no future plans for reopening or reinvestment. These vacant properties represent over 30 full time jobs that have been lost, along with numerous support positions that are no longer needed. This loss of revenue and full time employment continues to erode the economic stature of our community.

B.4. Applicant's capability

Briefly describe the applicant's capability to administer, implement, and maintain the project.

The City of Blue Lake has the administrative and professional capacity to administer, implement and maintain this project. The City employs a qualified staff, including professional planners, engineers, accountants and project managers. The City is currently administering over a million dollars in project funds, both at the planning and investigative level and at the implementation and construction level. The City has a proven track record and maintains working relationships with various State and Federal partners and agencies.

The proposed EDA project builds off of an economic analysis that was funded by the USDA Rural Business Program; the funding received from USDA was successfully administered and all grant deliverables were met. The City currently has open projects with USDA, the Habitat Conservation Fund and the California River Parkways Program.

B.5. List and describe the strategic partners and organizations to be engaged in this project

The City of Blue Lake is a committed County regional partner; we are an active participant in the County's economic initiatives and work closely to develop and support mutually beneficial investment and promotions. The City of Blue Lake is happy to be working with Humboldt County's economic development team, our local supervisors, our neighboring cities and the many special districts in our region. The City is actively partnering with the Wiyot Tribe and is building relations with our regional chambers of commerce and tourism and visitor's bureaus.

As part of this project, the City will be working closely with Humboldt County's economic development team, along with the various tourism and marketing bureaus. Although this project will be located in Blue Lake, the broader vision of the project is to create a regional amenity that can be marketed across spectrums. The City is proposing the development of an RV park and campground in order to attract visitors to our community and region and to provide them with a facility that allows them to recreate longer in the Humboldt County region. Creating a year-round destination will increase tourism revenue in the area and can be used in a broader marketing campaign to attract visitors.

The City of Blue Lake is not a self-contained unit; those coming to our area to stay will need to seek additional amenities and experiences in our surrounding communities; we see ourselves as a "basecamp," as well as a "launchpad" for out-of-the-area visitors. This park is a great opportunity to continue to build regional partnerships and to grow our arts, culture and recreation economies. The Humboldt County region is desperate for this type of development and it's exciting to see Blue Lake work towards filling this niche.

The City's application is highly supported by our local and regional partners as can be seen by the number of letters of support that we are including as part of this application.

The City is working closely with our County partners on various recreation themed improvements; this includes the development of trails, a boat launching facility and increased amenities for recreation enthusiasts. The development of an RV park and campground fits into our shared vision for enhanced recreation features and is inclusive of the County's focus areas and strategies under the CEDS.

B.6. Describe the investment (project) impact and fit with EDA funding priorities

The City's project fits nicely within the EDA's funding priorities; the City has continued to experience economic impacts from declining resource-based industries and continues to feel the impacts from natural disasters that continue to decimate these last remaining businesses. Seeing the City's last industrial sites sit idle and in disrepair is a constant reminder that our economic focus must prioritize development that is diverse, sustainable and resilient. We cannot waste limited resources on single stream industries, nor can we focus on industries and business that are at the mercy of mother nature. Our strength is in our ability to interact with our natural environment and not what we can extract from it.

The City's proposed project will serve as an incubator for additional small business development and investment; the park will lay an economic foundation from which additional support businesses can emerge. Creating an environment that caters to year-round use and a diversified clientele will create sustainability and flexibility; it builds in natural resiliency as it relates to natural disasters and economic shifts. Leveraging the City's property increases profitability and decreases investment costs. The City proposes to leverage the 20 acre parcel to attract investment to the project and sees this as the most effective way that the City can bring additional value to the project.

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B.7. Identify the proposed time schedule for the project

The City is requesting one year to accomplish the identified goals and objectives. The City will conduct the following activities within the timeframes identified:

1. Develop a comprehensive Request for Proposals (RFP) that identifies the scope of work and the expectations of the City-45 Days
2. Release the RFP: 45 Days
3. Evaluate and rate and rank the proposals received, including reference checks, and follow up conversations with proposers: 45 Days
4. Contract developed, reviewed and issued: 45 Days
5. Scope of work initiated, and final product completed: 120 Days
6. Final report presented to the City for acceptance: 30 Days
7. Grant Closeout: 45 Days

B.8. Economic impacts of the project

B.8.a. Please describe the economic impacts of the project:

The City is working in coordination with our local and regional partners to invest in development that builds off strategic and identified market sectors. Creating a regional destination facility for recreation enthusiasts supports identified market sectors established under the 2018 County CEDS and takes advantage of a continually expanding and growing market.

RV parks and campgrounds contribute billions of dollars to the national economy each year and the industry continues to see upward trends in revenue generation. RV parks contribute to secondary business development as RVer's shop in local grocery and retail shops, fuel up at local fuel stations and partake in local and regional activities.

Humboldt County is a mecca for the outdoor enthusiast; with soaring redwoods, pristine and accessible coastlines, and miles of hiking and biking trails, recreation investment provides a sustained and versatile investment strategy.

Humboldt County has limited RV and camping facilities; the newest park was constructed over 15 years ago. Our State and National parks have varying degrees of primitive camping sites available and these are booked solid during the tourist seasons. The County has limited capacity to provide the amenities and facilities that the average RV owners expects in a modern park; many of the parks in our area are undersized for newer RV's and cannot provide the infrastructure necessary to support longer stays. The County continues to lose revenue by failing to capitalize on the ever-expanding RV/camping market. The City of Blue Lake has the available

property and infrastructure necessary to develop a modern and upscale destination park and is supportive of this investment.

The economic impacts of this project are far reaching; we anticipate that the study will conclude that the development is financially feasible, sustainable and necessary. We believe that the study will show that the development will support secondary businesses and will be a substantial marketing tool for the region.

B.8.b. Please identify the total estimated jobs and private investment that is expected to be generated by this project:

Estimated Jobs Created	Estimated Jobs Retained	Estimated Private Investment
0	0	\$0.00

B.8.c. Please identify the source of Estimates above (check as many as apply):

- Letters from Beneficiaries of the Project
- Input/Output Model (e.g. IMPLAN, REMI)
- Comparison to Similar Projects
- Other Method (specify below)

B.9. Beneficiaries of the project

Beneficiary Name	NAICS Code	Estimated Jobs Created	Estimated Jobs Retained	Estimated Private Investment
Total				

B.10. Non-EDA funding for the project

B.10.a. Are all non-EDA funds committed to the project, available as needed, and not conditioned or encumbered in any way that would preclude their use consistent with the purpose of the project?

- Yes No (explain below)

B.10.b. Identify the source, nature and amount of all non-EDA funds.

Source	Amount	Date Available	Type	Restriction/Comments