



## *Proposal to the City of Arcata*

Re: Hosting Three Friday Night Markets in September 2025

Prepared by: Humboldt Made / Choose Humboldt Initiative

In Partnership with: The City of Arcata & the Arcata Chamber of Commerce

Date: 6/26/25

Click here for [Friday Night Market](#) video



# HELLO IM ROSA DIXON

Rosa Dixon is the Executive Director of Humboldt Made and a passionate force behind local economic growth. As an entrepreneur and co-founder of Raised Gluten Free, Rosa knows firsthand what it takes to grow a small business into a nationally recognized brand. Today, she channels that energy into empowering and supporting Humboldt's makers, small businesses and creative entrepreneurs. Through initiatives like the Choose Humboldt campaign, Rosa is helping ignite community pride, strengthen the local economy, and showcase everything that makes Humboldt extraordinary.



## Overview

We propose hosting three **Friday Night Markets** on the Arcata Plaza in **September 2025**—on **September 5th, 12th, and 26th**, from **5:00 PM to 8:00 PM**. These dynamic community events are designed to celebrate Arcata's vibrant culture, support local businesses, and welcome Cal Poly Humboldt students back for the fall semester. With attendance projected between **5,000–7,000 people per market**, these events will bring the Plaza to life in a way that is both festive and economically meaningful.

This proposal is a **collaborative partnership** between **Humboldt Made**, the **City of Arcata**, and the **Arcata Chamber of Commerce**—reflecting our shared commitment to fostering community engagement, economic opportunity, and a thriving downtown.

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## *Community Impact & Opportunity*

Friday Night Markets are more than just events—they are a celebration of local identity. By bringing together food vendors, artists, musicians, small businesses, students, families, and visitors, these markets help foster a sense of connection and belonging. They support economic vitality, especially for small and emerging businesses, and activate the Plaza as a vibrant cultural hub.

**Together, we have an incredible opportunity to:**

- **Welcome new and returning Cal Poly Humboldt students** with fun, inclusive events that highlight the community's unique charm.
- **Support local businesses and entrepreneurs** by giving them direct access to thousands of residents and visitors.
- **Strengthen ties between government, business, and education sectors** through meaningful public-private collaboration.
- **Build civic pride and cultural vibrancy** through art, food, music, and shared celebration.

We will start conversations with Cal Poly Humboldt and hope to establish a **dedicated student shuttle service** for these evenings—bringing students to and from the Plaza and encouraging early connection with the downtown district and its businesses.

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## *Event Logistics*

**Event Dates & Times:**

- September 5, 2025
- September 12, 2025
- September 26, 2025
- Market Hours: 5:00 PM – 8:00 PM

**Street Closures & Access:**

- **Street clearing at 3:00 PM**
- **Full Plaza closure at 4:00 PM**
- Streets reopen by 9:00 PM

### *Projected Attendance:*

5,000–7,000 attendees per market

### **Key Elements:**

- 60 vendors: food trucks, farmers, makers, artists, and community organizations
- Live music and entertainment
- Cal Poly Humboldt student welcome zone
- Beer garden featuring local breweries
- Family activities and youth programming
- Choose Humboldt activation booth with giveaways and local storytelling

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### *Request for Support from the City of Arcata*

We respectfully request the **City of Arcata's partnership and support** in the following ways:

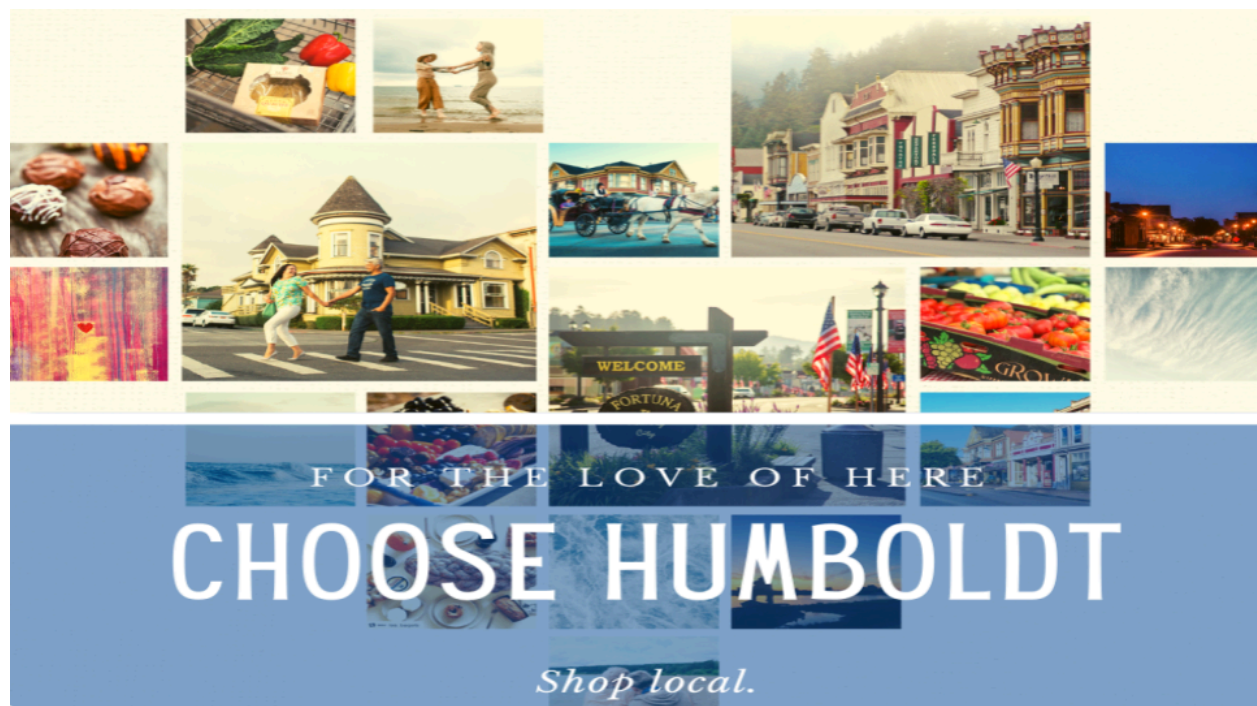
1. **Provide logistical support**, including traffic control signage, access to city barricades, and coordination with public safety.
2. **Support necessary street closures and clearing**, including pre-event cleaning of the Plaza.
3. **Offer a stipend of \$2,500 per market** (totaling \$7,500) to help offset infrastructure costs such as toilets, stage and sound, sanitation and trash, staffing, insurance, and outreach.

These events represent a strong return on investment—bringing foot traffic to local businesses, showcasing Arcata's creative economy, and providing a safe, inclusive space for thousands of community members and students.

## Why It Matters

Arcata has an opportunity to step into the spotlight with this series. These Friday Night Markets are not just events—they are **catalysts for economic development, community pride, and regional visibility**. They strengthen the ties between long-time residents and new students, between businesses and consumers, between institutions and neighborhoods.

This event format has already proven wildly successful in Eureka, drawing thousands of attendees and revitalizing the downtown core. Arcata is uniquely poised to host its own signature version—one that reflects the city’s values of sustainability, creativity, and community.



## Closing

We'd love to collaborate with the **City of Arcata** and the **Arcata Chamber of Commerce** to bring this vision to life in September 2025. With your partnership, we can create unforgettable



evenings that support our local economy, foster civic pride, and show Cal Poly Humboldt students just how vibrant and welcoming Arcata truly is.

Please let us know a time to meet and discuss next steps.

Warmly,

**Rosa Dixon**

Executive Director, Humboldt Made

[rosa@humboldtmade.com](mailto:rosa@humboldtmade.com)

[www.humboldtmade.com](http://www.humboldtmade.com)

