



Dear Humboldt Producer:

Thank you for your interest in the Humboldt Made branding project. As you may have surmised, we are at the beginning of our process in development of Humboldt Made. We are taking a lot of feedback on how we can serve businesses and are doing our best to develop a thoughtful, deliberate process through which you will receive access to marketing tools and grant-funded technical assistance as opportunities present.

With the idea of being inclusive while at the same time protecting the integrity of Humboldt Made, we have compiled a list of questions and criteria required for inclusion in this community, economic and business development project. Your answers to the following questions will inform our strategy, build the brand, and will give you access to ongoing services that will help us work together to achieve business goals.

Here's how to join the fun:

1. Review the criteria and assess whether Humboldt Made is a match for your business.
2. Fill out the following checklist and questionnaire.
3. Make an appointment with the North Coast Small Business Development Center (SBDC) representative, Sandy Neal (707.445.9035 or [neal@northcoastsbdc.org](mailto:neal@northcoastsbdc.org)) to discuss your answers. The SBDC's role is to assess whether your business is ready to be a member of Humboldt Made.
4. Lastly, your checklist and questionnaire will be reviewed by the Humboldt Made Executive Committee. These folks will make the final determination of whether the brand is a fit for your business.
5. A representative from the Committee, the County or the SBDC will let you know the result of the Committee's recommendation.

We look forward to working with you!

A handwritten signature in black ink that reads "Angeline Schwab".

Angeline Schwab  
Manager, Humboldt Made  
Humboldt County Economic Development  
[aschwab@co.humboldt.ca.us](mailto:aschwab@co.humboldt.ca.us)  
707.476.4813

A handwritten signature in black ink that reads "M Kraft".

Michael Kraft  
Executive Director  
North Coast Small Business Development Center  
[kraft@northcoastsbdc.org](mailto:kraft@northcoastsbdc.org)  
707.445.9720

*Humboldt Made is a brand developed by the Humboldt County Office of Economic Development in conjunction with private sector business owners. North Coast Small Business Development Center is a partner in Humboldt Made.*



## HUMBOLDT MADE APPLICATION PROCESS

1. Please consider whether Humboldt Made looks like a fit for your business before proceeding. If you believe you qualify or if you have any questions, then please contact Sandy Neal at the North Coast Small Business Development Center (NCSBDC) for an intake assessment. You can reach him at 707.445.9035 or [neal@northcoastsbdc.org](mailto:neal@northcoastsbdc.org).
2. Please complete and return the following pages, including checklist and questionnaire. You can submit your forms either electronically or on paper.

If you would like to submit electronically, save your file as a pdf and email it to: [neal@northcoastsbdc.org](mailto:neal@northcoastsbdc.org) and [aschwab@co.humboldt.ca.us](mailto:aschwab@co.humboldt.ca.us)

If you choose to print out the form and fill it out by hand, you may mail or hand-deliver the completed form to:

Humboldt Made  
Prosperity Center  
520 E Street  
Eureka, CA 95501

3. A SBDC Business Advisor will complete an assessment report and forward it along with your checklist and questionnaire to the Humboldt Made Executive Committee for review.
4. You will be contacted after review of your checklist and questionnaire.

## IF ACCEPTED TO THE HUMBOLDT MADE GROUP YOU HAVE ACCESS TO:

- Branding tools developed on behalf of Humboldt Made businesses, including inclusion in the Humboldt Made website, stock photography, points of pride, web surveys and social media.
- Inclusion in co-branding opportunities as they develop with the media, the airport, outside organizations and events.
- Based on grant funding, access to specialized business expertise and sales and marketing opportunities.
- Based on grant funding, access to economic development projects and services that are designed to help advance your business. Our intent is not exclusivity but inclusivity. If your business doesn't appear "ready" to adopt the brand, the SBDC will help you become a better-qualified candidate for this project. Call Jeanette Barry, 707.445.9720 to make an appointment with an SBDC business advisor.



COMPANY INFORMATION

YOUR NAME DATE
COMPANY NAME PHONE
STREET ADDRESS
CITY STATE ZIP
EMAIL WEBSITE

BRAND "FIT" CHECKLIST

To participate in Humboldt Made a combination of the following factors must be true. Please use the checklist below to keep track of which criteria are true for you and your business.

My business is owned and operated in Humboldt County, CA.

[ ] Yes [ ] No

I have a business license in Humboldt County or in the City in which my business is operating.

[ ] Yes [ ] No

I pay applicable taxes.

[ ] Yes [ ] No

My product is legal.

[ ] Yes [ ] No

I have been in business for a minimum of 3 years.

[ ] Yes [ ] No

At least 50% of the labor associated with my product is provided by Humboldt County workers.

[ ] Yes [ ] No

At least 50% of the ingredients or materials contained in my product is sourced in Humboldt County.

[ ] Yes [ ] No

At least 50% of the intellectual property associated with my product originates from a resident of Humboldt County.

[ ] Yes [ ] No

I have a functional website. (A shopping cart is not required.)

[ ] Yes [ ] No

I have a current marketing plan.

[ ] Yes [ ] No

I can make sales projections for my business.

[ ] Yes [ ] No

I intend to export products within one year after acceptance into the program.

[ ] Yes [ ] No

I have the capacity to scale-up production if and when significant sales opportunities present themselves.

[ ] Yes [ ] No

The brand identity as outlined in the branding brief is a "fit" for my business.

[ ] Yes [ ] No

My business is willing to adhere to the brand guidelines as outlined in the brand specifications and guidelines.

[ ] Yes [ ] No

On behalf of my business, I am willing to help promote the Humboldt appellation.

[ ] Yes [ ] No



## HUMBOLDT BRAND QUESTIONNAIRE

1. What is the legal name of the business applying for Humboldt Made?
  
2. Who is/are the owner(s) of this business and do they reside in Humboldt County? If not, where does this person reside?
  
  
  
  
  
  
  
3. Is your business located in Humboldt County?  
  
 Yes       No
  
4. How many years have you been in business? Did your business originate in Humboldt County? If not, please describe.
  
  
  
  
  
  
  
5. What value-added product do you grow, raise, harvest, design, manufacture, produce, make or create? Please describe.
  
  
  
  
  
  
  
6. What percentage of your product is grown, raised and produced in Humboldt County? Please describe.
  
  
  
  
  
  
  
7. Is any part of your product produced elsewhere? If so, please describe. What percentage of your product is produced elsewhere?
  
  
  
  
  
  
  
8. Are there other campuses of your businesses outside of Humboldt County? If so, please describe.



9. How many full-time jobs are associated with your business? How many part-time jobs are associated with your business? Please describe.

10. Please list three competitors and/or industry leaders that we can use for comparative purposes.

11. Do you currently use social media in marketing your business?

Yes       No

12. If you have a website, what is the purpose of your website? What role does it play in your overall marketing strategy?

13. Who is responsible for maintaining and updating the site? If you are doing it yourself, what level of expertise do you possess?

14. What are your short- and long-term goals for your website?

15. Do you or your customers have any concerns regarding your site?

16. Who are your customers and what are their needs when accessing your site?



17. Please indicate which of the following Humboldt Made themes and keywords apply to your business.

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Carefully Made, Artisanal    | <input type="checkbox"/> Artsy and Offbeat | <input type="checkbox"/> Abundance      |
| <input type="checkbox"/> Small-Scale                  | <input type="checkbox"/> Handcrafted       | <input type="checkbox"/> Pristine       |
| <input type="checkbox"/> Entrepreneurial              | <input type="checkbox"/> Care, Caring      | <input type="checkbox"/> Small Business |
| <input type="checkbox"/> Eco-Friendly                 | <input type="checkbox"/> Artisanal         | <input type="checkbox"/> Family Farm    |
| <input type="checkbox"/> Beautiful Environment        | <input type="checkbox"/> Genuine           | <input type="checkbox"/> Earth Friendly |
| <input type="checkbox"/> Healthy, Outdoor Lifestyle   | <input type="checkbox"/> Original          | <input type="checkbox"/> Quality        |
| <input type="checkbox"/> Products with Sense of Place | <input type="checkbox"/> Natural           | <input type="checkbox"/> Wholesome      |

18. If accepted in the Humboldt Made group, are you willing to benchmark business sales on an annual basis to quantify your business growth whether associated with the Humboldt Made brand or other sales, marketing and development efforts?

- Yes       No

19. If accepted in the Humboldt Made group, are you willing to “buy-in” to umbrella branding or co-branding opportunities, for instance: “Love, Humboldt” and “Humboldt Made” films, displays in the local airport, or tradeshow booths?

- Yes       No

20. If accepted in the Humboldt Made group, are you willing to participate in the development of a Humboldt Made product board, a stand-alone organization, after the County and the SBDC release ownership of the brand (this group will eventually convene as a cooperative or business association)?

- Yes       No

Thank you for taking the time to answer these questions. If you would like to learn more about Humboldt Made, please visit [www.HumboldtMade.com](http://www.HumboldtMade.com) or call Angeline Schwab, 707.476.4813. Access to business development resources can be found at [www.NorthCoastSBDC.org](http://www.NorthCoastSBDC.org) or by calling BizNet at the North Coast Small Business Development Center, 707.445.9035.