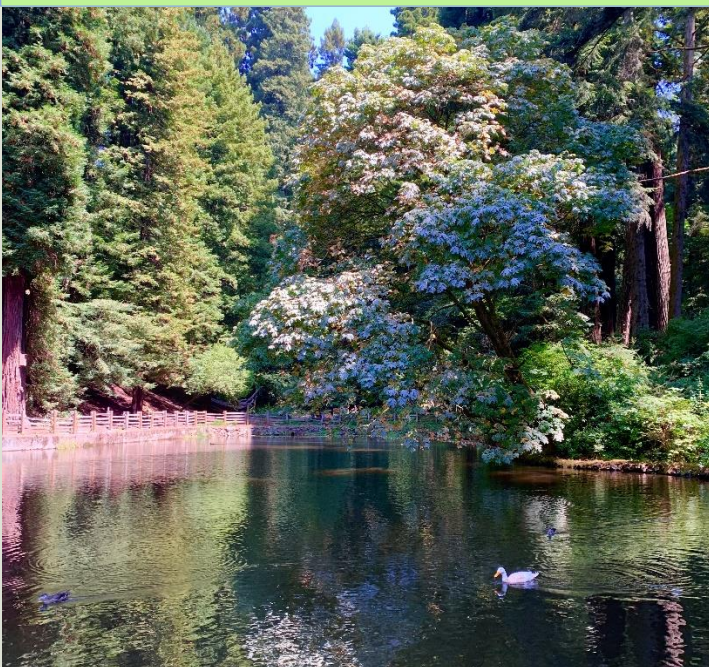




# Eureka, California

Live. Work. Play. Invest. Dream. Experience it all on the North Coast.



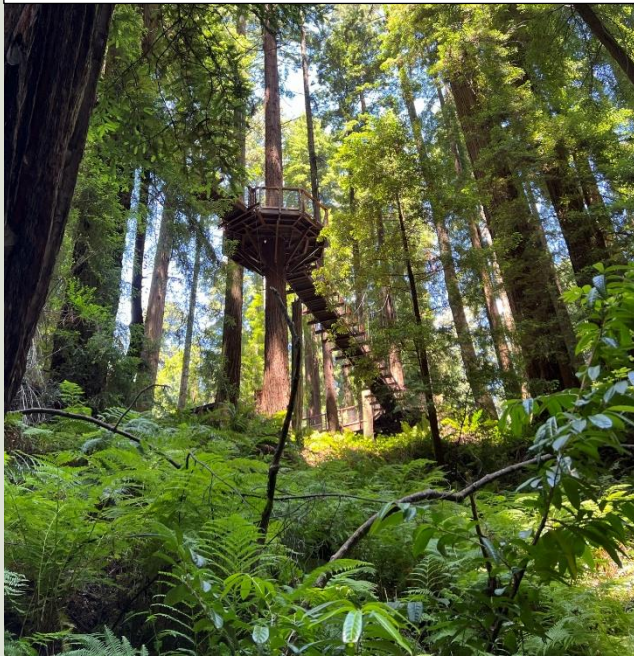


# Welcome to Eureka

Eureka, California, is the county seat of Humboldt County, and is the largest coastal city between San Francisco, California, and Portland, Oregon. Eureka sits on Humboldt Bay, the gateway to the Pacific Ocean, and is surrounded by redwood forests. With its natural beauty and attractions alongside growing business opportunities, Eureka is poised for steady growth and is a smart investment location.

## Eureka Statistics (4/1/2020 census)

- Population: 26,512
- Median Household Income: \$46,926
- Housing status: 47% own, 52% rent
- Households with broadband: 88%
- High school grad or higher (age 25+): 89%
- Bachelor's degree or higher (age 25+): 30%
- Unemployment rate: 2.9% (12/2022)



## Location

- Highway 101 goes north/south through Eureka, five hours north of San Francisco; two hours south of the Oregon border. Connects inland to Interstate Highway 5 via highways 299 and 36
- Largest coastal city on the West Coast between Portland, Oregon, and San Francisco, California.
- One main airport (ACV) and six local airports serve Humboldt; United and Avelo Airlines provide direct flights to S.F., L.A., Burbank, and Denver, CO.
- Eureka Transit Service and Humboldt Transit Authority serve Eureka and Humboldt County with affordable public transportation options
- 1 state university, Cal Poly Humboldt, 8 miles north of Eureka; 1 junior college, College of the Redwoods, 10 miles south of Eureka

## Local Events

- \* Arts Alive! – The first Saturday of every month, Old Town and Downtown Eureka shops and galleries stay open for live music and exhibition receptions.
- \* Friday Night Market – Local farmers, food vendors, arts and craft vendors, and musicians come out every Friday night from July 1<sup>st</sup> through September 30<sup>th</sup> to wind down the work week in the heart of Old Town.
- \* Thursday Night Concert Series – Award winning artists and local favorites perform every Thursday evening on the Boardwalk in Old Town throughout the summer.
- \* Redwood Coast Music Festival – 4 days of live music in iconic venues by the bay, with food, drinks, and room to dance, occurring annually in early October
- \* Kinetic Grand Championship – A local tradition since 1969, the “Triathlon of the Art World” passes through Eureka every Memorial Day weekend, covering 50 miles over land, sand, water, and mud, for the GLORY!
- \* Rhododendron Parade – Occurring the last Saturday of April, this annual parade celebrates the vibrant pink and red rhododendron blooms on the North Coast, with a festival of floats and local bands.

# Eureka and Humboldt County Promote Growth and Economic Opportunities

Eureka, a city historically known for logging and Victorian architecture, is evolving into a center for business, technology, and education, while retaining its beautiful natural scenery and maintaining a focus on climate resiliency. With millions of dollars of investment in our community planned over the coming decade, Eureka holds opportunities for investors, businesses, and residents.

## Favorable environment for new business

Eureka aims to attract, retain, and expand businesses within the city. With the world's longest fiber optic line being installed from Eureka to Singapore, local connectivity will see a boost in speed and data transfer ability and create a welcoming environment for more businesses, including remote workers.

## Cal Poly Humboldt

8 miles north of Eureka, the former Humboldt State University recently became "Cal Poly Humboldt". This upgrade is poised to transform not just the campus, but all of Humboldt. Enrollment is expected to double over seven years, attracting over 5,000 new residents to the area, supporting job and housing growth. California is supporting the University with an initial \$458 million allowance, to be followed by an annual \$25 million.

## Offshore Wind

A \$10.5 million renovation for the port of Humboldt Bay has been approved by the state of California, with plans to implement a wind farm off the coast. This project is expected to provide sufficient electricity to power 1.6 million homes in California. U.S. Rep. Jared Huffman stated "I expect this latest venture will provide many in Humboldt County with not just dozens, not just hundreds, but thousands of good paying jobs in an industry with tons of potential. It will improve our harbor in a way that will likely attract other businesses and ensure that Humboldt stays on the leading edge of addressing climate change."

## Nordic Aquafarms

Nordic Aquafarms designs, builds, and operates land-based seafood companies, with a commitment to the environment and sustainable practices. Nordic has proposed a fish farm at the former Samoa pulp mill, raising salmon, including covering the \$10 million cost of clean up to abate pollution at the polluted Pulp Mill site. This project is anticipated to create hundreds of jobs from the initial cleanup and construction phases through permanent operation of the facility.

These projects are just samples of the change that will continue to grow Eureka's economy for the foreseeable future, while also protecting the charm, clean environment, and other factors that make Humboldt County a destination for new businesses, climate refugees, and people all-around seeking a better way of life.





# Lifestyle

With unique bay and natural features, a temperate climate year-round, and a local reverence for trees, beaches, and the arts, Eureka is an ideal place to relax, explore, and enjoy life. A portion of Eureka, now called the “Eureka Cultural Arts District”, was one of 14 select areas across the state to win a California Arts Council cultural district designation (2017).

**Victorian Architecture and Old Town Experiences** – Eureka has an active downtown and Old Town area with historic buildings, shopping, galleries, restaurants, quality lodging, and even old-fashioned horse carriage rides. The Eureka Visitor Center can help you plan a visit to maximize your Eureka experience.



**History & Art** – From Native American cultural displays, to logging history, to Victorian undergarments, the Clarke Historical Museum brings Northern California’s history to life. The Morris Graves Museum of Art complements this by highlighting the character of Humboldt through art collections and rotating displays.

**Beaches** – Surf, fly kites, go clamming, fishing, and beachcombing at the many beaches along the 110-mile coastline of Humboldt County, including Samoa Dunes Recreation Area, just across the bay from Eureka.

**Redwoods & Parks** – Drive or hike the majestic Redwood forests throughout Humboldt County, including the Sequoia Park, Zoo, and SkyWalk, located in Eureka.

**Camping** – With six county campgrounds and four state campgrounds all within an hour’s drive of Eureka, along with several private parks and camp areas, there are abundant opportunities to connect with nature, enjoy a peaceful evening and gaze up at the stars.



**Breweries** – Humboldt’s breweries have won many national awards and include the United States’ first certified organic brewery. Enjoy local craft brews and ciders in Eureka at the internationally known Lost Coast Brewery, locally known Redwood Curtain Brewing Co., and Humboldt Cider Company.

**Dining** – In addition to all the above, there are artisanal chocolate factories, café’s, bars aplenty, and abundant restaurants showcasing farm to table meal experiences, oysters harvested right from the bay, specials featuring fresh daily catches, and local dining showcasing the diverse flavors of Eureka.



# Housing Authority of the City of Eureka

*Reinvesting in our commitment to affordable housing*

The Housing Authority of the City of Eureka (HACE) has served the community since 1946, and currently owns and manages traditional Public Housing units as well as low-income housing tax credit backed multifamily housing units and senior units. While HACE continues to serve 270 households across various properties, the 198 traditional public housing units, built between the 1950's and early 1980's, are ready for revival and a new generation of affordable housing infrastructure.

The Housing Authority of the County of Humboldt (HACH), which is separate but works closely with HACE, administers HUD voucher programs, including traditional tenant-based Housing Choice Vouchers (Section 8), Project Based Vouchers (PBVs), VASH (Veterans Affairs Supportive Housing), Mainstream (rental assistance for non-elderly disabled), and Emergency Housing Vouchers (EHVs). Altogether, Humboldt has an allocation of 1,586 vouchers. HACH is the administrative entity for project-based vouchers that would support redevelopment of HACE units.

HACE published an RFQ for a Developer Partner on 1/30/2023. HACE is positioned to make changes to its public housing portfolio that will significantly increase the number of households served and improve the physical and financial position of the portfolio. If you're interested in being part of the change, or learning more, click this link to visit our RFP page: <https://eurekahumboldtha.org/rfp/>.

## Public Housing Property Statistics

Public Housing units: 198  
# Parcels: 22 parcels on 11 sites  
Total acreage: 13.3 acres  
11.3 acres slated for redevelopment  
Average age of units: 63 years  
Target unit count: 350+

## Public Housing Tenant Statistics

Median Household Income 1/2023: \$19,065  
Average head of household age: 45.8 years  
Households below 30% AMI: 98  
Disabled head of household: 35%  
Elderly/disabled household: 42%  
Average length of occupancy: 6.7 years

## RFQ dates

Issue Date: January 30, 2023

RFQ Questions Due: April 3, 2023

Proposals Due: May 1, 2023, 4:00 pm (PST)

Email: [heatherh@eurekahumboldtha.org](mailto:heatherh@eurekahumboldtha.org)

Find RFQ and related documents at <https://eurekahumboldtha.org/rfp/>



Based on analysis documented in our Repositioning Plan, HACE is looking to reposition our entire Public Housing Portfolio. See analysis by property site and further description/explanation at:

<https://eurekaumboldtha.org/wp-content/uploads/2022/07/RepositioningPlan2022.06.21.pdf>

25-1 & Prospect: Redevelop		C & Clark: Redevelop	
			
514 W Del Norte & 1830 Albee: Rehab & Preserve	1645 C Street: Preserve	Buhne/Union/Summer: Redevelop	
			
330 Grant: Rehab & Preservation	1335 B: Rehab & Preservation	Spring & Garland: Redevelop	
			
2523 Albee: Rehab & Preservation	510 W. Harris: Rehab & Preservation	131 W. Del Norte: Rehab & Preservation	
			

For more information, contact Heather at [heatherh@eurekaumboldtha.org](mailto:heatherh@eurekaumboldtha.org) or 707.443.4583 x219.