

FOR IMMEDIATE RELEASE

Arcata Chamber Launches Coordinated Recovery Effort Following Devastating Downtown Fire

Arcata, CA - Following the devastating fire that destroyed seven downtown Arcata businesses and displaced workers, a broad coalition of local organizations is mobilizing to support recovery, stabilization, and long-term rebuilding efforts. The Arcata Chamber of Commerce, in collaboration with Humboldt Made, the City of Arcata, the Humboldt Lodging Alliance, Pay It Forward Humboldt, the North Coast Small Business Development Center (SBDC), and other regional partners, is working together to provide coordinated resources, clear communication, and community-driven solutions

The fire resulted in the loss of storefronts, inventory, equipment, and livelihoods for seven locally owned businesses. While the impact is significant, community leaders are moving quickly to ensure that affected businesses and employees receive both immediate support and long-term recovery assistance.

The Arcata Chamber of Commerce will lead a Needs Assessment Survey for businesses and employees directly impacted by the fire. Expected to be distributed by the end of the week, the survey will gather critical information about immediate operational and financial needs, employee impacts and job displacement, interest in temporary or shared work and storefront solutions, and updated contact information to ensure ongoing communication and follow-up. The data collected will help inform coordinated support from nonprofits, funders, and public agencies.

To support transparency and make it easier for the community to help, the Arcata Chamber will host an [interactive map and resource page](#) on its website highlighting all fundraising events happening throughout the county in support of businesses affected by the fire. In addition, the Chamber will maintain a centralized list of vetted funding and donation sites, allowing community members and donors to confidently support legitimate relief efforts.

Partners are also actively exploring temporary and shared space solutions that could help displaced businesses resume operations more quickly. Options under consideration include shared or co-op storefronts and the reuse of vacant or underutilized commercial spaces within the region.

Community-wide fundraising and visibility efforts are also underway. A series of collaborative events are being planned for January 30 through February 1, including a multi-day, “Porch Fest”—style crawl across a growing list of participating venues such as Humbrews, Richards’ Goat Tavern and Tea Room and Arcata Playhouse, breakfast events, live music and retail shop hosted fundraisers throughout the weekend, art open houses, and a community vigil and “Hero Parade” honoring impacted businesses, workers, and first responders. Local businesses

interested in hosting fundraising activities will be encouraged to coordinate with the Arcata Chamber to ensure shared visibility and alignment.

“Our priority is listening first and responding with intention,” said Meredith Maier, Executive Director of the Arcata Chamber of Commerce. “The Needs Assessment Survey will help us understand exactly what our businesses and employees need, and the interactive map will make it easy for the community to show up in meaningful, coordinated ways.”

“These businesses are not just storefronts — they are the heart of our local economy and culture,” said Rosa Dixon, Executive Director of Humboldt Made. “Humboldt Made is committed to standing alongside our makers, entrepreneurs, and small businesses as they navigate recovery and rebuild stronger than before.”

“Tourism, lodging, and small business are deeply interconnected,” said Meredith Mathews, Executive Director of the Humboldt Lodging Alliance. “Supporting these businesses is essential to the long-term vitality of our region, and we are proud to be part of a collaborative effort that keeps our local economy and community fabric intact.”

“After disasters like this, clear guidance and practical support can make all the difference,” said Wil Franklin, Executive Director with the North Coast Small Business Development Center. “We are here to help business owners evaluate their options, stabilize financially, and make informed decisions about recovery, relocation, and continuity.”

This coordinated response reflects the strength of the region’s partnerships, bringing together economic development organizations, nonprofit leaders, municipal agencies, and business advocates with a shared commitment to supporting Arcata’s small businesses during this devastating time.

Community members are encouraged to remain engaged, support local businesses where possible, and stay informed through the Arcata Chamber’s website and partner channels. Additional details, including the Needs Assessment Survey, interactive map, and fundraising event calendar, will be released in the coming days.

Media Contact: Meredith Maier Executive Director, Arcata Chamber of Commerce
707-834-1318
Meredithm@arcatachamber.com

[interactive map and resource page](#)