

FORTUNA

VISITOR'S & RELOCATION GUIDE

PLUS MEMBERSHIP DIRECTORY



• Attractions • Shopping • Lodging
• Dining • History • Event Calendar

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An official Publication of The Fortuna Chamber of Commerce

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ferndale@landmarkhumboldt.com



Jeremy

LIC#01339550



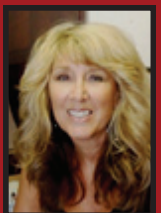
Jessica

LIC#01204126



Molly

LIC#01983594



LeeAnn

LIC#01265369



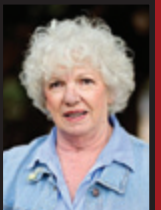
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FORTUNA TABLE OF CONTENTS

Welcome to Fortuna.....	4
History.....	6
Where to Stay.....	8
Resources (Helpful Phone Numbers)	8
Calendar of Events	14
A Pet Friendly City	12
Redwood Coast FAQs.....	16
Redwood Coast Facts	17
City of Fortuna Contacts	17
Hiking	18
Doing Business in Fortuna	18
Why Fortuna?	19
Chamber Business Directory	20

All telephone area codes are (707) and addresses are California, unless otherwise indicated.

Times Standard

The North Coast's Daily Newspaper, Founded 1854

www.times-standard.com

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Welcome to ***Sunny Fortuna!***



Welcome to Sunny Fortuna.

You will find Fortuna is the perfect place to base your Redwood Adventure during your visit to the North Coast. Whether you are staying one day, one week or a lifetime, Fortuna offers all of the amenities of a large town with the friendliness of a small community.

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Always the Friendly City



Even before it became to be known as Fortuna, there was something special about this little community and it was playing a big part in the success of the Eel River Valley.

It was, one report noted, "a friendly city," opening its doors to individuals and families seeking new and better lives in a variety of different areas, including farming, fishing and logging, in addition to prospecting for gold.

Many settlers originally drawn to California by the prospects of gold soon returned to the farming life they had known in the East, settling in the rich lands of the valley to raise livestock, grains, and a variety of fruits.

The area's ground yielded plentiful crops of fruit and vegetables, while the dairy industry took an early foothold and be-

came the premiere farming occupation.

The popular local products became well-known outside the area and were soon shipped to San Francisco.

People of different cultures settled to work in the fish canneries on the lower Eel River, build roads and railroads.

The area was quickly settled by the Italians, Swiss and Portuguese, and many individuals today can trace their lineage to these immigrants with strong work ethics of a century ago.

This small, unincorporated town first was known as Slide (named after a large slide in the area from present-day State Highway 36 to Kenmar Road) and then was changed to Springville (named after the numerous natural springs).

Originally a company town to accommodate local mill workers, Springville eventually grew large enough to house a post office.

By 1884 the Springville residents had sent a petition to the state legislature asking that the town's name be changed to Fortuna.

It is unsure who officially decided upon the name Fortuna - meaning fortune - but it is believed to have been a local minister and real estate agent who made lots available at affordable prices.

On July 3, 1888, the town and post office were officially named Fortuna. The town quickly grew into its name "fortune," due in part to its excellent location between the redwood forests, the Pacific Ocean and the Eel River

Valley.

After Fortuna was incorporated on Feb. 20, 1906, it established itself as a growing community with a city council, a night watchman and a fire and water committee. It became known for its agricultural excellence in its vegetable crops, berries and fruits as well as fish from the Eel River, although it was the lumbering that put Fortuna on the map.

The lumber mills that had first established Fortuna as a mill town regulated Fortuna's growth, and the area became more populated as the town became more prosperous. People moved to Fortuna with the prospect of good jobs and an orderly town in which to raise their families.

Meanwhile, the railroad was



built to haul trees to the mills and finished wood products to the boat landings. Later it grew to haul freight, farm products and passengers.

The Pacific Lumber Company built a small section from Scotia to Alton and then to its mill in Carlotta, while the completion of the tunnel through Table Bluff in 1885 allowed the Eel River and Eureka Railroad to make daily scheduled runs from Eureka to Alton.

bringing news and mail, picking up farm produce and passengers.

By 1893 a railroad depot had been built in Fortuna.

Work had been started to link the North Coast's railroads with the rest of the world, and on Dec. 1, 1914, the first regular train from out of the area passed through Fortuna at 9:20 p.m. and arrived in Eureka at 10 p.m. Fortuna became a regular stop between Eureka and San Francisco, giving travelers easy access to the area. Trains also became the fastest way for mail to be transported between towns.

The railroad put Fortuna in an enviable position—it had the rail line to town as well as local roads to Ferndale and other towns to the north and south. By having connections in every direction, Fortuna began to grow and the other smaller towns in the area began to lose their prestige. People even began to take the train to Fortuna instead of taking the ocean steamers to Eureka.

Fortuna, originally known for



In Alton, passengers and freight would switch to Pacific Lumber Company trains for the journey to Scotia and points south. Before long the track was extended to Dyerville and local trains made stops at all the small settlements along their tracks, www.discovertheredwoods.com

its ideal location and prosperity, is now known for its eagerly awaited events and festivals.

Today thousands of visitors enjoy one—or many—of the numerous activities in “the friendly city.”



**Thank you to
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Resources & Helpful Numbers

Area Codes (707) unless otherwise specified

CABLE SERVICE

Suddenlink Communications 877-443-3127

CARE FACILITIES

Ladies Choice, Fortuna 725-7899
Brookdale Fortuna 726-0111

CEMETERIES

Fortuna Cemetery District 725-6459

CITY GOVERNMENT

City Hall (business licenses, sewer, water, permits) 725-7600
Fortuna Business Improvement District (FBID) 725-9261
Parks & Recreation (general) 725-7620

Parks & Recreation (skating rink info) 725-7622
Police Department (non-emergency) 725-7550
River Lodge & Monday Club reservations 725-7572

GAS/ELECTRIC/TELEPHONE SERVICE

PACIFIC GAS & ELECTRIC
Emergency & Customer Services (800) 743-5000
Residential Services (800) 310-2355
Commercial Services (800) 750-2355
AT&T (888) 729-5323

HOSPITAL/AMBULANCE SERVICE

Redwood Memorial Hospital, 3300 Renner Drive 725-3361
City Ambulance - Fortuna 725-8020

MUSEUM

Fortuna Depot Museum, 3 Park Street..... 725-7645

NEWSPAPERS

Ferndale Enterprise, ferndaleenterprise@suddenlink.net..... 786-4611

North Coast Journal 442-1400

Times-Standard, times-standard.com 442-1711

POST OFFICE

Fortuna Branch, 699 13th Street..... 725-9306

PUBLIC LIBRARIES

Eureka Main Library, 1313 3rd Street, Eureka 269-1900

Fortuna Branch, 775 14th St., website: humlib.org 725-3460

RECREATIONAL VEHICLE PARKS

Ancient Redwoods Resort,
28101 Avenue of the Giants, Redcrest..... 722-1910

Benbow KOA, 7000 Benbow Dr, Garberville 923-2777

Redcrest Resort, 26459 Avenue of the Giants, Redcrest 722-4208

Riverwalk R.V. Park, 2189 Riverwalk Drive..... 725-3359

SENIOR LIVING

AARP (888) 687-2277

Area I Agency on Aging 442-3763

Fortuna Senior Bus 725-7625

Fortuna Senior Center 726-9203

Humboldt Senior Resource Center, Eureka..... 443-9747

Retired Senior Volunteer Program (R.S.V.P.) 442-3711

Senior Information & Assistance 442-9591

SCHOOLS

Fortuna Elementary School District 725-2293

South Fortuna Elementary School 725-2519

Fortuna Middle School 725-2293

N. G. Ambrosini Elementary School 725-4688

Redwood Preparatory Charter School 682-6149

Toddy Thomas Elementary School 725-5197

Fortuna Union High School District 725-4461

Academy of the Redwoods 476-4577

Fortuna Union High School 725-2244

COLLEGES

College of the Redwoods 476-4100

Humboldt State University 826-3011

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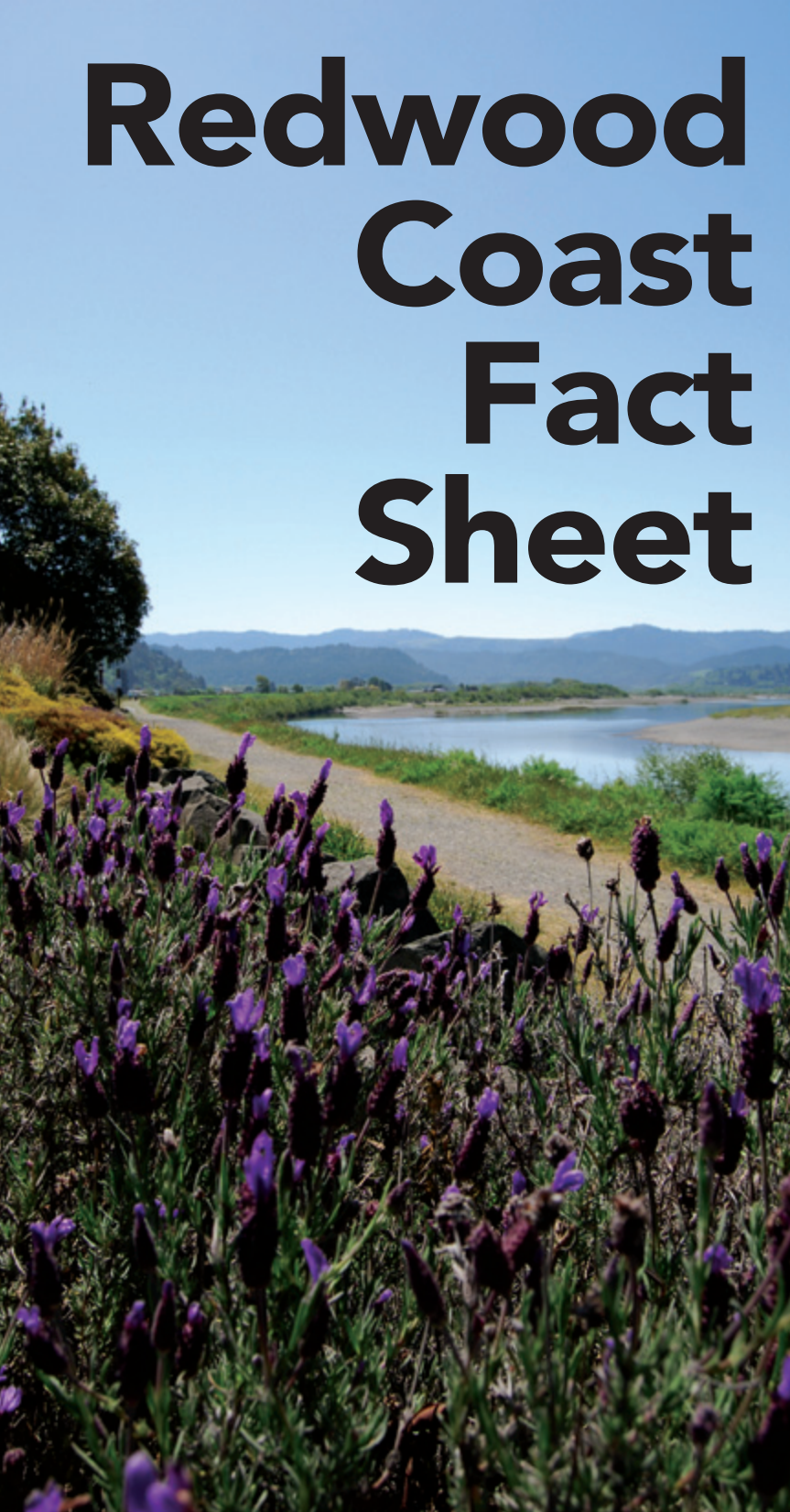
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Redwood Coast Fact Sheet



Humboldt County boasts a scenic 110-mile coastline, more than 160,000 acres of majestic redwoods and an unspoiled terrain of valleys and rolling hills. Visitors of all ages can enjoy some of the nation's finest hiking and boating as well as rafting, kayaking, fishing, horseback riding, golfing and other sports for outdoor enthusiasts. In addition, Humboldt County turns back the clock with its rich Victorian architecture, history and antique shops. Truly a treasure, Humboldt County is a land of visual splendor.

LOCATION—Bordered on one side by the Pacific Ocean, Humboldt County is 200 miles north of San Francisco. Eureka, the county seat, is 284 miles north of San Francisco and 466 miles south of Portland, OR.

POPULATION—132,000. 57,000 people live in seven incorporated cities, the remaining reside in the counties rural communities and countryside.

LAND MASS—2.3 million acres, 3,572 square miles - 80% of which is timberland and recreation areas. The county is mostly mountainous except of the area which surrounds Humboldt Bay.

CLIMATE—Average temperature along the coast in January is 47 degrees; in July it is 56 degrees. Inland temperatures average 85 degrees. Rainfall in Eureka averages 38 inches a year, while on the Lost Coast the rainfall often exceeds 100 inches.

FOUNDED—Humboldt Bay's re-discovery and the County's founding is attributed to Dr. Josiah Gregg and his companions, who traveled west on foot from the Trinity Gold Fields in 1849. The re-discovery of the Humboldt Bay entrance is credited to H.H. Buhne, who piloted a small boat through the Bay entrance and landed on the shores in 1850.

DRIVE YOUR CAR THROUGH AN ACTUAL REDWOOD TREE OR ON TOP OF A REDWOOD LOG!

*Count the rings of history as you
explore the redwood forest.*

There are three "Drive-Through" Trees located on the North Coast. All are privately owned and a fee is charged to drive through. The closest one to Humboldt Redwoods State Park is the Shrine Drive-Thru Tree in Myers Flat, four miles south of the park visitor's center.

THE TREES AND THEIR LOCATIONS

HEADING NORTH:

Chandelier Tree: Leggett, South of Humboldt Redwoods State Park (On Drive-Thru Tree Rd. in Drive-Thru Tree Park) Follow the signs on Highway 101. 707-925-63 Shrine Drive-Thru Tree, and Drive-Over Tree: Myers Flat (Take the Myers Flat exit from Highway 101) Drive your car through a redwood tree or over a fallen redwood log. The kids will like our two 2-story tree houses and the children's walk-through stump. Visit the redwood gift shop and enjoy ice cream along side the drive-thru tree.

CITY OF FORTUNA WHO TO CONTACT

ANIMALS - Lost or Found - Police Department707-725-7550
BUILDING PERMITS - Building Department707-725-7600
BUSINESS LICENSES - City Hall707-725-7600
BURN PERMITS - Air Quality Control707-443-3093
DOG LICENSES - Police Department707-725-7550
EMERGENCY **DIAL 911**
SENIOR BUS SERVICE - Parks and Recreation707-725-7625
SEWER AND WATER PROBLEMS - City Hall (M-F, 8 to 5)707-725-7600

POLICE DEPARTMENT - (nights & weekends)707-725-7550
SEWER AND WATER SERVICE - City Hall707-725-7600
STREETLIGHT OUTAGES - City Hall707-725-7600
 (PLEASE BE PREPARED TO PROVIDE POLE NUMBER FOUND ON POLE)

ADDRESSES AND PHONE NUMBERS FOR CITY FACILITIES

CITY HALL - 621 11th Street – Administration, Finance,
 Personnel, Engineering, Building, Planning707-725-7600
POLICE DEPARTMENT - 621 11th Street – Police Services,
 Animal Control, Youth Services Business calls - 707-725-5500
 Emergency - 911
DEPOT MUSEUM, 3 PARK STREET707-725-7645
PARKS AND RECREATION - 5 Park Street (Rohner Park)
PARKS Recreation, Skating,
 After - school program, Summer Fun707-725-7620
PUBLIC WORKS – WATER AND SEWER
WASTEWATER TREATMENT PLANT, 180 Dinsmore Drive
 707-725-7630
PUBLIC WORKS – STREETS AND DRAINAGE
 Corporation Yard, 190 Dinsmore Drive707-725-7616
RIVER LODGE – CONFERENCE FACILITY
 1800 Riverwalk Drive707-725-7572
 Monday Club, 610 Main Street707-725-7572



HELPFUL WEBSITES

FortunaChamber.com
 DiscoverTheRedwoods.com
 FriendlyFortuna.com
 SunnyFortuna.com
 NorthcoastWeather.com
 FortunaBusiness.com
 FortunaRiverLodge.com
 Redwoods.info



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CONTESTANT



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WINNER, 2018 DOG OF THE YEAR



A Pet Friendly City

The city of Fortuna welcomes you and your pets. We have a fenced dog park right off Highway 101 on Dinsmore Drive, off of River Walk Drive. In addition, we have a wide variety of pet services in Fortuna.



PET SERVICES

Fortuna Pet Shoppe
(707) 725-3941,
650 11th St, Fortuna, CA 95540
Critter Sitters of Humboldt
(707) 726-0326

Deb's Bark Ave. Grooming
(707) 726-9111
2873 School St, Fortuna, CA 95540

Melissa's Purdy Pups
(707) 601-1761

Sparky's Pet Sitting
(707) 786-9291

Animal Medical Center
(707) 725-6114
105 Main St, Fortuna, CA 95540

Fortuna Veterinary Clinic
(707) 725-6131,
251 N Fortuna Blvd, Fortuna, CA 95540

NHS/Fortuna Feed
(707) 601-1761
126 Dinsmore Drive, Fortuna, CA 95540

PET FRIENDLY LODGING



Super 8 Fortuna
(707) 725-2888
1805 Alamar Way, Fortuna, CA 95540

The Redwood Riverwalk Hotel
(707) 725-5500
1859 Alamar Way, Fortuna, CA 95540

Best Western Country Inn
(707) 725-6822
2025 Riverwalk Dr, Fortuna, CA 95540

Riverwalk RV Park
(707) 725-3359
2189 Riverwalk Dr, Fortuna, CA 95540

ANIMAL RESCUE

Miranda's Rescue
(707) 725-4449
1603 Sandy Prairie Rd, Fortuna, CA 95540



Lodging

WHERE TO STAY

BEAR RIVER CASINO RESORT

11 Bear Paws Way, Loleta
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(707) 725-5500
TheRedwoodHotel.com

www.discovertheredwoods.com

REDWOOD SUITES

332 Ocean Avenue, Ferndale,
(707) 786-5000
www.redwoodsuites.com

TRAVEL INN MOTEL

275 12th Street, Fortuna
(707) 725-6993

VICTORIAN INN

400 Ocean Avenue, Ferndale
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RV PARKS

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(707) 923-2777
www.benbowrv.com

REDCREST RESORT

126459 Avenue of the Giants, Redcrest
(707) 722-4208
www.RedcrestResort.com

RIVERWALK RV PARK

2189 Riverwalk Drive, Fortuna
(707) 725-3359 (800) 705-5359
www.riverwalkrvpark.com



ATTRACTIONS in & around Fortuna

River Walk Trail – Walk along the Eel river and enjoy the view. Located off of Riverwalk Drive behind the River Lodge, 1800 River Walk Drive, Fortuna Ca 95540

Rohner Park & Newberg Park Trails – Excellent redwood hiking experience without leaving the Friendly City of Fortuna.

Van Duzen County Park - Beautiful virgin redwood groves. Great for picnicking, camping, hiking, fishing and swimming in the Van Duzen River. 12 Miles east off of the HWY 36.

Grizzly Creek Redwood State Park - It's small with only five miles of trails. Those who come earn big rewards: a sublime redwood forest full of big trees and few people. 16 Miles east off of the HWY 36.

Chapman's Gem & Mineral Shop – A museum of prehistoric Fossils and gems. Located 4 South of Fortuna of the 101

Headwater Forest Reserve - The Headwaters Forest Reserve is a group of old growth coast redwood groves, comprising about 7,472 acres, managed by the Bureau of Land Management as part of the National Landscape Conservation System. They offer one Mile of hikes and priceless views. Call 707-825-2300 for more information.

Humboldt Bay Wildlife Refuge - Coastal habitats conserved at Humboldt Bay National Wildlife Refuge are some of the most beautiful and biologically rich places in the world. Location: 1020 Ranch Road, Loleta, California 95551 Call (707) 733-5406 to schedule a visit

Humboldt Botanical Gardens - The Gardens are constructed on a 44.5 -acre site south of Eureka near the Humboldt Bay and host exotic plants that you've probably never even heard of. Location: 7707 Tompkins Hill Rd, Eureka, CA 95503

Loleta Cheese Factory - Recognized not only for the awesome cheese produced but also for its award winning garden and quaint country store, the Loleta Cheese Factory is truly a taste of freshness. Location: 252 Loleta Drive Loleta, CA 95551

Depot Museum – Located in Rohner Park, The Depot Museum is a great place to take your family to see displays and investigate Fortuna's past, as well as the history of the Eel River valley.

Ave of the Giants - World-famous scenic drive staring an outstanding display of giant redwood trees, surrounded by Humboldt Redwoods State Park. Take time to picnic, camp, hike, swim, fish, raft or bike ride in the cool hush of these ancient redwood forests. For more information call (707) 946-2263

Bear River Casino - Come try your luck at Bear River Casino, where is pays to play. Location: 11 Bear Paws Way, Loleta, CA 95551

Victorian City of Ferndale - Come see the Lost Coast come alive in this historic city. Visit the Ferndale museum and the Repertory Theatre one of Humboldt's greatest arts.

Centerville Beach – This nine mile stretch of secluded beach is only 20 min away, here you can enjoy the impressive sandstone cliffs, view wildlife and birds, and even see mother whales migrating with their young in April and May when they swim closer to land. Don't forget to visit Ferndale along the way.



Shopping

ANTIQUES

Fortuna Art & Old Things	725-3003
Quality Antiques	725-2394
The Antique Depot	725-5503

APPAREL

Frivolous Apparel Pop Up Boutique	845-1164
Sport & Cycle	725-9405
Strehl's Family Shoes & Repair	725-2610

APPAREL, CUSTOM

Lotus Mountain Custom Screen Printing	682-6182
Stitch Witch, Embroidery	725-2681

APPLIANCES

Eel Valley Appliance	725-6734
Redwood Appliance	725-7918

ARTISTS

Dakota's Designs	paintingsbyDakota.com
Dias Artistries	267-4920
Mad Metals	725-0660
Martha's Pottery	916-261-0111

ARTS & CRAFTS

Fortuna Fabrics & Crafts	725-2501
Generations	725-4293
Scrappier's Edge	445-9686

BEAUTY SALONS

Allure Day Spa & Hair Design	725-0900
JH & Company	725-6866
Snip!	725-6222
Tangles	725-6341

ENTERTAINMENT

Bear River Casino, 11 Bear Paws Way, Loleta	800-761-2327
Blue Lake Casino, 777 Casino Way, Blue Lake	800-706-7717
Ferndale Repertory Theater, 447 Main St., Ferndale	786-5483
Fortuna Concert Series, 610 Main St., Fortuna (Sept. thru May)	725-3959
Fortuna Theater (movies), 1241 Main St., Fortuna	725-3010
Timeout Sports Pub, 1095 S. Fortuna Blvd., Fortuna	725-9100

GROCERIES & MEATS

Beverage Plus Foods	725-9303
Costco	441-8750
Farmer's Market (Seasonal)	
Ferndale Meat Co.	786-4501
Grocery Outlet	725-7010
Loleta Meat	733-5319
Ray's Food Place	725-3835
Safeway Inc.	725-5104

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RESTAURANT & FOOD GUIDE



Auction Yard Café, 603 Third Street	725-5188
Aztec Grill, 875 Main	725-4269
Bear River Casino, 11 Bear River Drive, Loleta	(800) 761-2227
Benbow Historic Inn, Garberville	923-2124
Blue Lake Casino, 777 Casino Way, Blue Lake	(800) 706-7717
Bob's Footlongs, 505 12th Street	725-2016
Burger King, 925 S. Fortuna Blvd.	725-1706
Clendenen's Cider Works, 96 South 12th St.	725-2123
Double D Streak, 320 Main Street	725-3700
Eel River Brewing Company, 1777 Alamar Way	725-2739
Fat Anne's Bakery & Bistro, 939 Main Street	617-2506
Ferndale Meat Co. Deli, 376 Main St., Ferndale	786-4501
Hoppy's Fro-Yo, 1151 Main Street	682-6187
Hot Brew, 904 S. Fortuna Blvd.	725-2361
Hunan Village, 1468 Main Street	725-3459
Jitter Bean Coffee Co., 466 N. Fortuna Blvd.	725-4594
Kome, 679 S. Fortuna Blvd.	725-8899
Las Cazuelas, 435 N. Fortuna Blvd.	725-2431
Loleta Cheese Factory, 252 Loleta Drive, Loleta	733-5470
McDonald's of Fortuna, 761 S. Fortuna Blvd.	725-9530
Papa Murphy's Pizza, 705 S. Fortuna Blvd.	725-9391
Pepper's, 719 S. Fortuna Blvd.	725-5580
Philly Cheese Steak Shoppe, 1095 S. Fortuna Blvd.	617-2502
Queso Kings Grilled Cheese Bar, 252 Loleta Drive, Loleta	733-5470
Ray's Food Place Deli, 2009 Main Street	725-3835
Ramone's Bakery, 2009 E Street, Eureka	445-2923
Redwood Cafe, 1206 Main Street	725-3998
Redwood Empire Golf & CC, 253 Country Club Drive	725-5195
Ridgetop Café and Coffee Barn, 623 Fernbridge Dr., Fortuna, CA 95540	786-3900
Safeway Deli, 701 S. Fortuna Blvd.	725-5104
Shotz Coffee, 167 Main Street	725-8000
Subway, 741 S. Fortuna Blvd.	725-6218
Taco Loco, 955 Main Street	725-5546
Timeout Sports Pub, 1095 S. Fortuna Blvd.	725-9100
Tom's Sourdough Pizza, 101 12th Street	725-1123
VI, 400 Ocean Street, Ferndale	786-4950



Community EVENTS

MARCH

DAFFODIL FESTIVAL Springtime in Humboldt County means daffodils. The Fortuna Garden Club's annual Daffodil Show features more than 600 stems of the sunny flowers on display. This is one of three major daffodil shows in the state, drawing amateur growers and propagators from California and Oregon. Call River Lodge at 707-725-7572 for dates.

MAY

KINETIC SCULPTURE RACE – Better known as the Great Arcata to Ferndale World Championship Kinetic Sculpture Race, the event matches human powered engineering and art all wrapped up in imaginative racing machines, including a 93-foot King fish, a 3 wheeled evening slipper, a yellow submarine and other creative entries. For information, <http://www.kineticsculpturerace.org/> Held on Memorial Day.



JUNE

CITYWIDE YARD SALE Centered in Downtown Fortuna, Main Street and side streets are filled with sellers of antiques, collectibles and rummage. The rest of town gets into the act with yard and garage sales all over – First Saturday in June.

ART & WINE IN THE PARK A perfect start to summer in the heart of Fortuna at Rohnerville Park. The event features hundreds of wines to taste from local and regional vintners and a fine arts area and crafts market to browse and shop - Second Sunday in June.

JULY

FORTUNA RODEO More than 85 years in the running, the Rodeo itself culminates a week of fun and games for the family. Beginning on Friday with family night and continuing with Saturday's parade, fun and action inside the arena and out capped with a Cowboy Mixer and Dance. Sunday brings more broncos, bulls, barbecues and barrels. For information, www.FortunaRodeo.com - Third Full Weekend in July



REDWOOD AUTOXPO Antique cars and hotrods, antique tractors and farm equipment are all highlights of this event. Don't miss the cruise in Fortuna Friday night, followed by a sock-hop. Stay all weekend and catch the burnout contest Sunday afternoon. For information, www.redwoodautoxpo.com - Fourth full weekend in July

AUGUST

WILDWOOD DAYS – A celebration of the colorful history of the city of Rio Dell, featuring a parade, carnival-type games, plenty of food, and good fun. There are activities for almost every age, including a county-wide bocce ball tournament on the new bocce ball courts and bingo in the Firemen's Hall. First full weekend in August. Visit wildwooddays.org for more information.

HUMBOLDT COUNTY FAIR – One of the county's most successful events, held over a two-week period in Ferndale, features horse and mule racing, carnival rides and games, livestock exhibits and demonstrations, and more in an old-fashioned carnival-like atmosphere. For information, humboldtcountyfair.org.



FORTUNA RODEO

www.discovertheredwoods.com

HOPS IN HUMBOLDT Beer! More than 25 microbreweries converge in Rohner Park for beer tasting. The charity event also features an eclectic music line-up, a crafts area, "beer games" and a people's choice award. For information, hopsinhumboldt.com. Held the fourth Saturday in August

OCTOBER



APPLE HARVEST FESTIVAL Enjoy the fruits of the fall harvest all over town at our six different venues. Free apple and cider tasting at Clendenen's Cider Works, the Downtown street fair, fun for the kids at Redwood Village, stops at Strongs Creek

and Mid-Towne Plaza, variety sale and live music in Rohner Park. Held the first Saturday in October.



GRAVE MATTERS & UNTIMELY DEPARTURES

Murder! Mystery! Intrigue! Held the Sunday of/or before Halloween, Grave Matters brings haunting tales to life of both the obscure and the infamous buried in Fortuna's cemeteries.

DECEMBER

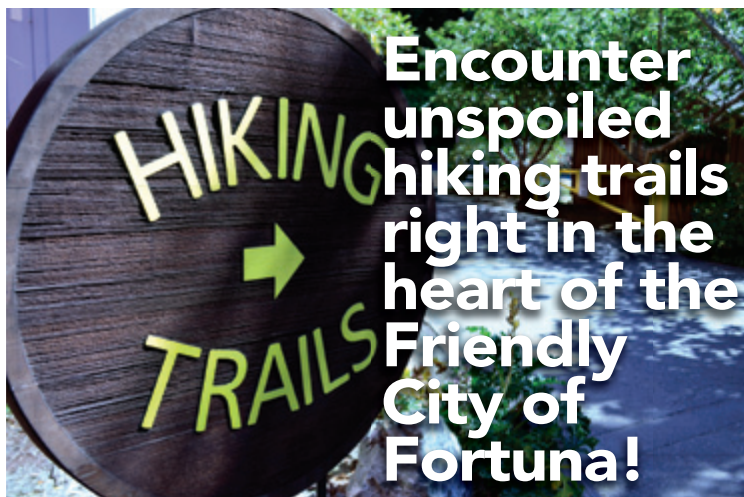
AL GRAY MEMORIAL ELECTRIC LIGHTED PARADE

Bundle up and watch the big rigs, floats and other vehicles decked out in festive lights. Leaves Redwood Village Shopping Center at 6:30 p.m. and travels through town to downtown Fortuna. Entries are displayed from 9th to 12th streets. Generally held the first Friday in December.

FORTUNA CHRISTMAS MUSIC FESTIVAL Free day of music performed by nearly 400 musicians in a variety of ensembles, choirs and bands. An afternoon full of music of the season. Held the second Sunday in December.

AND DON'T FORGET...

HUMBOLDT CRABS baseball, featuring top collegiate talent, regularly from June to August at the Arcata Ball Park in Arcata. Always a favorite of families and fans, the Crabs have been a regular attraction in Humboldt County since the mid-1940s. For information, <http://www.humboldtcrabs.com>.



Encounter unspoiled hiking trails right in the heart of the Friendly City of Fortuna!

The Rohner Park redwood forest trails are an exhilarating aspect of the park that many people have yet to discover.

The Rohner Park redwood forest trails take hikers through nearly two miles of one of the finest mature second growth redwood forests in Northern California. Most of the forests in Humboldt County that were first harvested about one hundred years ago have been harvested again. But thanks to the Rohner family and the City of Fortuna, this rare type of forest has been preserved and is easily accessible.

In addition to significant redwoods, Rohner Park features a complex undergrowth of native plant life. Hikers on the Rohner Park Trails will observe plentiful wild shrubs and herbs including evergreen huckleberry, red huckleberry, salal, oxalis, Clintonia lily and many other species.

A BRIEF HISTORY OF ROHNER PARK

The family and descendants of pioneer Henry Rohner transferred Rohner Park to the city of Fortuna through a series of sales and donations dating from 1907 to 1940. Over the years the park has been developed and maintained with the cook shack, picnic area, ball

park, rodeo grounds, Depot Museum and a scenic system of hiking trails.

The Rohner Park Trails offer an excellent redwood hiking experience without leaving the Friendly City of Fortuna! For more information about Fortuna visit discovertheredwoods.com or fortunachamber.com. Contact the Fortuna Chamber of Commerce: (707) 725-3959 or (800) 426-8166.

ALSO IN ROHNER PARK

The Depot Museum, Fortuna's local history museum, was originally built in 1893 and served as an active railway station until 1965. In 1974 the City of Fortuna purchased the building for the purpose of creating a museum and moved it to its current location in Rohner Park. As part of Fortuna's Bicentennial celebration, the Museum had its grand opening on July 4, 1976. Filled with history of the Eel River Valley, the Fortuna Depot Museum is open seven days a week in June, July and August; and open Thursday through Sunday, from September through May. Museum hours are 12:00 p.m. – 4:30 p.m. For more information on the Fortuna Depot Museum call (707) 725-7645, e-mail

fortunamuseum@ci.fortuna.ca.us, or visit friendlyfortuna.com



Doing Business in Fortuna

The Fortuna Business Improvement District (FBID) is designed to keep the business community healthy, including marketing Fortuna to the region, business seminars, a business-to-business guide, community event support and other business services.

The business improvement district office acts as a first stop for businesses starting-up or looking to relocate in Fortuna. It is also a tool for established Fortuna businesses to utilize regarding questions or services available to help retain businesses. The FBID coordinator helps entrepreneurs and home based businesses find locations, gives referrals to other economic development resources and aids in promoting their new venture. The FBID website, FortunaBusiness.com actively markets the town to relocating businesses, has a listing of commercial space and data on why Fortuna is a best choice for business location.

Merchants located in the "Core Areas" of Redwood Village Shopping Center, Downtown Fortuna and Strongs Creek Plaza have marketing associations that work with FBID in putting on retail events and advertising for their own shopping and service destinations.

The FBID office is located inside the Fortuna Monday Club at 610 Main Street, and can be reached by calling 707-725-9261 or through www.FortunaBusiness.com.



Fortuna is in the center of beautiful Humboldt County and just minutes away from magnificent Redwoods, pristine beaches, and historic settlements. Whether you are staying for a week or a lifetime, let us show you why Fortuna is known as “The Friendly City.”

PARKS & RECREATION

The City of Fortuna owns, maintains and operates two Parks—Rohner Park and Newburg Park. Both parks are intensively managed for multiple recreational activities and special events. There is a second growth forest in Rohner Park that is managed to protect its natural features and where hiking trails are available.

Rohner Park is a 55-acre park located in the center of Fortuna; it has a large Pavilion that is used for skating, basketball, dances, parties and other special events. Other facilities include a Rodeo Arena, three Little League baseball fields, batting cages, a recreation softball field, an outdoor basketball court, horseshoe pits, a volleyball court, a pistol range, a cook shack, a deep pit barbecue, two playgrounds, a recreation hall, a large picnic area, several smaller picnic areas, public restrooms, hiking trails, a second growth Redwood forest and a Museum.

In 1979, the City of Fortuna purchased 18 1/5 acres of pastureland and created Newburg Park. Newburg Park has a variety of recreational facilities including: two regulation hardball fields, two regulation softball fields, one regulation soccer field, seven additional soccer fields of varying sizes, a picnic area, a playground, an all weather walking path and public restrooms. If you are planning a wedding or a business meeting, our award-winning River Lodge is an ideal location. The beautiful setting and impeccable service make it one of the best venues on the North Coast.

www.discovertheredwoods.com

HEALTH CARE

Health and human services are extremely important in treating and monitoring the needs of the community. Physicians, dentists, optometrists, foot specialists, physical therapy and counseling services are some of the medical services available in Fortuna.

Located in the heart of Fortuna, Redwood Memorial Hospital is a full-service, 25-bed critical access hospital that features a 24-hour emergency room.

Located next to the hospital is the Fortuna Community Health Center (open as of July 2018). The state-of-the-art, 32,000 square-foot facility provides medical, dental, tele-medicine and behavioral health services. The Health Center has a total of 30 medical exam rooms, 7 dental operatories, a diagnostic laboratory, a medication dispensary, a teaching kitchen, a behavioral health suite with three private offices and three conference rooms.

COMMUNITY CENTER COMING SOON

The Gene Lucas Community Center will be located adjacent to Newburg Park. The 18,000 square foot facility will provide activity and event space and house The Fortuna Senior Center, The Multi-Generational Center (MGC) and will be home of the McLean Foundation.

We have it all right here in Fortuna. Let your Redwood Adventure start—and end—here with us in sunny Fortuna.

Business Directory



BUSINESS DIRECTORY

The Fortuna Chamber of Commerce is a membership organization of individuals and businesses who join together to enhance economic growth through the promotion and support of our community, civic interests and member businesses.

ACCOUNTING

Anderson, Lucas, Somerville, Borges 725-4442
DeMello, McAuley, McReynolds & Holland, LLP 725-9184

ADULT DAY PROGRAM

Reaching for Independence 725-9010

ADVERTISING

Precision Intermedia 725-0804

AMBULANCE SERVICE

City Ambulance 445-4907

ANIMAL RESCUE

Miranda's Rescue 725-4449

ANTIQUES

Fortuna Art & Old Things 725-3003
Quality Antiques 725-2394
The Antique Depot 725-5503

APPAREL

Frivolous Apparel Pop Up Boutique 845-1164
Sport & Cycle 725-9405
Strehl's Family Shoes & Repair 725-2610

APPAREL, CUSTOM

Lotus Mountain 682-6182
Custom Screen Printing 725-2681
Stitch Witch, Embroidery

APPLIANCES

Eel Valley Appliance 725-6734
Redwood Appliance 725-7918

ARTISTS

Dakota's Designs paintingsbyDakota.com
Dias Artistries 267-4920
Mad Metals 725-0660
Martha's Pottery 916-261-0111

ARTS & CRAFTS

Fortuna Fabrics & Crafts 725-2501
Generations 725-4293
Scrapper's Edge 445-9686

ASSISTED LIVING

Ladies Choice 725-7899
Brookdale Fortuna 682-4759

ATTORNEYS

The Law Office of Tom Herman 725-5369
The Harland Law Firm 725-4426
The Law Office of Robert A. Zigler 725-6934

AUCTION YARD

Humboldt Auction Yard, Inc. 725-5188

AUTOMOTIVE REPAIRS

A-1 Radiator, Battery & Muffler 725-2068
Fortuna Automotive 725-3255
Fortuna Wheel & Brake Service 725-3916
Hummel Tire & Wheel Co. 725-4120

BUSINESS MEMBERS

The following businesses & organizations support the community and the Fortuna Chamber of Commerce through their membership. Please support them when doing business locally. All numbers are 707 area code except where noted

JB Fabrications 682-6183
Kreations Auto Body 764-3525
Les Schwab Tire Center 725-1169
McKay's Collision Repair 725-6483
Murray Motors 725-9456
Rocha's Automotive 725-8777
S&H Auto Machine 725-4673
Sandra's Auto Works 725-6321
Sequoia Gas Station 725-5023

AUTOMOTIVE PARTS & SUPPLIES

NAPA Auto Parts 725-9348

AUTOMOTIVE--TIRE & WHEEL

Fortuna Wheel & Brake 725-3916
Hummel Tire & Wheel Co. 725-4120
Les Schwab Tire Center 725-1169

BANNERS -- PAPER

Horizon Business Products 725-6542
Scrapper's Edge 445-9686

BANNERS -- VINYL

Lotus Mountain 682-6182

BEAUTY SALONS

Allure Day Spa & Hair Design 725-0900
JH & Company 725-6866
Snip! 725-6222
Tangles 725-6341

BOOKKEEPING

Wyatt & Whitchurch, EA, Inc. 725-5109

FORTUNA VISITOR'S GUIDE

BOTANICAL GARDEN

Humboldt Botanical Gardens Assoc. 442-5139

BUSINESS ASSOCIATIONS

AEDC 798-6132
 Fortuna Employees Association 725-1468
 Fortuna Business Improvement District 725-9261
 Humboldt Assn. of Realtors 442-2978
 Humboldt Builder's Exchange 442-3708
 Nor. Cal. Assn. of Home Builders 444-8737
 North Coast Small Business Development Cntr. 445-9720
 Redwood Region Economic Development Comm. 445-9651

BUSINESS SERVICES

Horizon Business Services 725-6542
 Shred Aware 822-4022

CABLE SERVICE

Suddenlink Communications (888) 592-3861

CARE FACILITIES (SEE PAGE 8)**ROADSIDE ASSISTANCE**

AAA 444-1003

CASINOS

Bear River Casino 733-9644
 Blue Lake Casino (877) 252-2946

CATERING

CC Catering 764-5202
 Dorris & Daughter Catering 725-2505
 Hot Brew 725-2361
 The Other Place Catering 617-2119

CELLULAR TELEPHONES

Verizon Wireless 725-4880
 New Trend Wireless 726-7782

CHAMBERS OF COMMERCE

Arcata 822-3619
 Eureka 442-3738
 Ferndale 786-4477
 Garberville-Redway Area 923-2613
 Loleta 489-0450
 McKinleyville 839-2449
 Trinidad 677-1610
 Willow Creek (530) 629-2693

CHIROPRACTORS

Asti Chiropractic 725-1131
 Crosbie Chiropractic 725-5668
 D'Amico Chiropractic 726-9179

CLOTHING (SEE APPAREL - PAGE 15)**CLUBS, ORGANIZATIONS & NON-PROFITS**

Boys & Girls Club of the Redwoods 444-1030
 Eel River Masonic Lodge 725-2355
 Eureka-Humboldt County Visitor Bureau 443-5097
 Fortuna Cemetery District 725-6459
 Fortuna Concert Series fortunaconcert@live.com 725-7862
 Fortuna Garden Club 725-2293
 Fortuna Kiwanis 725-5109
 Fortuna Rotary 726-9203
 Fortuna Sunrise Rotary 845-7445
 Friends of Humboldt Bay NWR 733-5406
 Friends of the Fortuna Library 725-2931
 Hops In Humboldt 725-9261
 Humboldt Crabs Baseball, Inc. 826-2333

Humboldt Literacy Project 725-0655
 Humboldt Taxpayer's League 442-8299
 McLean Foundation 725-1722
 MGC (Multi Generational Center) 725-3300
 Redwood Comm. Action Agency 269-2001
 River Life Foundation 362-9384
 Scotia Band 599-4872
 Sequoia Park Zoo Foundation 441-4263
 The Buckeye 725-8847

COLLEGES & UNIVERSITIES (SEE PAGE 9)**COMPUTERS, SUPPORT & SOFTWARE**

Alternative Computer Services 267-0629
 Ferndale Tech 786-1016
 Network Management Services 268-8850
 Springville Networks 725-9305

CONSULTANTS

Catherine Scott Consulting (Education/Career) 496-8991
 Planning to a T 502-8018
 Smiling Moose Marketing 725-4103

CONSTRUCTION / CONTRACTORS

Beacom Construction Co. 725-3323
 Cooper & Sons Electrical Services 768-3766
 Fortuna Iron Works 725-2608
 Gateway Contracting /Fisher Construction 768-9101
 Humboldt Fence Co. 822-9511
 Plumb Construction 725-4398
 Wendt Construction Co. 725-5641
 Wilson Construction Co. 725-5034

COPYING SERVICE

Horizon Business Services 725-6542
 Scrapper's Edge 445-9686

DAIRY PRODUCTS

Humboldt Creamery 725-6182
 Loleta Cheese Factory 733-5470

DANCE STUDIO

North Coast Dance 442-7779

DENTAL SERVICES

Donald V. Fregeau, Jr., DDS 725-4419
 Elloway & Wonenberg, DDS 725-1303
 Jones & Hindbaugh, DDS 725-5025
 Michael Belluscio, DDS 725-6918

DISTILLERY

Humboldt Distillery 725-1700

DJS

Lightning Boom Productions 502-4352
 Stir Fry Willie 768-5047

DOG GROOMING

Deb's Bark Ave. Grooming 726-9111
 Melissa's Purdy Pups 601-1761

EDUCATION CONSULTING

Catherine Scott Consulting 496-8991

ELECTRICIANS

Cooper & Sons Electrical Services 768-3766

ELECTRONICS, AUDIO

C. Crane Company 725-5940
 RadioLabs International

ENGINEERING

A.M. Baird Engineering & Surveying 725-5182
 Cesaretti Engineered Solutions 725-2377

GHD Engineering 443-8326
 Ontiveros & Associates, Consulting Engineers & Surveyors 725-7410
 SHN Consulting Engineers and Surveyors 441-8855
 Whitchurch Engineering 725-6926

EQUINE THERAPY

Wild Souls Ranch 726-6182

EQUIPMENT, HEAVY-RENTALS

Redi-Rents 725-1191

EQUIPMENT, HEAVY-SALES & SERVICE

Peterson Tractor Co. 725-1888

ERRANDS SERVICES

Reaching for Independence 725-9010

ESPRESSO

Hot Brew 725-2361
 Jitter Bean Coffee Co. 725-4594
 Ramone's Bakery 442-1336
 Shotz Coffee 725-8000

EVENT PLANNING & RENTALS

Lightning Boom Productions 502-4352
 North Coast Events & Rentals 682-6136
 Planning to a T 502-8018
 Stir Fry Willie, DJ 768-5047

FABRICS, YARN, ETC.

Fortuna Fabrics & Crafts 725-2501
 Generations Collectibles 725-4293

FEED & PETS

NHS/Fortuna Feed 725-3333
 Fortuna Pet Shoppe 725-3941

FENCING

Humboldt Fence Co. 822-9511

FILM COMISSION

Humboldt/Del Norte Film Commission 443-4488

FINANCIAL SERVICES - ADVISING & PLANNING

Edward Jones Inv., Hec Wood 725-1112
 Edward Jones Inv., Janelle Swan Robinson 725-7813
 Edward Jones Inv., Jerry Beacom 725-5098
 Johnson Wealth Management 725-7120
 LPL Financial 725-1565

FINANCIAL SERVICES - BANKING/CREDIT UNION

American AgCredit 445-8871
 Coast Central Credit Union 445-8801
 Redwood Capitol Bank 725-4722
 TriCounties Bank 725-7150
 U.S. Bank 725-3326
 Umpqua Bank 725-7474
 Wells Fargo Bank 725-2799

FINANCIAL SERVICES - BUSINESS PLANNING

AEDC 798-6132
 North Coast Small Business Development Cntr. 445-9720

FINANCIAL SERVICES - LENDING

American AgCredit 445-8871
 RREDC-gap lending

FINANCIAL SERVICES - MORTGAGE

Briton Mortgage 443-9940

FLOORING

Johnny's Flooring & Window Coverings 725-7745

FLORIST	
Garcia's Florist	725-2123

FOOD - LOCALLY PRODUCED	
Clendenen's Cider Works, Produce	725-2123
Ferndale Meat Co.	786-4501
Fortuna Certified Farmers Market	499-2155
Humboldt Grassfed Beef	725-5188
Loleta Cheese Factory	733-5470
Loleta Meat Company	733-5319
Ramone's Bakery	442-1336

FOOTWEAR	
Strehl's Family Shoe & Repair	725-2610
Sport & Cycle	725-9405

FRAMING, ART	
How's It Hanging	725-9769

FUNERAL DIRECTORS	
Goble's Fortuna Mortuary	725-2294

GARBAGE COLLECTION	
Recology	725-5156

GARDEN SUPPLIES	
NHS/Fortuna Feed	725-3333

GAS STATIONS	
Bear River Casino Pump & Play	733-9644
Fortuna Chevron-Mini Mart	725-4254
Humboldt Petroleum, Inc.	725-1176
Renner Petroleum	725-2364
Sequoia Gas Station	725-5023
Texaco	725-5874

GEMS & MINERALS	
Chapman's Gem & Minerals	725-2714

GIFT & VARIETIES	
Burl & Drift at Ancient Redwoods RV Park	722-4396
Chapman's Gems & Minerals	725-2714
Green's Fortuna Pharmacy	725-4431
River Lodge Gift Shop	725-7572
Riverwalk RV Park	725-3359
Sweet Evergreen	682-8064
The Humboldt Corner	726-7838
Walgreens	725-0377

GLASS & TILE	
Chittenden's Granite	725-9137
Fortuna Glass & Paint	725-4486
George's Glass (mobile auto repair)	725-3287
Joe's Auto Glass	725-5762

JOE'S RESIDENTIAL GLASS	
Redwood Glass & Windows	726-7900

GOLF & COUNTRY CLUB	
Redwood Empire Golf & CC	725-5195

GOVERNMENTAL AGENCIES	
California Conservation Corp	725-5106
Cal Fire	725-4413
City of Fortuna	725-7600
Fortuna Post Office	725-9306

GRAPHIC DESIGN	
Lotus Mountain	682-6182
Precision Intermedia	725-0804

GROCERIES & MEATS	
Beverage Plus Foods	725-9303
Costco	441-8750
Ferndale Meat Co.	786-4501

Grocery Outlet Bargain Market	725-7010
Loleta Meat Company	733-5319
Ray's Food Place	725-3835
Safeway Inc.	725-5104

HARDWARE	
Forbusco Lumber	725-5111
Wycoff's Plumbing	725-4475

HEALTH & FITNESS CENTERS	
Body Works Fitness Center	725-6777
HealthSport	725-9484

HOME FURNISHINGS	
Chittenden's Granite	725-9137
Custom Cabinets	725-1861
Johnny's Flooring	
& Window Coverings	726-7745
Moore's Sleep World	725-2222
Redwood Glass & Windows	726-7900

HORSEBACK RIDING	
Korobi Stables	496-6004

HOSPITAL	
Redwood Memorial Hospital	725-3361

HOUSE CLEANING SERVICES	
Reaching for Independence	725-9010

INSURANCE	
Allstate Insurance, Kevin Bradley	682-6168
Farmers Insurance, Donna Ross	725-5777
Farmers Insurance, Stephanie Simera	617-2626
Gates & Associates	725-3313
Harbers Insurance Agency	725-3316
Heather Vina, State Farm	839-1785
Heidi Olsen Insurance Services	725-0200
Patterson-Conners Insurance Services	725-3400
State Farm Insurance, Don Brown	725-1135
State Farm Insurance, Fred Robinson	617-2501
State Farm Insurance, Lisa Fryrear	268-0911

JEWELERS	
Bartow's Jewelers	725-2351
Ferndale Jewelers	725-4577

LAWN & GARDEN SERVICE	
J & G Lawn & Garden	725-2731

LIQUID PETROLEUM GAS	
Sequoia Gas Co.	725-4465

LOCKSMITH	
ASAP Lock & Key	725-5397

LUMBER & BUILDING SUPPLY	
Forbusco Lumber	725-5111

LUMBER MANUFACTURERS	
Humboldt Redwood Company	764-2222

MASSAGE THERAPY	
Body in Balance	599-2812
Loving Hands Inst. of Healing Arts	725-9627
Kim Eubanks	725-8788

MEDICAL & ALLIED SERVICES	
Cal-Ore Life Flight	541-469-7911
ept Rehabilitation	725-6995
Family Foot Care Specialists	725-5223
City Ambulance	725-8020
Strehl's Shoes & Repair,	
Marilyn Strehl C. Ped.	725-2610
Vector Rehabilitation	442-6463
Visiting Angels	725-3611

METAL FABRICATING	
Fortuna Iron	725-2608

MILITARY	
US Army Recruiting	443-3019

MOBILE HOME PARKS	
Royal Crest Mobile Estates	725-4796

MORTUARY	
Gobel's Mortuary	725-2294

MOTELS & HOTELS (SEE PAGE 13)

MOVING & STORAGE	
Airport Road Storage, LLC	725-1234
Four Star Mini Storage	725-0702
Humboldt Moving & Storage	443-7369
Mendes Mini Storage	725-1300
Sherlock Mini Storage	725-4098
Village Mini Storage	725-1100

MUSEUMS	
Chapman's Gem & Minerals	725-2714
Fortuna Depot Museum	725-7645
Timber Heritage Association & Museum	443-2957

NAIL SALONS AND SERVICES	
Allure Day Spa & Hair Design	725-0900
JH & Company	725-6866
Tangles	725-6341

NEWSPAPERS (SEE PAGE 9)

NURSERY & GARDEN SUPPLY	
NHS/Fortuna Feed	725-3333

OFFICE MACHINES	
Coastal Business Systems, Inc.	445-3095

OFFICE SUPPLIES	
Horizon Business Services	725-6542
Scrapper's Edge/Scapbooking	445-9686

OPTOMETRY	
Brian De. Calvert, O.D.	725-5255
Fortuna Optometry	725-5144

ORCHIDS, WHOLESALE	
Sequoia Orchids & Redwoods	725-5020

OUTDOOR GUIDE, FISHING	
Loleta Eric's Guide Service	845-0400

PAINTING	
Vic's Quality Painting	722-4372

PERSONNEL AGENCIES	
Express Employment Professionals	268-1866
Sequoia Personnel	445-9641

PEST CONTROL	
Accurate Termite & Pest Control	725-3896

PET SHOPS & SERVICES	
Critter Sitters of Humboldt	726-0326
Deb's Bark Ave. Grooming	726-9111
Fortuna Pet Shoppe	725-3941
Melissa's Purdy Pups	601-1761
Sparky's Pet Sitting	786-9291

PETROLEUM PRODUCTS	
Humboldt Petroleum, Inc.	443-3069
Renner Petroleum	725-2364

PHARMACIES	
Green's Fortuna Pharmacy	725-4431
Walgreens	726-0377

PHYSICIANS

Fortuna Family Medical Grp., Inc.	725-3334
Open Door Community Health Center	725-6101
St. Joseph Rural Health	725-3318
St. Joseph Health Medical Group	725-9383

PLUMBING

Wyckoff's, sales & service	725-4475
Power Equipment	
Scotty's Cutters Edge	725-1189

PRINTERS

Scrappier's Edge	445-9686
Times Printing Co.	442-5742

PROPERTY MANAGEMENT

AP Property Management	726-2379
Anderson Rentals	725-4062
Cornerstone Realty	725-7940
Hazelton Properties	725-0448
Lutheran Home for the Aging of Humb. County	725-5923
Redwood Village Shopping Center	(408) 371-8770
Six Rivers Property Management	725-1094

PUBLIC RELATIONS

Precision Intermedia	725-0804
Smiling Moose Marketing	725-4103

PUBLICATIONS

101 Things To Do Publications	443-1234
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RADIO/TV STATIONS

Access Humboldt	476-1798
Bi-Coastal Media	442-2000
Eureka Broadcasting	442-5744
Lost Coast Communications	786-5104
KIEM-TV News Channel 3	443-3123
KHSU-FM	826-4807
North Coast News	444-2323
PBS North Coast (KEET-TV)	445-0813

RADIO, LIGHT & SCIENCE PRODUCTS

C. Crane Company, Inc.	725-5940
RadioLabs International	725-6332

REAL ESTATE - PROPERTY MANAGEMENT

AP Property Management	726-2379
Anderson Rentals	725-4062
Cornerstone Realty	725-7940
Hazelton Properties	725-0448
Lutheran Home for the Aging of Humb. County	725-5923
Redwood Village Shopping Center	(408) 371-8770
Six Rivers Property Management	725-1094

REAL ESTATE - SALES

Apex Real Estate, Inc.	726-7800
Benchmark Realty Group, Tom Hiller	726-0200
Coldwell Banker Six Rivers Realty	725-9376
Coldwell Banker Cutten Realty	445-8811
Cornerstone Realty, Sally Conley	725-7940
Landmark Real Estate	725-2852
Ming Tree Realtors	725-7500

REAL ESTATE - TITLE & ESCROW

Fidelity National Title Insurance Co.	442-5785
Humboldt Land Title Co.	726-0212

RECYCLING

Recology	725-5156
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REDWOOD PARKS

Humboldt Redwoods Interpretive Assoc.	946-2263
Redwood Parks Conservancy	465-7327

REDWOOD PRODUCTS

Lewis Redwood Products	725-2006
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RESTAURANTS (SEE PAGE 15)

ROOFING

Redwood Empire Roofing	725-7663
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RV PARKS

Ancient Redwoods RV Park	722-4396
Benbow KOA	923-2777
Redcrest Resort	722-4208
Riverwalk RV Park & Campground	725-3359

RV REPAIR

Reynold's RV Repair	725-3426
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SAFETY EQUIPMENT & SUPPLIES

Springville Safety & Supply	725-9268
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SALES PROCESSING

Eureka Payments	476-0570
Umpqua Bank	269-7309

SCHOOLS (SEE PAGE 9)

SECURITY SYSTEMS

Advanced Security Systems	443-6366
Holmes Security	768-3438

SHIPPING SERVICES

Horizon Business Services	725-6542
Fortuna Fed Ex	725-8816

SOCIAL SERVICES

Area I Agency on Aging	442-3763
Fortuna Community Svcs. HART	725-1166
Fortuna Senior Center	726-9203
HCAR (Comm. Access Resource)	443-7077
Redwood Comm. Action Agency	269-2002

SPORTING GOODS

Sport & Cycle	725-9405
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SYMPHONY

Eureka Symphony	845-3655
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TATTOOS

Black Sands Tattoo Co.	617-2507
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TAX SERVICES

Anderson Lucas Somerville & Borges	725-4442
H & R Block	725-4761

DeMello, McAuley, McReynolds & Holland, LLP	725-9184
Wyatt & Whitchurch	725-5109

TELEPHONE BOOKS & LISTINGS

Hagadone Directories, Inc.	444-0255
The Local Pages	888-249-6920

THEATRE/ENTERTAINMENT (SEE PAGE 15)

THRIFT STORES

Cuddly Bear Thrift Store	725-4421
Miranda's Rescue Thrift Store	725-4166
Redwood Thrift & Rejoyce Designs	726-7710

TIMBER RESOURCE COMPANY

Humboldt Redwood Company	764-2222
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TOWING SERVICE

Humboldt Towing	725-9111
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TRAVEL AGENCY

Travel With Doris	725-4644
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TREE FARMS

Noble Tree Farms	725-3303
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TRIBAL ORGANIZATIONS

Table Bluff Reservation & Wiyot Tribe	733-5055
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VINEYARD

Monument Mountain Vineyards	764-3752
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VETERANS SERVICES

Love Your Vets	(530) 720-2141
Veterans Resource Center	442-4322

VETERINARIANS

Animal Medical Center	725-6114
Ferndale Veterinary Clinic	786-4200
Fortuna Veterinary Clinic	725-6131

VOCATIONAL TRAINING SERVICE

The Job Market	441-5627
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WASTE DISPOSAL & RECYCLING

Recology	725-5156
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WATER

Crystal Springs Bottled Water Co.	443-7171
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WEATHER SERVICE

Fox Weather, LLC	725-9380
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WEB DESIGN

Precision Intermedia	725-0804
Springville Networks	725-9305



*The Fortuna River Lodge
Conference Center*

- **Meetings & Events:**
4 conference rooms to accommodate configurations needed for 12 to 500 people.
- **Weddings:**
Commercial Kitchen, Personalized Service, Dance Floor, Tables & Chairs, Grand Piano, Bridal Registry, Outdoor Barbeque & Gazebo
- **Monday Club:**
Fortuna River Lodge's sister meeting/event facility perfect for: Baby Showers, Bridal Showers, Small Weddings, Birthday Celebrations, Memorial Services and Meetings.
- **River Lodge Gift Shop:**
An onsite showcase just off of our main lobby of talented local artists

Northern California Conference Center - Fortuna River Lodge
River Lodge is perfectly situated in the heart of the redwoods! With its rustic architecture and scenic overlook of the Eel River and coastal mountains, River Lodge offers a setting your attendees and guests will not forget. There is plenty of lodging within walking distance of the River Lodge Conference Center.

CONTACT US TO SCHEDULE YOUR NEXT EVENT:
(707) 725-7572 • www.fortunariverlodge.com
1800 Riverwalk Drive, Fortuna

735 14th Street, Fortuna, CA 95540
(707) 725-3959
websites: discovertheredwoods.com
fortunachamber.com

VISITOR'S GUIDE OF **FORTUNA** CA

& MEMBERSHIP
DIRECTORY

- Attractions
- Shopping
- Lodging
- Dining
- History
- Event Calendar

WELCOME

FORTUNA
*The Friendly
City*

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