

**Community Tourism Project Application : Entry #  
16**

**Name of applicant**

“Rumble Over the Redwoods” (a pending non-profit) to: North County Lodging Alliance

**Contact Person**

Justin Zabel

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**Email**

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**Website**

<https://www.rumbleovertheredwoods.com>

**Address**

PO Box 1006  
Mckinleyville, CA 95519  
[Map It](#)

**Title of proposed project, event or activity**

Airshow & Static displays featuring Warbirds, Civilian, and Military Aircraft

**Dates or duration of proposed project**

August 10th and 11th 2024

**Amount of funding requested**

\$150,000.00

**Other funding for this project**

Proposed Ticket Sales & Corporate Sponsorships

- Ticket sales - \$300,000
- Corporate Sponsorships - \$300,000

**How will this project benefit hotels, RV parks and other lodgings in your jurisdiction, and how will you measure the benefit?**

Attracting visitors from out of the area to attend the airshow. Measurement can be made by verifying hotel and RV occupancy related to attendees. Estimating approx. 5,000 attendees per day for a total weekend attendance of approx. 10,000 attendees. The show itself is booking approximately 70 rooms to host airshow performers, military pilots, and maintenance crews.

**How is your organization or company qualified to complete this project?**

Principals of the group are heavily involved in ownership and restoration of warbirds and participates in major airshows throughout the West Coast, such as Reno Air Races, Santa Maria Airshow, Capital Airshow, Oshkosh, Aviation Nation, among others. The principal of the group is also a 12-year member of the County of Humboldt Aviation Advisory Committee. We have a strong connection with well-known historical aviation museums such as Planes of Fame from Chino, CA that allow us to be able to have these organizations participate and provide rare airplanes not usually seen in locations like Humboldt County.

**What staff members, volunteers and resources will be devoted to this project?**

The organization has hired Mr. Dennis Dunbar to organize and manage the Rumble Over the Redwoods airshow. Mr. Dunbar has successfully managed the annual Oshkosh airshow in Wisconsin and currently manages the Sun and Fun Airshow in Lakeland, Florida. These are the two largest airshows in the country. Mr. Dunbar also helped organize and still helps manage the Capital Airshow at Mather Airport in Sacramento area which is a highly successful airshow and one of the most respected air shows in the industry. All these draw tremendous amounts of out-of-town attendees. We are in the process of reaching out and organizing community volunteers and various sponsorships for all facets of the airshows.

**Has this project or idea been successfully tried elsewhere? Please provide details.**

Yes, airshows throughout the country. We hope to have Rumble Over the Redwoods become an annual event to attract tourism and bring further revenue to Humboldt County.