

**From:** Chris Ambrosini no-reply@humboldtlodgingalliance.org  
**Subject:** New submission from Community Tourism Project Application  
**Date:** March 12, 2025 at 5:33 PM  
**To:** HLARedwoods@gmail.com

CA

**Name of applicant**

Kinetic Universe

**Contact Person**

Jennifer Thelander

**Phone**

9719906991

**Email**

[jenniferthelander@kineticuniverse.org](mailto:jenniferthelander@kineticuniverse.org)

**Website**

<https://kineticgrandchampionship.com/>

**Address**

PO Box 425  
Eureka, CA 95502  
[Map It](#)

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

Kinetic Grand Championship

**Dates or duration of proposed project**

May 24, 25, 26, 2025 (every Memorial Day weekend)

**Amount of funding requested**

\$10,000.00

**Other funding for this project**

Racer Fees: Approx. \$12,000  
Donations: So far, \$10,331.47 has been raised, we estimate that will go up to approx. \$15,000  
Sponsorships: So far, \$4,500 has been raised in cash sponsorships, \$7,000 in in-kid sponsorships. We expect these numbers to go up.  
Grants: \$5,000  
Merch sales: Over race weekend, we estimate we will earn \$20,000 in merch sales.

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

We conduct a post-race survey to all our participants asking where they spent their dollars during race weekend and strongly encourage folks who travel from out of the area to fill it out. About 50% of racers come from out of town, bringing their entourages and families. In 2024, we learned that many people stayed in Airbnbs and VRBOs so they could have access to a parking space (a must if you're hauling a big kinetic sculpture). The following hotels were also identified as places people stayed: Best Western Plus Bayshore Inn, Inn at 2nd and C (they were a sponsor for the first time last year), Redwood Riverwalk Hotel, Humboldt Bay Social Club, The Eureka Inn, Hotel Arcata, Best Western, Bear River Casino and Resort (they were also a sponsor for the first time last year), Red Lion, and Best Western Country Inn. Campsites and RV Parks are heavily utilized, with Redwood Coast RVs and Cabins being a favorite (they have given our racers discounts in the past), along with Ferndale Fairgrounds, Sue-Meg State Park, Fortuna's RV Park, and the KOA in Eureka. We will continue to send out post-race surveys to participants to see where they're staying while they're in town and where they're spending

their money.

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

Kinetic Universe is well positioned to complete this project. The majority of our planning committee is made up of members who have helped organize the race for at least three years. In fact, we have one committee member who has been involved with the race for 40 years! She brings with her not only a wealth of knowledge about the race and its early organizers, but, as a person who assists with timing at the Olympic Trials at University of Oregon, she adds a high level of legitimacy to the way the Kinetic Grand Championship is scored and timed. Kinetic racing is, after all, a sport, and the Kinetic Grand Championship is the largest, hardest race of all the races, sort of like the Boston Marathon for art sculptures. The other committee members are either people with longtime experience in kinetic race organizing, or people who are bringing their professional skills from their day jobs to the event. The website and communications manager is a computer forensic expert, the sponsorship/fundraising person is a development director, the treasurer is a lawyer, and the youth director is a teacher. The team also enlists former board members/race organizers to help manage smaller teams during race weekend. For example, the former volunteer director acts as a site lead for one of the many sites of the race and the former course coordinator works alongside the current course coordinator over race weekend to ensure communication and safety remain a top priority.

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

Kinetic Universe is governed by a board of directors that's made up of nine members who all serve on the Kinetic Grand Championship planning committee. There are also four committee members who are not board members. The planning committee meets from November-June. During race weekend, over 120 volunteers are recruited to make the race run smoothly and safely. Among these volunteers, there are about a dozen who act as "Ground Pounders." They are volunteers who have been working the Kinetic Grand Championship for many years and work the entire weekend of the race. We also have a dedicated team of judges, timers, registration staff, and people in charge of enforcing the rules that the racers must follow. Service groups and clubs also volunteer at the Kinetic Grand Championship-the Ferndale Chamber of Commerce sets up our Awards Dinner and parks machines at the finish line, members of the Arcata Chamber will put out "no parking" signs prior to race weekend, the Redwood Rafters help with safety at the water crossing, and radio station KRFH sends out student reporters to livestream the race. Our partnership with Visit Eureka allows us to utilize their marketing team to send out press releases to surrounding areas, encouraging tourists to visit Humboldt County for the Kinetic Grand Championship. We work alongside them to also promote the event to areas where racers are traveling from so racers can be featured in their hometown publications.

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

The Kinetic Grand Championship and the sport of kinetic racing was born in Humboldt County, starting as a one-day event in Ferndale in 1969 and growing to the three-day extravaganza that we experience today. Thanks to the Kinetic Grand Championship, other races have taken root-there are now kinetic races in Port Townsend, WA, Corvallis, OR, Baltimore, MD, and Lowell, MA. Other races pay homage to the Kinetic Grand Championship, "borrowing" our rules, jargon, and promoting the KGC and its origin story on their websites.