

Title of proposed project, event or activity:

Kinetic Grand Championship (KGC)

Dates or duration of proposed project:

The Kinetic Grand Championship takes place every Memorial Day weekend. This year, the race will run May 24-26, 2025. Activities happening in Eureka include the Day One Finish Line (5/24), the Rutabaga Ball (5/24), and the Water Crossing (5/25).

Amount of funding requested: \$2,500.00

Other funding for this project:

The 2025 KGC is estimated to cost nearly \$70,000 to produce, with about \$50,000 being non-negotiable expenses such as permits, insurance, traffic control, porta potties, fencing, and venue rentals. The remainder of the budget is dedicated to items that aim to increase our revenue, such as merchandise and marketing/advertising.

We currently have \$19,858 secured in sponsorships, including \$10,000 from Arcata Lodging Alliance. Other revenue includes registration fees from our event participants, which we estimate will generate around \$12,000, individual donations, which currently totals around \$12,000 and is expected to increase as we get closer to the event, and merchandise sales.

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

The KGC has benefitted hotels, RV parks, and other lodgings for years. About 50% of our racers (we estimate about 650 racers for 2025) and 20% (about 150) of volunteers and their families/entourages come from outside Humboldt County and stay for three nights. Each year, we survey race participants to learn about where they're spending their money during race weekend and in 2024 we learned that racers stayed in the following Eureka hotels/RV parks: Best Western Plus Bayshore Inn, Inn at 2nd and C, Humboldt Bay Social Club, Redwood Coast Cabins and RV Park, Eureka Inn, Red Lion, Holiday Inn Express, and Motel 6. We will conduct another post-race survey after this year's race.

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 for a large nonprofit, 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?

This year, we are requesting Eureka Lodging Alliance funding to expand the project and bring more attention to the activities happening in Eureka on race weekend. We are looking to purchase TV ads to showcase the Rutabaga Ball and Eureka Water Crossing, print and distribute our Spectator Guide (this is an item we would cut from our budget if not funded), and pay for ads on social media. The Rutabaga Ball, the event where we crown a Rutabaga Queen, the race's "head cheerleader," will take place at The Eureka Theater, beginning right after the finish line at Halvorsen Park closes on day one of the race. With ELA funding, we will encourage spectators to stay in Eureka hotels on night one of the race so they can watch sculptures cross the finish line, attend the Rutabaga Ball, and then head to the Eureka Waterfront the next morning for the exciting water crossing.

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.