

# Sports Facility Reports



*Sports Facility Reports, Volume 8, Appendix 6*

## Motorsports

**Facility:** Atlanta Motor Speedway

**Location:** Hampton, GA

**Facility Description:** 1.54 mile quad-oval

**Events:** Kobalt Tools 500 (NASCAR Nextel Cup), 500 Mile (NASCAR Nextel Cup), Nicorette 300 (NASCAR Busch Series)

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 1960; Renovations in 2006

**Facility Cost (millions):** \$1.8; \$23 in renovations

**Facility Financing:** Privately financed by Dr. Warren Gremmel, Bill Boyd, Jack Black, Art Lester, and Garland Bagley

[Facility Website](#)

**UPDATE:** The Speedway sustained substantial damage in July of 2005 from an F-2 tornado. The Atlanta Motor Speedway was repaired in time for the Bass Pro Shops MBNA 500 at the end of October 2005. Finally the \$23 million improvements and additions were completed in October 2006.

**Facility:** Autodromo Hermanos Rodriguez

**Location:** Mexico City, Mexico

**Facility Description:** 2.518 mile road course

**Events:** Telcel MOTOROLA 200 presented by Banamex (NASCAR Busch Series) and the A1 Grand Prix Series

**Principal Owner:** Government of Mexico City  
**Date Built:** 1963  
[Facility Website](#)

**Facility: Bristol Motor Speedway**

**Location:** Bristol, CT  
**Facility Description:** 0.533 mile concrete oval  
**Events:** Food City 500 (NASCAR Nextel Cup), Sharpie 500 (NASCAR Nextel Cup), Sharpie Mini 300 (NASCAR Busch Series), Food City 250 (NASCAR Busch Series)

**Principal Owner:** Speedway Motorsports, Inc.  
**Date Built:** 1961  
**Facility Cost:** \$600,000  
**Facility Financing:** Privately financed by Carl Moore, Larry Carrier and R.G. Pope  
[Facility Website](#)

**UPDATE:** In March 2007, the first race featuring NASCAR's new car design, the Car of Tomorrow (COT) was run at Bristol Motor Speedway. Since July 2007, eight races have been run with the new car, and all but one of those has been won by a COT. The COT will run full time in the 2008 season.

**Facility: California Speedway**

**Location:** Fontana, CA  
**Facility Description:** 2.0 mile D-shaped oval  
**Events:** Auto Club 500 (NASCAR Nextel Cup), Sony HD 500 (NASCAR Nextel Cup), Stater Bros. 300 (NASCAR Busch Series), and Camping World 300 (NASCAR Busch Series)

**Principal Owner:** International Speedway Corp. (NASCAR)  
**Date Built:** 1997  
**Facility Cost (millions):** \$100  
**Facility Financing:** Privately funded through a joint venture by Penske Speedways, Inc. and Kaiser Ventures Inc.  
[Facility Website](#)

**UPDATE:** California Speedway improved its sightlines, safety, and NASCAR experience by reconfiguring the infield RV area. Before, there were complaints from the television audience and grandstand guests that their views were blocked by the RV area. One-hundred and fifty-

seven out of 1,800 RV spots had to be removed for the adjustment. The reconfiguration was part of the speedway's year long multi-million dollar effort to improve fan experience, including improved traffic patterns, the Apex restaurant by Wolfgang Puck, the Impulse retail store, and an entertainment stage.

**Facility: Chicagoland Speedway**

**Location:** Joliet, IL

**Facility Description:** 1.5 mile tri-oval

**Events:** USG Sheetrock 400 (NASCAR Nextel Cup), USG Durock 300 (NASCAR Busch Series), Peak Antifreeze Indy 300 (IRL)

**Principal Owner:** Raceway Associates, LLC

**Date Built:** 2001

**Facility Cost (millions):** \$130

[Facility Website](#)

**UPDATE:** Chicagoland Speedway changed its corporate display area from Expo Village to Champions' Park. The name change coincides with the area's \$1.5 million facelift. The area is home to 40 interactive sponsor displays, colorful benches, walkways, the Miller Lite Oasis, and Walk of Champions, which features mounted plaques that honor Chicagoland Speedway's champions.

**Facility: Circuit Gilles Villeneuve**

**Location:** Montreal, Canada

**Facility Description:** 2.709 mile road course

**Events:** NAPA Autoparts 200 (NASCAR Busch Series) and Canadian Grand Prix (Formula 1)

**Principal Owner:** City of Montreal

**Date Built:** 1977

[Facility Website](#)

**UPDATE:** The city of Montreal has awarded Normand Legault (promoter of the Formula One Canadian Grand Prix) to stage the track's two main race weekends. The deal is from 2007-2011 with an option to extend the deal to 2016. Legault replaced the Champ Car race with the NASCAR's Busch Series. The Busch Series race will be the series' first race north of the Canadian-United States border.

### **Facility: Darlington Raceway**

**Location:** Darlington, SC

**Facility Description:** 1.366 mile egg-shaped oval

**Events:** Dodge Avenger 500 (NASCAR Nextel Cup), Diamond Hill Plywood 200 (NASCAR Busch Series)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1950

**Facility Financing:** Privately financed by Harold Brasington

[Facility Website](#)

**UPDATE:** NASCAR's oldest racetrack, Darlington Raceway, will receive a \$10 million, four month facelift that is scheduled to be completed in November 2007. The track has been leveled between Turns 3 and 4, making the course partly flat to clear the way for a new infield access tunnel. The track will also receive a new coat of asphalt, which will be its first in over ten years.

### **Facility: Daytona International Speedway**

**Location:** Daytona, FL

**Facility Description:** 2.5 mile tri-oval

**Events:** Budweiser Shootout (NASCAR Nextel Cup), Gatorade Duel 1 (NASCAR Nextel Cup), Gatorade Duel 2 (NASCAR Nextel Cup), Daytona 500 (NASCAR Nextel Cup), Pepsi 400 (NASCAR Nextel Cup), Orbitz 300 (NASCAR Busch Series), Winn-Dixie 250 presented by PepsiCo (NASCAR Busch Series)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1959

**Facility Cost (millions):** \$3

[Facility Website](#)

**UPDATE:** In early 2007, the Indy Racing League (IRL) participated in compatibility testing at the Daytona International Speedway (DIS). Indy cars had not raced around the DIS since 1984. IndyCar was excited about the tests and hopes that it can bring a race to Daytona sometime in the near future.

### **Facility: Dover International Speedway**

**Location:** Dover, DE

**Facility Description:** 1.0 mile oval

**Events:** Autism Speaks 400 presented by Visa (NASCAR Nextel Cup), Dover 400 (NASCAR Nextel Cup), RoadLoans.com 200 (NASCAR Busch Series), Dover 200 (NASCAR Busch Series)

**Principal Owner:** Dover Motorsports, Inc.

**Date Built:** 1969

[Facility Website](#)

**UPDATE:** In June 2007, Dover International Speedway opened Velocity, its new luxury seating skybox on top of the frontstretch grandstand. A ticket to Velocity includes admission to the suite for three days of race weekend, unlimited high-end food and beverages, VIP parking, a garage tour, and private restrooms. In addition to a great view of the entire track and pit road, the suite also includes flat-screen, plasma televisions.

#### **Facility: Fundidora Park**

**Location:** Monterrey, Mexico

**Facility Description:** 2.104 mile road course

**Events:** Tecate Grand Prix of Monterrey presented by Roshfrans (Champ Car)

**Principal Owner:** Fideicomiso Fundidora (Fundidora Escrow)

**Date Built:** 1900

[Facility Website](#)

#### **Facility: Gateway International Raceway**

**Location:** Madison, IL

**Facility Description:** 1.25 mile oval

**Events:** Gateway 250 (NASCAR Busch Series)

**Principal Owner:** Dover Motorsports, Inc.

**Date Built:** 1996

[Facility Website](#)

**UPDATE:** Gateway International Raceway (GIR) and ModdinArt formed a partnership to create the Gateway Drag Racing Network. The network has already established itself on the Internet, but this partnership gives it a chance to increase its drag racing community via television. The network will present stories of the new talented participants, provide how-to videos for new racers, highlight upcoming events and event results, and recap the season.

In addition, GIR has continued to enhance the fan experience by upgrading its ¼ mile scoreboards in April 2007. The scoreboard displays are much larger, which enhances the fans' visibility throughout the facility. Gateway has also added a thousandth (.001) second readout to their ET display to increase the information provided to fans and racers.

### **Facility: Homestead-Miami Speedway**

**Location:** Homestead, FL

**Facility Description:** 1.5 mile oval; 2.21 mile road course

**Events:** Ford 400 (NASCAR Nextel Cup) and Ford 300 (NASCAR Busch Series)

**Principal Owner:** International Speedway Corp.

**Date Built:** 1995

**Facility Cost (millions):** \$70

[Facility Website](#)

**UPDATE:** Construction for the Champions Tower was completed in time for the 2006 Ford Championships in November. The Tower is located outside of turn one. It includes 16 skyboxes, with seating for 32 people each. Other amenities include outdoor chair-back seating, plasma televisions, air-conditioned club area with a buffet and liquor bar, an exclusive elevator for Champions Tower patrons, pre-race track pack and a great view of the speedway.

### **Facility: Indianapolis Motor Speedway**

**Location:** Indianapolis, IN

**Facility Description:** 2.5 mile oval; 2.605 mile road course

**Events:** Allstate 400 at the Brickyard (NASCAR Nextel Cup), Indianapolis 500 (IRL), United States Grand Prix (Formula 1)

**Principal Owner:** The Hulman-George Family

**Date Built:** 1909

**Facility Cost (millions):** \$3

**Facility Financing:** Privately financed by Carl Fisher, James Allison, Frank Wheeler, and

Arthur Newby.  
[Facility Website](#)

**UPDATE:** Following meetings in July, Indianapolis Motor Speedway CEO Tony George and Formula One Management Ltd. agreed not to schedule Formula One racing in 2008. Formula One racing has been held at Indianapolis for eight consecutive annual events and although no event will be held in 2008, George said that the door has been left open for future events.

**Facility: Infineon Raceway**

**Location:** Sonoma, CA  
**Facility Description:** 2.52 mile road course  
**Events:** Toyota/Save Mart 350 (NASCAR Nextel Cup) and Motorola Indy 300 (IRL)

**Principal Owner:** Speedway Motorsports, Inc.  
**Date Built:** 1968  
**Facility Cost (millions):** \$70  
**Facility Financing:** Privately financed by Robert Marshall Jr. and Jim Coleman.  
[Facility Website](#)

**NAMING RIGHTS:** Infineon Technologies, based in Munich Germany, has a ten year naming rights agreement for the raceway. The agreement runs through 2011.

**Facility: Kansas Speedway**

**Location:** Kansas City, KS  
**Facility Description:** 1.5 mile tri-oval  
**Events:** Kansas 400 (NASCAR Nextel Cup), Yellow Transportation 300 (NASCAR Busch Series), Kansas Lottery Indy 300 (IRL)

**Principal Owner:** International Speedway Corp. (NASCAR)  
**Date Built:** 2001  
[Facility Website](#)

**Facility: Kentucky Speedway**

**Location:** Sparta, KY

**Facility Description:** 1.5 mile tri-oval

**Events:** Meijer 300 presented by Oreo (NASCAR Busch Series), Meijer Indy 300 Presented by Coca-Cola and Secret (IRL)

**Principal Owner:** Jerry Carroll

**Date Built:** 2000

**Facility Cost (millions):** \$152

[Facility Website](#)

**UPDATE:** In 2005, Kentucky Speedway owner Jerry Carroll filed an antitrust lawsuit against NASCAR and International Speedway Corp. for abusing their monopoly on stock car racing by refusing to award a Nextel Cup race to Kentucky Speedway. In June 2007, the two parties met and attempted to reach a settlement, but the meeting was unsuccessful. Carroll is demanding \$400 million in damages with a trial date set for March 4, 2008.

### **Facility: Las Vegas Motor Speedway**

**Location:** Las Vegas, NV

**Facility Description:** 1.5 mile tri-oval; 2.5 mile road course

**Events:** UAW-Daimler Chrysler 400 (NASCAR Nextel Cup), Sam's Town 300 (NASCAR Busch Series)

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 1996

**Facility Cost (millions):** \$200

[Facility Website](#)

**UPDATE:** Following the UAW-Daimler Chrysler 400, LVMS will undergo a multi-million dollar renovation plan that will increase the banking of the superspeedway, move the pit road closer to the race fans, create a new interactive garage area, and provide a new media center. The most dramatic change will be to the superspeedway's banking, which will increase from 12-degree banking to 20 degrees. The Speedway owners believe that the improvements will create a more competitive and glitzy raceway that will parallel Las Vegas' glamour.

### **Facility: Lowe's Motor Speedway**

**Location:** Concord, NC

**Facility Description:** 1.5 mile quad-oval; 2.25 mile road course



**Events:** Nextel All-Star Challenge (NASCAR Nextel Cup), Nextel Open (NASCAR Nextel Cup), Coca-Cola 600 (NASCAR Nextel Cup), Bank of America 500 (NASCAR Nextel Cup), Carquest Auto Parts 300 (NASCAR Busch Series), Dollar General 300 (NASCAR Busch Series)

**Principal Owner:** Speedway Motorsports, Inc.

**Date Built:** 1960

**Facility Cost (millions):** \$1.25

**Facility Financing:** Privately financed by O. Bruton Smith

[Facility Website](#)

**UPDATE:** Lowe's Motor Speedway plans a \$4 million upgrade to install 10,000 grandstand seats by next year. The operators of the racetrack hope the expected upgrade will not cost them anything more since a federal tax policy that allows track owners to quickly depreciate investments necessary to make improvements will expire at the end of the year. In 2004, Congress passed a three year bill that defined motor sports facilities as entertainment complexes, allowing them to have a shorter depreciation rate and to deduct certain costs on their taxes. Track representatives are lobbying Congress to make the depreciation rate permanent so that tracks can get the same return on investments they have now.

**NAMING RIGHTS:** Lowe's signed a 10-year naming rights agreement in 1999 for \$35 M.

#### **Facility: Martinsville Speedway**

**Location:** Martinsville, VA

**Facility Description:** 0.526 mile oval

**Events:** Goody's Cool Orange 500 (NASCAR Nextel Cup), Subway 500 (NASCAR Nextel Cup),

**Principal Owner:** W. Clay Campbell

**Date Built:** 1947

**Facility Financing:** Privately funded by H. Clay Earles

[Facility Website](#)

**UPDATE:** The venue was dropped from the Busch Series in 2007, and a race at Circuit Gilles Villeneuve in Montreal will run on the date instead.

#### **Facility: Memphis Motorsports Park**

**Location:** Memphis, TN

**Facility Description:** 0.75 mile oval; 1.7 mile road course

**Events:** Sam's Town 250 (NASCAR Busch Series)

**Principal Owner:** Dover Motorsports, Inc.

**Date Built:** 1986

**Facility Financing:** Privately funded by a group of investors headed by Ed Gatlin.

[Facility Website](#)

**UPDATE:** Memphis Motorsports Park partnered with Ovations Food Service for the 2007 season. The Park owners wanted to enhance the fan experience and believe that Ovation's reputation for excellent customer service and food presentation will continue to improve the racetrack.

### **Facility: Michigan International Speedway**

**Location:** Brooklyn, MI

**Facility Description:** 2.0 mile tri-oval

**Events:** 3M Performance 400 (NASCAR Nextel Cup), Citizen's Bank 400 (NASCAR Nextel Cup), Carfax 250 (NASCAR Busch Series), Firestone Indy 400 (IRL)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1968

**Facility Cost (millions):** \$4-6

**Facility Financing:** Privately financed by Lawrence H. LoPatin.

[Facility Website](#)

**UPDATE:** Michigan International Speedway finished its grandstand project before the start of the 2007 season. The racetrack wanted to improve their fan experience by adding new seats that were four inches wider than the seats in the old grandstand, which also allows greater leg room. The new grandstands are also higher than the old grandstands, so fans will have better views of all the track action.

### **Facility: The Milwaukee Mile**

**Location:** West Allis, WI

**Facility Description:** 1.0 mile oval

**Events:** AT&T 250 (NASCAR Busch Series) and ABC Supply Co./A.J. Foyt 225 (IRL)

**Principal Owner:** Milwaukee Mile Holdings, LLC

**Date Built:** 1903

[Facility Website](#)

**UPDATE:** A \$1 million Steel and Foam Energy Reduction (SAFER) Barrier System was installed for the 2006 season. Additionally, in 2006, Milwaukee Mile Holdings LLC acquired the truck's promotional rights for eighteen years for \$1.1 million. The deal also includes the transfer of land to build a hotel along Greenfield Avenue in West Allis.

### **Facility: Nashville Superspeedway**

**Location:** Nashville, TN

**Facility Description:** 1.333 mile oval; 1.8 mile road course

**Events:** Pepsi 300 (NASCAR Busch Series), Federated Auto Parts 300 presented by Dollar General (NASCAR Busch Series), Firestone Indy 200 (IRL)

**Principal Owner:** Dover Motorsports, Inc.

**Date Built:** 2001

**Facility Financing:** Privately financed by Dover Motorsports, Inc.

[Facility Website](#)

### **Facility: New Hampshire International Speedway**

**Location:** Loudon, NH

**Facility Description:** 1.058 mile oval; 1.6 mile road course

**Events:** Lenox Industrial Tools 300 (NASCAR Nextel Cup), Sylvania 300 (NASCAR Nextel Cup), Camping World 200 presented by RVs.com (NASCAR Busch Series)

**Principal Owner:** Bob and Gary Bahre

**Date Built:** 1990

[Facility Website](#)

**UPDATE:** In the past year the Speedway has constructed its Northside Heliport and has remodeled its Jack Ratta Media Center along with its control and television broadcast booth.

### **Facility: O'Reilly Raceway Park at Indianapolis**

**Location:** Indianapolis, IN

**Facility Description:** 0.686 mile oval; 2.5 mile road course

**Events:** Kroger 200 benefiting Riley Hospital for Children (NASCAR Busch Series)

**Principal Owner:** National Hot Rod Association

**Date Built:** 1960

[Facility Website](#)

**NAMING RIGHTS:** O'Reilly Auto Parts purchased a multi-year, multi-million dollar naming rights agreement in June 2006, but details of the deal were not disclosed.

### **Facility: Phoenix International Raceway**

**Location:** Avondale, AZ

**Facility Description:** 1.0 mile oval; 2.5 mile road course

**Events:** Subway Fresh Fit 500 (NASCAR Nextel Cup), Checker Auto Parts 500 (NASCAR Nextel Cup), Bashas' Supermarkets 200 (NASCAR Busch Series), Arizona Travel 200 (NASCAR Busch Series)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1964

[Facility Website](#)

**UPDATE:** The Phoenix International Raceway (PIR) is celebrating its 20th season of NASCAR Nextel Cup Series racing in 2007. In 2006, the Phoenix International Raceway unveiled its new Bobby Allison Grandstand, which gives fans a view of the track outside Turns 1 and 2. Additionally, the track also debuted Octane, its new exclusive lounge built six stories above Turn 1. Furthermore, the W.P. Carey School of Business at Arizona State University released an economic impact study that measured the effect of PIR on Arizona. The study reported that PIR contributes \$473 million annually to Arizona, more than what is projected for the Super Bowl being held in Glendale, Arizona in 2008.

### **Facility: Pocono Raceway**

**Location:** Long Pond, PA

**Facility Description:** 2.5 mile tri-oval

**Events:** Pocono 500 (NASCAR Nextel Cup), Pennsylvania 500 (NASCAR Nextel Cup)

**Principal Owner:** Joe and Rose Mattioli

**Date Built:** 1968

**Facility Financing:** Privately financed by the Mattioli Family.

[Facility Website](#)

**UPDATE:** The Pocono Raceway may have more track competition in its future as executives for International Speedway Corp. are discussing the possibility of building a track at the Meadowlands' old horse racing facility. At first, executives were unsure of the response NASCAR would receive in New Jersey, but with the success nearby facilities have had, such as the Pocono Raceway and Dover International Speedway in Delaware, residents are beginning to warm up to NASCAR. Both facilities offer two annual races in the Nextel Cup, but with the possibility of a new facility in New Jersey, these races may be harder to hold onto.

### **Facility: Portland International Raceway**

**Location:** Portland, OR

**Facility Description:** 1.964 mile road course

**Events:** Champ Car Grand Prix of Portland (Champ Car)

**Principal Owner:** City of Portland

**Date Built:** 1961

**Facility Financing:** Publicly funded by the City of Portland

[Facility Website](#)

**UPDATE:** The City of Portland is working hard to make Portland International Raceway the first carbon-neutral track. The owners are collecting data on daily emissions from the track and also emissions from major races. Reaching carbon neutral status may be achieved by either offsetting the average emissions by reducing carbon dioxide emissions elsewhere or by planting more trees to absorb the CO2 emitted. The city hopes that its distinction as a carbon neutral track will attract green conscious sponsors and events in the future.

### **Facility: Richmond International Raceway**

**Location:** Richmond, VA

**Facility Description:** 0.75 mile oval

**Events:** Crown Royal Presents the Jim Stewart 400 (NASCAR Nextel Cup), Chevy Rock & Roll 400 (NASCAR Nextel Cup), Circuit City 250 presented by FUNAI (NASCAR Busch Series), Emerson Radio 250 (NASCAR Busch Series), SunTrust Indy Challenge (IRL)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1946

[Facility Website](#)

**UPDATE:** The plans for expanding Richmond International Raceway are being implemented slowly. In 2001, the county approved a plan for RIR to expand from 107,000 seats to 150,000 seats and since then has used \$40 million to improve and expand the track in 2006 by 5,000 seats. RIR President Doug Fritz said the raceway will continue to expand, but there is no rush.

### **Facility: Talladega Superspeedway**

**Location:** Talladega, AL

**Facility Description:** 2.66 mile tri-oval

**Events:** Aaron's 499 (NASCAR Nextel Cup), UAW-Ford 500 (NASCAR Nextel Cup), Aaron's 312 (NASCAR Busch Series)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1969

**Facility Cost (millions):** \$4

**Facility Financing:** Privately funded by Willam H.G. France, founder of NASCAR and International Speedway Corp.

[Facility Website](#)

**UPDATE:** In 2006, Talladega Superspeedway received a much needed repaving job, the track's first in twenty-six years. The track was previously known for its bumpy and rough surface. The garage and pit road was also expanded.

### **Facility: Texas Motor Speedway**

**Location:** Ft. Worth, TX

**Facility Description:** 1.50 mile quad-oval

**Events:** Samsung 500 (NASCAR Nextel Cup), Dickies 500 (NASCAR Nextel Cup), O'Reilly 300 (NASCAR Busch Series), O'Reilly Challenge (NASCAR Busch Series), Bombardier Learjet 500 (IRL)

**Principal Owner:** Speedway Motorsports Inc.

**Date Built:** 1996

**Facility Cost (millions):** \$250

[Facility Website](#)

**UPDATE:** Texas Motor Speedway recently paid \$50,000 to have a bump repaired between Turns 1 and 2 to make the racing better. The dip was two inches deep and covered a 200 foot area. The process required drilling 15-20 half-inch holes and pumping urethane through tubes into the soil. The urethane raised the surface level to minimize the bump.

**Facility: Watkins Glen International**

**Location:** Watkins Glen, NY

**Facility Description:** 2.45 mile road course

**Events:** Centurion Boats at the Glen (NASCAR Nextel Cup), Zippo 200 (NASCAR Busch Series), Watkins Glen Indy Grand Prix (IRL)

**Principal Owner:** International Speedway Corp. (NASCAR)

**Date Built:** 1948

**Facility Financing:** Privately financed by Cameron Argetsinger

[Facility Website](#)

**UPDATE:** Watkins Glen International improved its facility surfaces by repaving turns 1 (the 90), 5 (the Carousel), and 6 (entry turn into the Boot). Unfortunately, the newly remodeled Glen Club was destroyed by a fire in March 2007. While the cause of the fire is unknown, the Glen Club was supposed to be used by locals as a social venue for weddings and business meetings. A temporary Glen Club is being used for the 2007 season while plans to rebuild the permanent Club are being discussed.

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