



MOTORSPORTS TASK FORCE

AGENDA

WEDNESDAY, JANUARY 24, 2007

COUNTY-CITY BUILDING

555 SO. 10TH STREET, ROOM 113

7:30 A.M. - 8:30 A.M.

1. Approval of Minutes - January 3, 2007 (see attached)
2. Motorsports Overview - Rod Wolters, Brainerd International Raceway
3. Subcommittee Reports
 - a. Economic, Fiscal, Social & Environmental - Jeff Maul
 - b. Location - Mike DeKalb
 - c. Demand - Darl Naumann
4. Suggested Agenda Items

MINUTES
MOTORSPORTS TASK FORCE
Wednesday, January 24, 2007 - 7:30 a.m.
County-City Building, Room 113

Task Force Members Present: Russ Bayer, Chair; Carol Brown, Dave Dykmann, Randy Harre, Gary Juilfs, Chris Kingery, Karen Kurbis, Mike Tavlin, Greg Osborn, Stan Patzel, Mike DeKalb, Lincoln-Lancaster County Planning Department (Ex-officio); Kerry Eagan, County Chief Administrative Officer (Ex-officio); Darl Naumann, Lincoln-Lancaster County Economic Development Coordinator (Ex-officio), Jeff Maul, Convention & Visitors Bureau Executive Director (Ex-officio) and Scott Holmes, Lincoln-Lancaster County Health Department (Ex-officio)

Task Force Member Absent: Larry Lewis

Others Present: Rod Wolter, Brainerd International Raceway; Dave Holtgrave, Holtgrave & Associates PC; Bill Smith, Speedway Motors; Marvin Krout, Lincoln-Lancaster County Planning Department; Marlene Tracy, Randy Moore, Kent Halvorsen, Jeff Atkinson, Gary Dominguez, Jill Bailie, Cori Beattie, County Board Secretary; and other interested parties

Minutes

Some indicated they had not received a copy of the minutes. By direction of the Chair, minutes were to be resent to all members with approval delayed for one week.

Motorsports Overview

Brown introduced Rod Wolter, Dave Holtgrave and Bill Smith - all experts in the field of motorsports.

Wolter gave a brief summary of his credentials. He is an engineer by trade who served as Manager of the Nebraska Motorplex and has been involved in the development of numerous motorsports facilities. His last venture was in Brainerd, MN, where he consulted for a track which was not doing well financially. The annual economic impact to the area is now over \$10 million as per a study by the University of Minnesota which took into consideration how much each man, woman, child spent per day.

With regard to rules for racetracks, Wolter noted every area is different. He stressed location is critical in terms of traffic flow. Ideally, facilities should be near a four or six-lane highway. Sponsorships and media coverage are also a big issues. Wolter said while it may be somewhat difficult to get a big national event to the area, the location would be good for events such as Super Chevy Shows, National Muscle Car Association or National Mustang/Ford Association events or Fun Ford Weekends. Diesel truck races are also very profitable at this time. Facilities can also be used for local events such as flea markets, car shows, swap meets and training sessions.

Wolter stated the Brainerd, MN, track has 424 homes around the perimeter and there has been virtually no trouble with the neighbors.

Holtgrave said he has been an architect for 38 years and has been involved with many motorsports facilities. He has also toured with NHRA, NASCAR and Busch to observe various venues. He discussed the basic criteria for a site plan. A total of 160 acres was recommended when

considering construction of a drag strip with secondary facilities (tractor pulls, snowmobile racing, etc.). Holtgrave stressed other major components are finding a site within a mile or two of a major highway, hotels, restaurants, etc., and having more than one access point. It was also noted that road courses should be included inside oval tracks for maximum efficiency.

In response to Bayer's inquiry regarding the amount of land it would take to provide for a drag strip, road course and oval track (3/4 to one mile in length), Holtgrave recommended 280 acres.

Holtgrave then provided an overview of a basic facility. He noted a drag strip alone needs 4,000' of paved area. Facilities should be family oriented, therefore, clean and plentiful restrooms and adequate vending are key. He discussed the layout for such things as parking, green space, staging areas, spectator areas, control tower, media compound, etc. It was noted additional green areas could be used for parking with the proper measures taken into consideration, i.e., drainage, soil type, grass type, etc.. This would also allow for a variety of other events at the facility.

Bayer inquired whether the basic components of a drag strip and other track are the same. Holtgrave said if other forms of racing are included at the facility, such things as parking, offices, grandstands, etc., can be shared. Kurbis asked about camping space. Wolter said some venues allow for camping and others do not as it can be costly.

It was noted the economic impact to the surrounding area would be great. Holtgrave said the money generated from racing affects more than hotels and restaurants - it touches caterers, florists, printers, car rentals, etc.

Osborn said a lot of studies have been done based on national events. He questioned what percentage of events would be at that level versus a smaller scale. Wolter estimated 40-50% of Brainerd's total income is based on national events. He felt Lancaster County would be well-served in doing smaller events which are easier to manage and make more money than a national event. He added many event sponsors are ready to jump onboard if something is planned for this area.

Bayer asked for information on tracks that have failed. Wolter said one in England struggled due to poor construction. Brainerd made money once it was properly managed.

In response to Harre's inquiry regarding how long it would take to book larger events once the facility was opened, Holtgrave said this area is ripe. Wolter ventured to say the facility would be overwhelmed with race cars the very first weekend. Harre questioned start-up costs. Holtgrave estimated the cost for an 8,000 seat drag strip facility with 4-5 acres of paving to be roughly \$6 million (not including land costs). A larger facility with an oval track and road course could cost anywhere from \$30 million to \$150 million.

Maul asked if a single-use facility was built what type of racing would best be served and would it survive. Wolter said the key to making a multi-use facility profitable is keeping it busy year-round. He added a single-event venue such as drag racing can also make it. It was noted drag racing has the largest growth in the industry at this time.

With regard to noise, Kurbis inquired whether any monitoring is done on vehicles. Wolter said the SCCA has a limit of 103 decibels. The NHRA has also added more sound control. He mentioned truck traffic along a highway generates more noise than drag racing which is shorter in duration compared to a oval track.

Bayer asked if there are drag racing noise standards. Wolter responded no, although, the industry is trying to come up with some. Bayer inquired whether a local community could adopt reasonable noise standards at such a level that they would impact the success of a track. Wolter said top-fuel cars are the noisiest but one weekend a year could be reserved for this type of activity.

With regard to economics, Juilfs questioned the correlation between holding a national or local event and the respective economic impact to the community. Wolter said it really depends on the type of event. For example, some event participants tend to travel in campers, thus, their impact on hotels might not be as great. For other events, hotels will be full.

Osborn asked what help is provided by the City of Brainerd, MN, or the county with regard to track promotion. Wolter said a strong Chamber of Commerce or tourism bureau is the answer. In Brainerd, the Chamber sells tickets to national events year-round and receives so much per ticket. He encouraged the track owner to join every Chamber in the area and to be an active participant. He also suggested they invite hotel owners to the track to discuss upcoming events.

Smith gave a brief summary of his background. Because of his passion and interest in racing, he founded Speedway Motors in 1952 - a time when motorsports was not as well known as it is today. He indicated he is here today because, as an entrepreneur, he knows what it takes to grow a business. He felt as long as the project receives the full support of the community, it will succeed.

Subcommittee Reports

Due to time constraints, Bayer suggested subcommittee reports be rescheduled for 7:30 a.m. on January 31 followed by a one-hour presentation by Dr. Chéenne beginning at 7:45 a.m.

Suggested Agenda Items

This item was also rescheduled for January 31st.

There being no further business, the meeting adjourned at 8:36 a.m.

Submitted by,



Cori Beattie
County Board Secretary