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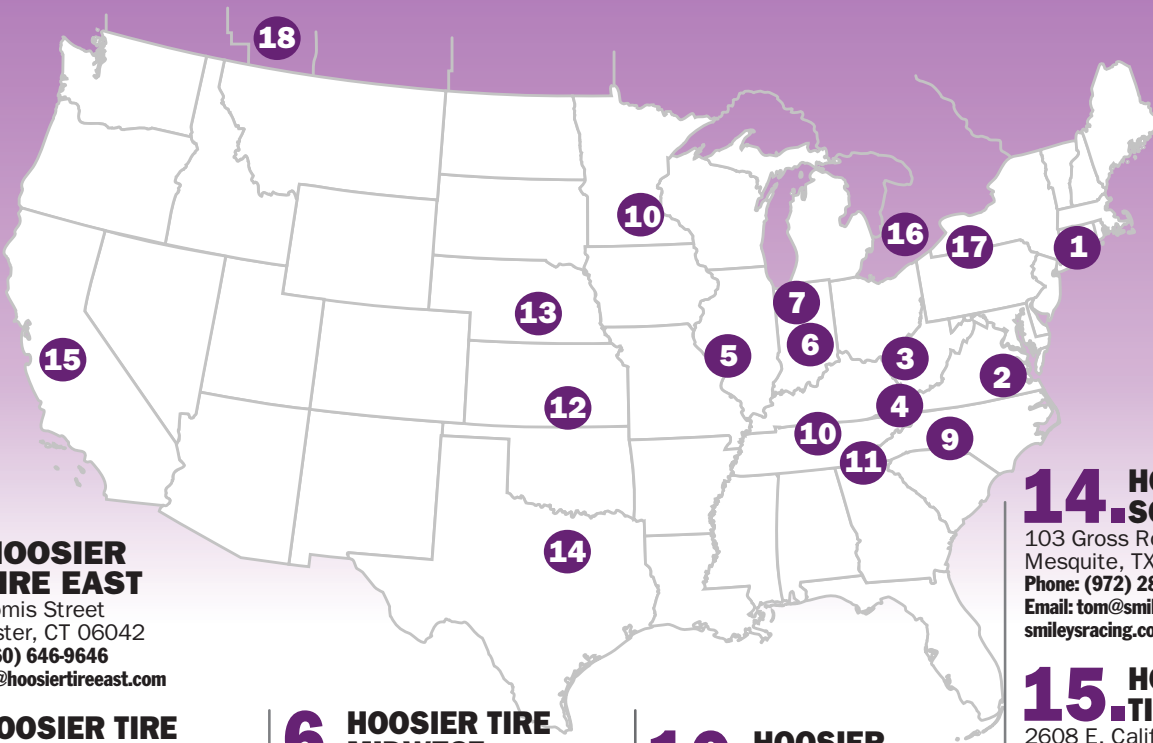


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Get in the Swing of Things, We are OPEN for Business

Tires for competitors; hot dogs, burgers and beer for the concession stands, new attire for the help and so it goes down the line in a never ending spiral of items required to “make it happen” on a race night. This doesn’t include the countless hours spent on planning and working to present your “season opener”.

It always seems daunting to accomplish, but somehow we all seem to make it. It never seems perfect, but if fans and competitors enjoy it, we’ve done our job, take notes and improve for the next week. The cycle begins again until we reach the end of the season.

For veterans of the sport it is still daunting to move the needle and get started. As a society we’ve become complacent, but in our business there is no way to be successful this way.

Whether we want to admit it or not, worldwide trends have an effect on what we do. Inflation tends to restrict expendable spending dollars for fans and budget-minded participants however, as things begin participation seems to be on par or exceeding the start of the 2023 season.

It is with great hope that the positive energy that has kicked the season off will maintain throughout the year and into the future with a little more cooperation from Mother Nature. The weather has, as always during the earliest parts of the season, provided promoters with challenges.

We have to continue to capitalize on the current positive “vibes” that short track racing is projecting. We all have to continue working together as well. We can all learn from and help build one another’s business. It helps all of us.

In a recent conversation with John McCoy, the 48th Annual

Auto-Racing Promoter of the Year, he explained how Knoxville Raceway, where McCoy promotes and Huset’s Speedway in Brandon, SD, are working together on multiple levels including scheduling and technical enforcement. McCoy referenced that he would even be working with the Pennsylvania tracks in regard to technical enforcement. McCoy and many others are against the use of tire softening and the chemical agents that go into making that happen.

Through this association McCoy believes that it will help every aspect of his program and we believe his is correct in his thought process.

Working together will be a theme that we continue to use. Independence and division does not help anything, business or otherwise.

RPM hopes that everyone is and does have a great 2024 season.



Good attendance for early season special events and openers has been very robust and enthusiastic giving promoters a good start to the season.



2023

Year in Review

\$18 MILLION ESTIMATED ECONOMIC IMPACT

84 EVENTS HOSTED & SUPPORTED

179 EVENT DAYS COVERED

NEW ORGANIZATIONAL RECORDS

Award Winners

ESC was named the winner of the 2023 Event Marketing Campaign of the Year Award winner by Sports ETA for its support of Lake Erie Cyclefest.

The Erie Sports Commission (ESC) supported more events that spanned more events days in 2023 than any other year since being established in 2013. In doing so, the ESC surpassed the \$150 million mark in total estimated economic impact since its inception.

HIGHLIGHTS

2023 Strongman Corporation National Championships

This two-day event returned to the same city for the first time in its history and attracted 30% more participants than in 2022 as well as nearly 600 room nights. Athletes from 38 states competed for a national championship at the Bayfront Convention Center. The event organizer reported that 94% of participants stayed overnight.

2023 American Cornhole League Open/Pro Shootout

ACL brought its national tour back to Erie. Preliminary round play took place the Bayfront Convention Center for a sell-out crowd of more than 330 players. Championship rounds were played at the Erie Insurance Arena and broadcast to a national television audience on ESPN3 and CBS Sports Network.

2023 USFA Inter-Collegiate Figure Skating Competition

For the first time ever, Mercyhurst Ice Center played host to more than 200 skaters from 15 universities from as far away as California and Florida as they attempted to qualify for the 2023 National Intercollegiate Final.

ESC Venue Matching Grant Program

In an effort to continue to have a positive impact on sporting venues in Erie County, the ESC increased its Venue Matching Grant Program and awarded a total of \$60,000 to six applicants in 2023. Recipients were Around the Post, Asbury Woods, Ascend Climbing Gym, Erie Sports Center, Lake Erie Speedway and Lake Shore BMX.

SPORTS EVENTS & TOURISM ASSOCIATION NAMED THE ERIE SPORTS COMMISSION THE 2023 NATIONAL SPORTS COMMISSION OF THE YEAR, POPULATION UNDER 500,000.



Erie Sports Commission

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The Erie Sports Commission handed out their 2023 recap at a recent Awards event. Erie, Pennsylvania is the 5th largest city in Pennsylvania with a population near 95,000, the county it is in (Erie) has a population around 270,000. The numbers in regard to the economic income sports has in their region is interesting. While their biggest events are not auto-racing related, it can give you an idea the type of impact we all make on our communities when presenting our events and hosting Series.



Ten Legal Tips for Small Business Owners

During this past year's legal sessions, we have seen an increase in attendance at the "Legal Sessions" attendance at the RPM Workshops, and we applaud everyone that attended. The sessions are provided "Pro Bono" by some of the best legal minds in our business. While we understand the content may be mundane and repetitive, these are important topics for what we face and have to do to be successful.

We did some research and pulled together 10 tips for the Small Business Owner that may be seeking legal advice. Always a good refresher, these are some of the most common legal challenges facing all business owners. Society to a point is pretty comfortable with the laws that govern our day-to-day lives—don't speed, don't steal, don't assault anyone—they're intuitive and we don't think much about them. But business law is different. For one, most of us don't grow up knowing how to put it into practice and adhere to it. It's also more complicated and less intuitive than the laws we deal with every day. That's why it's important to get small business legal advice from someone who is qualified: a business lawyer.

Business law seriously affects how your business runs, from contract law to employment law to tax law to workplace safety law and more. There's a reason lawyers spend 3 years in school to understand and learn their craft. It is something that is often overlooked. The good news is that you don't have to become a lawyer. You just need to be aware of potential issues and then work with your lawyers to make sure you're on the right side of the law.

If you're seeking small business legal advice, here are a few of the biggest legal issues small business owners need to know about.

1. A Binding Contract Requires a Meeting of the Minds

The basic tenet of contract law is an important one to know when you're running your own business. The fundamental premise of all contracts is that there cannot be a binding contract unless there has been a "meeting of the minds."

In plain English, this means that both parties should share a core understanding of the contract terms and agree to be bound by those terms. Problems arise in contract interpretation and performance when there is an ambiguous interpretation of the contract terms.

Be clear about what you're signing, as well as what you're

agreeing to. And while form contracts pulled from online can help give you a starting point, you're going to want the help of an attorney (on both sides) to make sure everyone understands all sides and the duties involved in the contract.

Making sure you both understand and agree to contract terms can help avoid disagreements and costly litigation down the road.

2. The Validity of Written Contracts vs. Oral Contracts (the old "Handshake" Agreement)

You may be surprised to know that oral contracts are legally enforceable—technically. Of course, it's often nearly impossible to determine who agreed to what when the only evidence is your word. But just because it isn't written down, doesn't necessarily mean it's not a valid contract.

There are, however, certain types of contracts that must be written to be valid. These include contracts for 1) real estate sales 2) sale of goods of more than \$500 and 3) contracts that cannot be performed in less than one year. Most attorneys would agree that it's always best to err on the side of a written contract to avoid confusion down the road.

3. Protection of Your Intellectual Property Is Important (think along the lines of Media Rights)

Without a patent, copyright, or trademark, you have little to no recourse if any company "steals" your logo, branding, or business name. Tech companies and e-commerce companies are especially vulnerable to intellectual property issues.

Laws about patents, copyrights, and trademarks protect your businesses' intellectual property, unique creative output, and branding efforts. Small business attorneys advise that protecting your intellectual property is easier than disputing unfair usage after the fact.

Intellectual property law is inherently complicated. If you're interested in protecting your company's intellectual property, consult with a specialized attorney who knows the field, beyond general small business legal advice. A qualified intellectual property attorney can help you assess whether or not your business has IP assets that warrant formal IP protection.

Visit the United States Patent and Trademark Office (USPTO) website to locate attorneys, as well as resource centers near you.

4. Privacy Policies Are Crucial to Protect Customers



One issue which is an especially hot legal topic in recent years is that of customer privacy. It is important that all businesses set up a formal privacy policy to protect their customers' data and demographic information. Note this is different from cybersecurity (we'll cover that later).

In this instance, we're referring to email addresses, home addresses, demographics, and other sensitive information. Some companies share or sell this data to other companies. If your company shares this information with others, you are legally obligated to formally disclose this fact to your customers via a clear privacy policy.

This is probably something we do not think about often, however, we all have databases with value to them and they could all be compromised.

5. Your Small Business Should Adequately Safeguard Data

One huge legal issue which has made the news recently is the issue of cybercrime and appropriate data breaches. Even huge multinational corporations have fallen prey to data breaches, and the legal and PR fallout has been severe.

No matter the size of your company or the number of customers, your small business has a legal obligation to safeguard the personal cyber info of both customers and staff. Current antivirus measures and security software can help protect this valuable information from theft.

It's also important to back up your paper files in the event of theft, fire, or another disaster. Business experts recommend backing up all critical files and storing back-ups offsite from your place of business for safe-keeping.

6. Consider a Trust for Legal Protection

The majority of small business owners operate as the default business structure: sole proprietorship. More advanced legal business structures require additional steps to set up.

The advantage of running a small business as a sole proprietorship is that, unlike more advanced legal business structures such as corporations, it requires no special filings or paperwork to start up and begin running a business. The disadvantage of running a sole proprietorship is that if your business is sued, then the litigant could go after not just your business assets, but your personal assets as well. This could include your home, your car, and your bank accounts.

Some business experts recommend that sole proprietors explore setting up a trust to own the business. This trust would protect the business owner from personal liability in the event of a business lawsuit.

What is a trust? A trust is simply a legal entity that can file its own tax returns, as well as own property and other assets. If a trust is established for the business, then in the event of the lawsuit, that trust will protect the owner's personal assets from judgment.

7. Always Keep Personal Funds and Business Funds Separate

If setting up a trust is not feasible or desirable, it's still crucially important to separate yourself and your personal information from your small business. Your small business should have a separate bank account, credit cards, etc.

Your business funds and your personal funds should always be kept clearly distinct and separate to avoid the appearance of commingling. Any commingling can open you up to legal issues. The same goes for using business funds to pay for personal expenses.

8. Your Small Business Should Maintain Comprehensive Insurance

Any business, regardless of size, should maintain adequate insurance to protect itself in the event of an accident, natural disaster, data breach, or any number of possible claims. Dealing with property and general liability claims can result in lost time, expense, and frustration. All small businesses should maintain adequate insurance to prevent such problems. Depending on the size and nature of the business, specialized insurance policies may be advisable to provide additional cover.

9. It's Usually Better to Negotiate Versus Litigate

Lawsuits are expensive, time-consuming, and stressful, and in the end, you may not be happy with the outcome. Even if you think you are the wronged party, a judge may not agree with you. Taking a case to court should almost always be the last resort.

Most business attorneys will advise trying to negotiate a settlement agreement rather than litigating a business dispute in court. Alternative dispute methods such as mediation and ar-



bitration can save business owners significant sums of money, as well as valuable hours. They may also offer a way to salvage something out of a business relationship if you so desire, where a court battle is likely to cause irreparable damage.

10. Your Choice of Legal Business Structure Is Important

Small businesses can be structured in a number of different ways. We already discussed sole proprietorship in point number 6, but to recap: the default option of business structures are a sole proprietorship. The downside is that there's no separation between the business and the business owner.

The more advanced business structures, such as LLC or corporations, exist as their own entities to protect personal assets. In the eyes of the law, there is a corporate shield that exists to protect you personally from business debts.

Keep the Law on Your Side

When you're starting or continue to run a long term small business, it's important to know the basics of business law that can impact your company. Remember, lack of knowledge is not a defense to an illegal act or regulatory infraction. That's why it's important to seek out small business legal advice from someone who is qualified to give it.

It's best to always consult with an attorney to provide insight on any legal issues before you commit to a course of action, but this guide can at least give you a sense of some major issues to watch out for.



"I have learned more at the RPM Workshops and Trade Shows than I do at any other Trade Show", Gregory Geibel, General Manager, Promoter, Lernerville Speedway



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How to Sell Tickets for an Event

Organizing an event is no small feat, and ticket sales are one of the most essential aspects that can decide its success. Effectively selling tickets is essential to ensure a packed house and a thriving event. But how do you stand out and convince people to choose your event in a world saturated with events and entertainment options?

Whether you're a seasoned promoter looking to refine your ticket-selling skills or a first-timer seeking guidance, you'll find a wealth of valuable insights within these pages. From setting the right pricing strategy to achieving the power of marketing and utilizing modern technology, this will help provide assistance to boost ticket sales and help make your event a success.

What's the Right Time to Start Selling Your Event Tickets?

The timing of when to start selling event tickets is essential to find the sweet spot that balances anticipation and convenience for potential attendees. Starting ticket sales too early or late can impact your event's success. The ideal time to begin selling event tickets is when the anticipation and excitement for your event are at their peak. This typically falls within the range of 3 to 6 months before the event date, but it can vary depending on the nature and scale of the event. Below, is a list of suggestions you can follow while deciding the correct time to start selling your event tickets-

Consider the nature of your event.

Develop a detailed event timeline that outlines key milestones, including ticket sale launch dates, marketing campaigns, and event preparation. Offer early bird ticket sales as an incentive to start selling tickets earlier. Use the lead-up to ticket sales to build excitement and anticipation.

Implement tiered pricing strategies, gradually increasing ticket prices as the event date approaches. Keep an eye on when competitors in your industry or niche start selling tickets for similar events.

How to Sell Tickets for an Event More Effectively Than Ever?

The best ways to sell tickets have evolved significantly, driven by technological advancements, shifting consumer preferences, and innovative marketing strategies. To sell tickets to your event, you must advance your organizing plans and embrace modern approaches with the changing times.

Know Your Audience

The first step in selling tickets effectively is understanding your target audience. Who are they? What are their interests, preferences, and demographics? When you deeply understand your audience, you can tailor your event and marketing efforts to resonate with them, increasing the likelihood of selling tickets effectively.

Demographics: Start by gathering demographic information about your potential attendees. This includes age, gender, location, income level, education, and occupation.

Psychographics: Psychographics delve deeper into understanding the attitudes, interests, lifestyles, and values of your audience. What are their hobbies? What do they care about? What are their pain points and aspirations? This information enables you to connect with your audience on a more emotional level.

Behavioral Insights: Analyze the past behavior of your audience. Have they attended similar events before? How often do they go out for entertainment? What channels do they use to purchase tickets (online, in person, mobile apps)? This data helps you make informed decisions about ticket pricing, promotion channels, and engagement strategies.

After understanding your audience, segment them into groups based on common characteristics or behaviors. This segmentation allows you to know the audience better and create targeted marketing campaigns.

Choose the Right Ticket-Selling Platform

Choosing the right ticket-selling platform is a critical decision when it comes to selling tickets for your event effectively. The platform you select can significantly impact your sales, attendee experience, and overall event success. Let's focus on why this decision is crucial and how to make the right

choice:

Assess Your Needs and Goals:

Consider the scale of your event. Are you hosting a small gathering or a large-scale festival? The ticketing platform you choose should be able to handle your expected ticket volume and scale as needed.

User-Friendly Interface:

The ticket-selling platform you choose to sell festival tickets should be user-friendly for both event organizers and attendees. A simple and intuitive interface makes it easier for people to purchase tickets, reducing potential barriers to entry.

Marketing and Promotion Tools

Look for marketing and promotional features like email marketing integration, social media sharing, and promotional code capabilities. The right tools can help you reach a broader audience and encourage early ticket sales.

Customization and Branding:

Your ticketing platform should allow you to customize ticket pages to align with your event's branding. This creates a consistent and professional look and feel for your event.

Payment Processing Options:

Consider the payment processing options the platform offers. Ensure it supports popular payment methods (credit cards, PayPal, etc.) and provides secure and reliable transactions. Also, popular platforms offer a free ticketing system for events to learn about their smooth system.

Set the Correct Price

Pricing is a critical aspect of ticket sales. Start by calculating your event's budget and determine the minimum ticket price required to cover costs. The price you choose should strike a balance between covering your expenses, generating revenue, and attracting a sufficient number of attendees. Pricing in our business has become interesting when studied. Make sure the ticket price also reflects the value of the show, rather than what you want to sell the ticket for.

Setting ticket prices primarily ensures your event covers its costs and generates revenue. These costs include venue expense (lease/rental), preparation, equipment, performers or racers, marketing expenses, and staff salaries. Begin by thoroughly understanding your event budget. Calculate all

anticipated costs and set a target for the revenue you need to generate from ticket sales to cover those costs.

Research similar events in your niche or region to understand the pricing landscape. Analyze their pricing strategies to see where your event fits. Differentiate your event by offering added value or unique experiences that justify your pricing. Your target audience's affordability plays a crucial role in pricing. Research their income levels and willingness to spend on events like yours. Your ticket price should be within a range that your audience finds reasonable and accessible. Additionally, consider implementing tiered pricing. Early bird discounts can incentivize early ticket purchases, helping you secure advance revenue.

Create a Compelling Marketing Strategy

Effective marketing is the most crucial answer to the question of How to Sell Tickets for an Event. Develop a marketing plan that includes the best ways to sell tickets online and offline. Because a well-crafted strategy can help you reach your target audience, generate buzz, and drive ticket sales.

- Start by clearly defining your marketing objectives. What are you aiming to achieve with your marketing efforts?
- Define what sets your event apart from others, as your USP should be the foundation of your marketing messaging.
- Find the popular marketing channels that will best reach your audience. Common channels include social media, paid advertising, influencer marketing, search engine optimization (SEO), email marketing, content marketing, and traditional advertising.
- Develop a content plan that aligns with your marketing goals and resonates with your audience.
- Your event needs a dedicated online presence. Create an event website or landing page that provides essential information and showcases the event's value.
- Consider pay-per-click (PPC) advertising on search engines and social media platforms.
- Foster a sense of community among attendees by creating event-related hashtags and encouraging user-generated content.
- Take the help of analytics tools to track the performance of your marketing efforts. Measure website traffic, conversion rates, email open rates, social media engagement, and ticket sales.

- After the event, gather feedback from attendees to learn from their experiences and use this feedback to improve future events.

Utilize Technology

In the digital age, technology is your partner. Utilizing technology is a crucial component of selling event tickets effectively in today's digital age. Technology can streamline processes, enhance the ticket-buying experience, and help you reach a broader audience. Here's a list of elements through which you can utilize technology for selling event tickets:

Online Ticketing Platforms:

Invest in an effective online ticketing platform that enables attendees to purchase tickets conveniently from the comfort of their homes. The renowned platforms offer features such as secure payment processing, real-time ticket availability, and the ability to select seating preferences.

Mobile Ticketing:

Embrace mobile ticketing technology to provide attendees with digital tickets that can be stored on their smartphones. You can choose an event ticketing platform that enables this feature. Mobile tickets are not only convenient but also environmentally friendly.

Personalization:

Utilize technology to personalize the ticket purchasing process and marketing communications. Tailor offers content and recommendations based on attendee preferences and past interactions with your event.

Analytics for Decision-Making:

Rely on analytics tools to make informed decisions throughout your event planning and marketing process. Track ticket sales, website traffic, email open rates, and social media engagement to effectively adjust strategies and allocate resources.

Offer Incentives

Offering incentives is a powerful strategy to boost ticket sales for your event. Incentives can entice potential attendees by providing added value, exclusivity, or discounts. One practical approach is to introduce early bird pricing, where those who purchase tickets in advance enjoy lower prices. This rewards early commitment and creates a sense of urgency for potential attendees. Additionally, consider offering

group discounts and encouraging attendees to bring friends or colleagues. These discounts can motivate larger groups to attend your event, increasing ticket sales and fostering a sense of community.

Another compelling incentive is VIP packages. By offering premium tickets with exclusive perks like backstage access, priority seating, or meet-and-greet opportunities with performers or speakers, you cater to attendees seeking an enhanced event experience. VIP packages not only drive higher revenue per ticket but also contribute to the overall excitement and anticipation surrounding your event. Lastly, consider loyalty programs or referral incentives, where attendees who refer others to purchase tickets can earn rewards or discounts. This approach boosts ticket sales and leverages your attendees as advocates who help promote your event within their networks.

Partner with Sponsors and Influencers

Partnering with sponsors and influencers can be a game-changing strategy for selling event tickets effectively. This collaborative approach can help you expand your reach, enhance your event's credibility, and generate excitement among potential attendees. Sponsorships offer financial support and resources, while influencers bring a dedicated and engaged audience.

It's crucial to identify sponsors that align with your event's theme and audience if you want to maximize the benefits of sponsorships. Craft tailored sponsorship packages that highlight the value they'll gain and actively promote them across your marketing channels. Sponsors can also enhance the attendee experience by providing interactive activations, further incentivizing ticket sales.

Influencer marketing, on the other hand, leverages individuals with social media followings to promote your event. Select influencers whose interests and followers match your event's target audience. Building authentic relationships is vital; engage influencers with personalized messages, emphasizing how your event aligns with their and followers' interests. Collaboratively create engaging content that showcases your event's value and resonates with their audience. Measure the success of influencer partnerships through metrics like engagement, reach, and ticket sales, using the data to refine your approach in future events.

Provide Excellent Customer Service

Providing excellent customer service is essential for selling event tickets and ensuring a positive attendee experience. Outstanding customer service builds trust, encourages repeat attendance, and fosters positive word-of-mouth. Here's

how to deliver exceptional customer service in the context of selling event tickets:

Prompt and Helpful Communication:

- Respond promptly to inquiries and ticket-related issues through email, phone, or social media.
- Offer detailed and helpful responses to questions regarding event details, ticket pricing, seating options, and event logistics.
- Provide clear instructions for the ticket purchasing process and event check-in procedures.

Accessibility and Support

- Ensure your customer support team is well aware of the event and ticketing process.
- Provide extended customer service hours, especially during peak ticket sales periods.
- Help attendees with special needs or accessibility requirements.

Problem Resolution:

- Develop a transparent process for resolving issues or complaints and empower your customer service team to make decisions that benefit the attendees.
- Keep attendees informed about the progress of issue resolution and provide updates in a timely manner.

Training and Empowerment:

- Invest time to train yourself or your customer service team to handle various scenarios and inquiries effectively.
- Empower team members to make decisions that prioritize attendee satisfaction, even if it involves policy exceptions.

Gratitude and Recognition:

- Express gratitude to attendees for choosing your event and for their feedback.
- Recognize loyal customers or long-time attendees with special offers, exclusive access, or recognition at the event.

Monitor and Adapt

Monitoring and adapting are pivotal aspects of the event

ticket sales process. Monitoring entails continuously monitoring key performance indicators, such as ticket sales data, marketing efforts, and attendee feedback. It involves actively tracking your progress, understanding trends, and identifying deviations from your initial ticket sales projections. Through monitoring, you gain insights into which strategies work effectively and which areas need adjustments. Regularly analyzing these insights lets you make informed decisions that optimize your ticket sales approach.

On the other hand, adaptation involves acting on the insights gained from monitoring. It's the process of making strategic changes and refinements to your event marketing, pricing, or promotional strategies based on evolving circumstances and feedback. For instance, if you notice a surge in ticket sales through a particular marketing channel, you can allocate more resources to that channel. Conversely, if a specific ticket pricing tier isn't performing as expected, you can adapt by introducing new pricing options or incentives. This dynamic and agile approach ensures that your ticket sales strategy remains responsive to your audience's evolving needs and preferences, ultimately leading to more successful events.

Conclusion

In conclusion, selling tickets for an event more effectively than ever requires a blend of creativity, adaptability, and a deep understanding of your audience. By embracing the latest marketing strategies, leveraging technology, and providing exceptional value, you can drive ticket sales and create an event that resonates with attendees long after it's over. With the insights this guide shares, you're on your way to achieving record-breaking ticket sales and hosting a memorable event.

Connection Matters

It's what makes us human

The Human Connection

We are certainly living in the “digital era.” Technological innovations are exploding with the rise of artificial intelligence (AI).

We are all curious of what AI can do. And, while many businesses are rushing to capitalize on this new innovation and benefits, they need to pay attention and not lose their focus on the most critical aspect of any customer experience, which is still the human connection and personal touch.

Technology will certainly change how we communicate, behave, think and dramatically decrease our people skills. In many businesses, they have focused so much on technology that they are now at a relationship disadvantage which has led to record lows in overall customer satisfaction across all businesses and industries.

“In this digital revolution, human interaction skills have become a premium advantage for small businesses.”

Business owners with in-person customers should understand that it is okay to recognize the competitive opportunity of using technology to perform basic jobs, especially if it will enable your employees to focus on what is most important: building relationships that result in higher customer loyalty, retention, lifetime value, and job satisfaction.

Unfortunately, the obsession of technology by many businesses has dramatically decreased the focus and emphasis on training their customer-facing employees to build rapport, show empathy and compassion, and treat the customer like a real person.

We are certainly leaning more to building a world of high tech and low touch. However, many customers still long for a sense of community, belonging, and purpose. A world in which people know our name, what we do, what is important to us, and trust one another. Trust has become an endangered value.

Those who understand that human touch is essential to any experience—especially a great customer experience—will flourish. Personally and professionally, success is increasingly about creating and building human connections.

“Human interaction, compassion, empathy, and communication skills will become your business advantage in the digital world.”

The most memorable customer experiences are the ones where an emotional connection was made by an employee with a customer through feeling something special. Get to know your customers. Humanize them. Humanize yourself. Customer relationships are critical in a world of digital disruption as small businesses and organizations try to figure out the new reality of human and AI interactions in designing their customer experience.

Human Connections Have Become Increasingly Rare:

We all want and need relationships. If your business and employees work at getting to know your customers as a person with family, concerns, and dreams, you will dominate your competition. Your customers do not want their customer experience to be filled with endless robotic encounters.

Yes, some automated transactions have become faster, easier, and more reliable, helping you to provide a good customer experience. Just don't make the human connection increasingly rare in your business, instead make it more valuable. If you can continue to deliver personalized service you will create and sustain relationships that will positively impact customer loyalty, increase in customers and an increase in your bottom-line revenues and profitability.

“Training employees to develop the people skills necessary to build relationships is essential to the success of your customer experience and business.”

Customers desire recognition and a personalized experience while technology can never be empathetic. It cannot express empathy, make people feel cared for, express emotions in a relatable way, or make people smile and laugh. Technology will never understand the values of kindness, much less come close to adding the human touch to a customer's experience. In short, technology cannot provide true genuine hospitality.

Studies have shown that strong soft skills boost employee productivity and retention by 12% and deliver a 250% return on investment.

Many businesses spend 98-100% of training on the technical part of the job and breeze over their customer experience service philosophy because they think it is common sense.

If you want your business to thrive in the future, train your people on soft skills to master the art of relationship building.



The RPM Newsletter and Workshops was once again part of the TOPS H.Q. Workroom and Lounge which provides meeting space for Track Operators, Promoters and Sanctioning Bodies, along with hosting the popular “BS & Brews” which gives industry folks the opportunity to network and let their hair down in casual conversation.



Is Everyone On Board?

As a team professional, you know the importance of employee engagement and how team culture influences, leaders, your fellow co-workers, the business and your customers.

However, does everyone in your business and organization, as well as your leaders know the importance too?

Whether you have a good culture or you want to make it better, your team culture needs a fresh start for 2024.

Make sure you know that “People Matter”. When they feel right, they will want to help you achieve your goals, keep working to get your full team on board to achieve the results you want. Remember it is okay to make changes when necessary. Albeit, difficult, those changes may be necessary.

We don’t know what 2024 will bring, but we all know the importance of people now more than ever! From connecting your remote or hybrid employees, to retaining your top talent, make sure your company and culture are the best it has ever been in 2024 – and that starts with engagement, the employee experience and team culture!

Bronson Speedway Looking to re-Open, Social Media Sparks Interest...

An unidentified person trespassed and made a TikTok, which caught the attention of track owner Ann Young. The video, which was shown on TikTok, referenced Bronson Speedway as an “abandoned speedway,” it did not sit well with Ann Young, the speedway owner.

“Abandoned speedway? No way,” said Young. “Call it neglected, not abandoned — that’s the real story. Whomever made the TikTok never asked permission to be on the property. They never attempted to contact me. They knew nothing of the history, the heartbreak, and why the speedway was neglected.”

The track ceased activities when Covid hit in 2020. It never put on a race again since then.

“Now, four years later my plan is to reopen Bronson Speedway,” Young said. “I’ve put it into God’s hands, and God has shown me the racing community is here to help me.”

Young came to Florida via New York. Her husband Chris, raced asphalt Modifieds weekly at Long Island’s Riverhead Raceway. He started as a figure 8 racer. Her son, also named Chris, still races at Riverhead. While she lived in New York, Young was the scorer at Riverhead.

“Chris and I bought Bronson, looking at it like it would be our retirement project for us” said Young. “We closed on it on February 9, 2011. We soon found out there was a lot of work to get it ready to rock and roll.”

The track had not operated for two seasons.

The track reopened in 2011. Things once again changed rapidly in 2015. Young’s husband, Chris, retired in April and looked to become a vital part of the track’s operation. Chris Young passed in July of 2015, leaving Ann Young to operate everything on her own.

After Young saw the TikTok, she turned to her own social media to change the narrative. On March 23, a total of 18 people came to clear the weeds and show that Bronson Speedway was not abandoned.

Young feels there’s a need for Bronson Speedway, despite it struggling financially during the time she operated it. However, she has found that desire to see it come back is strong now.

“I ran the track out of my own wallet for many years,” said Young. “It paid off four years later. The families of Bronson showed up in force, as did businesses, when it came time to clean up the speedway.

“Someone said we needed a Bush Hog. Calls were made and a company named Roughneck showed up with a Bush Hog. We needed a dumpster, a dumpster showed up. We needed a dead tree removed, and a drone pilot offered to document the cleanup and the tree removal.

“I started off with a small vision and it was bigger than I ever imagined. The overgrown jungle was all cut down and cleaned up in one day.”

To reopen the track, Young said it’ll take some money to do so. She does not have the money to do so. The grandstands need repair. The electrical system requires upgrading. The track eventually needs resurfacing. However, Ann Young, a widow with her youngest daughter in college, remains determined.

“I don’t know when the track will open, plans will be put in place by God,” Young said. “It will take a while and a lot of help to get it up and running. I own the property, and I don’t want to sell it. I want it to be an affordable Saturday-night, hometown, grassroots type of track, where kids and families can become involved in racing.”

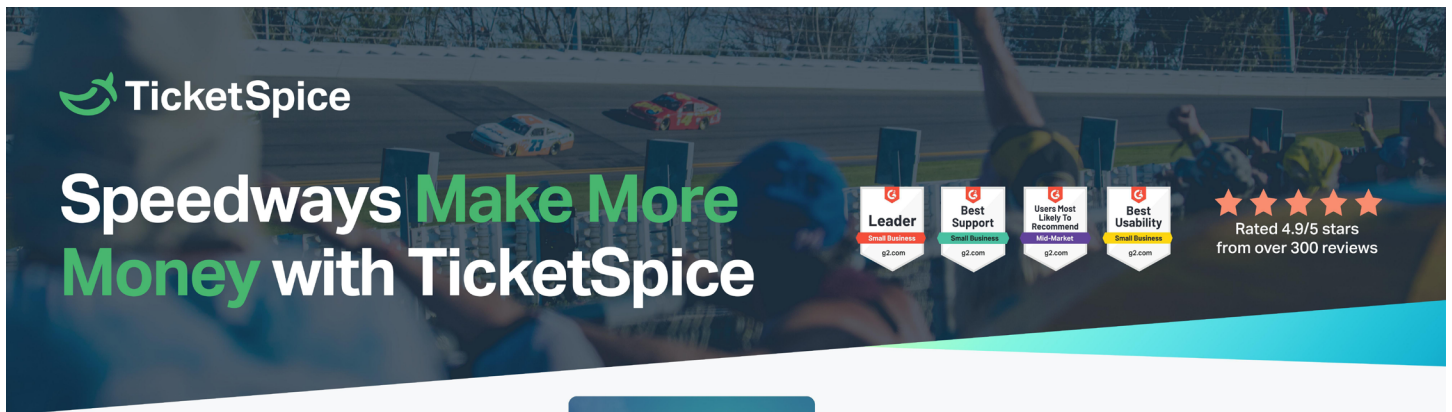
To help with the reopening of Bronson Speedway, feel free to contact Ann Young through the Bronson Speedway Facebook page.




Top; Bronson Speedway is a popular facility in Western Central Florida. Track owner promoter, Ann Young is looking to reopen the facility and she is seeking help. Bottom; A group of young drivers getting ready compete at Bronson.

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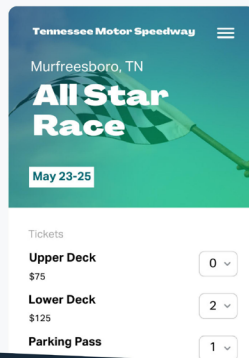
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TicketSpice

for Speedways

JASON SMITH APPOINTED AS PRESIDENT OF USAC RACING, MARKING A NEW CHAPTER IN THE ORGANIZATION'S EXPANSION

USAC Racing, the esteemed governing body overseeing various competition divisions within the United States Auto Club, proudly announces the appointment of Jason Smith as its new President.

This significant leadership change reflects USAC's remarkable growth over the past decade, marked by its expansion into off-road, powersports, and road racing.

With over 20 years at USAC in various competition positions, Jason Smith brings a wealth of experience and a proven track record in motorsports leadership to his new role. With a deep understanding of the industry and a passion for advancing racing at all levels, Smith is poised to lead USAC Racing into its next chapter of success.

The newly formed President position of USAC Racing will report to the United States Auto Club's CEO Kevin Miller, and work alongside the executive team reporting to the USAC Board of Directors.

"USAC Racing has undergone tremendous growth and transformation over the past 15 years," remarked Kevin Miller, CEO of the United States Auto Club. "Jason's appointment as President of our Competition Division signifies our commitment to further expanding our presence in the racing world while upholding the values and standards that have defined USAC for decades. I am honored to have worked with him since my first day at USAC in 2007."

In his new capacity, Jason Smith will oversee the strategic direction and day-to-day operations of USAC Racing, working closely with stakeholders to ensure the continued success and growth of the organization. His vision for USAC includes enhancing the fan experience, fostering innovation in racing technology, and cultivating a diverse and inclusive racing community.

"I am honored to lead USAC Racing at such an exciting time in its history," said Jason Smith. "The past decade has seen remarkable expansion and diversification within our organization, and I am committed to building upon this foundation to further elevate USAC'S position as a leader in motorsports"

Under Jason Smith's leadership, USAC Racing will continue to support and promote a wide range of racing disciplines, including sprint cars, midgets, Silver Crown, off-road, powersports and road racing. With a focus on innovation, inclusivity, and excellence, USAC Racing remains dedicated to pushing the boundaries of motorsports and providing thrilling experiences for fans and participants alike.



USAC Racing's Jason Smith, who has recently been appointed as the sanction's president.

Social Media Showing it's behind on a National Platform

At the risk of getting in trouble for writing something like this and looking past it, we just can't. Recently, two very prominent individuals in professional motorsports had a heated exchange on "X".

The exact "post" or "content" doesn't matter. The perception of what the exchange created mattered. It showed signs of "giving in" to the pressure and sensitivity of what social media creates which is unnecessary negativity which may turn more people away from the sport.

It's a sad situation that didn't need to occur and completely could have been handled much differently.

We battle the "Social Media" negativity with our own series frequently. There is always someone that is dissatisfied with some element of something, even made up and perceived because that's what the "keyboard commandos" do, so we do our best to squelch that.

Personally, we have created "the 10 rule", which is that a post from anyone can create a negative wavelength through their channels and followers of a minimum of 10 people and it flows from there. It's completely impossible to fully track, but once it's out there it is impossible to reel in therefore it is best not to engage it and step away from situations that may present people with the question that asks, "why do I want to go watch something there?"

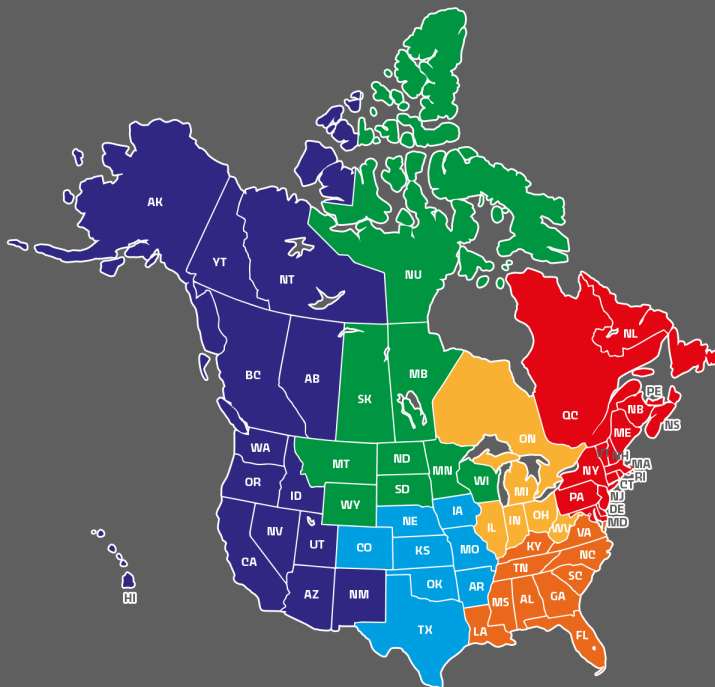
It should go without saying however, do not get in an exchange with a competitor or a fan on Social Media to the extent that it draws any attention. It doesn't hurt to reach out and contact someone directly to handle any situation. Person to person contact is never a bad thing to solve a conflict directly rather than watching what has happened here.

A positive light on the sport is always better than negative conflict.



TAKE NOTE - ARPY REGIONS CHANGING FOR 2024

1 2 3 4 5 6 7



Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our neighbors to the North. As RPM continues to seek growth, we feel this is a positive move for the organization.

Region 1;

Canada - Nova Scotia, Quebec, Prince Edward Island, New Brunswick, Newfoundland

United States – Maine, Vermont, New Hampshire, Connecticut, New York, Massachusetts, Rhode Island, Pennsylvania, New Jersey, Delaware, Maryland

Region 2;

United States – Virginia, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Kentucky

Region 3;

Canada – Ontario

United States – Michigan, Ohio, Indiana, Illinois, West Virginia

Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

United States – Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Montana

Region 5;

United States – Missouri, Nebraska, Colorado, Texas, Oklahoma, Kansas, Arkansas, Iowa

Region 6;

Canada – Alberta, British Columbia, Northwest Territories, Yukon

United States – Idaho, Washington, Oregon, California, Nevada, New Mexico, Arizona, Utah, Alaska, Hawaii

Region 7;

Australia, New Zealand



Mark Your Calendars - RPM Workshop Dates for 2024 and 2025

The RPM Workshops dates for next year following RPM@Daytona in 2024 will be as follows:

RPM Western Workshops will take place on December 3, 4 and 5, 2024.

RPM@Daytona will take place February 9, 10 and 11, 2025 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.





Ride For Roswell "Kickoff" Fundraiser



Join us for the *Ride for Roswell "Kickoff" Fundraiser!* Get ready to rally together and make a meaningful impact in the fight against cancer!

DRAWING TO TAKE PLACE FRIDAY, MAY 31st AT SPENCER SPEEDWAY
(WINNER NEED NOT BE PRESENT)



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\$20 PER (1) TICKET or \$50 FOR THREE (3)



(Tickets will also be available for purchase at off season events, Race of Champions, and Ransomville Speedway prior to drawing.)

We will once again be participating in the Ride for Roswell, a benefit cycling event, including over 8,000 riders that contributes to the "Roswell Alliance" in regard to Cancer Research, Advancement of and the Hope for a Cure. We will be utilizing the above "raffle" as a fundraiser along with standard donations that can be made through my page; https://give.roswellpark.org/site/TR/SpecialEvents/General?px=1352667&pg=personal&fr_id=1940





Sunsets are beautiful no matter what location you are in but race tracks make them a little better.



Unique concession opportunities help bolster business. In the top photo Madison International Speedway in Wisconsin will have be using this “Party Bar” for their Joe Shear Classic on May 4th and turning it into a “Margarita Bar” in honor of Cinco de Mayo. Bottom photo, many folks are using social media to tell everyone about the concession specials for their upcoming events in photos, which gives people some anticipation of what they may want upon arrival or it may even entice them to attend the event. “Food for thought” (pun intended) as a social media idea...





Track preparation is a key to success, the long days of work are rewarded with great race nights.



Left-to-Right; Opening day's are always met with great anticipation and lead to strong crowds on race night. A vintage shot of one of our RPM@Daytona guest speakers, the legendary Bentley Warren in the white super modified racing around upstate New York's Oswego Speedway.



For those of you who weren't able to witness the eclipse this is what it actually looked like from a Samsung phone in Western New York. The birds were obviously seeking a better vantage point.



RECENTLY TNT SPEEDWAY LOCATED IN NORTHERN WISCONSIN LISTED

“It is with great sadness that we share this link and announce the track is for sale or lease. Current circumstances, prior commitments and work loads do not allow us to dedicate the time and effort into bringing our dreams for TNT Speedway to fruition,” this was posted and taken from the tracks Facebook page.

The track was previously sold in 2021 via auction. Zabel-Ackerman in Fond du Lac, Wisconsin is handling the listing. Various record may be found on the facility.
zacommercial.com/Search.html#/property/63062206e207a5000751b2e7763062503ba895e0007f8b27d



HISTORIC FRIENDSHIP MOTOR SPEEDWAY IS NOW AVAILABLE

This 40.84+/- Acre property features a 3/8 Mile Oval Dirt over Asphalt Track, Multiple Concession Stands, 9 Vender Booths, Restroom Facilities that have all been recently updated in 2021. In addition to recent updates, the owners have installed new Whelen Track Safety Lights, New Scoreboard, New Westhold Timing & Scoring Loop System, Updated Concession Stand Equipment, New 8'X12' Platform Scales. The grandstand has seating for 4000 people, 97 Trackside Tailgating Spots. Additional fill dirt is being delivered, compacted and seeded by January 1, 2023.

More information can be found here;
www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/



WEST VIRGINIA MOTOR SPEEDWAY HAS BEEN PLACED ON THE MARKET FOR SALE.

West Virginia Motor Speedway and it's facilities recently received an entire renovation with all brand new finishings inside the buildings. West Virginia Motor Speedway is known for its beautiful valley views and its unique terraced seating on the front straight hillside. More information can be found here; www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/



very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

GREENVILLE-PICKENS SPEEDWAY IN SOUTH CAROLINA IS LISTED FOR SALE

The historic Greenville-Pickens Speedway in Easley, just west of Greenville, was recently listed on a real estate website.

According to the listing from RealtyLink, a real estate development company, ground lease or “built to suit” opportunities are available for the 305-acre property at 3800 Calhoun Memorial Highway.

Starting as a dirt track in 1940, the Green-

ville-Pickens Speedway hosted the first-ever, start-to-finish live-televized NASCAR race in 1971 after being paved in 1970.

The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.



STATELINE SPEEDWAY IN BUSTI, NY FOR SALE

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is

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MACON SPEEDWAY IN MACON, ILLINOIS FOR SALE

The famed bullring dirt track is up for sale in Illinois, Macon Speedway is a 1/5-mile bullring dirt track. The facility is located in Macon, Illinois and hosts races from all the major touring series. The track was born in 1946. It was built by Wayne Webb on the site of a brick factory.

In late 2022, the Kearns family took over ownership of the facility. Since then, they have brought improvements to the facility, some of those are still underway. The track recently hosted their season-ending event. Now, the track is on the market. They have stated that if the track is not sold during this off-season, then they'll continue to manage it through 2024 and beyond. The right buyer is required to lift the property.

Chris Kearns explains that health in the family is the reason the track is listed for sale; "It is with heavy heart and unforeseen circumstances in my family's health that I must announce the decision to put Macon Speedway up for sale," Chris Kearns opened.

"Owning Macon Speedway has been a long time dream of mine, and turning it into an exceptional facility that would make not only my family but the also the entire Macon community proud. The plan was for my wife and I to do this venture together as a promoting team."

"Unfortunately, her medical issues are not going to allow that to happen and, I honestly can't and don't want to pursue this journey without her. In the brief time we've been here, I am very proud of the improvements that have been made."

"I want to emphasize that if Macon Speedway does not sell in the off season to the right person, my son Blade and I have every intention and are committed to running the Speedway in 2024 & beyond, and further enhancing its facilities."

"Despite being in the middle of the new bathroom project, I have already been making plans for our off season improvements, which include enhancements to the concession stand and fencing. If the speedway sold tomorrow, I still have every intention to host the 2023 banquet and honor the racers who have supported Macon Speedway throughout the 2023 season."

"I want to extend my sincerest apologies if this news disappoints anyone (might make some happy lol); it certainly was not my intention. I sure didn't work this hard, invest this much money and have my son quit his job & move to a new state with the intent of owning Macon Speedway for 1 year. Blade has turned into a great track prep guy and an asset to Macon Speedway."

"This is a very, very difficult decision for me, I think everyone knows that I bought Macon Speedway because I love this track. In the year I have been here, I have learned things that have made me love it more."

"I knew this race track was special and unique, I honestly didn't realize that it's actually one of the most unique tracks in the country. We have hosted amazing races in Micro Sprints, Super Late Models, Non Wing Sprint Cars, Wing Sprint Cars, and Midgets this year. I'm not sure if there's another track in the country that offers that much versatility."

"The unwavering support from the Macon community has also weighed heavily on my decision. I am always bragging and take pride in the support I receive from the City of Macon, the local fans & racers who have donated their time, as well as the generosity of the locals that have handmade me gifts, and dropped off produce from their garden, etc. It's a great feeling that I cannot fully express!

He concluded, "I appreciate your understanding and support going forward."

Bob Sargent, Ken Schrader, Kenny Wallace and Tony Stewart formerly owned the track.

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