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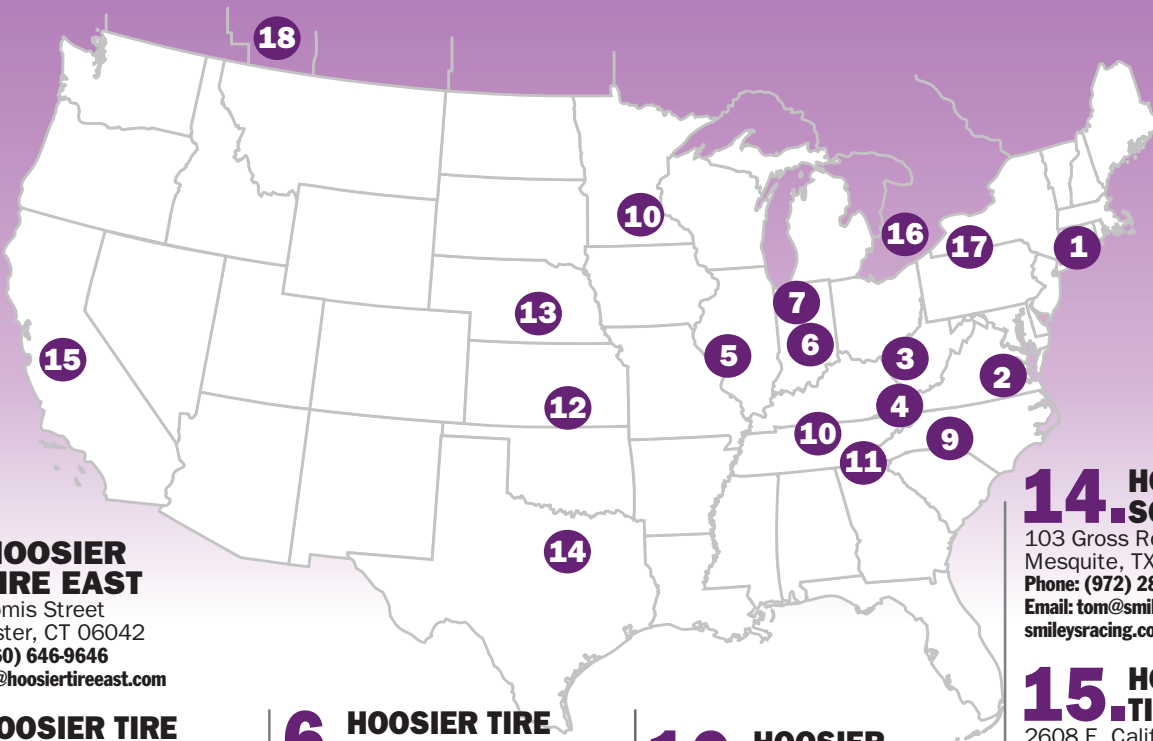
MAKING NEWS

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MAILING ADDRESS:

1670 Hall Road, Elma NY 14059 - PO Box 161,
174 E. Main Street, East Aurora, NY 14052

E-MAIL CONTACT:

jskotnicki@racingpromomonthly.com



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Big crowds at short track racing events are a very positive thing. This shot from Madison International Speedway in Wisconsin, shows a very good crowd.

Observations from Conversations along with Watching What's going On...

It has been a long month of weather implications in the North-east, but we've been able to keep an eye on what's going on thanks in part to the pipeline of communication that flows across our desk.

Overall it seems as though things are progressing well for many, there have been many positives industry wide. Entertainment value has seemed to be evident at many events that we have attended as well "streamed" due to our travel restrictions due to putting our own season together.

Conversations with promoters have been positive. Lyle DeVore, ARPY 47, stated "it's going pretty good, we've been averaging nearly 150 cars in the pits and the grandstands have been doing well." DeVore's weekly grandstand General Admission ticket is \$13.

Another item of interest is watching the development of divisions in racing.

It has always been our belief that "less is more" and we stand by that. Racers, while they frequently complain about whatever they feel the need to complain about, will adapt. It is not necessary to have a multitude of "entry" level or "intermediate"

divisions. People can race with what they have without graduating to the next division and that's okay.

We have to remember we are in the entertainment business. This is something our own business even struggles with from time-to-time. There is a steady balance that we aim and try to maintain, however, sometimes we become overwhelmed with things and lose sight of those goals.

We have, however watched the evolution of divisions across North America. The SK Modifieds at Connecticut's Stafford Motor Speedway were the idea of Jack Arute Sr. The division itself went through many growing pains since it's inception in 1982, however it has become the premiere weekly division at the three (3) Connecticut based tracks.

Stafford has built the brand and identity of the division, along with the stars that race in it. The story is not unique, it's the same thing many of use fight today.

It could be considered a very similar evolution to the IMCA SportMod divisions. It has saved the type of racing for the region and Stafford took it one step further with the development of the SK Light division.

The SK Light division gives racers a chance to experience all of the elements of Modified racing without completely breaking their bank accounts. Early season car count averages at Stafford have exceeded 30 for the SK Light division and the mid 20 range for the SK Modified division

Why am I telling this story? Entertainment. It takes cares, people and personalities to be entertaining. There also has to be repercussions for those who dare to challenge the rules as set forth. In a nutshell, the inmates can't run the asylum or even dictate the direction. It's not an easy job but done properly there can be great rewards.

We often see people make the mistake of "giving in" to the person who makes the most noise and once that precedent is set it will continue to where chaos is the norm versus an event that is dictated by the rules as set forth.

We all have to listen, we all have to make concessions and work with everyone to keep the ball moving forward. There are just certain points where that is not possible. It also helps keeps the entertainment in tact. That is part of the Stafford story. They understand and present entertainment. It is a good lesson for all of us.

Most competitors have lost any true understanding that this is

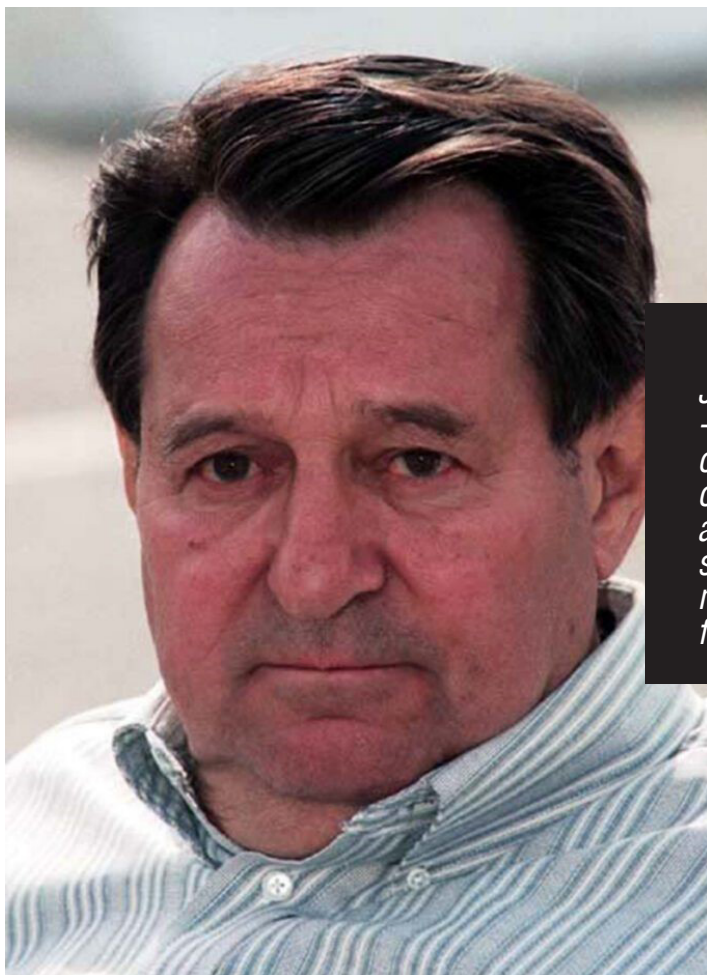


still an entertainment business. They don't promote the value of the events or why it's exciting to come out and watch. Hell most of them do not understand how to promote themselves to sell a t-shirt, which makes our task that much more difficult.

Sure, we all have people we rely on. The good ones but the percentage of those participants is so small that they quickly get swept under when they are trying to do the right thing which puts the onus of promoting entertainment right back on us.

It all goes back to why we started this piece. Less is more. Less divisions should mean more cars and more entertainment. That's the goal we should have. It's hard to maintain focus on it with all of the noise we frequently have to deal with. It's a must to keep our eyes on the ball and continue to build positives which all revolves around entertaining racing.

Entertaining racing remains the foundation on what we continue to build our foundation on and that's what's going on.



There is a link included on the photo of Jack Arute, Sr., above (SK Modified® Story - staffordspeedway (staffordmotorspeedway.com)). Arute's story resembles many of the conversations that we have today. It is like anything else, everything goes in cycles. It's something we need to pay attention to and not lose site of what we are here for in the first place, "entertainment".



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.



What Is PCI Compliance? Everything You Need To Know

Today's businesses must accept credit cards to stay competitive in the marketplace as cash becomes accepted in fewer places. With credit card fraud, identify fraud and stolen data on the rise, maintaining a safe environment for charge card transactions is of the utmost importance. Mishandling this information will lead to customers mistrusting merchants and financial institutions as a whole. The following explains "why" we all have to jump through the hoops that we do to accept credit cards as a form of payment.

Payment card industry (PCI) compliance helps ensure the security of each one of your business's credit card transactions. Whether you are a startup or a global enterprise, your business must be compliant with 12 operational and technical requirements to protect your customers' cardholder data and your reputation as a reliable company. Here's everything you need to know about PCI compliance and why it matters.

What Is PCI Compliance?

To help mitigate card payment fraud, the PCI Security Standards Council (PCI SSC) launched a set of requirements in 2006 to ensure all companies that process, store or transmit credit card information maintain a secure environment. The SSC provides a comprehensive framework, tools and support resources to help businesses safely accept payment card data.

The standards originally applied to merchant processing but were later expanded to encrypted internet transactions. Those requirements, known as the Payment Card Industry Data Security Standard (PCI DSS), are the core component of any credit card company's security protocol.

PCI compliance standards help avoid fraudulent activity and mitigate data breaches by keeping the cardholder's sensitive financial information secure. Unsecured credit card information is more likely to be hacked. Hackers can then use sensitive information about the cardholder for a multitude of fraudulent activities including identity fraud.

Benefits of PCI Compliance

Getting an organization, especially a small business, up to PCI compliance can be an intimidating task. At first glance, the seemingly endless list of rules and regulations is overwhelming. The benefits of safeguarding cardholder data, however, far outweigh the cost of implementing and maintaining the compliance requirements.

To begin with, PCI compliance is an industry mandate and those without it can be fined for violating agreements and negligence. More importantly, those without it are vulnerable to data breaches that can result in theft or fraud. PCI compliance means that your systems are secure, reducing the chances of data breaches. It only takes one high-profile security breach to cost your customers' loyalty, sink your reputation as a brand and erode the public's trust in your ability to keep sensitive credit card information safe. Not only do data breaches have a negative impact on the reputation of the business, but they can also result in lawsuits, insurance claims, canceled accounts, payment card issuer fines and government fines.

PCI compliance also contributes to the safety of the worldwide payment card data security solution. It is an ongoing process that aids in preventing future security breaches. During the first six months of 2020, there were 36 billion records exposed through data breaches. Financial motivation accounted for the vast majority of the breaches. A continual safeguard of cardholder data helps ensure that consumers do not suffer any financial loss.

Requirements for PCI Compliance

PCI compliance standards require merchants to consistently adhere to the PCI Standards Council's guidelines known as the Payment Card Industry Data Security Standard (PCI DSS). These guidelines include 78 base requirements, more than 400 test procedures and 12 key requirements.

1. Install and Maintain Firewall to Protect Cardholder Data: Properly configured firewalls are highly effective at keeping private information secure, which is why the first requirement is that merchants maintain a secure firewall configuration.
2. Proper Password Protection: Most routers, modems, point-of-sale (POS) systems and other third-party products come with a factory default username and password that are simple to guess or published on the internet. In order to meet the second requirement, businesses must not only change the password settings, but also maintain a list of all devices and software that require a password and change those passwords frequently.
3. Protect Cardholder Data: This two-fold protection of cardholder data is the most important requirement on the list. Merchants must encrypt cardholder data with certain algorithms, then perform regular scans to ensure no unencrypted data exists.



4. Encrypt Transmitted Data: Similar to requirement three, merchants must secure cardholder data when it is transmitted over public networks.

5. Use and Maintain Antivirus Software: Antivirus software is required for all devices, including workstations, laptops and mobile devices, that interact with primary account numbers (PANs). The antivirus software must be updated on a regular basis to detect known malware.

6. Properly Updated Software: Firewalls, antivirus software, databases, POS terminals and more require constant updates to patch security vulnerabilities. Merchants must limit the potential for exploits by updating systems and applications in a timely manner.

7. Restrict Data Access: The ability to access cardholder information should be on an exclusively "need to know" basis.

8. Staff members, executives and third parties who do not need access to this data should not have it.

9. Unique IDs for Access: Each authorized user to computer access must have their own unique user ID and password. This ensures accountability for individuals who are granted access to sensitive data and reduces response time in the event of a data breach.

10. Restrict Physical Access: Cardholder data must be kept in a physically secure location such as a secured room with a locked cabinet. Access to sensitive data should be limited. Create and Maintain Access Logs: Log entries are required for all activity involving cardholder data and primary account numbers (PANs). All systems must have a correct audit policy set where logs are continuously reviewed to look for suspicious activities.

11. Regularly Test Security Systems: All systems and processes must be tested on a frequent basis to ensure that security is maintained and to help identify potential weakness along any point of the security system. Even the best security systems are subject to malfunction, human error or aging vulnerabilities. Continuous testing can find these limitations.

12. Document Policies: All systems, software and authorized employee logs involving the PCI DSS requirements must be documented.



"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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NOTICE SAVE THESE DATES

52nd Annual RPM@Reno

52nd Annual RPM@Daytona Workshops

**RPM@RENO
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WED, DEC. 4 &
THURS, DEC. 5, 2024**

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MON, FEB 10 &
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WHAT'S THE IMPORTANCE OF BRAND IDENTITY?

In the recent decade, more and more importance has been placed on brand and brand identity. Our tracks and series are the brands that define the industry. Many are concerning themselves with proposing branding solutions to businesses, and whole teams are dedicated to assuring success in this area.

Needless to say, investing in brand identity can therefore demand considerable effort and budget. You might be wondering what the importance of brand identity is, and if it really benefits your business.

In this article, we will be exploring the term and its significance to modern organizations.

What's Brand Identity?

Before we can examine the importance of brand identity for businesses, let's define what the term means.

Your brand identity describes how your business is portrayed to its customers. It includes everything from your business name, design and logo, to the colors and shapes of your graphics and fonts. It incorporates your tone of voice on social media, the humor in your advertisement, the values you hold close and the mission statement you are pursuing.

Many strong brand identities are immediately recognizable and are known across the world. Such examples include Apple, Coca Cola, Adidas, Penske, Tesla and many others. These companies have invested millions into promoting and developing their brands and can share success stories as a result. Coca Cola, for example, can boast that 94% of the world's population recognize their logo!

It's easy to identify how branding played an essential role in getting these brands to where they are today. But why should you care about it for your business?

The Importance of Brand Identity

Your brand identity has the potential to make you stand out from your competition in a meaningful way. It cannot be understated how the brand can change the perception surrounding your product and elevate it to something more.

The importance of brand identity can be illustrated through the benefits it can provide to your business.

Win a Price Premium

Branded products can demand more money than those with a weak brand. That is because strong brands inspire trust and are associated with certain expectations. Apple and Microsoft, two long-time competitors, are probably the best examples in this case.

Although Microsoft's products are often technologically at the same level as Apple products, Apple has won a loyal following through its branding. Its technologies are perceived as cutting-edge, modern and innovative. As a result, customers will pay a premium price for Apple products even if they are very similar in capabilities to much cheaper alternatives. 63% of people pay particular attention to brands when they choose a smartphone.

A strong brand makes your customer believe that they are paying for quality.

Build a Loyal Customer Base

It takes five to seven impressions of a brand for consumers to start recognizing you. Strong brand identity makes it easier for customers to remember your business. This means you can begin building a long-lasting relationship, whereby happy customers will return to support your brand.

It is much cheaper to retain customers over long periods than it is to invest in one-time only shoppers. The result of a strong brand shows in the bottom line. Businesses that present a consistent brand across multiple channels enjoy a 23% increase in their bottom line on average.

Showcasing a strong brand identity can help communicate your values to your customers and inspire them to support you. 89% of shoppers stay loyal to brands that share their values.

The Importance of Brand Identity on Employment

Importance of Brand Identity isn't only to customers and marketing teams. Your recruitment process and employee retention could also heavily rely on how your company is branded.

That's because employees too prefer to stay loyal to brands that share similar values to them. They are, in fact, willing to accept lower salaries if they believe their employer's brand to be in line with their views. Companies with inferior branding pay 10% higher wages.

Additionally, over 90% of people would consider leaving their job if they were offered a position from a brand with an excellent corporate reputation. Suppose your business has a strong brand identity. In that case, skilled talent will also flock towards your job openings more frequently and manage the expectations of suitable applicants by its value signaling.

Having a great brand can reduce hiring and training expenses significantly.

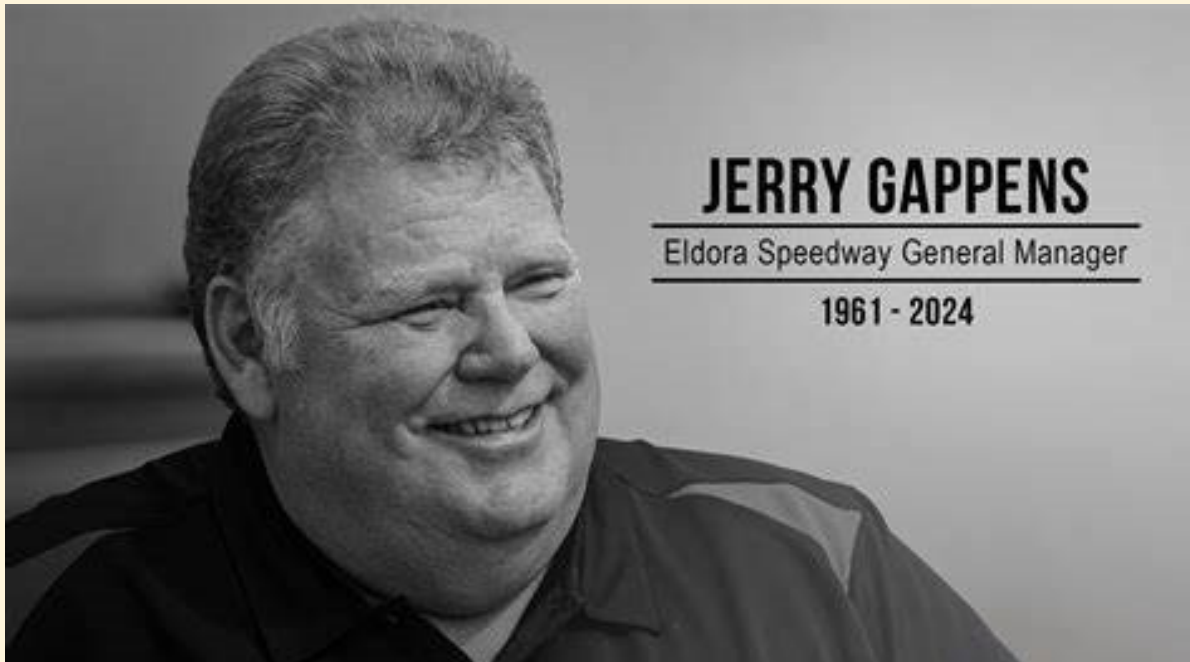
Don't Underestimate the Importance of Brand Identity

Let's recap. A strong brand identity can make your customers perceive your products and services as higher quality. This empowers you to enjoy a price premium. Brand identity allows you to build loyal customer relationships and lift your bottom line. It also strengthens your position in the hiring market, securing better talent, and helping to retain employees that share your values. But, the brand identity needs to flow through everything in the organization in order to be authentic and this is no mean feat, especially considering different geographies, time zones, and channels.

Benefits of Branding

- Customer Awareness
- Customer Loyalty
- Product Differentiation
- Competitive Advantage
- Introduction of new products and services
- Attract Investors
- Image of quality
- Attracts the best talent from the industry





On behalf of the Gappens family, Eldora Speedway sadly shares the news that longtime motor-sports executive and Eldora Speedway general manager Jerry Gappens has passed away at the age of 63.

“Jerry came to Eldora with a wealth of experience and an equal amount of humility,” said Tony Stewart, owner, Eldora Speedway. “No job was too big or too small. His attention to detail was impressive, and he made sure the fan experience at Eldora was exceptional, always finding ways to make improvements with each and every event he oversaw.

“With Jerry at the helm, Eldora Speedway was in great hands, and I’m confident track founders Earl and Berneice Baltus would agree.”

“The Eldora community prays for Jerry’s wife, Cheryl, their children Denny, Wes, Allison and Brad, and their family. Jerry’s presence was immeasurable, and he is sorely missed by all of us.”

Gappens came to Eldora from Indiana’s Gas City I-69 Speedway where he had been the promotor of the quarter-mile, dirt oval since 2018. Prior to his tenure at Gas City, Gappens spent 23 years with Speedway Motorsports, specifically serving as executive vice president and general manager of New Hampshire Motor Speedway in Loudon for eight years (2008-2015) and senior vice president of events and marketing of Charlotte (N.C.) Motor Speedway for 15 years (1993-2007).



**3 STIKES YOU'RE OUT! YOU JUST LOST MY BUSINESS!
HOW IMPORTANT FIRST IMPRESSIONS ARE...**

in order to create unique, memorable and wonderful customer experiences, always share the 7-10 Rule. Each business has about seven seconds for their customers to form a good first impression, about the business, staff and experience. The reason first impressions matter is that customers remember them.

In fact, customers are far more likely to form an opinion of your business or service based on their first impression, rather than any actions you take at a later date, making it essential that you get things right the first time. If you can win over a customer with a great first impression you could earn their business for a year, two years or a lifetime. How much would that be worth to you in your business? Disappoint a customer with a poor first impression and you face a higher chance of losing their business.

First impressions are often all about the small things. Paying attention to the small things will prevent the big things from happening. Here are three small things that will lead to one big thing for your business-- a lost customer.

It is "Three Strikes You're Out Approach To Customer Experience!" If your customers are experiencing these impressions, nobody would blame them if they just walked out or never return again.

STRIKE ONE - You're being ignored:

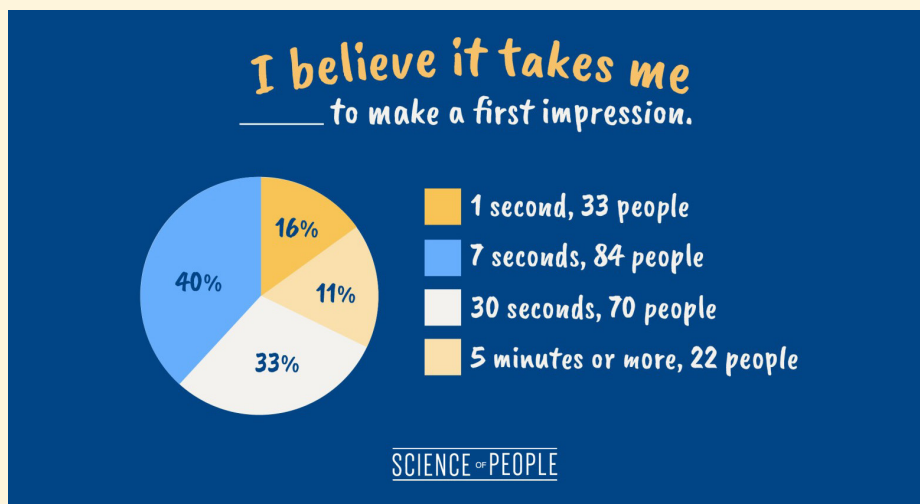
You should be acknowledged by someone when you enter a business, restaurant or retail shop by either the host, a server, cashier, stock clerk, manager or even someone standing behind the desk or bar. You want to know that they know you are there and that you appreciate me. In a restaurant for example, even after being seated if you still feel neglected, it could be an indication of what's to come. You and your customers deserve better than that.

STRIKE TWO - A dirty restroom

When you step into the restroom and are greeted with a wet floor, an overflowing trash can, or a lack of soap in the dispenser, listen to your inner lifeguard whistle. If a restaurant or store doesn't make the effort to clean an area that customers see, what might other parts of the restaurant or store look like?

In most businesses cleanliness is an afterthought. Most businesses pay very little attention to details, lack of real cleaning, and implementing a schedule for ongoing cleaning and refreshing. Once in the morning cleaning or just after closing is not enough.

"Your smile is your logo. Your personality is your business card. How you leave others feeling after an interaction becomes your trademark."



STRIKE THREE - Lack of “Thank you!” or demonstrated appreciation for being a customer

First impressions are crucial for initial engagement, but impressions that occur during and after the sale, like last impressions, can often seal the deal and foster loyalty. Your business will benefit from nurturing ongoing relationships with your customers, and the last impression that your staff provides can play a large role in determining whether your customer returns or recommends your business to others.

Think about it. People like to do business with people they like. Are you and your staff more concerned about the sale, transaction, or purchase, than building a relationship with your customers? The last impression that you leave with your customer could be their last official memory of your business. That is like spending time with a good friend in person or on the phone and then they just walk away or hang up, without even saying goodbye! How would you feel about that conversation? Something was missing. It probably didn't leave you with a good impression of your conversation or even with your friendship with that person. You're wondering if that so-called friend of yours even cared about you. Certainly not a good experience. Your customers feel the same way.

First impressions set the tone for what lies ahead; they set expectations. The last impression is what we're left with; it's probably what we'll remember most about your staff, service or business. BUT... You won't get one without the other. There won't be a last impression if you don't get the first impression right.

Take a good look at your business and monitor both first, during and last impressions that are taking place by the interaction or lack thereof between you, your staff and customers. Are your customers leaving with a smile or feeling good after they've done business with you? If they aren't happy, you probably haven't made a good impression. Don't give your customers and your business the opportunity to “strike out”! It certainly will not be a good experience for the both of you.

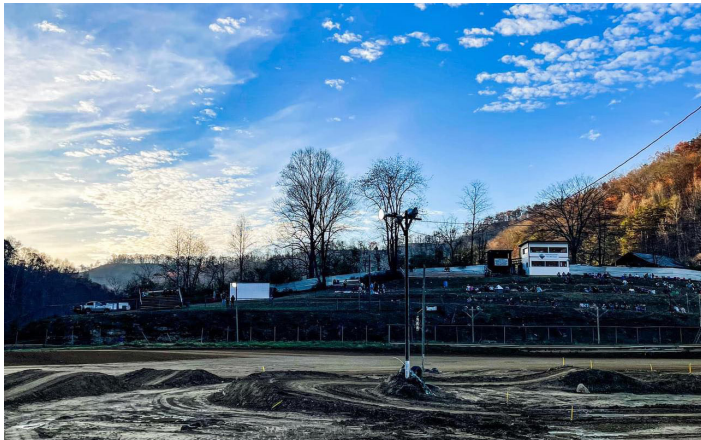


The RPM Newsletter and Workshops was once again part of the TOPS H.Q. Workroom and Lounge which provides meeting space for Track Operators, Promoters and Sanctioning Bodies, along with hosting the popular “BS & Brews” which gives industry folks the opportunity to network and let their hair down in casual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

Mountain Motor Complex Coming Back...

Floods devastated eastern Kentucky and damaged Mountain Motor Complex leading to the tracks closure. Motorcross promoter Donnie Adams. Adams, a Letcher County, Kentucky native, wanted to bring back the facility, not only for motocross but also for drag racing (it has a dragstrip, too) and dirt-track racing. He took over the track in May 2023 and it will be hosting the American All-Star Series on Thursday, July 4.

“When I got it last year, I had to pretty much completely redo everything,” said Adams. “The infrastructure was kind of there, but it needed a lot of love. I had to deal with a lot of silt. The flood took out a couple of buildings with bathrooms in it, so I had to build those back.”



While Adams may be new to dirt-track racing, he’s not a rookie promoter by any means. His Moto-Vated Sports company has promoted motorcross events in the Southeast, with his tracks winning awards.

“We’re getting a good car count,” Adams said of Mountain Motor Complex. “I had Rusty Schlenk from Michigan come down and a bunch of people from out of state giving me an opportunity to earn their business. Now, I’m trying get more spectators. That will come with due time.”

Adams said the track’s baggage from past years may be deterring some from coming, but he’s urging both racers and fans to make the trip to Whitesburg, Kentucky.

“Give me a chance, man — I’ll try to earn your business,” said Adams. “I’ve put a lot of work into the track and changed a lot of things. I’m trying to change people’s outlook on the facility as a whole.”

If you want a reason to check out Mountain Motor Complex, the July 4 show featuring the American All-Star Series Presented by PPM Racing Products might be a good one. Otherwise, they have full schedule of racing ahead in 2024.

Mountain Motor Complex continues to come back to life in Whitesburg, Kentucky.

In the coming months Lake Erie Speedway promoter, AJ Moore will be highlighting some of what are becoming the more traditional Monster Truck and “Eve of Destruction” / “Crash-A-Rama” type shows that have been packing them in. Recently, on a day that eventually evolved into having good weather, Moore sold over 700 “walk-up” tickets to bolster a crowd that tipped the scales fairly well for the Northeast, Pa., facility. Just two days prior, Moore thought the show was doomed, but in his words, “people continued to buy tickets right up to showtime...” There are lessons in all of this and Moore will be discussing them in the months to come.



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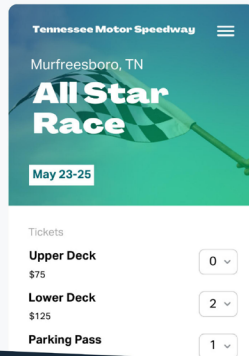
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Mark Your Calendars - RPM Workshop Dates for 2024 and 2025

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.



ARPY 43, Gregg McKarns made a recent suggestion of riding around your facility during inclement weather and taking some "stock" photos so when you have a day that is "not-so-great" you may have photos readily available. It was a very solid suggestion. We are doing the same.





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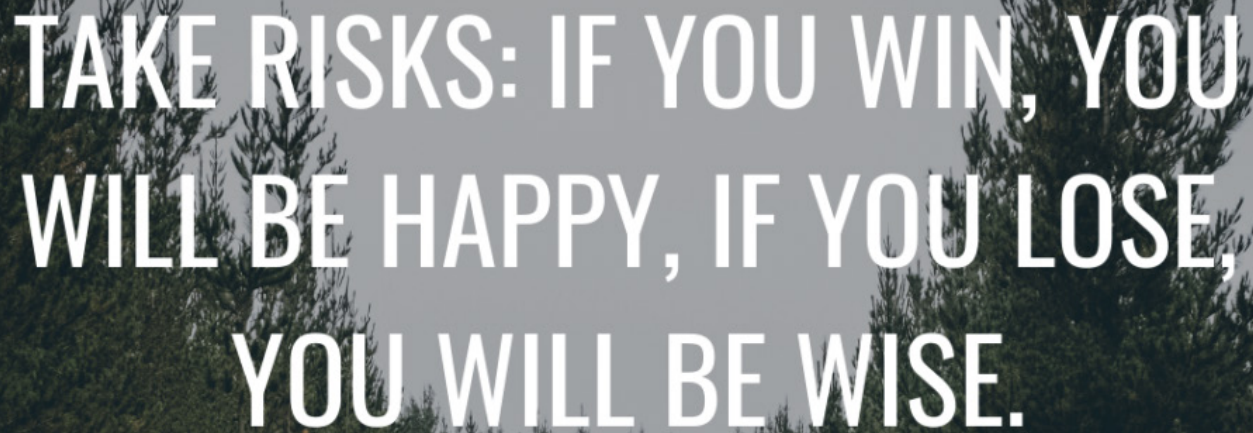


\$20 PER (1) TICKET or \$50 FOR THREE (3)



(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



TAKE RISKS: IF YOU WIN, YOU
WILL BE HAPPY, IF YOU LOSE,
YOU WILL BE WISE.



The difference between
hearing and listening is
paying attention.



Silver Dollar Speedway in Chico, California hosted it's fair race with interesting perspectives and amusement rides in the background. A great spectacle and a solid event as the track exposed nearly 3,000 race fans to the sport of dirt track racing.



While we recognize that our focus is short track racing, the last lap of this year's Indianapolis 500 was what this sport is all about. Drama, a daring pass, heartbreak and jubilation. Josef Newgarden's celebration with the fans was nothing short of incredible to witness. It was Roger Penske's 20th victory at Indianapolis during the 500, a mark that is likely never to be broken.



Memorial Day has become a celebration of the sport. Purely from a unique standpoint of photography, there is actually a race taking place in this photograph on the streets of Monaco. It is always an interesting telecast and something I'm sure we would all like to experience in person.

Top-to-Bottom; Big event crowds bring big cleanup days. Madison International Speedway's Joe Shear Classic was a hit with the fans and former ARPY, Angie McKarns was wheeling "the garbage truck" during the post-race cleanup efforts.





From one national phenomenon to another. Following the eclipse that took everyone's attention so did the appearance of "The Northern Lights" during early May. It was a social media boom.



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/63062206e207a5000751b2e7/63062503ba895e0007f8b27d



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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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