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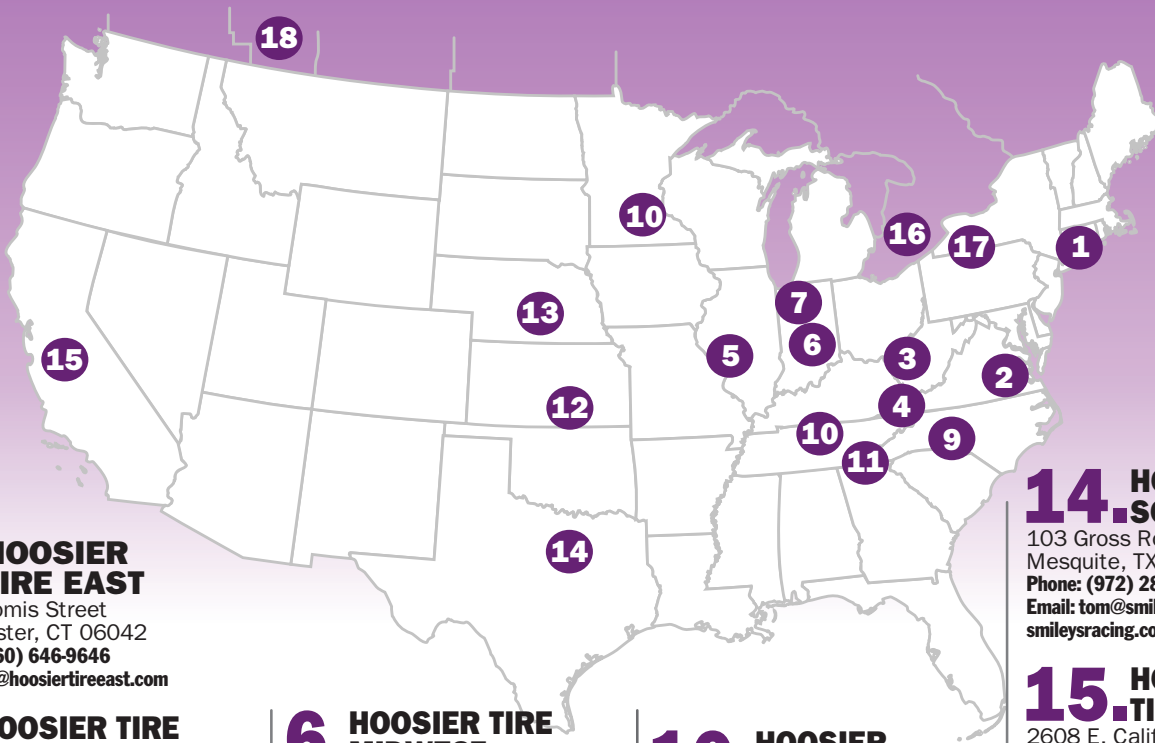


**WEEKLY RACING OBSERVATIONS**

**PAGE 5**



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# TABLE OF CONTENTS

WEEKLY RACING OBSERVATIONS	<a href="#">PG 5</a>
LEGAL UPDATE	<a href="#">PG 7</a>
ENCOURAGE	<a href="#">PG 10</a>
TRANSACTIONS	<a href="#">PG 11</a>
GET IN THE KNOW	<a href="#">PG 12</a>
NEW ARPY REGION MAP	<a href="#">PG 15</a>
TRAXPIX	<a href="#">PG 17</a>
RPM MARKETPLACE	<a href="#">PG 20</a>
DIRECTORY OF SERVICES	<a href="#">PG 21</a>

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# 52<sup>ND</sup> RPM Promoters Workshops



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*A weekly racing Modified takes the checkered flag in front of a good crowd at Marysville Raceway in California. RPM "Believer" and Master of Ceremonies is the promoter at Marysville and he's passionate about weekly short track racing. In this months "Making News" Gage jumps in with both feet observing challenges that weekly racing faces in California. The stories are similar across North America and Gage has some observations worth noting, studying and examining for solutions.*

**California... Interesting Weekly Racing Observations from Dennis Gage...**

Yesterday Golden Gate Fields closed in San Francisco. After 83 years of operation, the first 10 included car racing. I recognize it is 150 acres of prime land sitting at the edge of the San Francisco bay, but Horse Racing was one of the largest revenue tax generating sources in California. Of course, simulcast betting, aka streaming services, took over and honestly the event can be held anywhere.

The results, lets redevelop this prime land and put maximum tax producing units there. So, we replace one tax with another. The problem is that California Fairgrounds average 75 acres in size, and most are located in an area that is ripe for redevelopment. Will the State fight it, probably not, Fairgrounds are generally a drain on the State budget. So, this alarming news set me off to

my state of state Auto Racing review that follows. And although, surrounding states, Arizona, Nevada, Oregon, and Washington have raceways, California has many big, short track events and the money to support them.

The State of State (Use none or whatever you wish)

The 2013 National Speedway Directory lists 57 raceways in California. Now, some are road courses, a few drag strips, and a couple of super speedways. But of the 57 tracks, 40 were ovals tracks, mostly operating weekly. We also had and still have a network of cart tracks which serve as feeders to the larger oval tracks. The feeder carts system may have actually become stronger over the past ten years with National stars like Kyle Larson and Brad Sweet being cart graduates. Parents and children alike want to be Kyle or Brad. In addition the Cart season is year round in California with a slightly lower cost.

Sacramento Raceway closed this past Fall. For more that 50 years Dave Smith operated a drag strip at this location and after West Capital Raceway closed in the 1980 also had an oval track and motocross at this location.

Like, other areas, homes traveled across the vast farmlands towards Smith's facility and after 50 plus years reached the property edge. So, the list grows. Calistoga, Dixon, Chowchilla, Orland to name just a few. Curt Nieman the long-term operator of American Valley Raceway in Quincy announced at the 2023 Reno promoter's workshop he was going to cease operations. It appears he is holding a few 2024 events, but the longevity of this track is certainly in question.

Tommy Hunt has been trying for years now to reopen Calistoga with little success. Petaluma Speedway grounds has been acquired by the City of Petaluma and although a 3-year Speedway contract is in place the purpose is to allow enough time for the environmental documents to be processed so leveling can begin.

Irwindale, a relatively new modern raceway escaped the demolition ball in 2018 and eventually will lose out to the property management company who owns the property. The longtime Pombo race family from the Fresno area has purchased Santa Maria Speedway on the Central coast and hopes to reopen the facility shuttered since 2021. But the nearby development has haunted this once prime raceway.

Despite the fragile setting we feel the more alarming fact is the sharp decline in weekly racing in California. Once 40 strong,





now appears 9 oval tracks ¼ mile or longer have 20 or more events. Four of them are located in the north state with Ocean, Placerville, Marysville, and Antioch. Perris and Ventura in the south end of California, and Merced in the central State along with Kern and Bakersfield. Antioch leads the pack holding 35 events, while the rest all hover around 20. Of this group two are reported to be struggling while trying hold Auto races. Only three tracks fit in the 11 to 19 group and the remainder are 10 or less. Why the decline? There could be a multitude of answers. The more realistic answer could be the spiraling cost of operations coupled with stagnant car counts and declining crowds. Maybe, but just like food, fuel, and housing, operating cost has doubled if not tripled in the ten-year window that we have reviewed. And where is the offset? Have admission prices doubled, pit fees tripled, sponsorship increased, or other income sources grown? Probably not. In 2013 California minimum wage was \$8 and now it is \$16. So, the plausible explanation is we need to hold bigger, better, fancier, wonderful race meets. Or, the most profitable events that we can hold. Many have less than ten races they can fit into that category. But does it pay the bills and keep the doors open?

But, why is the important. Think about your revenue. Although we like to brag about the hot dogs we cook and the beer we serve, the two largest daily line items on racetrack spreadsheet are ticket sales and competitor's pit fees. Now, which of those is most important? Both is the answer, but how do we maintain, increase, or enhance those numbers? So, first which is in the most trouble? We think the competitor. What is the tracks selling with ten or less events? It is the name, the series, the type of car, or a special element that draws the extra fans to increase ticket sales. So, easy we all hold special events only! Maybe so if you can develop the classes or groups needed. The demise of weekly car racing, remember 40 to 7, contradicts this theory.

Many of us grew up watching our parents' friends, the neighbor, Uncle John, or the kid from school race at the local oval track. Now, in a different time people engage differently. However, the Cart explosion we earlier discussed has bred hardcore racing in the vanes of 5-year-olds. And they progress from the beginner to novice, to intermediate, and finally expert. That tour takes nine years. Then we have race ready youngster, a dad with pocket full of cash and Mom who wants her son or daughter to be a race hero. We are ready with no place to go.

When Brad Sweet and Kyle Larson developed their skills, they had the parental support, some financial backing, a great of deal talent, but most importantly they had a place to go. Sweet, the older of the two, had his pick of class and track since he came up when 40 tracks still operated weekly. Larson, not far behind, had plenty of choices as well. In fact, on most summer week-

ends either one could get at least two nights of racing . And the ticket buyer recognized the talent and potential future for these kids and bought more tickets. Although they both migrated to Winged Sprint cars, many choices existed at that time for the class of car and when and where you wanted to race. 2024 has arrived and what do we have. Declining weekly tracks that provide the outlet for the rising stars like Larson and Sweet. They learned by racing every chance they got. Now, if you are in Northern California, you have some weekly options, mostly dirt oval tracks. But where do the gearheads go that aren't Larson and Sweet go? They seek out what they can afford at a track that races enough to keep their interest. Think about it, it also the interest of the fan, the family, the sponsor, the owner. They need enough racing to be vested in the program. Don't get me wrong, certain cars can't run weekly with the rising cost, but the ability to race needs to be there.

California has not been a very good leader with practical solutions for government or private industry. Other than just a couple of groups Auto racing is basically unrepresented in Government. So, solutions need to be derived independently and that is why many of us attend the Promoters workshop annually. We listen, learn, and prosper. But our own observations can provide the guide to future decision making about our business and its' long-term health. Like healthcare, a few preventive measures preserve our longevity and prolong life. Our opinion the continued degrading of the weekly race meet will ruin any chance we have surviving in an already tough business.



*Dennis Gage is a huge proponent of RPM and the Workshops. He also has a great passion for promoting and putting on great events along with the health of short track racing. He's definitely someone we all need to listen to.*



### How to Implement Effective Safety Measures in Sports Venues

Based on some of the events that have taken place recently, we thought it may be a great idea to refresh some of our “safety” measures for our venues with a list than assist you as you examine your facility.

Ensuring the safety of spectators, participants, players, and staff within sports venues is a multifaceted challenge that demands a comprehensive and well-executed approach to security and risk management. In the ever-evolving landscape of sports events, the need for a secure environment has never been more critical.

This guide delves into the implementation of effective safety measures in sports venues, covering a spectrum of considerations ranging from initial risk assessment and emergency response planning to the integration of cutting-edge technology. By adopting a proactive and thorough strategy, sports venues can not only protect the well-being of everyone present but also elevate the overall fan experience, fostering a sense of security and confidence. This comprehensive safety strategy involves collaborative efforts with authorities, the establishment of robust surveillance and monitoring systems, the implementation of advanced access control measures, and continuous training for venue staff. The ultimate goal is to create an environment where the excitement of the event is harmonized with an unwavering commitment to safety and preparedness.

#### 1. Risk Assessment:

The foundation of an effective safety strategy begins with a meticulous risk assessment. Sports venue operators must conduct a thorough examination to identify potential hazards and vulnerabilities within the venue. This process should encompass a wide range of considerations, including the potential impact of natural disasters, security threats, crowd behavior patterns, and possible accidents. By understanding and evaluating these risks, venue operators can tailor their safety measures to address specific challenges and vulnerabilities.

#### 2. Collaborate with Authorities:

A seamless collaboration with local authorities, emergency services, and law enforcement agencies is essential for the successful implementation of safety protocols. Venue operators should establish strong working relationships with these entities to ensure that safety measures align with local regulations and standards. Regular communication and coordination

with authorities can provide valuable insights and support in enhancing the overall security framework of the sports venue.

#### 3. Emergency Response Plan:

The development and regular review of a comprehensive emergency response plan are imperative to effectively address various scenarios, including medical emergencies, natural disasters, and security incidents. Conducting regular drills and training sessions for venue staff ensures that they are well-prepared to respond promptly and efficiently in high-stress situations. The goal is to have a well-coordinated and practiced response mechanism in place to mitigate the impact of unforeseen events.

#### 4. Surveillance and Monitoring:

A robust surveillance and monitoring system is a cornerstone of modern sports venue safety. Installing high-quality surveillance cameras strategically throughout the venue allows for enhanced security and quick response to potential incidents. Leveraging technology for real-time monitoring of crowd movements and identifying potential issues enables proactive intervention, contributing to a safer overall environment.

#### 5. Access Control:

Implementing robust access control measures is crucial for regulating entry and exit points within the venue. Utilizing advanced technology, such as electronic ticketing, ID checks, and biometrics enhances security by ensuring that only authorized individuals have access to specific areas. This not only prevents unauthorized entry but also provides a means for efficient crowd management.

#### 6. Communication Systems:

Effective communication is key during emergencies. Installing reliable communication systems, including public address (P/A) systems, enables quick dissemination of information to all areas of the venue. Additionally, leveraging mobile apps and social media for real-time updates and emergency notifications ensures that fans and staff receive timely and accurate information, contributing to a coordinated and informed response.



CONTINUED



### 7. Medical Facilities:

Sports venues must be equipped with well-trained medical personnel and well-equipped medical facilities to address potential health emergencies. Establishing partnerships with local hospitals for emergency medical services ensures a seamless transition from on-site care to specialized medical attention when needed. This proactive approach prioritizes the health and well-being of all individuals within the venue.

### 8. Crowd Management:

Implementing effective crowd management strategies is essential for maintaining order and safety during events. This involves the designation of seating areas, clear signage for guidance, and well-trained staff for crowd control. Utilizing technology for crowd monitoring and flow analysis allows venue operators to proactively address potential bottlenecks or crowd-related issues.

### 9. Infrastructure and Facility Design:

Safety considerations should be integrated into the very design of the sports venue. This includes planning clear evacuation routes, strategically placing emergency exits, and ensuring the construction of sturdy and resilient structures. Adherence to building codes and safety standards is paramount to guaranteeing the structural integrity of the venue during unforeseen events.

### 10. Technology Integration:

Embracing cutting-edge technology is pivotal for enhancing safety measures. Facial recognition, metal detectors, and AI-based threat detection systems can significantly contribute to the overall security of the venue. Regularly updating and maintaining safety-related technology ensures optimal functionality and alignment with evolving security standards.

### 11. Staff Training and Awareness:

Venue staff play a crucial role in the successful implementation of safety measures. Regular training sessions on safety protocols, emergency response procedures, and customer service expectations empower staff to act confidently and responsibly during critical situations. Fostering a culture of safety awareness among all employees reinforces the commitment to a secure environment.

### 12. Community Engagement:

Engaging with the local community is an essential aspect of sports venue safety. Addressing community concerns, gathering feedback on safety measures, and involving local stakeholders in the safety planning process fosters a sense of shared responsibility for safety within the venue. This collaborative approach builds trust and strengthens the overall safety network.

### 13. Continuous Improvement:

Safety is an ever-evolving aspect of sports venue management. Regularly reviewing and updating safety measures based on lessons learned, technological advancements, and changes in the threat landscape is crucial. Encouraging feedback from stakeholders, including fans, staff, and local authorities, helps identify areas for improvement and ensures that the safety strategy remains effective and adaptive.

By diligently combining these strategies and maintaining a proactive stance towards addressing safety concerns, sports venues can create a secure and resilient environment for all stakeholders involved. This commitment not only upholds the well-being of spectators, participants, players, and staff but also contributes to an enhanced overall fan experience, where the thrill of the event is complemented by a dedication to safety and preparedness.



**“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**



# NOTICE SAVE THESE DATES

## 52nd Annual RPM@Reno

## 52nd Annual RPM@Daytona Workshops

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Borrowing thoughts from another Automotive Industry; "Why Building Others Up Wins Every Time"

Positivity is contagious. A genuine compliment, a helping hand, a moment of encouragement – these things have the power to uplift someone’s day and inspire them. The vast majority of people will appreciate your support. Sure, you might encounter some knucklehead who misconstrues your kindness. But that’s a rare exception. Most people are simply trying their best, and a little boost can make a world of difference.

So, how can you start building others up today?

Offer sincere compliments. Notice someone’s effort, their accomplishment, or even just their style. A kind word can go a long way.

Be a cheerleader. When someone is facing a challenge, offer words of encouragement and support. Let them know you believe in them.

Lend a helping hand. Whether it’s offering to take on a small task or simply being a listening ear, your willingness to help can make a big difference.

Building others up isn’t just about making them feel good. It’s about creating a ripple effect of positivity. By supporting those around you, you’re fostering a more encouraging and inspiring environment for everyone. So, spread the love and watch the uplift effect take hold!



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.



**Simple Transactions Into a Positive Experiences**

As many of you know, the customer experience is paramount in our business.. Many experts truly believe that the customer experience is still the next competitive battleground where your business is going to be won or lost. It is the differentiator that will separate your business from your competition.

Many people often ask what the difference is between customer service and customer experience. Although customer experience and customer service are often used as synonyms and they do have some overlap, they're two different things. Customer service is a single circumstance when the customer seeks support or resources or help, which is a part of the overall customer experience. However, customer experience refers to the overall experience that a customer feels about your business, your staff and how their emotions are touched.

We often talk that by just providing customer service, it will make your business average and boring. Why? Because you are just doing the basics and it does not affect any emotions. You or your staff are just providing transactions. For example, a waiter or waitress takes your order, provides your meal and concludes with the bill. It is of course important to make sure all transactions are accurate, timely and with a smile. However, were any emotions impacted during those transactions? Probably not, which makes that experience was average, expected and boring.

So how can you turn ordinary transactions into extraordinary experiences? Here are 3 Tips:

**1. Listen, Understand and Respond:** Pay attention to what your customers are telling you and take action based on it. Show them you've listened. For example, if you are that same waitress or waiter listen closely and you might hear that the people dining at the table are celebrating a special occasion. You then understand why they are eating out and then you might respond to help celebrate that special occasion. We get so busy doing tasks and operations that we forget to pay attention to our customers. What are they saying as well as what they are not saying.

**2. Personalize the Experience:** Make each interaction unique.

Use the information you have or gathered to personalize their experience. Ask for their name or in this restaurant example, you might already know their name from the reservation or from the hostess. Use their names to personalize the experience. At the very least, don't just treat them as a customer, treat them as your guest and not as a commodity. Treat them as unique individuals and a person. Get to know your customers and seek to build a relationship with them during each transaction. You can ask them where they are from or if they have ever visited your business before.

**3. Surprise and Delight:** Unexpected gestures, no matter how small, can leave a lasting impression. "Plus it by one" as Walt Disney called it. Think about what you learned from listening and ask yourself how you can personalize the transaction with surprise or delight. Maybe the waitress overheard the guest saying that they loved the way the fries were made here and when she brings the order, she tells the guest that I heard you loved our fries so a I put a few extra on your plate. How do you think the customer 'feels' about what just took place, even though it may be just a small gesture. Again, the most important word is 'feels' about the transaction.

Making good products is no longer enough. Serving them efficiently is no longer enough. It's how we make people 'feel' that matters most of all. Today we are in the service economy. No matter what business you are in..... you are in the business in serving other people. The service business. Customer satisfaction is just the the baseline. Customer value goes up when there is an emotional connection.

Customer value goes up 52% when you create an emotional connection with your customers.

If you look close enough you will always find opportunities to make memorable experiences. Try to give people more than they can expect. This is not rocket science. It just means caring about your customers just a little more. Imagine if your Doctor did this, your auto service repair shop thought like this, your county staff and municipality employees thought like this?

Give your staff a sense of belonging and purpose by allowing them opportunities to exceed the customer expectations. Give your customers a memory but affecting their emotions and feelings during each transaction. It will transform your business. You will have more loyal customers and repeat business. You will blow away your competition. But it will also make you, your staff, your team and everyone around you feel exceptional too!



**Albany-Saratoga Speedway to become housing and shops sometime after 2025**

The rumors have floated for many years, most of the time with little to no validity, but recently a story broke in the Capital District of New York that the Albany-Saratoga Speedway in Malta, NY, right on the Ballston Spa, NY line, would become home to shops and housing after the speedway closed, sometime after 2025.

Businessmen were seen at the track studying the property in addition to other pieces of information being pushed to the surface in regard to the future of one of New York's top weekly race tracks.

In another section of this publication, California's Dennis Gage wrote explicitly about the loss of "Weekly" race tracks and this story fits right in, albeit, 3,000 miles to the East. This is rampant and everywhere and it's not just a case of "the strong will survive..."

Albany-Saratoga averages over 150-cars in the pits on a weekly basis. The reality of this loss is what the business of short track auto racing loses.

Some racers will keep going, so will some fans, but there will be certain casualties because that's reality. It's the home of racers and fans that when gates close and the facility no longer functions, we lose them.



Rockford Speedway in Illinois was a casualty of progress just as Albany-Saratoga is certainly to be.

We are writing this from the parking lot of this beautiful speedway, "The Great Race Place", saddened by this.

Attendance and participation for many short tracks has been on the upswing and we will continue to forge ahead, but losses like this, even rumors of losses like this do not help our case as viable place for people near and far to spend their expendable entertainment dollars.

Perhaps "the price of real estate is deaf to race tracks..." or that a real estate turn for the worse would help short track racing



*Albany-Saratoga Speedway in Malta, NY has recently come under fire in the media with rumors and some fact that the facility has been sold and will close after 2025. "The Great Race Place" is home to ARPY #47, Lyle DeVore.*



### 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.



### Tips from MyRacePass (MRP)

Welcome to June! The year really seems like it's flying by. I have a couple reminders this time around for everyone.

I know you hear this from us constantly, but I really want to recommend that you add online tickets in some way to your events. At minimum your major events. Our data and records show such an elevated level of success with online tickets this year. The younger generation of fans are much more accustomed to purchasing tickets online in advance.

- I have a list of help center articles showing how to add tickets, and many other related things.
- Use this link to find all of the articles related to online tickets.

I also want to remind you of the value of Push Notifications from the app going directly to your fans. When your fans favorite your track or series in the MyRacePass app, they get push notifications on their devices with updates from your facility.

- We have a link to a PDF that works great for sharing on social media showing fans how to do so!
- Push notifications for things like when you release a news article, when you "go live" with MRP Live, when fantasy picks open up, or when you have a rain out/cancellation.

We have created a little guide to help promote an MRP Fantasy Leaderboard. It's been really cool to see so many of you really embrace the MRP Fantasy Racing features of the app, and have you really engage your fans in creative ways!

- Here is that PDF Link

I also want to highlight Announcer Audio in the MyRacePass app! This is now turned on for all tracks and series in your dashboard. If you have any questions on setup, reachout to [Support@MyRacePass.com](mailto:Support@MyRacePass.com)

- We have an article for that too!

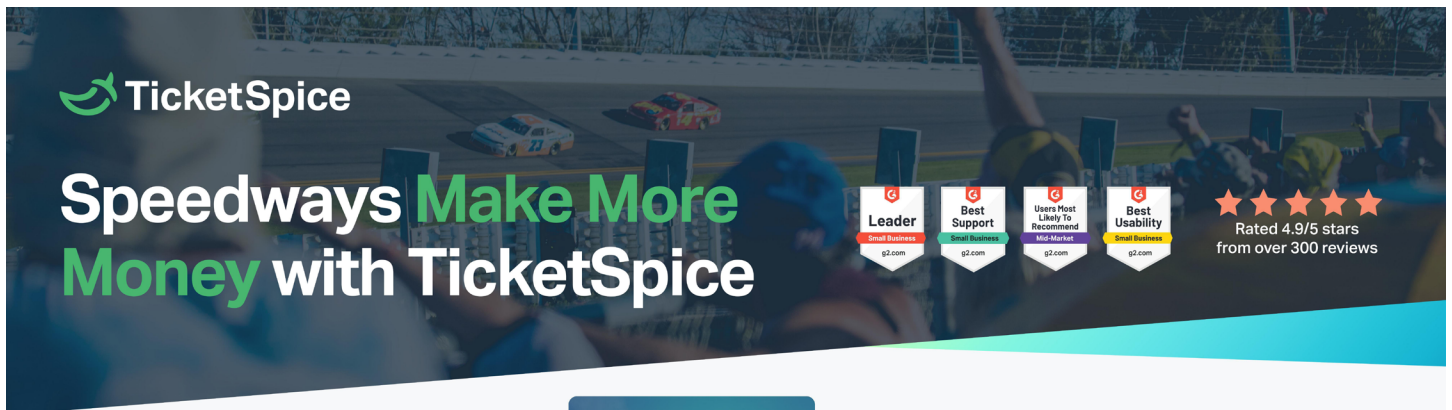
### QUICK NOTES!

- Our YouTube page is being updated weekly! View help videos by visiting our Youtube Page.
- Facebook support group - Join our group here. Please Remember to answer the questions, or you won't be allowed in!
- The MRP Help Center was completely re-written in the last few months, and you can find it [HERE!](#)

- Best way to contact us is our support inbox | Email Us - [support@myracepass.com](mailto:support@myracepass.com)

# TicketSpice

for Speedways



**TicketSpice**

## Speedways **Make More Money** with TicketSpice

**Leader** Small Business g2.com

**Best Support** Small Business g2.com

**Users Most Likely To Recommend** Mid-Market g2.com

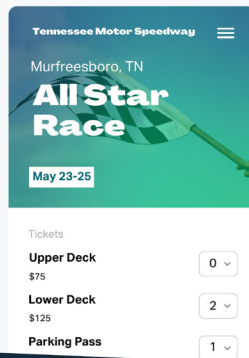
**Best Usability** Small Business g2.com

Rated 4.9/5 stars from over 300 reviews

Tired of outdated ticketing companies doing the bare minimum and over charging?



Book a call to learn more about TicketSpice.



Leading Speedways are switching to TicketSpice to save time, increase revenue, and elevate their visitor experience.

- Flexible Ticketing
- Single Page Ticketing
- Reserved Seating
- Save with Fraud Protection
- Mass Cancellation Refunds
- Free Marketing Website
- Dynamic Add-Ons & Upgrades
- Mobile Merchandise & Concession Sales

Scan and Schedule for the Promotion!

TicketSpice was started in 2008 and has worked with 60,000 organizations, processing over \$1 Billion per year. Birthed from the enthusiast motorsports industry, we know what it feels like to be overcharged for solutions that overpromise and underdeliver. More at [www.ticketspice.com/speedways](http://www.ticketspice.com/speedways)

# TicketSpice

for Speedways



# 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

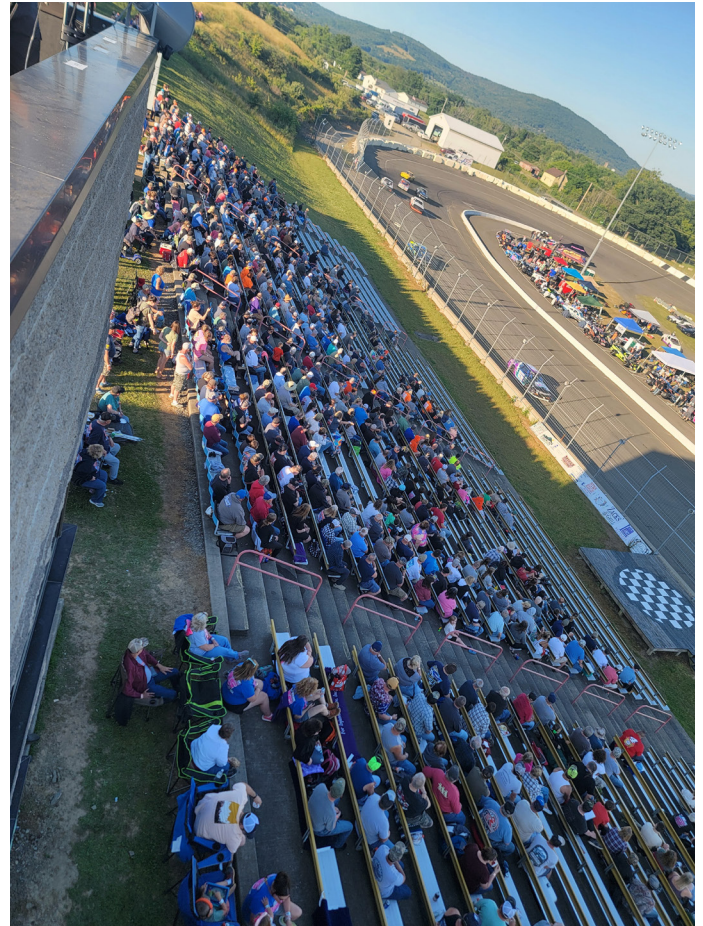
### Region 7;

Australia, New Zealand

**DO NOT FEAR MISTAKES.  
THERE ARE NONE**

**LIFE IS INHERENTLY RISKY.  
THERE IS ONLY ONE BIG RISK  
YOU SHOULD AVOID AT ALL  
COSTS, AND THAT IS THE RISK  
OF DOING NOTHING**

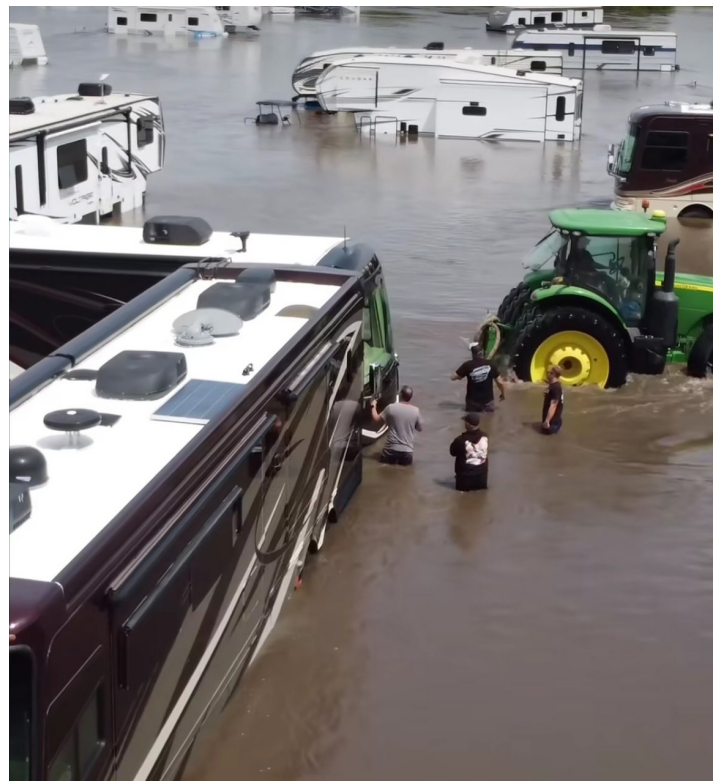




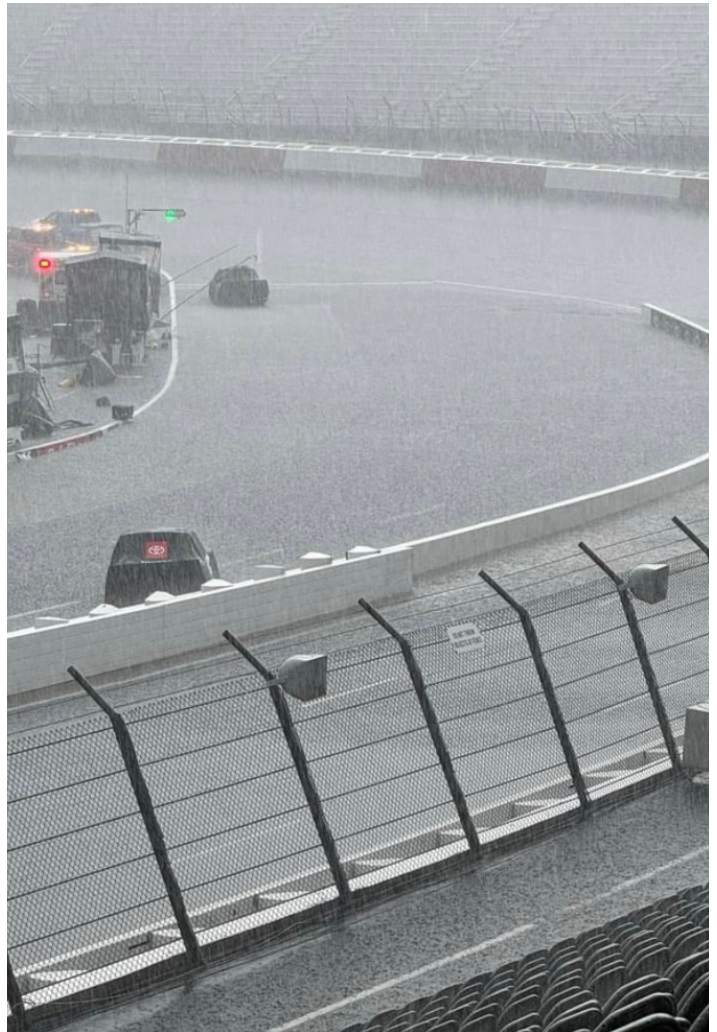
*Left-to-Right; Former Auto-Racing Promoter of the Year, Howard Commander aboard the grader at the spry age of 80-years old getting Lebanon Valley Speedway east of Albany, NY into shape for their weekly racing program on Saturday evening. Bottom, Chemung (NY) Speedrome has struggled for crowds at times during its existence, however, promotional couple Ray and Ellen Hodge have worked hard to put people in the track and a recent "Tour-Type" Modified paid great dividends for them with a strong crowd. Many of which do not sit in the grandstand but take their own seats up and down the picturesque hillside at the historic and scenic track in the Southern Tier of New York.*



*Huset's Speedway in Brandon, SD, suffered a major flood in 1994. Josh Holt, co-owner of MyRacePass shared this photograph.*



*Left-toRight & Top-to-Bottom; Reflect different angles and different stages of the flooding this year at Huset's during the major "World of Outlaws" Sprint Car weekend. The most bottom photo reflects the severity of the flooding and how some of the equipment was rescued. There were people even rescued by boat, leaving all of us with another reminder that "it can happen to us" and that we should all be prepared.*



*Flooding has become a phenomena this season as photos about show the North Wilkesboro Speedway NASCAR All-Star Weekend flood, which damaged many different things at the historic speedway which SMI has brought back to life.*



**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](http://zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d)



**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/](http://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/](http://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

**SPEED SPORT TV** **BINGE-WORTHY** **GET.SPEEDSPORT.TV**

Roku amazon fire tv chromecast apple tv android apple ios

## ADVOCACY

### UNITED STATES MOTORSPORTS ASSOCIATION

[WWW.UNITEDSTATESMOTORSPORTS.COM](http://WWW.UNITEDSTATESMOTORSPORTS.COM)  
E-MAIL: [info@unitedstatesmotorsports.com](mailto:info@unitedstatesmotorsports.com)  
166 CRYSTAL CIRCLE, MOORESVILLE, NC 28117  
704-325-8003 Formed in 2015 by a coalition of industry businesses who recognized the need for greater organization, data and state/local advocacy for racing. Working every day all day as America's Grassroots Racing Advocate.

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### SIMES GRAPHIC DESIGNS

[WWW.SIMESGRAPHICDESIGNS.COM](http://WWW.SIMESGRAPHICDESIGNS.COM)  
414 MAIN ST., MANDAN, ND 58554  
888-457-4637 Simes Graphic is full-service art studio that specializes short track racing. They design and print all types of brochures, posters, promotional materials.

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[WWW.PRINTEDIMAGEOFBUFFALO.COM](http://WWW.PRINTEDIMAGEOFBUFFALO.COM)  
1906 CLINTON ST., BUFFALO, NY, 14206  
Your one stop source for printing, graphics, design & promotional materials for the racing industry.

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816-718-2231 FAX: 866-365-2231  
Wholesale distributor of racing souvenirs, imprinted promotional items, apparel, and track supplies. Serving short track racing since 2008.

### VELOCITA USA

[WWW.VELOCITA-USA.COM](http://WWW.VELOCITA-USA.COM)  
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336-764-8502 Retailer of fire suits; safety crew suits; officials shirts, custom awards and jackets.

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### MOFFETT PRODUCTIONS

[WWW.MOFFETT.COM](http://WWW.MOFFETT.COM)  
509 CLARENCE STREET, TOMBALL, TX 77375,  
281-440-0044 Professional audio production. Radio spots, TV ads, Tracks Trax race track audio CDs. Great creative, fast service, reasonable prices.

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### GCI DIGITAL IMAGING - GRAND FORMAT PRINTING

[WWW.GCI-DIGITAL.COM](http://WWW.GCI-DIGITAL.COM)  
5031 WINTON RD. CINCINNATI, OH 45232  
513-521-7446 Professional production for the fast and seamless way to produce your Grand Format Printing.

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810-606-3655 Circle track crate engines. Engine, chassis and other racing/high-performance accessories available at your local GM dealer. For information, contact Bill Martens.

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[WWW.RACECALLS.COM](http://WWW.RACECALLS.COM)  
E-MAIL: [info@racecalls.com](mailto:info@racecalls.com)  
24215 SE GREEN VALLEY RD, AUBURN, WA 98092  
1-888-928-8322 Printing quality decals for the Motorsports industry, coast-to-coast and every genre of motorsports you'll RaceCals work. Die Cutting; Digital Printing; Banners and Designing are all things you can count on RaceCals for.

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FT. WAYNE, IN 46801-2338 800-348-1839

### K&K INSURANCE GROUP CANADA

[WWW.KANDKCANADA.COM](http://WWW.KANDKCANADA.COM)

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[WWW.JONESBIRDSONG.COM](http://WWW.JONESBIRDSONG.COM)  
125 W. LAKE, STE 200, WAYZATA, MN 55391,  
952-467-6111 Jones Birdsong Motorsports offers the widest range of products designed to protect motorsports associations, facilities, teams, and special events.

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[WWW.NAUGHTONINSURANCE.COM](http://WWW.NAUGHTONINSURANCE.COM)  
1365 WAMPANOAG TRAIL, EAST PROVIDENCE, RI 02915, 401-433-4000 Motorsports insurance programs for race tracks, teams, sanctioning groups, and drivers since 1947. Programs available in all 50 states.

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[WWW.SAFEHOLD.COM/INSURANCE-PROGRAMS/MOTORSPORTS/](http://WWW.SAFEHOLD.COM/INSURANCE-PROGRAMS/MOTORSPORTS/)  
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Decades of risk management experience in motorsports, Safehold understands the industry's unique exposures. Offerings of participant primary and excess medical coverage, as well as other benefits for drivers, crews, and other participants.

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[WWW.MONSTERTRUCKTOUR.COM](http://WWW.MONSTERTRUCKTOUR.COM)  
429 MONROE ST., OCONTO, WI 54153  
920-819-2023 Producers and provides of Live Monster Truck events.

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### SUNOCO RACE FUELS

[WWW.RACEGAS.COM](http://WWW.RACEGAS.COM)  
PO BOX 1226, LINWOOD, PA 19061 800-722-3427  
The largest refiner of racing gasoline. National distribution of quality brands. SUNOCO, Turbo Blue, and Trick.

### VP RACING FUELS

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204 EAST RHAPSODY DR., SAN ANTONIO, TX 78216,  
210-635-7744 VP Racing Fuels is known as the world leader in racing fuel technology and the official fuel of 60 plus series.

### FUEL FACTORY USA

[WWW.FUELFACORYUSA.COM](http://WWW.FUELFACORYUSA.COM)  
E-MAIL: [info@fuelfactoryusa.com](mailto:info@fuelfactoryusa.com)  
4431 WILLIAM PENN HWY, SUITE 6,  
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Performance-driven, built for racers by racers. Focused on race fuel, plain and simple A desire to go fast and win, with the same goal for you. Fuel Factory, building a culture, built for speed.

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[WWW.DIGITALTHROTTLE.COM](http://WWW.DIGITALTHROTTLE.COM)  
E-MAIL: [INFO@DIGITALTHROTTLE.COM](mailto:INFO@DIGITALTHROTTLE.COM)  
774 MAYS BLVD #10-45, INCLINE VILLAGE, NV 89451  
800-314-4702 Founded in 2009, we specialize in managing digital advertising for clients in automotive, powersports & motorsports markets. Working across all platforms: Social, Video, Display, Search & eCommerce. Our "real-world" industry experience and online advertising expertise utilize the latest technologies to measure ad performance and adjust every ad campaign to maximize results.

### VIETTI MARKETING GROUP

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2914 E. BATTLEFIELD ST., SPRINGFIELD, MO 65804  
417-563-9105 Navigating each client with the precision and skill derived from 40 years of full-service experience. Taking the specifics of your identity as an idea or program and route your campaign in the most-effective manner possible driving results you can see.

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142 F SOUTH CARDIGAN WAY, MOORESVILLE, N.C. 28117 704-790-0136 Media provider, formerly National Speed Sport News owned by Chris Economaki, Speed Sport has become a multifaceted media company offering publicity platforms for all forms of motorsports in addition to providing a full streaming service led by Chris Graner and Rivet.

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[WWW.PERFORMANCE-RACING.COM](http://WWW.PERFORMANCE-RACING.COM)  
27081 ALISO CREEK RD., STE 150 ALISO VIEJO, CA. 92656 949-499-5413  
Since it's inception in 1986, Performance Racing Industry (PRI) has served the motorsports as key source for trends, merchandising, new products, business strategies and more. PRI is also the developer of the world's premier auto racing trade show, held each December in Indianapolis, Indiana.

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Racing America continues to provide short track racing coverage throughout North America, streaming online as well as media coverage.

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[WWW.THEJOIEOFSEATING.COM](http://WWW.THEJOIEOFSEATING.COM)  
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Racing Electronics Authorized Dealer with a focus on successful communication plan for competitors, officials, track and series applications.

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Established in 1980, is known as the Racer's Church. Ministering to the racing community through established sanctioning bodies, regional touring series and local tracks, seeking to provide opportunities for those we reach to fulfill the Great Commission in their lives.

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[WWW.WISSOTA.ORG](http://WWW.WISSOTA.ORG)  
24707 CTY. RD. 75, ST. AUGUSTA, MN 56301  
320-251-1360 A member-driven sanction in the Upper Midwest featuring eight divisions of race cars: Late Models, Modifieds, Super Stocks, Midwest Modifieds, Street Stocks, Mod Fours, Pure Stocks and Hornets. As a member of WISSOTA, you vote on policies and rules and help guide YOUR organization. Click on Promoter Center at wissota.org.

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248 ADDIE ROY ROAD, SUITE B-106, AUSTIN, TX 78746  
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TicketSpice brings a specialized ticketing experience to the promoter and the customers to provide effortless online event management and ticket sales, marketing and ticketing that helps event organizers increase their bottomline.



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E-MAIL: [INFO@WESTHOLD.COM](mailto:INFO@WESTHOLD.COM)

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E-Mail: [clint@firethornmarketing.com](mailto:clint@firethornmarketing.com)

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