Michigan International Speedway: High-Performance Business

House Tourism, Outdoor Recreation and Natural Resources

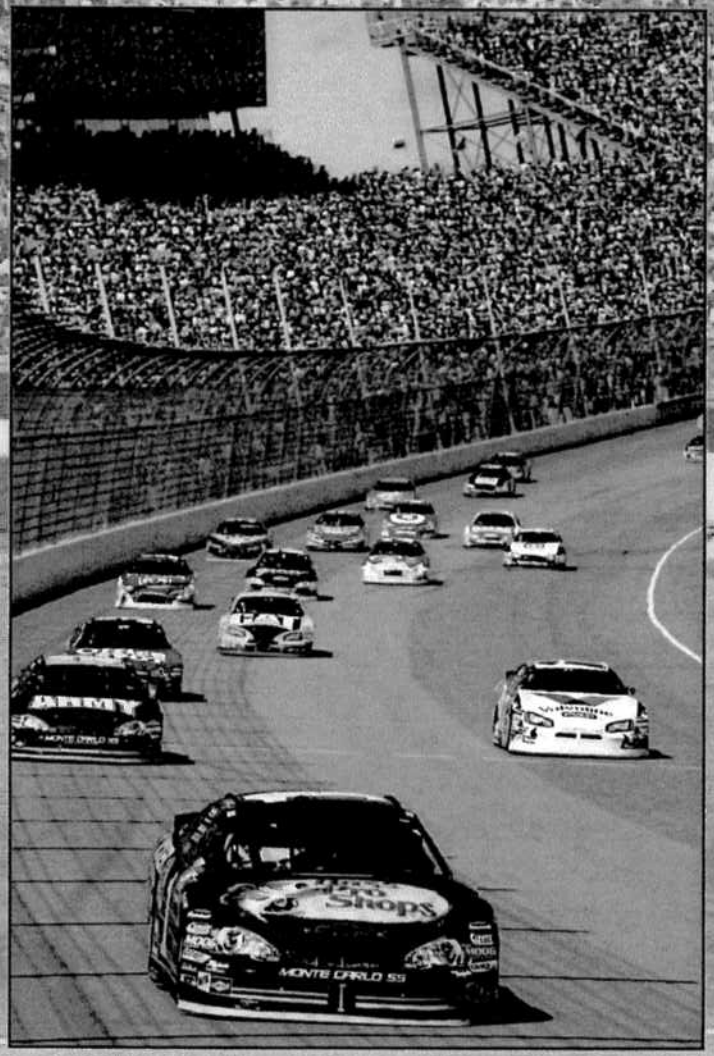
March 27, 2007

Who we are ...

– **Michigan International Speedway** is the Midwest's premier motor sports facility, hosting six major races over three weekends in 2007.

Fast Facts about MIS

- First race was held in 1968
- State-of-the-art, two-mile, D-shaped oval suitable for all types of racing
- 132,000 grandstand seats and 41 luxury suites



MIS by the numbers

- Michigan International Speedway becomes one of the largest cities in Michigan when we host a race.
- **250,000** race fans visit MIS during a race weekend.
  - By comparison, **Brooklyn's** population is about **1,900**.

How big is big?

- MIS is comprised of **1,400 acres**
- Nine campgrounds make MIS the largest registered camping area in the state with **10,000 registered sites**
- **Four** "Big Houses" and **six** Comerica Parks would fit inside the speedway's infield.

What It Means To You

- Michigan International Speedway's season economic impact is the equivalent of the **Super Bowl** coming to the "Irish Hills" **every year**.
- With Michigan's largest spectator events, MIS generates more than **$300 million** annually for the state's economy.

The MIS Fan

- Where do MIS' fans come from?
  - **55 percent** come from OUTSIDE the state
- Mix of seasoned fans and new fans
  - In 2006:
    - **35 percent** made their first trip to MIS
    - **51 percent** have been to MIS for at least four years
    - **7 percent** come from Canada

The MIS Fan

- They spend their money while they're in town
  - **57 percent** spend five nights or more in the area
- And they ALL have disposable incomes
  - **57 percent** earn **$50,000** or more a year

The MIS Fan

- Fans bring **NEW** dollars to the region
  - **66 percent** of fans drive more than **100 miles** to see a race at MIS
  - Unlike stick and ball sports, this represents **NEW** dollars coming into Michigan.

National Media Exposure

- Michigan and the Irish Hills received more than **$8.2 million** of TV exposure during national broadcasts of races at MIS in 2006.

SIRIUS Satellite Radio

iTunes

USA TODAY

SPEED

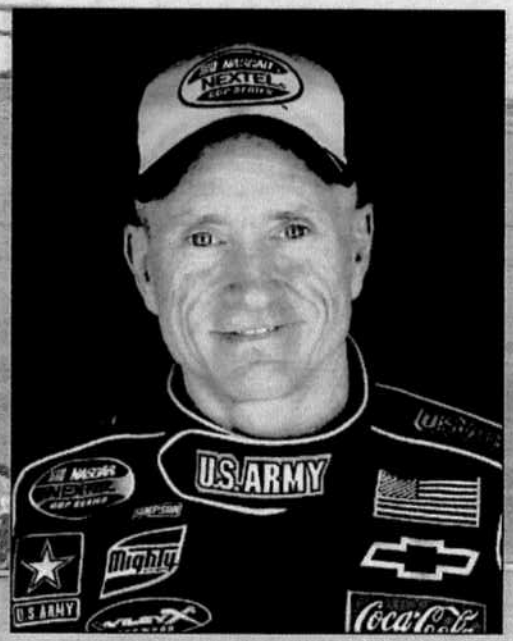
ESPN

abc SPORTS

SportingNews

MIS by the numbers

- More than **31,600 gallons of Pepsi** served during a NASCAR weekend.
  - A NASCAR racecar could circle the earth 16 times before it had to make a pit stop on that much fuel.
- **14,504 hot dogs**, and nearly **250 yards** of bratwurst sold.
- **25,000 hamburgers** eaten. That's **6,615 pounds of meat**, or **49 Mark Martins**!



MIS: Where the stars are.

Batman

LeAnn Rimes

Muhammad Ali

SHEDaisy

Josh Gracin

Adam Sandler

Three Doors Down

Tim Allen and Donald Trump

The Sponsors

NASCAR has participation from more Fortune 500 companies than any other sport.

MIS is an economic engine

- Direct Economic Impact: **more than $300 million**
- Property Taxes: **$2.1 million**
- Business Tax: **$700,000**
- Capital Investments Since 2000: **$65 million**
- Money spent with Michigan vendors in 2006: **$9 million**
- Number of permanent jobs: **75**
- Number of seasonal jobs: **110**
- Number of race weekend jobs: **6,000**
- Annual payroll: $**4.2 million**

MIS & Economic Development

- **Quality of Life**
  - One of only 22 venues in the country to host NEXTEL Cup races
  - Major league sports & entertainment
- **Entertainment for Corporations**
  - Race weekend for clients, prospects, employees
  - Driving Schools
  - VIP Luncheon and Tour
- **Business To Business Opportunities**
- **Long-term Economic Development**
  - Research & Development / Technology Centers
  - Road Course
  - Kansas City model for growth

MIS Community Spirit

MIS is a proud leader in promoting the future of community initiatives through education, conservation, children's health, humanity and related community agencies.

Night of Champions – This bi-annual event consists of local Lenawee County community members and MIS staff to benefit Hospice of Lenawee and Boys and Girls Club of Lenawee County. About $160,000 has been raised to date.

Boy Scout Banquet – About $1 million over 16 years has been raised to benefit the Boy Scouts with the help of NASCAR, local community members and MIS staff. This annual event honors some of NASCAR's finest.

MIS Kids – This event is held on Saturdays during race weekends. The Make-A-Wish Foundation escorts children with life threatening illness to a meet-and-greet with the stars of NASCAR.

MIS Community Spirit

Spirit of America – Since Sept. 11, 2002, MIS has honored the victims, survivors and heroes of Sept. 11, 2001. Partnering with the Great Lakes Region of the American Red Cross, MIS has helped create the largest single-day blood drive and the largest September 11th blood drive in the nation. To date, the blood drive has collected 1,989 units of blood.

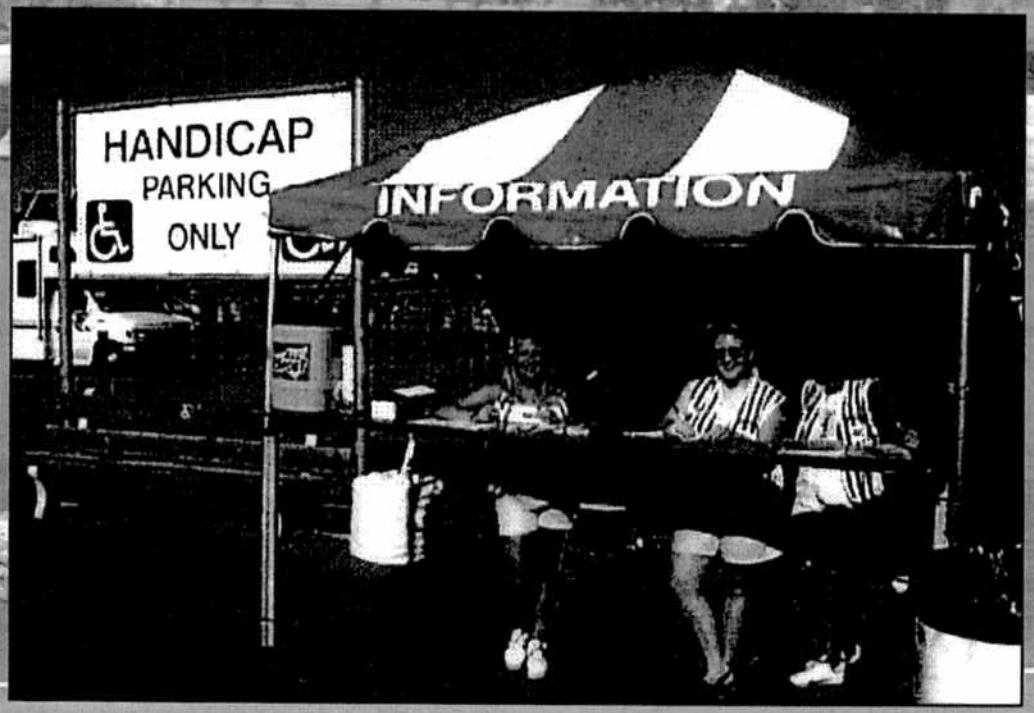
Relay for Life – 2006 was the inaugural year for this 24-hour event to raise money to find a cure for cancer. MIS opened its Tree Farm Campground and was pleased to be the host of the event that raised $35,000.

NASCAR Day – This day honors NASCAR charities, so MIS participates with area businesses in "Wear your Racing Gear to Work" Day. Through pin purchases, MIS helped raise $30,000 in 2006.

State Cross Country Finals - Since 1996, MIS has hosted the MHSAA Lower Peninsula State Cross Country Finals. More than 10,000 spectators attend the event each year.

MIS is part of YOUR community

- More than **200 service groups** used MIS as a fundraiser for their organization in 2006, raising more than **$475,000** collectively.
- MIS has made more than **$600,000** in direct and in-kind donations over the past three years.



In the News …

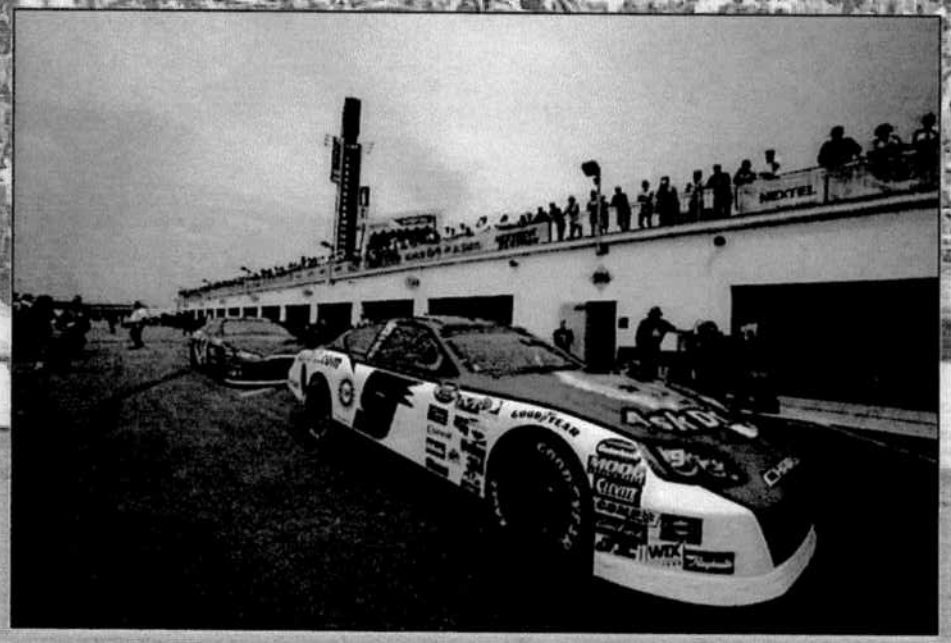
- *Headline*: "Las Vegas Motor Speedway wants second race after track upgrades"
- *Headline*: "Kentucky Speedway sues NASCAR"
- *Headline*: "ISC expects to have a track in at least Seattle, Denver or NYC areas"
- *Headline*: "New Track in Minnesota Planned"

A Period of Change ...

- New president
- Focused strategy of maximizing our position in the Irish Hills as the Midwest's premier motor sports facility
- Continued capital investments
- Continued commitment to the community
- Focus on the fans!

Building for the Future

- Guest experience and entertainment value are keys to success
- Minimum "baseline" standards
  - Traffic
  - Restrooms
  - Seats
  - RV hookups
- "WOW!" experience
  - "Garage Walk"
  - Interactive activities
  - Aesthetics
  - Corporate entertainment options
- Increase renewals and brand loyalty
- Attract new fans, keep fans with "must-attend" events



Track / Tourism Partnerships

Tracks and states form public-private partnerships through race sponsorships, grants and joint advertising to promote state tourism.

- Watkins Glen International
- Darlington Raceway
- Kansas Speedway
- Phoenix International Raceway
- Richmond International Raceway
- California Speedway

Virginia is for Lovers™ 200

South Carolina
Smiling Faces. Beautiful Places.™

Questions?
MICHIGAN U.S.A.