

Friday September 29, 2006

RE: COUNTY SPECIAL PERMIT NO. 06051
Hwy 77 & Branched Oak Road

Dear Planning Commissioners:

The following is additional information that might be helpful toward your efforts regarding the proposed Motorsports Facility in Lancaster County.

- Tentative Race Season Schedule including dates, times and events including 80 race/event dates
- For Number of average hours per race refer to tentative race season schedule
- Fire and Rescue services are mandatory at ALL Events, Motorplex responsible for retaining said services
- Retention of Security/Police services will be responsibility of Motorplex
- Concessions will be contracted through individual vendors which will meet State and Local Health, Food and Dairy standards
- Restroom accommodations will be provided via portable recreational/handicap/wash stations provider
- Well water will provide water for starting line and fire truck(s)/equipment
- Specific areas will be designated for all Recyclable oil/fluids
- Refuse services will be provided by reputable local hauler
- Lighting for facility will be Musco lighting providing Effective light control which addresses four areas of concern:
 - Neighbors: Light-Structure Green custom fits light onto the field, keeping the light out of neighbors' windows
 - Sky glow: The reflector reduces upward light, protecting the beauty of the dark skies
 - Players and spectators: For multi-field complexes, it is important that light doesn't trespass onto adjoining fields, causing potential problems for players and spectators
 - Aesthetics: Light-Structure Green's structural design and light clarity make the system aesthetically pleasing



- Berms, concrete guard wall, trees and crops will be some of the resources used to accommodate sound. Measured sound levels from a California race facility are being provided to Lancaster County Health Department. Some information has been received and we are waiting for additional information.
- Hard surface facility eliminates dust control issues
- Any and all accommodations will be made to work in accordance with the small cemetery that is located across from proposed facility, as you will see by the schedule. For example if there were to be a funeral the day of an event, the cemetery personnel could call us and we would gladly delay racing for 30-60 minutes to show respect for the grieving families and courtesy to the cemetery. Advance timely notice would be greatly appreciated. Information was provided by the Cemetery that over an average of 5 years, 3-6 funerals are held per year. Any and all suggestions or recommendations from the Planning Commission would be much appreciated.
- Percentage of participants, associates and fans that will use our hotels, restaurants and shop at our stores can be found in the Economic Impact Study provided to ALL County Commissioners
- Study of alternative site locations along I-80 and in Lancaster County has been ongoing for several years including sites at :
 1. The Lincoln Airport which was denied by the Lincoln Airport Authority Board.
 2. 56th & I-80 (NW Corner) would not work due to length of ground needed to accommodate Motorsports Facility and the State of Nebraska Department of Roads mentioned they would prefer Motorsports Facility be located off of an exit and up or down from the exit a minimum of 2 miles.
 3. Seward County Nebraska landowner deceased before purchase agreement could be made.
 4. Eastside of Hwy 77 North, Branched Oak Road to Davey Road determined to be IDEAL location by the Lancaster County Motorsports Task Force. Motorsports Task force was created by the Lancaster County Board of Commissioners to Identify/Determine a prime location in Lancaster County for a Motorsports Facility. Said property was of Special Interest to the Motorsports Task Force and later purchased for said proposed facility. Darl Nauman, chair of The Motorsports Task Force had specific criteria and said area was not only determined to be a good area for a Motorsports facility, there is also a map with circled areas that could be used for a Motorsports Facility that include said property. This information can and should be confirmed by members of the Motorsports Task force including Carol Brown.

6. Lastly, my family resides in Lancaster County and I have been a resident here most of my life. This Motorsports Facility would be an economic benefit to Lancaster County, Lincoln and the State of Nebraska. The county we live in should reap the rewards and benefits of this facility.

- Future expansion to accommodate participants and fans is possible.
- This land is highly erosive as explained in the property description provided by United Farm and Ranch Management. The proposed site plan will help control run-off. As far as pollution, we will accommodate all state regulations and follow the same guidelines as our neighboring farmers. (Property description available upon request).

- Friday Night Drag Info:

Approximate participants on Friday Night Drags between 200-350

Approximate spectators on Friday Night Drags between 500-2000

Approximate hours work per employee per day 6-8 hours

Approximate number of employees needed for each Friday Night Drag Race 22-26

Average Wage: between \$8.00 - \$20.00 per hour

- Local Points Race Info:

Approximate participants on Points Race between 150-250

Approximate spectators on Points Race between 350-1500

Approximate hours work per employee per day 8-12 hours

Approximate number of employees needed for each Local Points Race 22-26

Average Wage: between \$8.00 - \$20.00 per hour

- Special Event Info:

Approximate participants during Special Events 300-700

Approximate spectators during Special Events 3,500-20,000

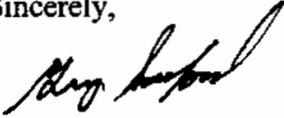
Approximate hours work per employee 10-16 per day

Approximate number of employees 50-130

Average Wage: between \$8.00 - \$20.00 per hour

Hopefully the information provided answers some of the questions you all may have. If there is any information we have inadvertently left out, please feel free to contact me at anytime day or night at the phone numbers or email address listed below.

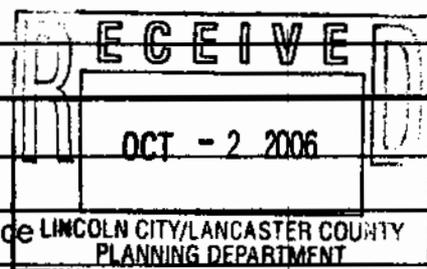
Sincerely,

A handwritten signature in black ink, appearing to read "Greg Sanford". The signature is fluid and cursive, with a large loop at the end.

Greg Sanford
GS Motorsports
(402)466-1759 office
(402)429-3364 cell
nemotorplex@neb.rr.com

RACE TRACK SCHEDULE

DATE	TIME	EVENT
March 18 th (Sat)	1:00 p.m. - 6:00 p.m.	Test and Tune
25 th (Sat)	1:00 p.m. - 6:00 p.m.	Test and Tune
April 1 st (Sat)	1:00 p.m. - Midnight	1ST POINTS MEET
8 th (Sat)	1:00 p.m. - 6:00 p.m.	Test and Tune
14 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
15 th (Sat)	1:00 p.m. - Midnight	2ND POINTS MEET/Powder Puff
21 st (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
22 nd (Sat)	1:00 p.m. - Midnight	Motorcycle/Import Madness Car Show and Drag Race
28 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
29 th (Sat)	1:00 p.m. - Midnight	3RD POINTS MEET/Diesel Pick-Up Drags
May 5 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
6 th (Sat)	8:00 a.m. - Midnight	Outlaw Shootout - 10.5w/True 10.5 Drag Radial
7 th (Sun)	Noon - 9:00 p.m.	Rain Date for 5/6
12 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
13 th (Sat)	1:00 p.m. - Midnight	4TH POINTS MEET/Powder Puff
14 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
20 th (Sat)	1 p.m. - Midnight	Pontiac Rally - Olds, Buick Shootout
26 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
27 th (Sat)	1:00 p.m. - Midnight	5TH POINTS MEET/Super Shootout
28 th (Sun)	Noon - 9:00 p.m.	Rain Date for 5/27
June 1 st (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
3 rd (Sat)	1 p.m. - Midnight	Ford Fun Days
9 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
10 th (Sat)	1 p.m. - Midnight	6TH POINTS MEET NHRA Nat'l. Drag Strip Challenge
16 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
17 th & 18 th (Sat&Sun)	1:00 p.m. - Midnight	All Harley Drags
23 rd (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
24 th (Sat)	1:00 p.m. - Midnight	7TH POINTS MEET/O'Reilly Jr. Dragster Challenge
29 th & 30 th (Thur-Fri)	9:00 a.m. - Midnight	Jr. Dragster Nationals
DATE	TIME	EVENT
July		



1 st & 2 nd (Sat & Sun)	9:00 a.m. - Midnight	Jr. Dragster Nationals
7 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
8 th (Sat)	1:00 p.m. - Midnight	8TH POINTS MEET/NHRA King of the Hill
14 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race/Test and Tune
15 th & 16 th (Sat&Sun)	8:00 a.m. - Midnight	High School Nationals
21 st (Fri)	6:00 p.m. - Midnight	Friday Night Street Race/Test and Tune
22 nd (Sat)	1:00 p.m. - Midnight	9TH POINTS MEET/NHRA National Opener
27 th - 30 th	Thur - Fri - Sat - Sun 9:00 a.m. - Midnight	Americruise Drag Race/Car Show
August 4 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
5 th (Sat)	1:00 p.m. - Midnight	10TH POINTS MEET/Super Shoot-Out
10 th - 13 th	Thur - Fri - Sat - Sun 8:00 a.m. - Midnight	NHRA Division 5 Meet
18 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
19 th (Sat)	1:00 p.m. - Midnight	Midwest Heads Up
25 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
26 th (Sat)	1:00 p.m. - Midnight	11TH POINTS MEET/Diesel Pick-Up Drags
Aug 31 st thru Sept 3 rd	Thur - Fri - Sat - Sun 8:00 a.m. - Midnight	Super Chevy Show/Race
September 8 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race/Test and Tune
9 th (Sat)	8:00 a.m. - Midnight	\$50,000 Big Bucks Weekend
15 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
16 th (Sat)	1:00 p.m. - Midnight	12TH POINTS MEET/Mopar Days
17 th (Sun)	9:00 a.m. - 9:00 p.m.	Mopar Days (Car Show Only)
22 nd (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
23 rd (Sat)	1:00 p.m. - Midnight	Fastest Door Slammer Challenge & Import Shoot-Out
29 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race/Test and Tune
30 th (Sat)	1:00 p.m. - Midnight	Street Machine Rod Nationals
October 6 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
7 th (Sat)	1:00 p.m. - Midnight	13TH POINTS MEET/Cornhusker Corvette Club Drags
8 th (Sun)	9:00 a.m. - Midnight	Cornhusker Corvette Club Car Show
13 th (Fri)	6:00 p.m. - Midnight	Friday Night Street Race
14 th (Sat)	1:00 p.m. - Midnight	Nostalgia Drags
DATE	TIME	EVENT

October	20 th - 22 nd	Fri - Sat - Sun 8:00 a.m. - Midnight	Good Guys Show and Race
	27 th - 28 th	Friday and Saturday 1:00 p.m. - Midnight	Halloween Street Drags/Jet Car Nationals
November	4 th (Sat)	1:00 p.m. - Midnight	Street Race
	11 th (Sat)	1:00 p.m. - Midnight	Street Race
	18 th (Sat)	1:00 p.m. - Midnight	Street Race

Friday September 29, 2006

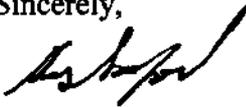
RE: COUNTY SPECIAL PERMIT NO. 06051
Hwy 77 & Branched Oak Road

Dear Property Owner:

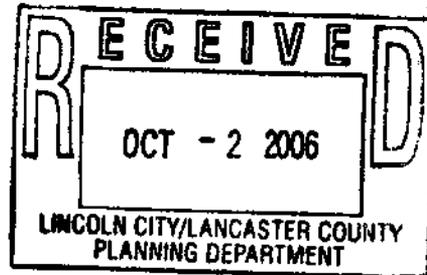
My name is Greg Sanford and I own the land on the east side of Hwy 77 between Branched Oak Road and Davey Road. I would like to visit with you to address any questions you may have regarding the described property.

Feel free to contact me at anytime day or night at the phone numbers or email address listed below.

Sincerely,



Greg Sanford
GS Motorsports
(402)466-1759 office
(402)429-3364 cell
nemotorplex@neb.rr.com

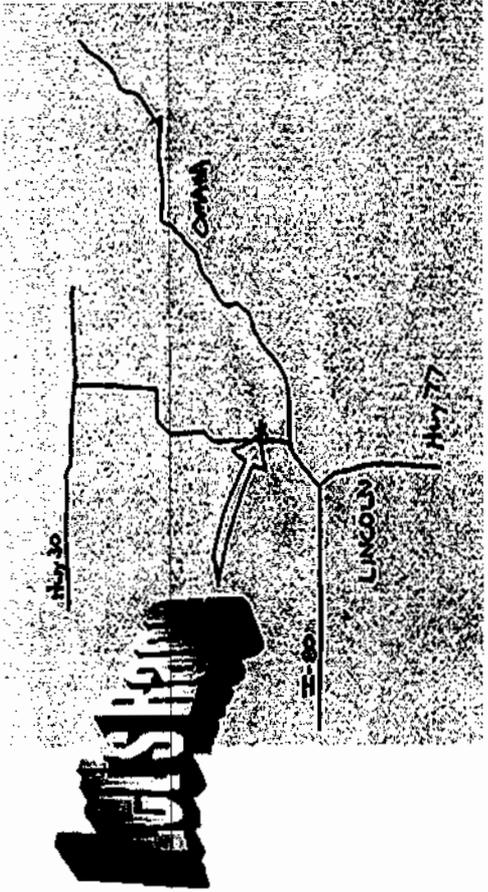


Who Do We Contact?:
 Lancaster County Board of Commissioners
commish@lancaster.ne.gov
 Governor of the State of Nebraska
www.gov.state.ne.us/contact/
 Editor of the Lincoln Journal Star
www.journalstar.com/ 475-4200
 Lincoln Chamber of Commerce www.lcoc.com/
 Lincoln/Lancaster County Convention and Visitors
 Bureau www.lincoln.org/
 Lincoln Independent Business Association www.liba.org
 Nebraska Department of Economic Development
www.neded.org
 Lincoln Planning Commission plan@lincoln.ne.gov

Thank you for your continued effort and support. We are really making progress.

With everyone's effort and your support, we can make this facility happen for our community.

www.nemotorplex.com



WHERE?: On Thursday August 31, 2006 GS Motorsports, Inc. submitted an application to the Planning Department for an NHRA Sanctioned Motorsports Facility in Lancaster County Nebraska. The proposed Drag Strip will be located between Branched Oak Road and Davey Road on the east side of Hwy 77 North. (Directions: from I-80 take Exit 405 - Hwy 77 North 5 miles to proposed location).



How?

How do we get a race track built for the community?

Email the Lincoln - Lancaster County Planning Department at plan@lincoln.ne.gov or fax (402) 441-6377

Special Permit Number: SP06051

Subject: Proposed Drag strip in Northern Lancaster County

- Tell them how you support the construction of a racetrack at this location.
- Let them know how you, your family and friends will enjoy attending car shows, drag races or other events.
- Ask your family and friends to call the same number and voice their support for this proposed facility.

What Next?

Show up for the Planning Commission meeting in the Council Chambers room at the County-City Building in Lincoln at 555 South 10th St for the Public Hearing.

Tentative Date!!
Planning Commission
Public Hearing
October 11, 2006.
(These meetings are usually held weekdays during early afternoon hours)

Alot of support will make this happen, so bring your friends, family, and co-workers.

Check website for updates

www.nemotorplex.com



What Else Can We Do?

- Write the Lincoln Journal-Star Editor
- Send Emails to the Elected Officials.
- Email the Lincoln Planning Commission
- Call the County Commissioners. (402) 441-7447
- Call the Lincoln City Council. (402) 441-7515
- Call the Lincoln Mayor (402) 441-7511
- Send a message to the Governor.
- Call the Governor's office (402) 471-2244
- Contact local business and tourism organizations.
- See the links listed on the next page.

Tell them what you like about having a Drag Strip in the Lincoln Area.

Ask them for support in getting this facility built. Talk about the benefits to the community.

These are a few of the Benefits of a Lincoln Area Drag Strip!

- Area Racers have a top quality place to compete
- Economic Development
- Out of State visitors for large events
- Hotel and Restaurant business
- Auto Parts business
- Increased local sales tax revenue, and more

What Events Can be Held?

- Local Weekly Amateur Drag Races
- National NHRA Drag Racing events
- Other National Association events
- Car shows
- Street Rod Shows
- Tractor Pulls and many other types of Motor Sports Events

WHAT TO BRING

you are under 18, check with the track before you pay your entry fee to see what kind of parental permission you need.

You should go to the starting line and watch before you make your own run. You'll get an idea of how far pull up to stage, what the staging lights look like and how the starting lights come down.

Make sure you know where the finish line is, where the back turn-off is, and what is at the far end of the track. DO NOT turn on your air conditioner. It will create condensation which will leak on to the track and cause track officials to stop you from making your run.

You must wear long pants when you're making your run. unload any loose items from your car before you make run.

Time rules can vary by track so be sure to check the rules the track where you're going to race.)

Some Things to Bring:

- pen to fill out your tech card
- sweats (no nylon) to pull on if you're wearing shorts
- rolling chairs
- sun screen

DRAG RACING TERMINOLOGY

Burnout: Spinning the tires in water to heat and clean them for a run for better traction.

Christmas Tree: The noticeable electronic starting device between the lanes on the starting line. It displays a calibrated countdown for each driver.

Elapsed Time (e.t.): The time it takes a drag-race vehicle to travel from the starting line to the finish line.

Action Time: The time it takes a driver to react to the green starting light on the Christmas Tree, measured in thousandths of a second. A perfect reaction time is .000.

Red Light: When a race car leaves the starting line too soon before the green light, or "go" signal - it activates the red light on Christmas Tree and the driver automatically loses the race.

Staging Lanes: Numbered lanes where cars line up before moving to the starting line.

Time Slip: A piece of paper that looks like a receipt which provides information about the driver's run. It tells the driver the reaction time and e.t. and speed at various points during the run, including at the finish line. After a run, the driver picks it up at a booth at the end of a track.

TRACK

- Shutdown Area
- 1/4 Mile Finish Line
- MPH Timer

1/8 Mile

1/8 Mile

- 1/8 Mile Finish Line
- MPH Timer

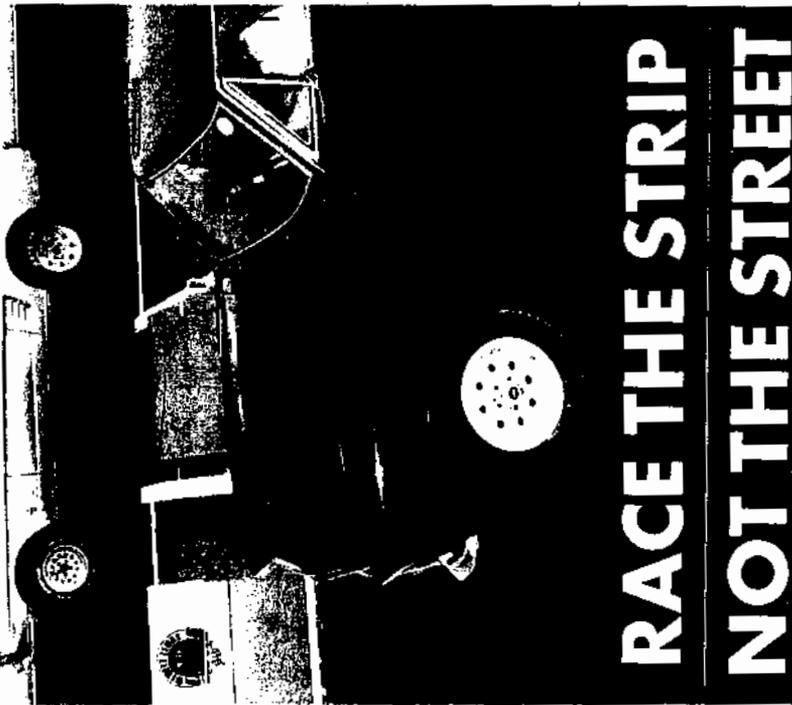
- The Tree
- Starting Line
- Burnout box



RACE THE STRIP • NOT THE STREET



MOTORPLE



RACE THE STRIP
NOT THE STREET



LOCATION

Locate the NHRA member track nearest you at:



www.aaa.com

National Hot Rod Association
2035 Financial Way, Glendora, CA 91741
www.nhra.com/streetlegal

Whether you're a hard-core racing enthusiast or just want to test your driving skills against others, NHRA Street Legal Drags presented by AAA offer a fun and easy alternative to dangerous and illegal street racing. NHRA Member Tracks across the country allow anyone with a street legal car, a valid driver's license, and proof of registration and insurance to race in a safer, controlled environment.

Throw a Drag Party

Looking for a new and exciting way to have fun? NHRA Street Legal Drags presented by AAA are a great way to get your friends, coworkers or employees together for a day of challenging fun and entertainment. Groups of all sizes are welcome.

- Bachelor/Bachelorette Parties
- Birthday Parties
- Graduation Parties
- Employee Appreciation Day
- Team Building Events

PARTY

When you get to the track, you'll pay your entry fee and get a tech card. Fill out the tech card and go to the tech area. That's where track officials will inspect your car to make sure you meet the racing requirements.

- Some of those requirements include:
- Seat belts
 - Working Headlights and Taillights
 - Safe, DOT-Approved Tires
 - Secured Battery
 - Must wear long pants (no nylon), sleeved shirt, closed-toe shoes and socks when making your run.
 - Helmets and additional safety equipment may be required. Contact your local track for specifics.

LET'S RACE

Once you've gone through tech, signed the waiver form and found a pit space, you're ready to race. Follow your competitors to the staging lanes and you'll be directed by track officials into the correct lane and eventually make your way up to the Christmas Tree.

READY

Before you pull up to the Tree, make sure your door is closed, windows are rolled up and your seat belt is on. If the track lights are on, your headlights will need to be on.

SET

When it's your turn to run, remember that the staging beams are about 40 feet before the Tree. Pull forward slowly until the top yellow bulb on the Tree lights up. That means you are "pre-staged." Then, roll forward slightly until the second yellow light comes on. That means you are "staged" and ready to go.

GO

Once you're staged, the Starter will activate the Tree. The lower yellow lights will come on one at a time a half-second apart. Be ready to hit the gas when the last yellow light comes on. By the time you and your car react, the green light will be on. If you happen to red light (meaning you actually do react before the green light) don't worry. It happens to even the most experienced racers.

* Some rules can vary by track so be sure to check the rules at the track where you're going to race.



Make sure you know where the finish line is before you make your run. When you cross the finish line don't hit your brakes too hard. Keep going to the opening in the guard rail where you'll turn off the track. Remember, the driver in the lane next to the turnouts has the right of way, don't cross in front of him. Also, don't turn around on the track.

After you've turned off the track, head to the timing booth and get your time slip. Return to your pit area and look over your slip. If you need help reading it, ask a track official or a fellow racer.

DON'T LOSE!

Street Racing:

Lose your license, your car, even your life.

Dangerous illegal street racing is on the rise across the country. That is the reason that so many cities and states consider it an epidemic and are taking a hard line against it. If you're caught street racing, you could face penalties that include: costly fines, your car being impounded (or taken away permanently), having your license revoked and/or being arrested. Even if you are caught just watching an illegal race, you are subject to stiff penalties for aiding and abetting street racing.





Dave Heineman
Governor

STATE OF NEBRASKA

DIVISION OF TRAVEL AND TOURISM

301 Centennial Mall South

P.O. Box 98907

Lincoln, Nebraska 68509-8907 USA

Phone (402) 471-3796

Toll Free (800) 426-6505

Fax (402) 471-3026

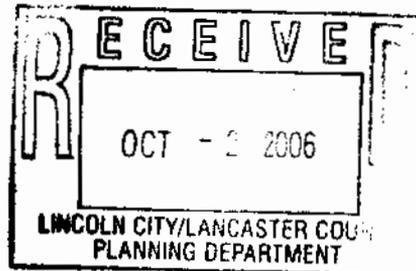
Statewide Relay (800) 833-0920 (voice)

Email: tourism@visitnebraska.org

www.visitnebraska.org

30 August 2006

Greg Sanford
1440 Linwood Lane
Lincoln NE 68505



Dear Greg:

This letter is in support of a proposed motorsports facility in Lancaster County, which would be an economic boon not only to Lancaster County's tourism industry, but also to the state of Nebraska's. For example, a similar motorsports facility in Topeka, Kan. brings in more than \$65 million to the local economy each racing season. However, projected revenue generated from this facility is expected to exceed \$100 million in the near future. This project became a reality due to the visionary attitude of the City of Topeka, which gave land to develop the facility and bonded the necessary funds to construct it.

Tourism is Nebraska's third largest earner of revenue after manufacturing and agriculture. In 2005, tourists spent more than \$3.1 billion in Nebraska's hotels, restaurants, gas stations, attractions, and businesses. This figure has been steadily increasing over the years. In 2005, Lancaster County collected more than \$1.3 million in lodging taxes. This money can be used to promote and develop Lancaster County's existing tourist attractions, as well as new ones. Creating a motorsports facility in Lancaster County will greatly add to the county's tourism coffers, providing even more funds with which to promote and develop the county's tourism industry.

The owners of the proposed motorsports facility have already demonstrated their ability to run a successful and thriving racetrack. They previously owned the Nebraska Motroplex near Scribner, which was one of the best tourist attractions in the state. In fact, the Nebraska Business Development Center honored the Nebraska Motorplex with its "Champion of Small business Regional Award."

Sincerely,

Micheal Collins, Nebraska Travel and Tourism Division

Greg

From: "Doug Kinsinger" <dkinsinger@topekachamber.org>
To: "Greg" <nemotorplex@neb.rr.com>
Sent: Monday, August 21, 2006 5:02 PM
Attach: Doug Kinsinger (dkinsinger@topekachamber.org).vcf
Subject: RE: Motorplex Facility in Lancaster County, Nebraska

Thanks, Greg. As we discussed, I am somewhat familiar with Lincoln and your area as I served as the Chamber President at Beatrice, NE from 1982 to 1985. In addition, two years ago we took a delegation of leaders from Topeka to meet with our counterparts in Lincoln and Omaha to study successes in each community.

Automobile racing has definitely been getting the attention and support of our business leaders and elected officials, especially during the last five years. Our community had invested substantial public funding to a city owned race track during the late 1980's but the track suffered from lack of knowledgeable racing industry leadership and from not completing the necessary facilities for it to be competitive in today's racing events.

Four years ago, the Sports Car Club of America moved its corporate association headquarters from Denver, CO to Topeka, KS. SCCA, the largest organization for amateur automobile racing currently has 55,000 members. SCCA staff numbers about 60 personnel but the buying power and the importance of their membership is quite valuable as many SCCA members are significant business owners or executives.

Following the SCCA relocation, the new NASCAR Kansas Speedway opened just 40 miles to our east in Kansas City, KS which generated even more national attention and awareness in the racing industry of our region. Our organization began attending the annual Performance Racing Industry tradeshow to market the region from Kansas City to Topeka for racing from NASCAR, to NHRA, to SCCA.

Two years ago our community recruited Ray Irwin, a more experienced racing track operator from the Chicago area to Topeka to complete the vision for Heartland Park Track. Heartland Park Topeka is a municipally developed automobile race course which includes a record setting quarter mile track, two and a half mile road course, and a dirt oval track. Since Ray's arrival and development of a master plan and strategy for the track, the City of Topeka, the State of Kansas, and Mr. Irwin himself have invested almost \$24 M in improvements to the track. Our chamber worked aggressively to pass special legislation during the 2005 Kansas Legislature to allow "Star Bonds" to be utilized which utilize Kansas state sales tax revenue generated through sales on the track property to pay for improvements to the track.

We were selected in 2005 as the new host for the SCCA National Championship Runoffs, the super bowl of amateur road racing which includes national champions from 24 different classes of auto racing. The first year for this race in Topeka will be October of 2006. Already our event days have almost tripled during the last 18 months due to reinvestment in the track and the announcement of the SCCA Runoffs moving from Mid-Ohio to Topeka. Many drivers will plan numerous trips to Topeka in advance to earn valuable track time experience so they are prepared for the championship races.

Why are we doing all of this? Simple economics as automotive racing is the fastest growing sports in the world. With each race come drivers, crews, vendors, volunteers, sponsors, and spectators. The millions of dollars expended in our community for hotels, restaurants, retailers, and automotive vendors is surpassing any of our expectations. The people in this culture are mature, friendly, and affluent. We also know with the addition of the Runoffs, it will only grow in the years to come. If you would look at the September 2006's issue of Sportscar magazine produced by SCCA you will see a good recap of the physical improvements at Heartland Park.

Douglas S. Kinsinger, CCE

President/CEO

Greater Topeka Chamber of Commerce/GO Topeka

120 SE 6th Avenue, Suite 110

Topeka, KS 66603-3515

785.234.2644, ext. 223 wk

785.234.8656 fax

www.topekachamber.org

dkinsinger@topekachamber.org

From: Greg [mailto:nemotorplex@neb.rr.com]
Sent: Monday, August 21, 2006 11:58 AM
To: Doug Kinsinger
Subject: Motorplex Facility in Lancaster County, Nebraska

Hello Doug,

Thank you for taking time out of your busy schedule to visit with me this morning.

This is our email address, please forward any information that you feel would be helpful to inform our county officials, Chamber of Commerce, Economic Development people regarding the benefits of having a motorsports facility in Lancaster County Nebraska.

We would like to thank you for being so supportive of the racers that attend the Topeka facility. We know that they are very appreciative of all of your efforts and as track owners ourselves, we want to say thank you!

Greg Sanford
1440 North Linwood Lane
Lincoln, NE 68505

[REDACTED]
nemotorplex@neb.rr.com

Greg

From: "Richard Forester" <Richard@visitTopeka.travel>
To: "Greg" <nemotorplex@neb.rr.com>
Sent: Monday, August 21, 2006 3:51 PM
Subject: RE: Motorplex Facility Lancaster County, Nebraska

Primarily, Greg, I can tell you that a well run, well maintained facility with the proper forward thinking management that has connections in several areas of racing can mean a world of difference in it's success. When I came to Topeka in 2001 we had an absentee owner, who was dabbling in racing and the track barely had 60 event days the entire year. It nearly closed the next year and had it not been for Raymond Irwin, who bought the track, it would have closed and probably never reopened. Mr. Irwin has spent lots of his own money and has had the influence to obtain millions of dollars in state and city support to bring the facility to the world class status it now enjoys. His contacts within the world of racing, not just NHRA, but SCCA, USAC, Champ and Indy car, dirt track, etc have created a conflux of events that will see more than 270 event days next year. Research shows that some 70% of attendees at the events at Heartland Park come from outside Shawnee Co. Our research tells us that the average travel party to Topeka in 2005 spent just over \$322 during their stay in our city. The average travel party is 2.5 people. Look at it this way. If 100,000 people attend an event at HPT, 70,000 are from outside our community. 70,000 divided by 2.5 equals 28,000 travel parties spending \$322 each for a total of more than 9 million dollars in direct spending here, just from one event. The impact of multiple events is staggering. It is a tremendous asset to the community, when well managed and marketed. Build it and they will come, no longer works. There are too many choices and unless you effectively manage and market the facility, no one will come. We are seeing secondary businesses associated with racing show a higher level of interest in our community, primarily because of the track and the fact that we are also the world headquarters for the Sports Car Club of America. That, however, is not my area of expertise, that is the job of the chamber and the economic development folks. Good luck with your facility.

Richard Forester, Pres.
 Visit Topeka Inc.

From: Greg [mailto:nemotorplex@neb.rr.com]
Sent: Monday, August 21, 2006 11:40 AM
To: richard@visittopeka.travel
Subject: Motorplex Facility Lancaster County, Nebraska

Richard,

Thank you for taking time to visit with me this morning regarding a Motorplex facility in Lancaster County, Nebraska. Any information that you could provide regarding the facility in Topeka would be greatly appreciated. For instance, your own personal opinion, factual information regarding businesses and how they flourish during the race season, tourism and impact on the local economy as well as anything else you feel that might be helpful that we are not thinking of and that our county officials would need/want!

Please do not hesitate to call if you have questions!

Thank you,
 Greg Sanford
 1440 North Linwood Lane
 Lincoln, NE 68505
 [REDACTED]
 nemotorplex@neb.rr.com



Dave Heineman
Governor

STATE OF NEBRASKA

OFFICE OF THE GOVERNOR
P.O. Box 94848 • Lincoln, Nebraska 68509-4848
Phone: (402) 471-2244 • gov.heineman@gov.ne.gov

August 11, 2006

Tom and Jen Kobza
1331 West Ryons
Lincoln, NE 68522

Dear Mr. and Mrs. Kobza:

Thank you for your recent correspondence addressing the soil extraction permit requested by Grey Sandford and denied by the Lancaster County Board. I agree that Nebraskans should have every right to begin a business and especially a business benefitting our youth. This action by the Board is not one over which I have any influence.

I noticed in the minutes of the Board meeting held July 18, 2006, that there was no one present to testify in favor of the permit requested, but there were a large number of people who testified in opposition. This perceived lack of support coupled with the significant opposition most likely influenced the Board.

Please know that your comments are always welcome. Thank you, again, for writing and sharing your views with me.

Sincerely,

Dave Heineman
Governor

DH/JE:bd

Greg

From: "Terry Wagner" <twagner@lanaster.ne.gov>
To: "JEFF ATKINSON" <jladavey@yahoo.com>
Sent: Wednesday, August 30, 2006 2:52 PM
Subject: Re: Thank you for Corvette award/Racetrack links

Jeff,

I must confess, I didn't pick your car, Coach Cook did. Not that I didn't like yours, but I pick the red 66 coupe about 2 rows to the south of you, not far from Dave's Z06.

I have met with Greg and Kevin well over a year ago. Personally and professionally, I would love to see a drag strip in Lancaster County. When we met, we talked traffic ingress and egress, crowd control etc. We have a substantial problem with street racers in this county. It happened when I was young and still is. It would be great to have a legal place for folks to go on a Fri night, etc.

I know the neighbors are up in arms. Not sure I blame them. The good news is the noise only lasts for about 15 sec or less. Wouldn't be like a NASCAR track or oval racing where the noise is constant for up to 2 hours.

Thanks for the track info.

Terry Wagner

— Original Message —

From: JEFF ATKINSON
To: twagner@co.lanaster.ne.us
Sent: Wednesday, August 30, 2006 2:34 PM
Subject: Thank you for Corvette award/Racetrack links

Terry,

Thank you very much for choosing my 1964 Corvette Drag Car the Award of Distinction trophy at the Nebraska Corvette show on sunday. I have only showed my car at two shows since I built it about 3 yrs ago and recently showed it at the Malcolm car show and this show to promote interest in building a motorsports facility with a dragstrip in northern Lancaster county.

It took me around 2 yrs to build the car myself and I really appreciate the recognition you gave me for my efforts. Typically I would rather race than go to a car show, but I really wanted to raise awareness of a great opportunity of building a motorsports facility we have here, not only for economic reasons but for family entertainment value as well.

What an opportunity we have with Mr Sanford trying to build a race track in Lancaster county. He has proven in Dodge county the ability to operate such a facility and what a way to bring in the much needed tourism dollars to our county to fund the much needed programs that are being cut. We have all heard it in the news, and you probably witnessed it first hand, Lincoln and Lancaster county needs revenue. This facility would bring in millions of dollars to our county just as Heartland Park Topeka Motorsports track in Kansas has done for their county.

This facility would also provide a safe place for our young people to race besides the streets, provide

families and friends a place to race, local and national car shows, and other entertainment for motorsports fans.

Again thanks for the special award for my car, and if you can provide any assistance or have any questions on the race track that Greg Sanford is trying to build, feel free to contact me or stop by my house if you are in the neighborhood.

I have been with the Surplus Center over 20 yrs and Dave Burden asked me to forward the road course tracks by us, I included the links below...

Iowa

<http://www.midamericamotorplex.com/2006/default.asp>

nebraska

<http://www.racemph.com/>

kansas

<http://hpt.com/store/catalog/>

Jeff Atkinson

1800 Branched Oak Rd

Davey Ne 68336

402-785-2029

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STATE OF NEBRASKA

OFFICE OF THE GOVERNOR
P.O. Box 94848
Lincoln, Nebraska 68509-4848
Phone: (402) 471-2244
mjohanns@notes.state.ne.us



Mike Johanns
Governor

March 3, 2003

Greg Sanford
6645 Y St.
Lincoln, NE 68505

Dear Greg:

Thank you for contacting my office regarding the proposed development of Lincoln Motorsports Park. This is a concept I supported as Mayor of Lincoln. Now, as Governor of Nebraska, I continue to believe this facility would have tremendous benefit for the Lincoln community and our state as a whole.

This is a worthy project that would be a great addition to our state, and I appreciate you taking the lead in providing recreational opportunity for our citizens. I'm especially pleased to know that this facility would focus on youth in the community.

I wish you and your group success as you develop this project, and I look forward to Lincoln Motorsports Park providing our citizens with a fun, safe environment to race cars.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Johanns", written over a horizontal line.

Mike Johanns
Governor

rla



February 11, 2003

Greg A. Sanford
6645 Y Street
Lincoln, NE 68505

Dear Greg:

I like the idea of bringing a Motorplex to the Lincoln area.

A Motorplex that provides a safe environment for motor racing participants and fans could benefit the City. A sound business could increase economic opportunities for restaurants, hotels and retail businesses in our community.

I know you have been working for a long time to put this project together. I appreciate your thoughtful approach to this project.

I also thank you for working with the Arnold Heights Neighborhood Association. I encourage your continued work with neighbors near any site you propose to place your business. It is essential that any noise, traffic, environmental or other concerns be worked out with them.

Sincerely,

A handwritten signature in black ink that reads "Don Wesely". The signature is written in a cursive style with a long, sweeping underline.

Don Wesely
Mayor of Lincoln

cc: Carol and John Brown, Landon's Neighborhood Association

STATE OF NEBRASKA



Mike Johanns
Governor

DEPARTMENT OF MOTOR VEHICLES

Beverly Neth

Director

OFFICE OF HIGHWAY SAFETY

P.O. Box 94612

Lincoln, NE 68509-4612

Phone 402-471-2515

Fax: 402-471-3865

www.nol.org/home/DMV/hswd.htm

March 14, 2003

Mr. John Wood
Executive Director
Lincoln Airport Authority
2400 W. Adams
Lincoln NE 68524

Dear Mr. Wood,

It has been brought to our attention that Mr. Greg Sanford, operator of Nebraska Motorplex in Scribner, Nebraska, and others are seeking authorization to utilize facilities at the Lincoln Airpark to establish a vehicle racing venue.

We generally encourage these kinds of facilities because they provide a safe and lawful way for owners to competitively race their vehicles. The problem of illegal street racing, especially by young drivers, continues to exist in and around the Lincoln area. The establishment of a racing facility in the Lincoln area has the potential to reduce the practice of the extremely hazardous and unlawful incidents of street racing.

Your thoughtful consideration in reviewing their proposal would be appreciated. If such a facility can be safely established, it should benefit Lincoln area residents, racing enthusiasts, and the Lincoln Airport Authority.

If you have any questions, please contact me.

Very truly yours,

A handwritten signature in black ink, appearing to read "Fred E. Zwonechek".

Fred E. Zwonechek, Administrator
Nebraska Office of Highway Safety

fez/lis



LANCASTER COUNTY BOARD OF COMMISSIONERS

NTY-CITY BUILDING
uth 10th Street, Room 110
s, Nebraska 68508
(402) 441-7447
(402) 441-6301
commish@co.lancaster.ne.us

August 26, 2003

COMMISSIONERS

Bernie Heier
Larry Hudkins
Deb Schorr
Ray Stevens
Bob Workman

Chief Administrative Officer

Kerry P. Eagan

Deputy Chief Administrative Officer

Gwen Thorpe

hn Wood, Executive Director
coln Airport Authority
00 W. Adams Street, Suite 200
coln, NE 68524

ear Mr. Wood:

Recently I was contacted by Carol Brown, Chair of the Mayor's Neighborhood Roundtable, regarding Greg Sanford's efforts to locate a place for drag racing in Lincoln. I attended the Scribner Drag Races, run by Mr. Sanford, and was impressed by the large turnout and the way the program was organized.

In the 1960's racing events were a common occurrence at Lincoln Air Park. It was a good venue for the sport then, and perhaps could prove similar even today. Mr. Sanford has been working with Dr. Darl Naumann, Economic Development Coordinator, on efforts to locate near Lincoln. With our new emphasis on economic development I would appreciate the Airport Authority's thoughts on any possibility of bringing this event back to Lincoln Air Park.

Thank you for your consideration.

Sincerely,



Bob Workman
County Commissioner

County Board
Lincoln Airport Authority Board
Jim Fram, Chamber of Commerce
Greg Sanford
Carol Brown
Darl Naumann

Lincoln



Nebraska's Capital City

December 28, 2001

Greg Sanford
Nebraska Motorplex
6645 Y Street
Lincoln, NE 68505

Dear Mr. Sanford:

Thank you for your recent phone call to update my staff on the status of your efforts to establish a Motorsports Park in the Lincoln area. I appreciate that you have stayed in touch.

I recall that when we met to discuss this matter last March, you were working to secure financial backing for the project you propose. We also had a general discussion about the issues that might arise depending on the location you select.

I wish you well in your endeavors. I look forward to hearing more as your plans come together. A well designed and properly located Motorsports Park would be a nice addition to our community.

Sincerely,

Don Wesely
Mayor of Lincoln

DW/ah

cc: Bob Workman, Lancaster County Commissioner

F:\FILES\MAYOR\2001 - Mayor's Letters, Speeches, Memos\Sanford, Greg, 12-27-2001 ,PL,ah.wpd

From: ROBERT WORKMAN
Date: Thursday, June 12, 2003 11:59:17 PM
To: Greg Sanford
Cc: Cori Neth
Subject: Request to Airport Authority

Dear Greg,

Today at our staff meeting a motion was passed 3 to 2 asking the Airport Authority to "consider" the possibility of Drag Races on Lincoln Airport Authority land. The letter will be written by our staff, signed by the County Board and sent to the Airport Authority Board of Directors probably within the next two weeks. As the vote indicated, there is support from 3 of the 5 commissioners. One of the Airport Authority members was contacted by a board member and they also gave an impression of interest.

Our minutes of today's meeting will be posted on the internet within the next few days. If you would like to read what transpired, please go to:

<http://www.ci.lincoln.ne.us/cnty/clerk/agenda/2003sm/staff.htm>

then click on the "June 12th Staff Meeting Minutes". When the letter appears on our agenda again for final approval, it will be public record and you will have access to a copy if you desire.

I'm happy to here Darl Naumann has been giving some help in your efforts to investigate other options. Sorry I have been missing your calls. Contact me anytime. Sometimes at home in the evening is best at 402 786-2653. Email works for me also.

I am very impressed with the professional manner in which you run the Scribner Races.

Best Regards,

Bob Workman
Lancaster County Board

From RStevens@co.lancaster.ne.us
Sent Thursday, August 17, 2006 3:27 pm
To Tom and Jen Kobza <jkobza@neb.rr.com>
Cc
Bcc
Subject Re:

Tom,

The County Board held a public hearing on July 18 regarding a permit for soil extraction. While a few of the people testifying against this special permit did allude to a future use of this area for a drag strip, that was not the focus of the public hearing and their apprehension of a future use was not a factor in my vote against the permit. My concerns for the soil extraction centered on the county's ability to monitor and control the process, safety concerns with access to highway 77, and the ability to restore the land use at the conclusion of the special permit. Any use as a drag strip would have been a subsequent use and would have gone through the proper process for consideration.

I would welcome a motorsports facility in Lancaster County. However, it must be in an "appropriate" location with proper concern for safety, traffic, access, noise, dust and lighting.

Ray Stevens
County Commissioner
(402)441-6861

"Tom and Jen
Kobza"
<jkobza@neb.rr.com>
m>
08/16/2006 09:35
PM

To
<rstevens@lancaster.ne.gov>
cc
Subject

My name is Tom Kobza I am a registered voter in your district, it has come to my attention about what took place at the county commissioners meeting on July 18, 2006 concerning a soil extraction permit. It greatly concerns me about why you let people testify about not wanting a drag strip, and not why they don't want the dirt to be removed, is this how the county commissioners usually do there job, is this how a county meeting is usually conducted?

From: "alan sleight"
To: <nemotorplex@neb.rr.com>
Sent: Thursday, May 20, 2004 12:25 PM
Subject: Seward County Sheriffs Posse
Melissa,

We had spoke on the phone earlier, about possible Security or Parking at the New Nebraska MotorPlex at the Milford exit. We would like to welcome You to Seward County.

I just wanted to give You a little history about the Seward County Sheriff's Posse. We are a volunteer group that works with the Sheriff of Seward County. We are a Mounted Horse Patrol which gives us the ability to cover crowd faster then on foot, and also makes it easier if we are helping with parking.

We will be celebrating our 20th anniversary this year.

We have in the past helped with parking and security at the Lone Star Concert that was put on in a Pasture by Pioneers Park.

We currently work every year with City and County Law Enforcement to provide security during the County Fair.

We worked Parking and Security at Riverside Park last year for the Phil Vassar Concert.

Several of the Members are going to Comstock, Nebraska this Year to help Hall County Law Enforcement with Security during the 4 day Windmill Festival.

We again welcome Nebraska MotorPlex to Seward County and look forward to working with You in the Future.

Thank You,

Alan Sleight
(402) 641-1037

Do you Yahoo!?
Yahoo! Domains - Claim yours for only \$14.70/year

5/24/2004

Congratulations!

You have been nominated for the 2004 **Champion of Small Business Award.**

The Champion of Small Business award has been presented annually by the Nebraska Business Development Center (NBDC) since 1983.

In selecting a *Champion of Small Business* we are looking for a small business owner who is a champion in both senses of the word. First, a champion in the marketplace, the winner will have led a small business successfully. Second, a champion in the effort to preserve, encourage, and develop a strong small business community, the winner will have been a leader among the fraternity of small business owners.

In that you have been nominated for this honor, we know you possess these traits. Our selection committee will meet to select the 2004 *Champion of Small Business* in February. Please fill out the attached form and return it along with any other documentation by March 10, 2004.

Your nomination makes you eligible for both the regional and state Champion of Small Business. From the pool of regional winners, one state Champion of Small Business will be selected. The state Champion will work with the nominating director to arrange for a recognition event in his or her community in May.

It is an honor to be nominated for this award, as is evidenced by the list of past recipients below. We at the Nebraska Business Development Center salute you and thank you for your efforts in and on behalf of small business.

Sincerely,

Robert E. Bernier
State Director

Champions of Small Business

- 2003 David Alan Chally, Barney Insurance, Inc., Kearney
- 2001 Jim Jenkins, Whiskey Creek Steakhouses, Kearney
- 2000 John and Karen Miskimins, Miskimins Motor Co., Chadron
- 1999 Kerry Winterer, The Benefit Group, Omaha
- 1997 Clark Griffith, Medical Center Pharmacy, Scottsbluff
- 1995 J. Richard Abramson, Prairie Systems, Omaha
- 1993 Bob Campos, Campos Construction Co., Omaha
- 1991 Maxine Moul, Maverick Media, Syracuse
- 1988 Edwin J. Loutzenheiser Jr., Phoenix Industries, Inc., Juniata
- 1987 Irving Rushall, Scottsbluff Pipe and Supply, Scottsbluff
- 1985 Ken Wortman, Wortman Enterprises, Aurora
- 1983 Robert Hoig, Midlands Business Journal, Omaha
- 1998 Deborah Bass, Bass & Associates, Omaha
- 1996 Tom Feller, Feller & Co., Wisner
- 1994 Phillip C. Nelson, Hamilton Telephone Co., Aurora
- 1992 Joyce McLaughlin, InterState Telemarketing, Omaha
- 1990 Carol Corey, Ark Printing & Graphics, Omaha
- 1989 Roy Smith, H.P. Smith Motors, Inc., Omaha
- 1986 Paul Dutton, Dutton & Assoc., Omaha
- 1984 Ronald Kennedy, Kessler, Kennedy & Assoc., Omaha
- 1983 Jack Barnhart, Barnhart Press, Omaha

GREG: MAIL THIS TO ME! I WILL TYPE EVERYTHING
GIVE YOU

Tyler L. Brown
1226 S. 30th Street
Lincoln, NE 68510

February 15, 2001

Lincoln Parks and Recreation
2740 A Street
Lincoln, NE 68502

Dear Lincoln Parks and Recreation Staff:

I am writing this letter in regard to my concern about Lincoln's race car interests. I am one of the people interested and I know that there are many others.

I see that there are many proposals for sports fields of many types in Lincoln and I think that some of the money could benefit the proposal for a drag strip, in or very close to Lincoln. This would benefit Lincoln in many ways

1. Cut down dramatically on illegal street racing.
2. Safety for all who are racing or watching.
3. If big enough and maintained possible NHRS sponsorship.
4. It would also be a tourist attraction.

I know a drag strip was proposed at one time. The idea seems to have been forgotten; why I don't know. The proposal for the drag strip was combined with the Lincoln Police Car Show, in which I was involved. When the person in charge of the show moved or changed position we basically received a letter saying "Sorry, but Oh well." So, what happened to the money raised for the drag strip, what happened to the support? How can I receive interest in our sport. How can I get more help to get a strip built for those who are obviously interested in racing?

Thank you for taking the time to read my letter. I would appreciate a letter informing me who else I might write or contact to obtain help with this project.

Sincerely



Tyler L. Brown

Cc: Mayor's Office — Don Wesley
Urban Development

Lancaster County Commissioners:

Linda Steinman

Kathy Campbell

Lincoln Chamber of Commerce

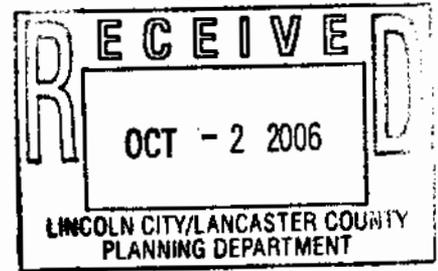
Larry Hudkins

Bernie Heier

Bob Workman

The Economic Impact of Motor Sports On Shawnee County

by Paul F. Byrne
Assistant Professor of Economics
Washburn University School of Business



Washburn University
School of Business
1700 SW College Ave.
Topeka, KS 66621
www.washburn.edu/sobu

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Executive Summary

In the Spring and Summer of 2004, Washburn University School of Business conducted this report for Heartland Park Topeka and the Sports Car Club of America (SCCA). The primary objective of this report is to estimate the economic impact of the local motor sports industry on the Shawnee County economy. This report examines two primary sources of economic impact. The first is from local spending by Heartland Park and SCCA and the second is from spending by visitors to motor sports events hosted by Heartland Park and SCCA.

- The combined economic activity directly attributable to visitor spending and Heartland Park and SCCA operations totaled \$20,783,736.
 - This direct impact further stimulates spending in the local economy as suppliers and employees respond to the direct impact by increasing their spending in Shawnee County. Once this multiplier effect is taken into account, the total economic impact from visitors spending and Heartland Park and SCCA operations on the Shawnee County economy was \$34,736,513.
 - Of the \$34,736,513 in total economic impact, \$27,270,349 can be attributed to the \$16,393,308 spent in Shawnee County by visitors to motor sports events hosted by Heartland Park and SCCA.
 - Only \$241,065 of this total spending would remain in Shawnee County without these motor sports events.
- With visitor spending and the operations of Heartland Park and SCCA combining to generate \$34,736,513 in economic activity, Shawnee County households are major beneficiaries of the motor sports industry, as they experience increased incomes by providing their labor to Heartland Park, SCCA, businesses patronized by visitors, and all of their respective suppliers.
 - The incomes of Shawnee County households increased by approximately \$13,652,055 as a result of the motor sports industry's presence in Shawnee County.

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- The economic activity generated by Heartland Park and SCCA also increases tax revenues for local governments through increased sales, property and personal income taxes.
 - The City of Topeka collected an additional \$504,324 in taxes as a result of Heartland Park and SCCA.
 - Shawnee County collected an additional \$531,309 in taxes as a result of Heartland Park and SCCA.
 - Shawnee County school districts collected an additional \$444,205 in taxes as a result of Heartland Park and SCCA.
 - The State of Kansas collected an additional \$1,587,276 in taxes as a result of Heartland Park and SCCA.
- Relocating the SCCA National Championship Runoff to Topeka would further increase the economic impact of the motor sports industry on the local economy by drawing additional visitor spending into the area.
 - The SCCA National Championship Runoff would draw an additional \$4,439,936 of visitor spending into Shawnee County each year.
 - The total economic impact of this spending would be \$7,485,451.
 - This event would increase tax revenues by \$734,788 per year.
 - \$147,670 would go to the City of Topeka.
 - \$125,687 would go to Shawnee County.
 - \$98,728 would go to local school districts.
 - \$362,703 would go to the State of Kansas.

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While the indirect impact comes about through the subsequent rounds of economic activity within the business sector, the induced impact is the additional economic activity from households whose incomes have increased as a result of the direct and indirect impacts. When an SCCA employee deposits her paycheck she does not leave her entire earnings in her bank account. She will instead spend a significant portion of her earnings to buy groceries, go to the movies, buy a car and make other purchases. The same process occurs with the employees of the printing company mentioned above and for other employees of Heartland Park and SCCA suppliers. All of these employees experience increased incomes as a result of Heartland Park and SCCA spending, which leads to additional spending by the employees. The subsequent increase in economic activity is measured by the induced impact.

Just as expenditures by Heartland Park and SCCA flows throughout the local economy, spending by visitors to Heartland Park and SCCA events create a multiplier effect as well. Consider a case where a group of visitors to Heartland Park spend \$80 on dinner at a Topeka restaurant. The direct impact is the \$80 spent on their meal. However, the restaurant must purchase food and other supplies in order to provide dinner for these visitors. These purchases by the restaurant are part of the indirect impact of the visitors spending. Part of the visitors' \$80 purchase will also go to pay wages to restaurant employees. When these employees spend a portion of their added income purchasing other goods and services in Topeka, their spending becomes part of the induced impact of the visitors' spending. As was the case with direct expenditures from Heartland Park and SCCA, the ripple effects of the initial spending by the spectators continues to impact the local economy through smaller and smaller subsequent rounds of spending.

Additional Benefits

While this report focuses on the economic impact that motor sports has on Shawnee County, there are also other benefits that are difficult to quantify. One of these benefits is the added exposure that these events bring to Topeka. The NHRA Summer Nationals is televised on the ESPN network giving national coverage to Topeka. The benefit of such publicity is hard to measure. Yet with so many companies paying millions of dollars for naming rights to sporting events and venues, the exposure undoubtedly brings tangible benefits to Topeka. Another benefit of motor sports not measured in this report, are the benefits of local events that may not draw spending from outside the area, such as Heartland Park's street racing series. While these events may not have a significant impact on the local economy, they provide a great service to the Topeka community. In addition to offering Topekans another way to spend their weekend nights, these events cut down on the illegal street racing, which has become a growing problem for large and small communities throughout the country. News reports from California to New York to Kansas City have portrayed the tragic deaths and injuries resulting from the growing popularity of illegal street racing. By offering an alternative to illegal racing, Heartland Park helps improve the safety of Topeka's streets.

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Methodology

Although estimating the direct impact of the economic activity spurred by Heartland Park and SCCA is fairly straightforward, measuring the complicated sequence of indirect and induced impacts is a difficult endeavor. For this reason, the Regional Project Assessment System (RPAS), a modeling program constructed for the Greater Topeka Chamber of Commerce by Applied Economics of Phoenix, was used to measure the economic impact of motor sports in Shawnee County. RPAS takes into account that suppliers and consumers will make some purchases from businesses located outside of Shawnee County. This "leakage" of economic activity diminishes the size of the indirect and induced impacts. RPAS is specially tailored to estimate the multiplier effect of economic activity within Shawnee County. It uses data specific to the area to estimate the amount of economic activity that leaks out of Shawnee County.

This report also takes into account the additional "leakages" of economic activity that occurs when employees of local businesses live outside of Shawnee County. A characteristic of Topeka, which is somewhat unique for a city of its size, is that a number of employees who work in Shawnee County live in surrounding counties. Because households tend to make purchases close to where they reside, failing to take into account employees residing outside Shawnee County can lead to an overestimation of total economic impact. This result comes about because the induced impact diminishes as more Topeka employees spend their additional incomes in their counties of residence. Table 1 gives data from the 2000 census on the county of residence for Shawnee County employees. As expected, the overwhelming majority of Shawnee County employees, 81.5%, live within Shawnee County. However that does leave 18.5% of employees living outside Shawnee County. The next six most common counties of residence for Shawnee County employees are Osage County (3.5%), Douglas County (3.2%), Jefferson County (2.9%), Jackson County (2.4%), Wabaunsee County (1.3%) and Pottawatomie County (0.8%).

Table 1: County of Residence for Shawnee Co. Employees

County of Residence	Percentage of Shawnee Co. Employees
Shawnee Co.	81.5%
Osage Co.	3.5%
Douglas Co.	3.2%
Jefferson Co.	2.9%
Jackson Co.	2.4%
Wabaunsee Co.	1.3%
Pottawatomie Co.	0.8%

The economic impacts in this report are estimated under the assumption that the spending by non-Shawnee County residents occurs outside of Shawnee County. Although one could reasonably argue that many of these commuters do a significant amount of shopping at Shawnee County malls and retail outlets, we prefer to avoid overestimating the economic impact in order to maintain the credibility of the results.

REVIEW COPY

As the economic activity generated by Heartland Park and SCCA works its way through the economy, a number of Kansas jurisdictions experience increased tax collections. RPAS uses local data on spending patterns and tax rates to estimate various tax revenue impacts for the City of Topeka, Shawnee County, Shawnee County school districts and the State of Kansas. The model estimates the increase in sales taxes for Topeka, Shawnee County, and the State of Kansas. It also estimates the increase in property taxes for the city, county, state and Shawnee County school districts. RPAS also estimates the increase in personal income tax collections for the State of Kansas. Although RPAS does not estimate the increased hotel tax revenue for the City of Topeka, this report estimates the revenue impact for this tax as well.

Estimates of spending by visitors to Heartland Park and SCCA events were obtained through a survey of advanced ticket buyers. The survey and the methodology used to estimate the amount of spending generated by these motor sports events is discussed in more detail in the Visitor Spending section.

What Distinguishes Racing from Other Topeka Industries?

A crucial element to estimating the true economic impact that a business has on a community's economic well-being is to give careful consideration as to where the initial spending is coming from. What makes Heartland Park and SCCA such an important part of the Topeka economy is the extent to which it draws economic activity from outside of the county. The Visitor Spending section goes into more detail about the results of the spending survey, but a key finding of this survey was that over 53% of the spectators who attended events at Heartland Park in 2003 came from outside Kansas, 33% were Kansans who lived outside Shawnee County and 14% were from Shawnee County. In addition to asking spectators where they lived the survey also asked, "If Heartland Park did not exist, how would you most likely spend the money that you currently spend while attending Heartland Park events?" Not surprisingly, none of the visitors from outside Shawnee County indicated that they would otherwise spend the money within Shawnee County. Equally important was that only 18.5% of Shawnee County residents indicated that they would spend the money inside Shawnee County if Heartland Park did not exist.

Why is this finding so critical? Because it is important to be certain that the economic impact estimated by the RPAS model is a true economic impact. Consider the economic impact of a restaurant in downtown Topeka. Spending made by its patrons generates direct, indirect and induced impacts in the same manner described above. However, the important economic issue is what would happen if the restaurant closed. If the restaurant closes and its former patrons simply increase their spending at other Topeka restaurants, then the true economic impact of the restaurant is negligible. On the other hand, if the restaurant closes and its former patrons shift their spending to establishments in Downtown Lawrence, then the closing of the restaurant creates a true negative impact on the Topeka economy. Many economic impact studies ignore this key issue, resulting in an overestimation of the economic impact of a company or event. This report is careful to avoid making such an overestimation and the results of the survey indicate that much of the economic activity generated from racing events at Heartland Park would otherwise occur outside Shawnee County.

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Heartland Park and SCCA Operations

One of the ways in which Heartland Park and SCCA impacts the local economy is through the expenditures made in the course of daily operations. Both companies purchase supplies from local businesses and pay employees to work for them. They must also spend money to make capital improvements in order to maintain the quality of its facilities at the level required to host the numerous motor sport events over the course of a season. These direct economic impacts are then multiplied as the initial spending moves through the local economy. Other local businesses increase their economic activity in response to the initial spending by Heartland Park and SCCA resulting in an indirect impact on the local economy. Local employees, who see their incomes increase as a result of all the additional economic activity, spend some of their newfound income at local businesses resulting in an induced impact on the local economy.

The operations of Heartland Park in 2003 consisted of 16 regular employees, 6 full-time and 10 part-time, with an approximate total payroll of \$326,000. SCCA, meanwhile, had 50 full-time employees with an approximate payroll of \$1.9 million. In addition to employee expenditures, Heartland Park also made some major capital improvements to their facilities in 2003. Table 2 summarizes the economic impact of Heartland Park and SCCA operations on the local economy.

Economic Impact	Increase in Economic Activity
Direct Impact	\$4,631,493
Indirect Impact	\$877,551
Induced Impact	\$1,957,120
Total Economic Impact	\$7,466,164

The operations of Heartland Park and SCCA had a direct impact of over \$4.6 million on the Shawnee County economy in 2003. By the time this initial direct impact worked its way through the economy, Heartland Park and SCCA operations had increased the economic activity of Shawnee County by \$7,466,164. This total impact includes \$877,551 from the indirect impact and \$1,957,120 from the induced impact.

A valuable way to understand what this increased economic activity means to the people of Shawnee County is to consider how much of the \$7,466,164 ends up in hands of Shawnee County workers in the form of higher household income. Table 3 shows that the economic activity generated by Heartland Park and SCCA resulted in an additional \$3,601,225 of income for Shawnee County households.

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Table 3: Increase in Household Income as a Result of Heartland Park / SCCA Operations

Economic Impact	Increase in Household Income
Direct Impact	\$2,568,961
Indirect Impact	\$366,659
Induced Impact	\$665,605
Total Economic Impact	\$3,601,225

It is important to keep in mind that this \$7,466,164 of increased economic activity and \$3,601,225 of increased income is only the impact from Heartland Park and SCCA operations. The biggest impact of motor sports in Shawnee County comes not from the direct operations of the two companies, but from the enormous amount of spending that pours into Shawnee County from visitors to events hosted by Heartland Park and SCCA. The next section looks at the impact of visitors spending on the Shawnee County economy.

Visitor Spending

The biggest impact of motor sports on Shawnee County comes from the large number of spectators and participants who come to Topeka to enjoy the various events put on by Heartland Park and SCCA. The largest of these events is the NHRA Summer Nationals held each year over Memorial Day weekend. Spectators flock to Heartland Park from Thursday to Sunday. Friday, Saturday and Sunday draw the largest crowds with approximately 30,000 spectators in attendance each day. The impact of these visitors on the local economy extends well beyond the confines of Heartland Park. While in Topeka, these visitors will spend money at local restaurants, convenience stores, gas stations, grocery stores and other retail establishments. Each time Heartland Park and SCCA hold events that attract spending from outside Shawnee County, the local economy, its businesses and its workers benefit from the increased economic activity.

In order to calculate the impact these visitors have on Shawnee County a survey of advanced ticket buyers was conducted. Respondents were asked whether their place of residence was within Shawnee County, outside Shawnee County but within Kansas, or outside the State of Kansas. Table 4 shows the place of residence for visitors to Heartland Park.

Table 4: Respondents' Place of Residence

Place of Residence	Percent of Total Visitors
Out-of-State	53.2%
Kansas Counties Other than Shawnee	33.2%
Shawnee County	13.7%

53.2% of visitors came from outside the state of Kansas, 33.2% came from Kansas counties other than Shawnee, and 13.7% were from Shawnee County. This table highlights the importance of motor sports to Shawnee County. A crucial factor to the economic development of an area is

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encouraging businesses that draw economic activity into a region, whether it is through attracting visitors or by catering to non-local customers. The reason for this is that the economy activity generated by businesses catering exclusively to local patrons often comes at the expense of other local businesses. On the other hand, an industry like motor sports can generate a substantial amount of economic activity for a region without drawing economic activity away from other local businesses. This is clearly the case here.

Not only do Heartland Park and SCCA attract economic activity from outside Shawnee County, but they also generate a significant amount of direct economic impact for other local businesses. Heartland Park and SCCA never see much of the spending by visitors to their events, as much of this spending occurs at other businesses within Topeka. In order to estimate typical spending by visitors to Heartland Park and SCCA events, respondents to our survey were asked some of the following questions:

- If you attended a HPT event last year, did any of your visits include an overnight stay?
- If yes, do you typically stay at a
 - a hotel/motel
 - HPT campgrounds
 - a non-HPT campsite
 - other
- If yes, how much do you typically spend for accommodations, per night?
- While attending HPT events, how much do you typically spend per day at local restaurants and bars?
- While attending HPT events, how much do you typically spend per day for purchases at local grocery and convenience stores?
- While attending HPT events, how much do you typically spend per day for purchase of other consumer goods and services? This would include clothing, books, magazines, hardware, gasoline and any other purchases.

The following sections discuss the results of the survey based on respondents' place of residence.

Out-of-State Residents

Out-of-State residents made up the largest portion of respondents to our survey. Not surprisingly they were also the group that spends the greatest amount of money on their visits. One reason for their increased spending habits is driven by the fact that out-of-state visitors are more likely to include an overnight stay with their visit. 75% of these visitors typically included an overnight stay when attending an event. For these overnight guests, 77% stayed at a hotel or motel, 16% stay free of charge at the Heartland Park campgrounds and 7% made some other accommodations for their overnight stay. Visitors that stayed at a hotel or motel typically spent \$88 per night for their room. While the hotel industry received the biggest share of visitor spending, local restaurants and bars also benefit from visitor spending. The typical out-of-state visitor spent \$49 per day at local restaurants and bars. Groceries and convenience stores also benefited as out-of-state visitors spent \$20 per day at these establishments. Finally, these out-of-

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state residents spent \$44 for purchases at all other local retail establishments. Taking into account that not all visitors paid for overnight accommodations, the typical out-of-state visitor spent \$163 per day while attending a motor sports event in Topeka.

Kansas Residents (Non-Shawnee County)

The next largest group of spectators is Kansans from outside Shawnee County. Not surprisingly these spectators are less likely than out-of-state visitors to include an overnight stay in their visit. 49% of these visitors include an overnight stay, with 61% of these overnight visitors staying at a hotel or motel. The remaining overnight visitors either stay at the Heartland Park campgrounds, 30%, or make some other accommodations, 9%. As was the case with out-of-state visitors, this group of overnight visitors typically spent \$88 per night for hotel accommodations. These visitors also spent \$19 per day at local grocery and convenience stores and \$43 per day on other goods and services, both just slightly less than was spent by out-of-state visitors. A spending category where non-Shawnee Kansans spend somewhat less than their out-of-state counterparts was at local restaurants and bars, where they spent \$41 per day. Since Kansans are less likely to stay overnight at hotels, their average spending per day is below that of out-of-state visitors. Even so, these visitors typically spend \$129 per day on their visits.

Shawnee County Residents

Although motor sports draw a significant number of residents from outside Shawnee County, they provide a great form of family-friendly entertainment for local residents as well. While these residents may not need to stay at local hotels, they still spend money at local establishments as a part of their experience. Local residents spent \$38 per day at local restaurants and bars, \$13 per day at local grocery and convenience stores and \$38 per day at other local retail establishments for a total of \$89 per day. Although these spending patterns are significantly lower than the other groups of spectators, this spending still has a considerable impact on the local economy. However, an important issue is whether these spectators would spend this money within Shawnee County even if they had not attended a motor sports event. As mentioned earlier, including spending by local residents would overestimate the impact of motor sports on the local economy if the spending takes place with or without the motor sports events. The next section addresses how much of this local spending would actually be lost without Heartland Park and SCCA.

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Where Would Spending Go Without Motor Sports in Shawnee County?

In addition to asking about the spending habits of visitors, our survey also asked the following important question:

- If Heartland Park Topeka did not exist, how would you most likely spend the money that you currently spend while attending HPT events?
 - On other entertainment events within Shawnee Co.
 - On other motor sports events outside Shawnee Co.
 - On other non-motor sports travel / entertainment outside Shawnee Co.
 - Other spending within Shawnee Co.
 - Other spending outside Shawnee Co.

The responses to this question emphasize the value of visitor spending to the local economy. If the next option for visitors had been to attend a hockey or football game at the Kansas Expocentre, the spending by visitors and the corresponding economic impact would occur in Shawnee County with or without Heartland Park and SCCA. On the other hand, if the next option for visitors would have been to attend a racing event in Saint Louis or Oklahoma then this spending represents a true economic impact on Shawnee County. Table 5 summarizes the responses to this question and the results are striking.

Table 5: Where Would Spending Go?

Response	Shawnee Co. Residents	Kansas Residents (non-Shawnee Co.)	Out-of-State Residents
On other entertainment events within Shawnee Co.	3.7%	0.0%	0.0%
On other motor sports events outside Shawnee Co.	44.4%	53.7%	71.2%
On other non-motor sports travel / entertainment outside Shawnee Co.	25.9%	20.9%	13.5%
Other spending within Shawnee Co.	14.8%	0.0%	0.0%
Other spending outside Shawnee Co.	11.1%	31.3%	16.3%

Only 18.5% of the spending by Shawnee County residents would otherwise remain within the area. 44.4% of Shawnee County residents would spend the money on a motor sports event outside Shawnee County and 25.9% would spend the money on some other kind of travel or entertainment outside Shawnee County. For the non-Shawnee County and out-of-state residents implications to the local economy are even more severe, as none of the respondents indicated that their spending would still occur within Shawnee County.

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Summary of Economic Impacts

As the previous sections have illustrated, Heartland Park and SCCA impact the local economy through their operations and by attracting a great deal of spending to other local businesses. These two sources of economic impact combine to generate a total of \$34,736,513 in economic activity (Table 10). \$20,783,736 of this is through the direct impact of operations and visitor spending and the remaining \$13,952,777 is through the indirect and induced impacts.

Table 10: Total Economic Impact From Operations and Visitor Spending

Economic Impact	Increase in Economic Activity
Direct Impact	\$20,783,736
Indirect Impact	\$6,475,146
Induced Impact	\$7,477,631
Total Economic Impact	\$34,736,513

Some of the biggest beneficiaries of all this economic activity are Shawnee County households, who collectively experience a \$13,652,055 increase in their income. Table 11 shows that \$8,586,069 of this increased income goes to employees of Heartland Park, SCCA and employees of the businesses where visitors spend their money while attending the motor sports events. The remaining \$5,065,986 in income is created as the initial spending works its way through the Shawnee County economy.

Table 11: Increase in Household Income From Operations and Visitor Spending

Economic Impact	Increase in Household Income
Direct Impact	\$8,586,069
Indirect Impact	\$2,522,961
Induced Impact	\$2,543,025
Total Economic Impact	\$13,652,055

**Estimated Economic Impact to Crow Wing
County from a National Hot Rod
Association Event**

Brainerd International Raceway

Daniel L. Erkkila, Ph.D.
Tourism Center
University of Minnesota

March 15 2005

UNIVERSITY OF MINNESOTA

Tourism
C E N T E R

Brainerd International Raceway (BIR) has been viewed as a vital part of the Brainerd Lakes Area economic scene for 35 years. For the area, its events generate national and even international attention on an annual basis.

BIR's major event, the National Hot Rod Association (NHRA) Nationals drag race, has been an annual draw for 23 years. Every year it attracts between 30,000-40,000 people daily for its three-day event. It is estimated that another 3 million watch it live on network television (ESPN2), which televises the Sunday final race. Every lodging property within 60 miles is affected, and the same can be said for businesses, such as restaurants, gas stations, grocery stores, etc.

This discussion highlights the economic impacts from this one three-day event to the Crow Wing County area where BIR resides.

Terms and Methodology

Regional economic impacts are typically described by three components: direct, indirect and induced impacts or effects. Direct impacts are the immediate, first-round expenditures generated as firms expand production to supply the increased demand of an airport's or airport-related firm's goods and services. Indirect impacts are the intermediate sales as businesses buy inputs for their productive use. An example of this would include a restaurant replenishing food supplies or hiring services (e.g. accountants). Finally, induced impacts come from increased household income and the resulting expenditures of employees spending earnings in the local economy.

Impact measures typically quantify the following:

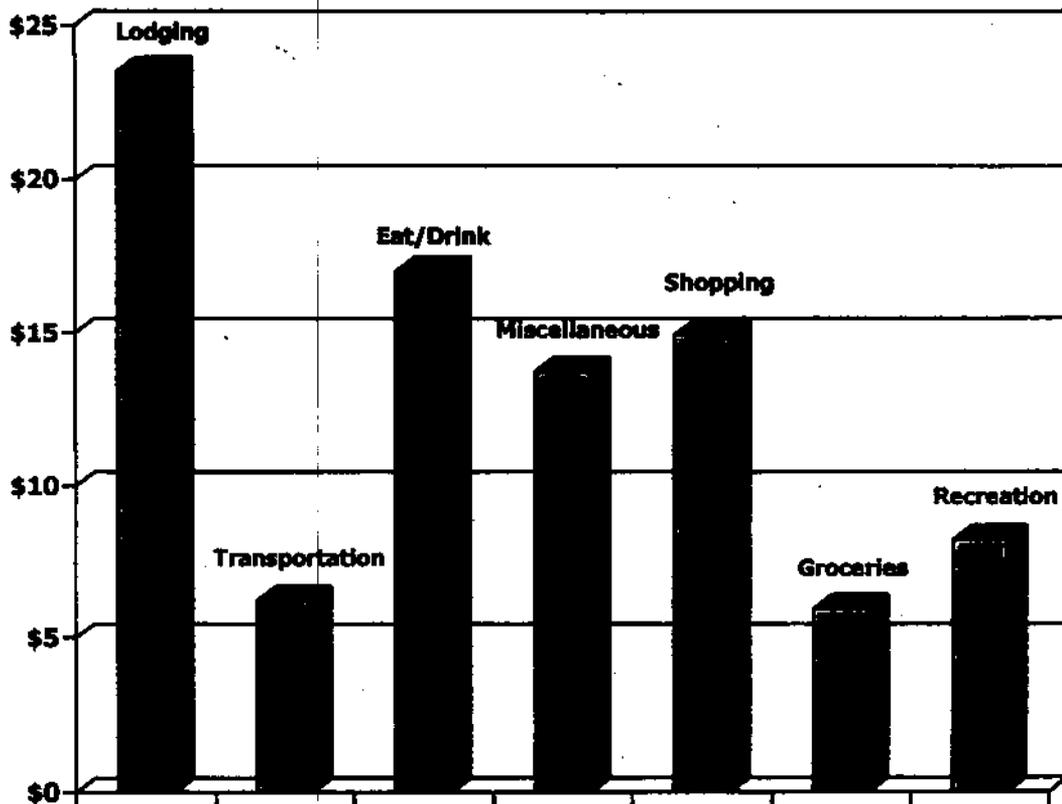
- Gross Industry Output – total industry production (shipments plus net additions to inventory)
- Employment – annual average full and part-time jobs
- Total Value Added – value added to intermediate goods and services. Total of employee compensation plus self-employment income, plus other property income plus indirect business taxes.

Determination of the three components of impact, measured in gross output, employment and total value added was done with the help of the IMPLAN¹ model. IMPLAN is based on an input-output method of economic impact estimation that traces commodity flows from producers to intermediate and final consumers. Its level of detail is the county level and is based on the Bureau of Economic Analysis conventions for input-output analyses.

¹ IMPLAN (IMpact Analysis for PLANning) was originally developed for the USDA Forest Service for land and resource management planning. It is a sophisticated, yet flexible tool that uses microcomputer software and database from federal and state data sources to allow for economic impact assessments and analyses. Refined later by the University of Minnesota, it is now managed and supported internationally by the Minnesota IMPLAN Group, Inc., Stillwater, MN.

A model of the Crow Wing County economy was constructed with IMPLAN using the most recent (2001) IMPLAN data set for Minnesota. This model was used to estimate the impact of 35,000 visitors daily, for three days (105,000 total visitor days) on the Crow Wing County economy. A necessary consideration, in addition to the estimate of visitors, was the amount of daily spending these visitors would exhibit. For that, a spending profile was used based on a 2001 survey of more than 800 Brainerd Lakes area visitors and is displayed in Figure 1 below.²

Figure 1. Visitor Spending (Per person/day)



² University of Minnesota Tourism Center. 2001. *Study of Current Area Tourists: Customer Profiles – Brainerd*. St. Paul, MN.

Results

The economic impact to Crow Wing County from 105,000 visitors at BIR for the three-day NHRA event is shown in Table 1 below.

Table 1. Estimated direct, indirect and induced economic impacts to Crow Wing County from a three-day NHRA event at Brainerd International Raceway.³

	Direct	Indirect	Induced	TOTAL
Gross Output (millions \$)	\$6.63	\$1.39	\$1.58	\$9.60
Employment	192	17	20	229
Value Added (millions \$)	\$3.62	\$0.84	\$0.94	\$5.40

The estimated \$6.63 million in direct effects are in the primary economic sectors of tourist sales (e.g., eating and drinking, retail shopping, lodging, etc.). The indirect effects of \$1.39 million represent local business sales directly to the businesses selling to tourists. The service sector, along with construction, transportation, communication, utilities, finance, insurance, banking, etc. are all strong intermediate providers to tourism firms in the area. Finally, all this economic activity affects the people who take home income from their jobs. These induced effects measure this economic activity, estimated to add another \$1.58 million to the county. The estimate of jobs associated with this economic activity is shown as well.

³ Financial values are in current (2005) dollars; employment is expressed in full and part-time jobs.



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10/13/2006 09:54 AM

To plan@lincoln.ne.gov
cc
bcc
Subject Info that should be forwarded to the planning commission

At the recent meeting there seemed to be a lot of confusion and misdirection as to what cars actually run on a dragstrip.

For the sake of informing you I will just give you a quick list of what cars are out there running in order from loudest to quietest.

1. Top fuel. There was a lot of talk about the fuel cars running. There are two types of fuel cars, funny cars and dragsters. The funny cars resemble a normal passenger car the dragsters are the long skinny cars with a big wing and engine behind the driver. These cars are the loudest of loud. Each one of these cars has approximately 300 times the horsepower of your average family sedan. These cars are only driven on select events throughout the year. These are also the most expensive cars to run. Although it may not be accurate the last figure I heard was somewhere between 1 million to 2.5 million to run one of these cars in a weekend. Also when they do go to an event they run at scheduled times only. For example at the next NHRA powerade race in Richmond VA the cars run for approximately 3 hours split into two sessions of 1.5 hours each on Friday and Saturday. On Sunday is the final round of eliminations and that is long enough to run 4 cars, so about 18 seconds.
2. Top alcohol. As with the top fuel classes there are funny cars and dragsters. These cars run on methanol and are loud but nothing compared to a top fuel. These cars are the fastest sportsman (non-pro) cars and still are expensive to operate. Of course they are nothing like the top fuel if you are comparing speed and power. These cars do race a little more than top fuel but usually only at divisional and national races.
3. Pro Modified. These cars all resemble normal passenger cars. This class is only run at select events across the country and is close to the sound of a top alcohol car.
4. Pro stock. These are very very similar to normal passenger cars in fact the original style of headlights and opening doors are a requirement. These cars run on gasoline and are only run at select national events across the country. The sound these cars produce is not as deep or as loud as the first three.
5. Super Comp and competition. The cars can take many forms from dragsters to functioning door cars to pickup trucks. This is starting to get into the price range of the regional racer. These cars are somewhat quieter than pro stocks and slower. This is the toughest class in NHRA drag racing to compete in.
6. Stock, super stock, sportsman. These are the main types of cars that will be at any major event. These classes are predominantly muscle cars from the early 60's to modern cars such as

mustangs and corvettes. Stock and super stock are classes that have very tight regulations as to how much can be done to the car. Most of the time they have to be very close to what was produced in the factory and most are required to have mufflers.

When you get down into the sportsman cars these are the grassroots racers. This will be the vast majority of cars that will run at any given track. These range from stock honda civics to modified 60's muscle cars, ANY car produced can race. The vast majority will be homebuilt cars put together by local people and their families. This is what make the NHRA and dragstips so attractive to people. This will be the majority of the races at the track on weekends.

Friday night grudge racing is also a part of any racetrack. The friday night grudge races or street races were created to keep kids off the streets. Of course thats a highly debatable issue but it does cut down on the organized illegal activities. During this type of racing all types of vehicles are welcome from motorcycles to cars. 95% of these cars are street driven vehicles with mufflers. With this type of racing there are no eliminations. It is focused on allowing people to run their cars as much as possible.

Another item of confusion was the definition of a drag race.

A drag race is an acceleration contest from a standing start between two vehicles over a measured distance. The accepted standard for that distance is either a quarter-mile (1,320 feet) or an eighth-mile (660 feet). A drag racing event is a series of such two-vehicle, tournament-style eliminations. The losing driver in each race is eliminated, and the winning drivers progress until one driver remains.

I encourage you to visit <http://www.nhra.com/streetlegal/index.html> for more info and I hope this alleviates some confusion.