



## MOTORSPORTS ECONOMIC IMPACT

The following is a sample of economic impact studies from various industry partners and from racing facilities. This summary does not reflect the overall economic impact of the industry or the industry's significant contributions to local and state income, sales, property and other taxes.

### Alabama

#### **Talladega Superspeedway**

Talladega Superspeedway generates a \$407 million economic impact and nearly 8,000 jobs for the state each year. *Source: Washington Economics Group, June 2008.*

### Arizona

#### **Phoenix International Raceway**

Phoenix International Raceway generates approximately \$475 million annually and over 5,000 jobs. *Source: Arizona State University Study, November 2005.*

### California

#### **Auto Club Speedway**

Auto Club Speedway created 5,000 jobs in 2007 and the regional economic impact is estimated at \$210 million annually. *Source: Conventions, Sports & Leisure Report, August 2008.*

### Florida

#### **Daytona International Speedway and Homestead-Miami Speedway**

The two facilities generate an annual economic impact of over \$2.1 billion and over 35,000 permanent jobs in the State of Florida. *Source: Washington Economics Group, December 2007.*

### Georgia

#### **Atlanta Motor Speedway**

Atlanta Motor Speedway contributes \$455 million annually to the Atlanta economy which is more than the combined total of all other sporting events in the city. *Source: Atlanta Journal-Constitution, March 11, 2004.*

### Illinois

#### **Chicagoland Speedway and Route 66 Raceway**

Overall economic impact is estimated at \$140 million annually and creates nearly 2,000 full-time equivalent jobs. *Source: Frost Motorsports, LLC, February, 2005.*

### Indiana

#### **Indianapolis Motor Speedway**

Indianapolis Motor Speedway provides approximately \$727 million in annual economic impact for the local economy. *Source: September 2000 study by Dr. Mark Rosentraub of Indiana University – Purdue University at Indianapolis.*



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### Kansas

#### **Kansas Speedway**

Kansas Speedway generates approximately \$243 million for the local economy annually and over 5,000 jobs.

*Source: Washington Economics Group, August 2008.*

### Michigan

#### **Michigan International Speedway**

Michigan International Speedway creates more than \$400 million in economic impact and over 6,000 jobs for the State of Michigan. *Source: Hillsdale Policy Group, Ltd., May 2007.*

### Nevada

#### **Las Vegas Motor Speedway**

The Speedway generates approximately \$200 million in annual economic impact. *Source: Scene Daily, LVCA study 2006.*

### North Carolina

The total economic impact of the motorsports industry to the State of North Carolina is estimated at nearly \$6 billion and generates over 27,000 jobs for the local economy. *Source: Dr. John Cannaughton, Dr. Ronald A. Madsen at UNC Charlotte, January 2006.*

### Pennsylvania

#### **Pocono Raceway**

Pocono Raceway generates more than \$363 million for the State's economy. *Source: Pocono Raceway and Buchart Horn, Inc/BASCO Associates, 2006.*

### Virginia

#### **Martinsville Speedway and Richmond International Speedway**

The two facilities generate an annual economic impact of \$637 million and over 10,000 jobs in the State of Virginia. *Source: Washington Economics Group, March 2009.*