



Bristol
Motor Speedway®

NASHVILLE FAIRGROUNDS SPEEDWAY

FAIR BOARD MEETING

MAY 11, 2021

NFS HISTORY



Nashville Fairgrounds Speedway is the second longest operating racetrack since 1904.



©1978 David Allio



NFS HISTORY



NASCAR's premier series raced at the Fairgrounds from 1958 to July 14, 1984.

The NASCAR Xfinity Series and Camping World Truck Series last competed April 8 and August 12, 2000 respectively.



CURRENT FACILITY



Since NASCAR's departure over 35 years ago, very few improvements have been made.





71%

The percentage of Nashvillians voting in the 2011 mayoral election that supported the charter amendment to continue use of the Fairgrounds, including for racing.

Metro owns and has a legal obligation to maintain the facility and ensure racing continues.

Revenues from the Speedway have not been sufficient to cover the maintenance and operating cost.

METRO OPTIONS



Metro has limited options:

- **Make no changes**
- **Invest in costly upgrades, with little ROI**
- **Partner with an experienced operator to revitalize the Speedway**

With the Expo Center, the new soccer stadium, and Fair Park, the Speedway is the last piece of modernization and renovation.



SPEEDWAY MOTORSPORTS



Bruton Smith started Speedway Motorsports over 60 years ago. His son Marcus is now at the helm.

Speedway Motorsports is a leader in the industry for building and maintaining facilities that give back to communities.

Speedway Motorsports owns and/or operates nine NASCAR tracks across the country.



SPEEDWAY MOTORSPORTS



GOALS OF PROJECT



RESTORE NASHVILLE FAIRGROUNDS SPEEDWAY

Restore

Deliver Long-term Plan

People Who Use the Facility Will Pay for It

Improve Quality of Life

CURRENT STATUS



- **Began discussions in 2017**
- **Engaging Cooper administration**
- **Reached agreement on framework and entered letter of intent with Mayor Cooper**
- **Meeting with Mayor's Office, Finance Department, and Fair Board leadership on a regular basis**
- **Engaging with dozens of community and neighborhood meetings**
- **Working with Metro's design team**
- **Working with Metro's legal team and Fair Board Executive Director Womack and Chairwoman McAnally to draft proposed contracts**
- **Passed State legislation to allow those that use the facility to pay for it**

COMMUNITY ENGAGEMENT



Casa Azafran	Ongoing; Initial Meeting Complete
Chestnut Hill Neighborhood	Ongoing; Initial Meeting Complete
City of Berry Hill	Ongoing; Initial Meeting Complete
Edgehill Neighborhood Partnership	Ongoing; Initial Meeting Complete
Fifty Forward	Ongoing; Initial Meeting Complete
MDHA	Ongoing; Initial Meeting Complete
Operation Stand Down TN	Ongoing; Initial Meeting Complete
SNAP TN	Ongoing; Initial Meeting Complete
<i>Fairgrounds Neighborhood Impact Advisory Committee</i>	Ongoing; Initial Meeting Complete
Local Racing Community	Ongoing; Initial Meeting Complete
12South Neighborhood Association	Ongoing; Initial Meeting Complete
<i>Woodycrest Neighbors</i>	Ongoing; Initial Meeting Complete
Flea Market Vendors Association	Scheduled
Vanderbilt University	Scheduling
Belmont University	Scheduling
<i>Vine Hill Neighbors</i>	Scheduling
<i>Napier-Sudekum Neighbors</i>	Scheduling

Carter-Lawrence Elementary School	Contacted
Cumberland River Compact	Contacted
Fall Hamilton School	Contacted
LEAD Academy	Contacted
Nashville School for the Arts	Contacted
Rose Park Magnet	Contacted
<i>Russwurm Heights Neighbors</i>	Contacted
STEM Prep Academy	Contacted
Trevecca Nazarene University	Contacted
Waverly Belmont Elementary	Contacted
Alloy on Tech Hill	Contacted
Friends of Fort Negley	Contacted
Organized Neighbors of Edgehill	Contacted
<i>Melrose Heights Neighbors</i>	Contacted
<i>Raymond Heights Neighbors</i>	Contacted
<i>Sadler Village Neighbors</i>	Contacted

Committed to community engagement and addressing quality of life impacts.

33 different organizations, community groups, and neighborhood associations.

SITE PLAN



Legend

Yellow - Speedway

Blue - Nashville MLS

Red - MarketStreet (Mixed Use)

Green - Fairgrounds Expo Center

Purple - Fair Park

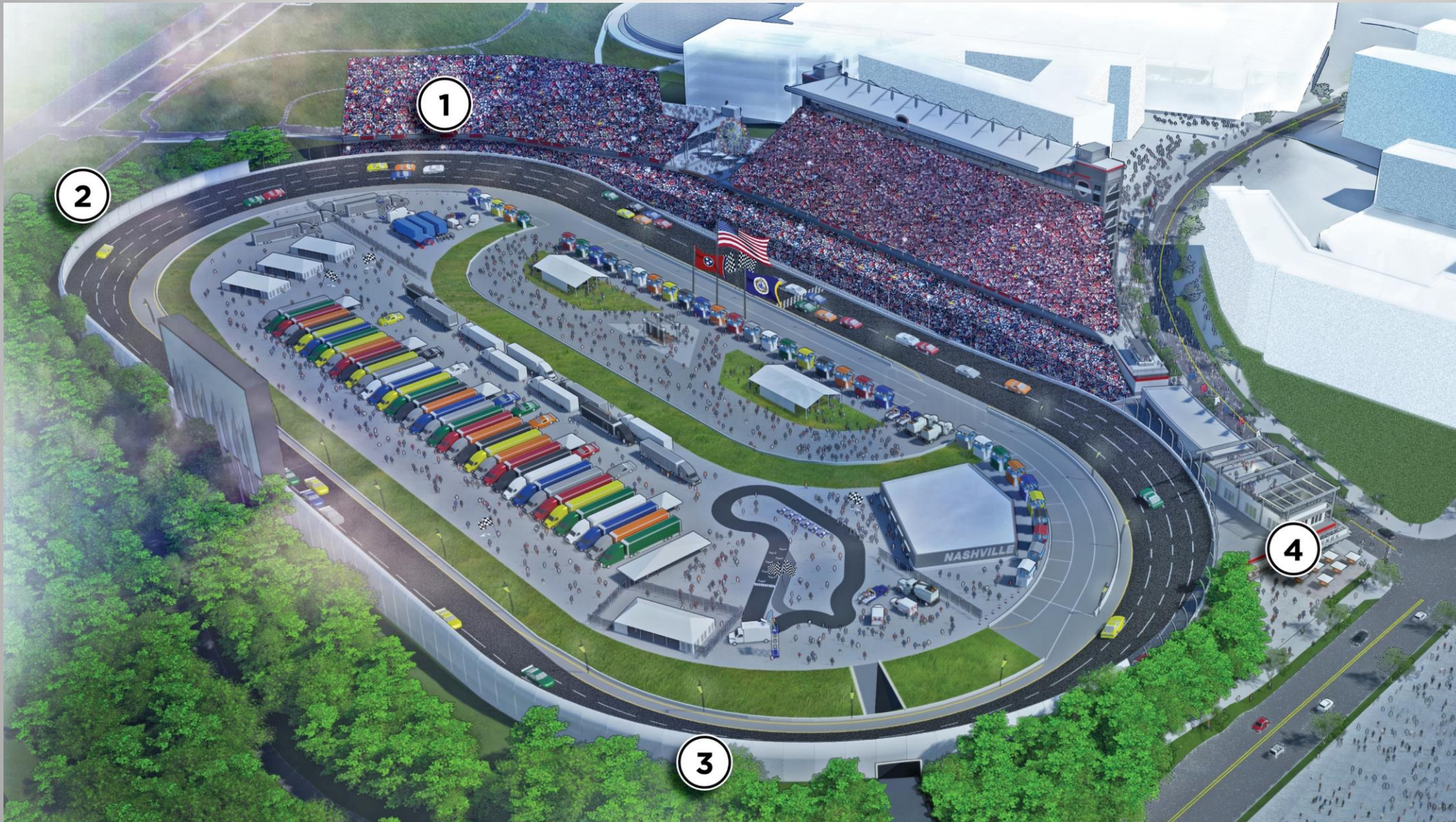
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OVERALL SITE PLAN: FEBRUARY 2021

FAIRGROUNDS NASHVILLE
2021.02.11



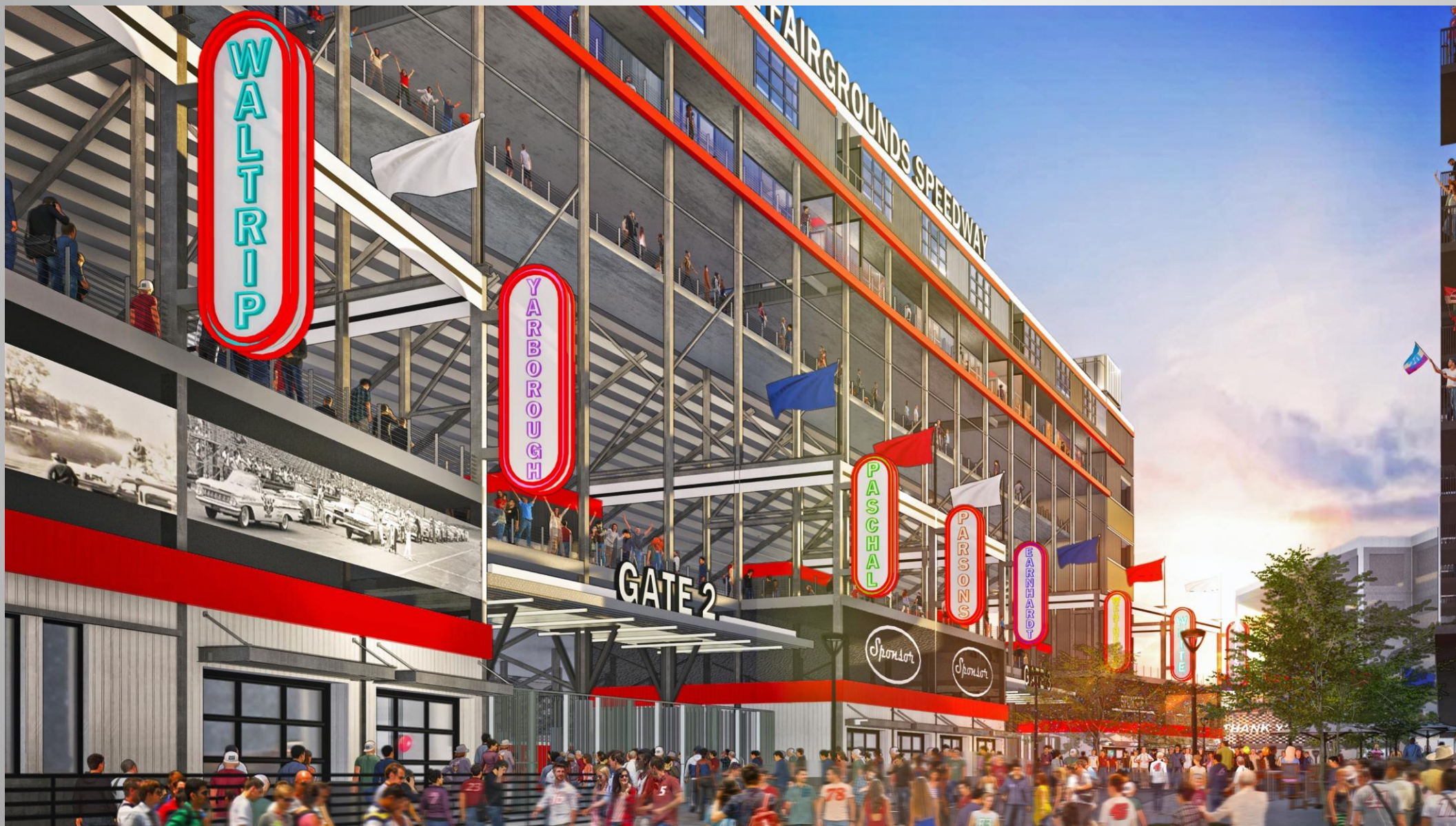
RENDERINGS



RENDERINGS



RENDERINGS



RENDERINGS



SOUND MITIGATION



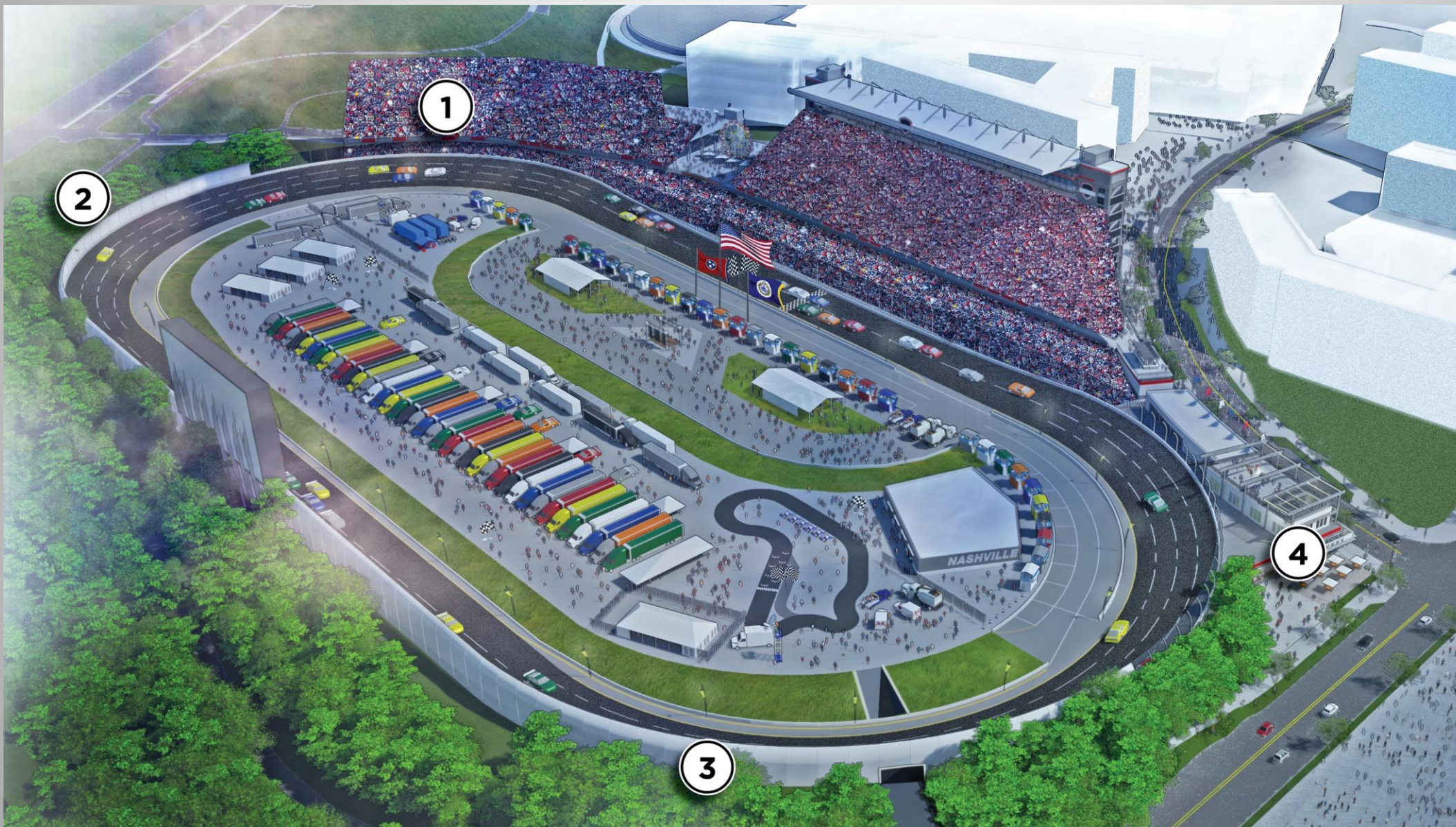
WJHW conducted on site measurements during the 2019 All American 400 and a sound propagation study with recommended steps to mitigate sound.

- **Worked on many outdoor stadiums and motorsports facilities, including NASCAR projects in Chicago, Daytona, and Indianapolis.**
- **Analyzed concert and stadium environmental noise for Baltimore Orioles, Chicago Cubs, Pittsburgh Steelers and more.**

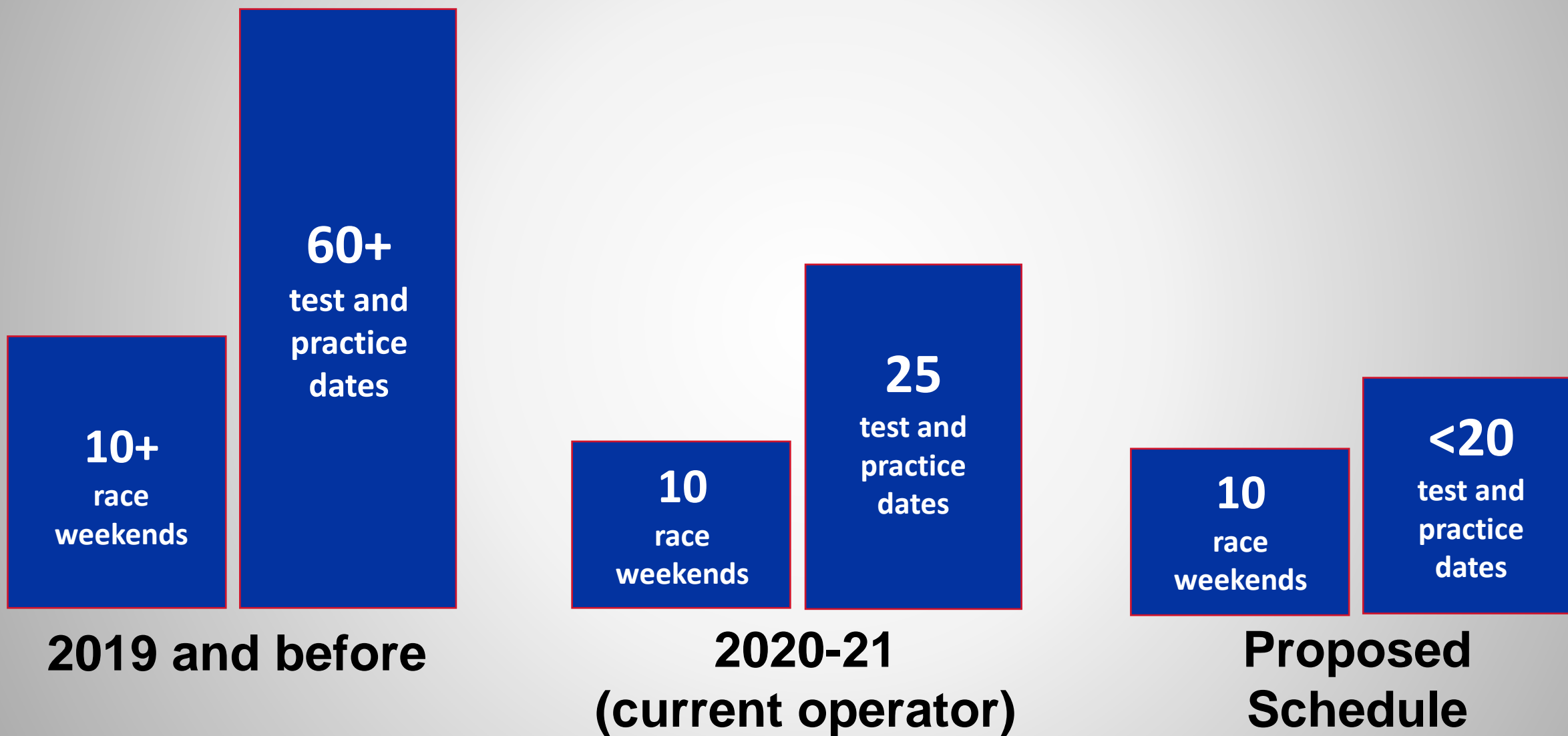


Recommendations include:

- **Additional structures**
- **Strategically placed sound walls**
- **Limit on number of events past 10:00 p.m.**
- **Limit on big events per year**
- **Limits on weekday events**
- **Published schedule of events**



SNAPSHOT OF LAST FEW YEARS



RACING VS. NON-RACING ACTIVITY



- **Race date** – Spectator events with racecars (or trucks) on the track at one time in a competitive setting.
- **Test or Practice date** – Use of the track to allow drivers to make adjustments and gain experience. May also be used for tire testing.
- **Non-racing events** – Spectator and non-spectator events. Note: NO race cars.





- **Less than 4 events a year at maximum capacity.**
- **A majority of Speedway patrons at maximum capacity events will be traveling to the venue from local hotels.**
- **A traffic plan is being developed for major events that take place on the fairgrounds.**
- **We will work with Kimley Horn (current fairgrounds traffic study engineers) to develop a plan that is consistent with the plan for other major events on the property.**
- **Our plan will entail**
 - **On-campus parking**
 - **Remote parking areas with shuttles**
 - **Hotel shuttles**
 - **Public transportation**
 - **Ride share**

OUR PROPOSAL

Not more racing – just more revenue

- **Maintain 10 race weekends**
 - **Target NASCAR cup, Xfinity. or truck series races**
 - **Continue local and regional events**
 - **Generate greater revenue from the same number of weekends**
- **Maintain non-racing events (spectator and non-spectator event) e.g., car shows, corporate events, movie nights, limited number of concerts**
- **Community uses**
 - **Community blood drives / vaccinations**
 - **Collection site for community donations**
 - **Group outings like Scouts, youth / kids clubs, church groups**
 - **Fundraising Track Walks**



LEASE MANAGEMENT AGREEMENT



Proposed terms:

- **10-year agreement with four 5-year renewal options**
- **\$1 million annual rent payment to Metro**
- **Ability to bring NASCAR top tier racing events**
- **No additional racing event weekends (keep at 10)**
- **Curfew on racing events of 10:00 p.m. (11:00 p.m. for NASCAR) and weekday practices of 7:00 p.m.**
- **Muffler requirements for local and regional racing events**
- **Scheduling certainty and transparency**



- **State portion of sales tax**
- **Seat user fee**
- **Rent payment from Bristol**
- **Facility sponsorship (Naming Rights)**
- **CVB Partnership**

Bristol is continuing to work with the Mayor's Office and Metro Finance Department to evaluate various financing models.

COMMUNITY BENEFITS



- Establish a local chapter of Speedway Children's Charities
- Community programs would focus on schools in the Fairgrounds area
- Long-term partnerships with non-profit community organizations
- Volunteer opportunities and donations to local nonprofits
- Minimum pay rate for event workers and regular staff of \$15.50 per hour





THANK YOU
