See It. Hear It. Feel It.

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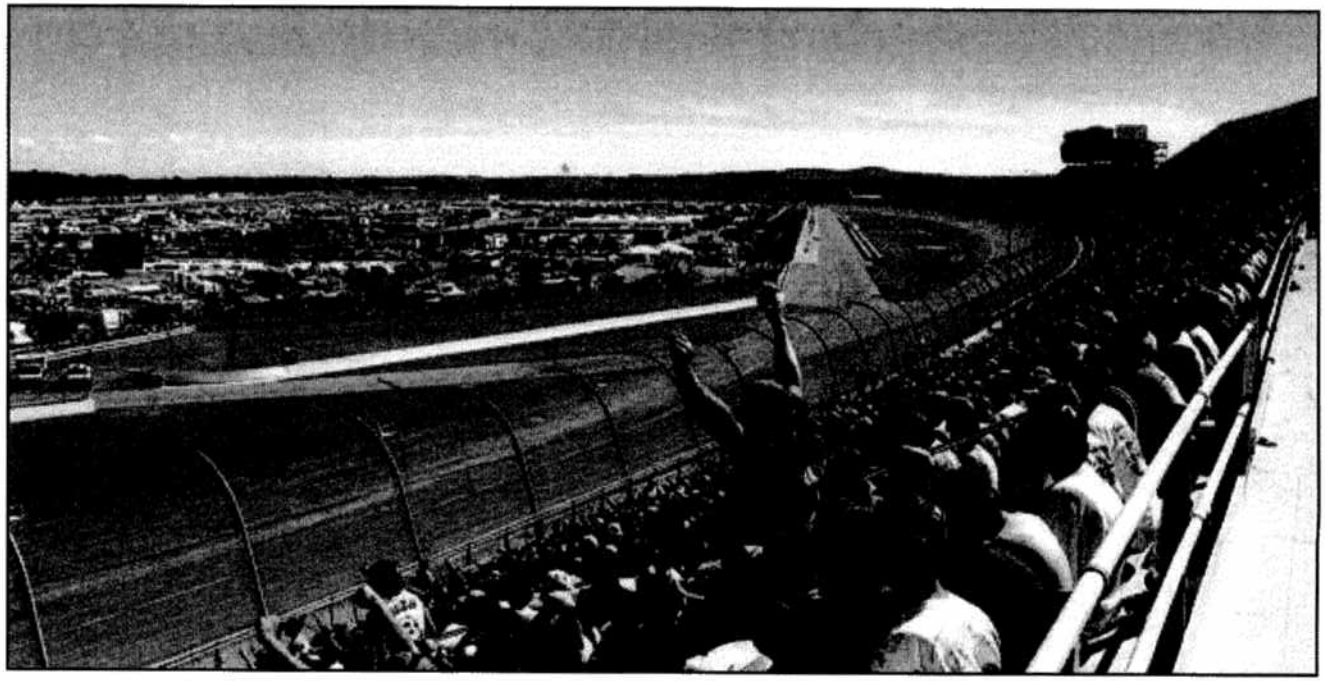
MIS Overview

Michigan International Speedway hosts the state's largest spectator sporting events, generating more than $400 million annually for the state's economy – the equivalent of the Super Bowl coming to the "Irish Hills" every year.



MIS and Tourism

- NASCAR fans bring new dollars to the region.
  - Unlike stick-and-ball sports, this means new tourism dollars coming to Michigan on an annual basis.
- 57 percent of fans spend five nights or more in the region.
- Fans travel an average of three hours. By comparison to other sports:
  - NBA fans average = 45 minutes
  - MLB fans average = 1 hour
  - NFL fans average = 1.45 hours

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Where Do Fans Come From

1.	Detroit, MI	18%
2.	Grand Rapids – Kalamazoo – Battle Creek, MI	10%
3.	Toledo, OH	8%
4.	Flint – Saginaw – Bay City, MI	7%
5.	Windsor, Ontario, Canada	7%
6.	Lansing, MI	6%
7.	Cleveland, OH	6%
8.	South Bend – Elkhart, IN	4%
9.	Chicago, IL	4%
10	Traverse City, MI	4%
11.	Ft. Wayne, IN	3%

- 40% of MIS Ticket Holders are from Michigan.
- 60% are from out-of-state.
- 12% from Canada.

* Based on 2008 Account Holders DMA

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National Media Exposure

- Michigan and the Irish Hills received more than $ 9.1 million of television exposure during national broadcasts of races at Michigan International Speedway during the 2008 season seen by 15 million viewers.

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MIS and the community

- MIS donates $675,000 to charities and service groups annually.
- Hosts the MHSAA Cross Country Finals bringing 10,000 spectators to the region.
- Hosts the country's largest single day blood drive, the Spirit of America.
- Formula SAE.
  - over 3,000 students from 107 schools from 15 countries.
- MIS Cares Foundation starting in 2009.
- Local community soccer fields 2009.

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What's happening at MIS?

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Positioning MIS for the future

- Public/private partnership with the State of Michigan- Thank you legislature and government officials.
  - MBT and traffic credits has lead to capital improvements, reinvestment.
  - Retained and created jobs
- Traffic improvements- Thank You MDOT
- Green initiatives
- Connected Vehicle and R&D

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Creating Jobs

- $55 million in capital investments since 2006.
- 90% of all construction projects will be completed by Michigan based vendors.
  - **1,100 jobs created**
- Projects complete to date:
  - Way-finding informational signage
  - Installation of new state of the art PA system.
  - Graves Campground upgrades.
  - Infield master plan development.
  - 23,231 grandstand seats have been refurbished.

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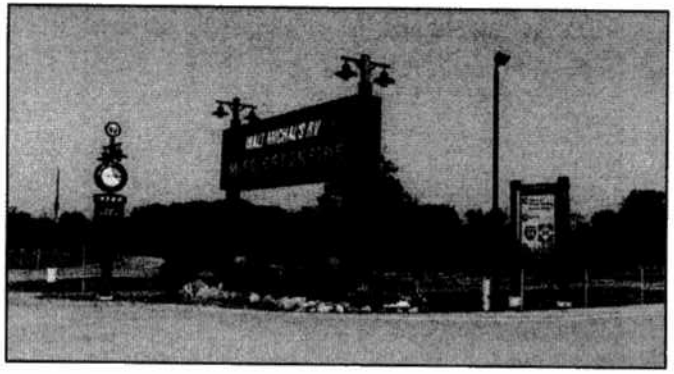
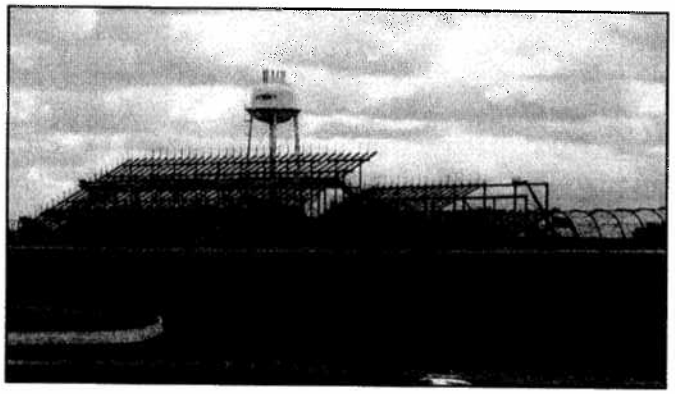
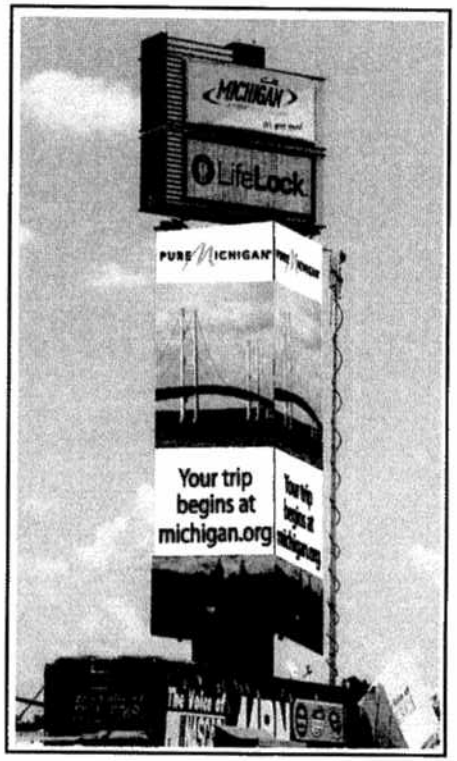
Capital Improvements

6 Shute Model [4+1+1] **Gate D6**







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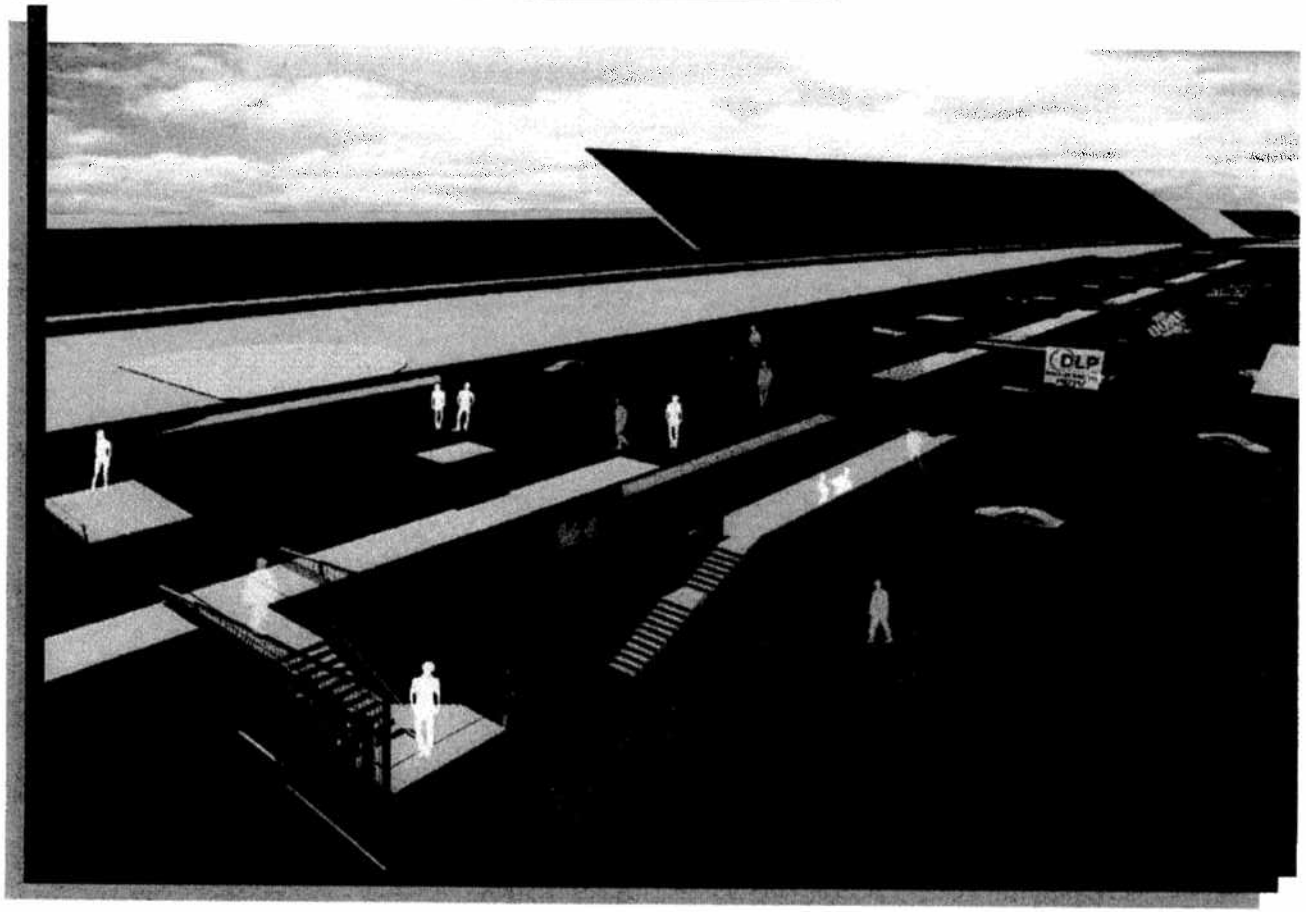
Just Announced:
Infield Suite Renovation



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It's easy being green!

- Major recycling efforts under way – over 2 million tons in 2008 including construction material.
- First professional stadium in Michigan to register (voluntarily) for the state's pollution prevention program, MBP-3.
- Hosted the first "carbon neutral" motorsports event – CARFAX 250 in 2007 and 2008.
- Partnering with Michigan colleges and universities on wetland initiatives.
- Working with DNR, MUCC and the Conservation Fund on restoration in the Waterloo Recreation Area.

STREET & SMITH'S SportsBusiness JOURNAL

Finding Growth in Green

Michigan speedway leads the pack in NASCAR

By MICHAEL SMITH
Staff writer
Published November 10, 2008 : Page 28

By the time fans pull into Michigan International Speedway for a NASCAR race in 2009, track President Roger Curtis hopes that 10 percent to 15 percent of the facility's energy will be produced by windmills and solar panels.

Curtis' track, nestled in the lush Irish Hills area near Detroit, is broadly recognized as one of the most progressive in the industry, and he's not satisfied to limit his green efforts to recycling trash.

By its very nature, NASCAR is viewed as one of the least green-friendly of all sports. Its cars burn thousands of gallons of unleaded fuel circling the track, and the switch to unleaded gas came just this year, 37 years after passenger cars made the switch.

Curtis would like his speedway to be a bridge between the sport and those who think NASCAR can't be a friend to the environment.

"For far too long, environmental groups and NASCAR have viewed each other with undue suspicion," Curtis said. "But look at NASCAR fans: They hunt, they boat, they fish, they're conservationists. Our green initiatives are a huge priority for us, right behind selling tickets."

The cars and trucks in NASCAR lots affect the environment more than the few on the track.

Curtis is so committed to the idea of converting to wind and solar power that he's willing to put his green where his green is: the budget, that is. Curtis said the speedway's 2009 budget will trim about 10 percent of the expenses allotted to the power bill and move that money elsewhere.

MIS, which hopes to derive anywhere from 10 percent to 30 percent of its energy needs from wind and solar next year, spends close to $500,000 annually on electricity.

"We're all just scratching the surface of what we're capable of," Curtis said.

While much of the environmental fuss has been focused on the track, the damage done by emissions

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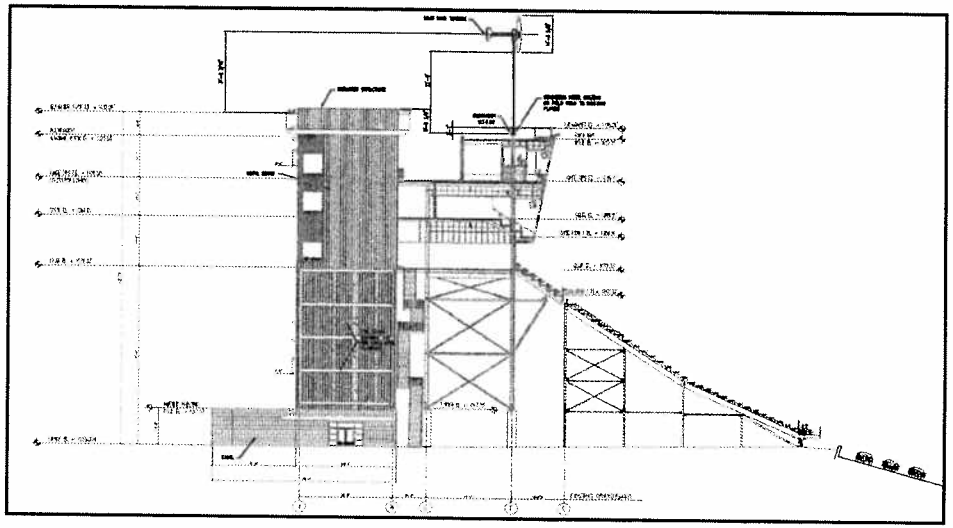
Wind and Solar Alternatives

- Exploring options for wind and solar projects.
- Discussing Power Purchase Agreements (PPAs) with several companies.
- Working with the Department of Economic, Energy & Labor and Next Energy in this exploration phase while monitoring state and federal incentives and grants.
- Could position MIS as a "showcase" for alternative energy manufacturers.



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Road Course and R & D Initiatives

- Partnership between MIS, MDOT, CAR, CVPC.
- Two 1.9 mile road courses available for testing.
- Road Course serves as a catalyst for job creation and growth opportunities for the state.
- Potentially could create 16,000 – 41,000 high tech jobs will be created.
- Potentially could contribute between $177 million and $448 million in state income tax revenue.

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MIS and Pure Michigan

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Strengths and Opportunities

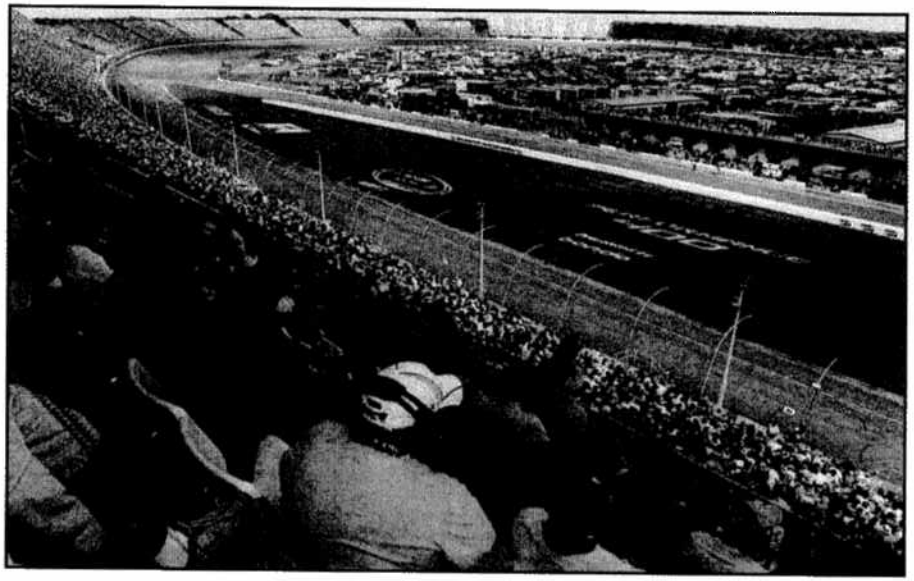
- Two weeks a year, we become the state's largest "welcome center."

- MIS also hosts the largest "FAM Tour" in the State twice each year, with over 350 national and regional media.

- Our "welcome center" can serve as a platform that offers multiple opportunities to communicate directly with a large population of tourists.

- Our fans are inherently impressionable and loyal. They also want to know more about camping, hunting, fishing, skiing, & sightseeing in Michigan.
  - 38% of MIS attendees own a power board
  - 25% of MIS attendees own an ATV
  - 15% of MIS attendees own a personal watercraft
  - 10% of MIS attendees own a motorcycle

- Other desired demos.



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Desired Target Audience: Age and Gender

MIS event attendees have a higher average household income and are considered white collar over the national index standard.

Age	MIS Attendee	Index	U.S. Population
18-34	33%	106*	31%
35-54	50%	129*	39%
55+	18%	58*	31%

Gender	MIS Attendee	Index	U.S. Population
Male	60%	123*	49%
Female	40%	78*	51%

Scarborough Market Research, Multi-Market:R1, 2008 (Feb'07-Mar'08)
*Denotes Statistical Significance at the 95% Confidence Level

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Desired Target Audience: Occupation and Income

Employment	MIS Attendee	Index	U.S. Population
White Collar	52%	128*	41%
Blue Collar	32%	131*	25%

Household Income	MIS Attendee	Index	U.S. Population
Under $25,000	3%	24*	13%
$25,000-$50,000	25%	79*	31%
$50,000-$75,000	18%	102*	18%
$75,000-$100,000	24%	157*	16%
$100,000-$150,000	23%	172*	13%
$150,000+	7%	74*	7%

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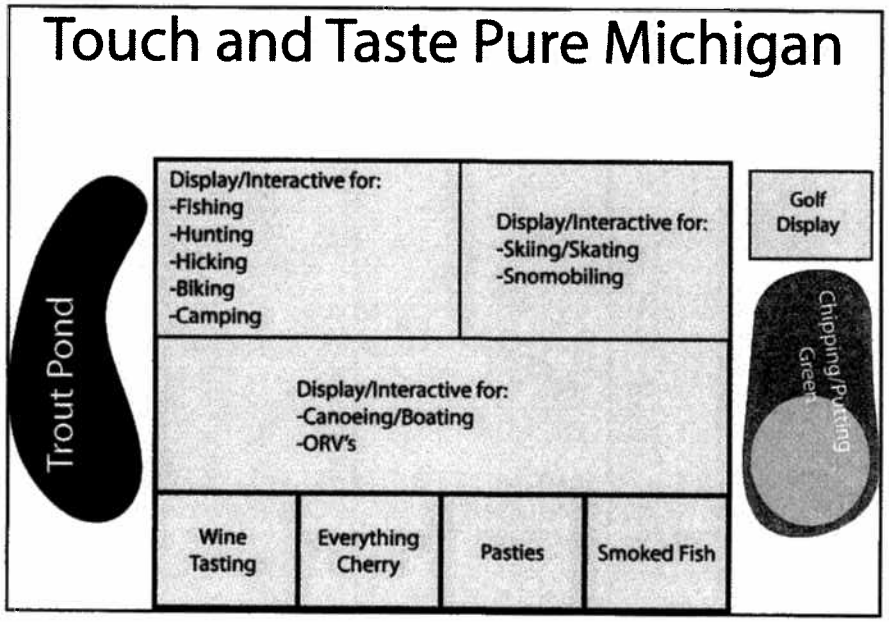
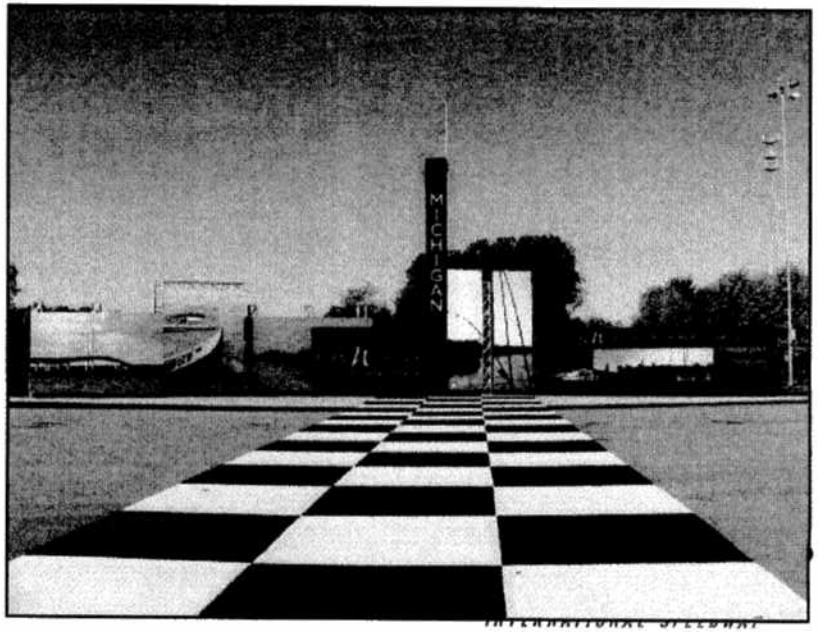
Scarborough Market Research, Multi-Market:R1, 2008 (Feb'07-Mar'08)
*Denotes Statistical Significance at the 95% Confidence Level

Unique Vision

Integrating a Pure Michigan "Welcome Center" throughout the Michigan International Speedway Fan Plaza where a captive audience can begin their trip through interactive displays and tastes of the state.





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Other Opportunities

•Michigan International Speedway and Pure Michigan face almost identical challenges and are pursing identical challenges and are pursing identical markets. (Chicago, Cleveland, Ontario, etc.)

•Opportunity is to partner in co-op ad.

•Challenge is the flexibility in the call to action of those ads.

•Tourism is also limited promotionally by "game of chance" regulations.

•Further engage other tourism entities:

- Welcome baskets
- Our MTO
- "Welcome Center"

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Partnering with Tourism

•Michigan International Speedway and Michigan Tourism recently cemented a partnership that will deliver the Pure Michigan message to hundreds and thousands of guests before, during and after the races via:

- Email
- Inserts
- Website
- MTO
- Onsite video and scoreboard commercials

•Encourage our guests to come earlier, stay longer and invite them to return.

•Welcome Center

- Mobile ticket office display
- Data collection for marketing purposes
- Give away items

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2009 Race Dates

Sunday, June 14, 2009 - NASCAR Sprint Cup Series, LifeLock 400

Saturday, June 13, 2009 - NASCAR Camping World Truck Series Race

Friday, June 12, 2009 – NASCAR Sprint Cup Series Qualifying
ARCA Racing for Wildlife 250

Sunday, August 16, 2009 – NASCAR Sprint Cup Series, Michigan 400

Saturday, August 15, 2009 – NASCAR Nationwide Series, CARFAX 250

Friday, August 14, 2009 – NASCAR Sprint Cup Series Qualifying

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