



Monterey County Board of Supervisors

WeatherTech Raceway Laguna Seca



WeatherTech[®]
Raceway
LAGUNA SECA

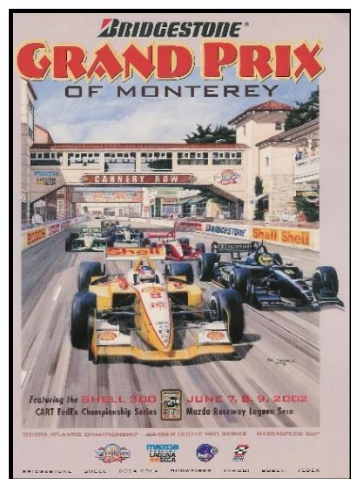
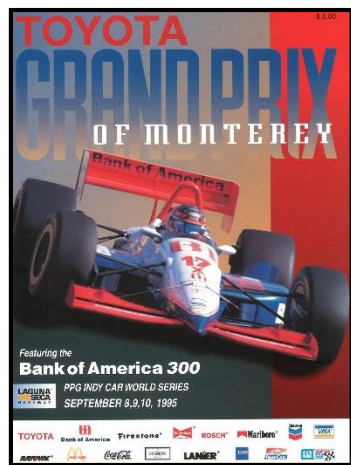
Video



IndyCar Series



History of IndyCar at Laguna Seca



- **October 1983** Inaugural IndyCar race at Laguna Seca
 - World-renowned drivers: Mario Andretti, Al Unser Jr., Bobby Unser, Rick Mears, Johnny Rutherford, Gordon Johncock and A.J. Foyt
- **1983-2004** Laguna Seca annually hosted IndyCar races
- **1984-1987** Bobby Rahal won four consecutive races
 - Rahal Straight named in honor of his achievements
- **1994** Mario Andretti officially ended his competitive driving career at Laguna Seca
- **1996** Alex Zanardi's now famous daring last lap overtake of Bryan Herta known as "The Pass"
- **2000** Team Penske's secured 6th victory; the most wins for a single race team



Agreement with IndyCar



- 3 Year Agreement: 2019 through 2021
- IndyCar Race plus Road to Indy Support Races
- Internationally recognized motorsports event
- NBC Live Television Broadcast
- 3 ½ hour TV Special
- Global TV viewing audience
- Coverage of Monterey County
- Annual Event Revenue estimated range \$2m-\$2.8m
- Annual Event Expenses estimated \$2m-\$2.5m
- Positive economic regional impact to local business
- Increased T.O.T. and Sales Taxes for local and state governments



IndyCar Series Now



The fastest and most competitive open wheel racing series in the world

- Year-over-Year season attendance increases
- Multiple events with record or near-record ticket sales
 - Toyota Grand Prix of Long Beach 2017; 185,000 attendees
- Increasing corporate hospitality expenditures and family fan activations
- Fastest growing motorsport in the United States



IndyCar Growth



Since 2013, the Verizon IndyCar Series has recorded more viewership growth than any other major motorsports series

55%

22%

6%

2%

1%



-17%

-24%



Demographics



There are
57 million
IndyCar fans in the United States



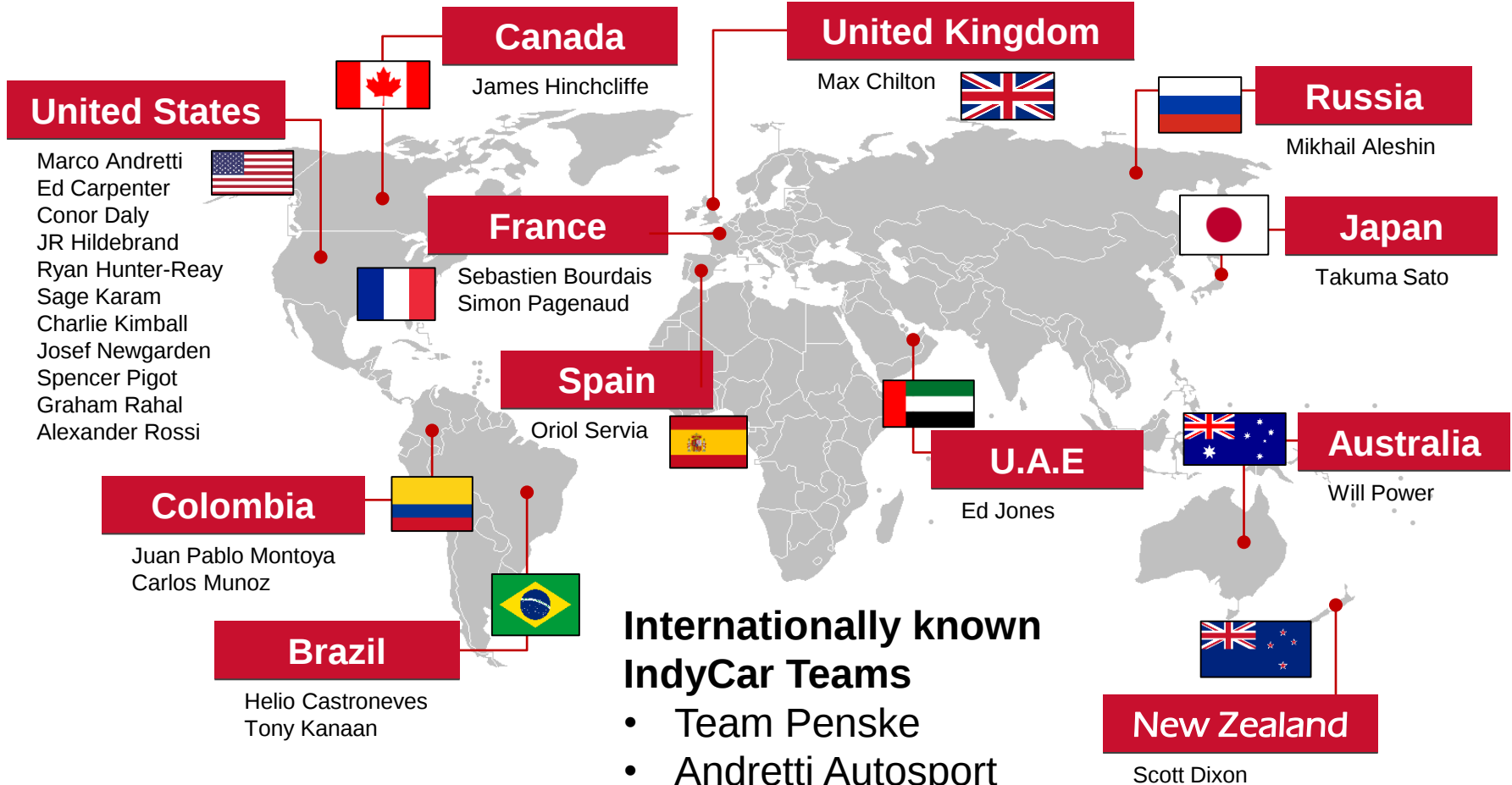
35% of IndyCar fans are
Millennials

A higher share than NASCAR, NFL or MLB



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International Reach



Internationally known IndyCar Teams

- Team Penske
- Andretti Autosport
- Chip Ganassi Racing
- A.J. Foyt Enterprises
- Rahal Letterman Lanigan Racing



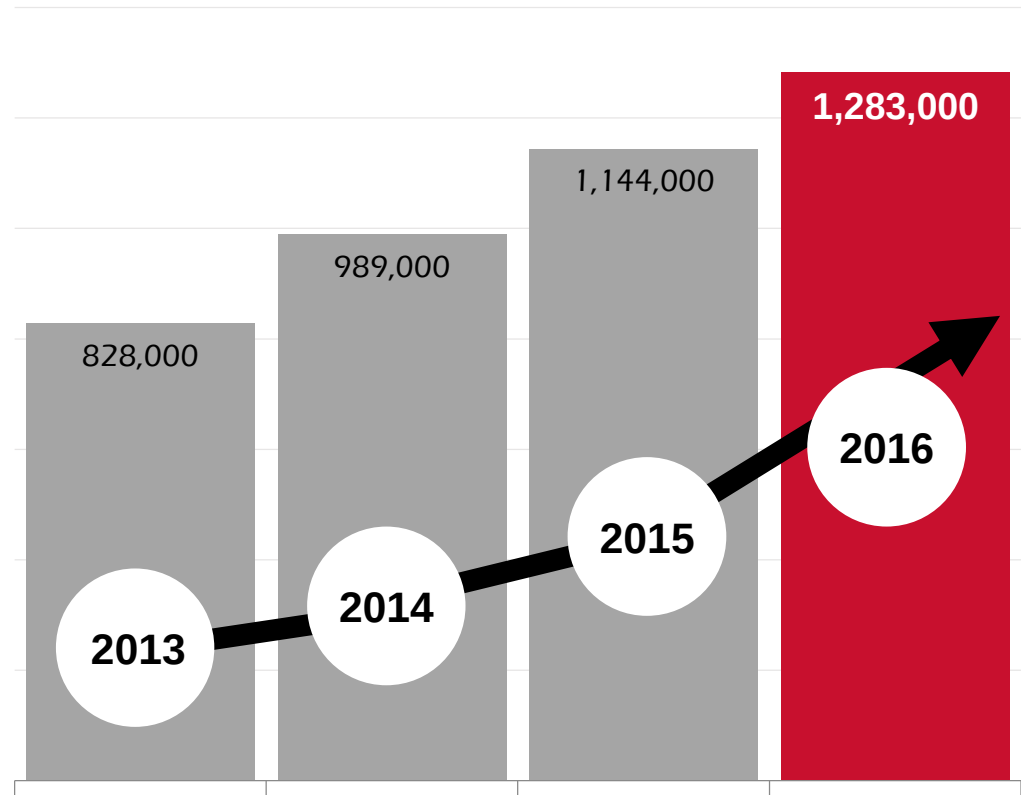
IndyCar Television Reach



55% increase in TV Viewership since 2013

Beginning 2019, **NBC Sports** becomes the exclusive media partner for all IndyCar races.

IndyCar Grand Prix of Monterey will benefit from significant promotions across NBC channels.



IndyCar Media Outlets

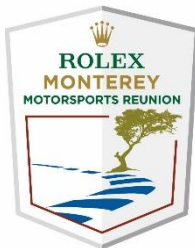


IndyCar content has never been more widespread and available

- More than **110 hours per season** on TV broadcast partners
- Over **31 million** television viewers
- Races **broadcast live** on **SiriusXM** radio
- More than **15 million** listeners annually
- **Facebook Live** and **YouTube live**
- **RaceControl.INDYCAR.com** provides live race audio, car tracking and social media coverage
- **1 million** new followers on social media channels in past 4 years



International Racing Portfolio



IndyCar will add to Monterey County and WeatherTech Raceway Laguna Seca's race event portfolio, continuing its world-renowned legacy of the leading Race Track Facility in North America



WeatherTech Raceway Benefits



- Heighten Venue Awareness
- Increase Brand Loyalty
- Stimulate Corporate Sales
- Access to IndyCar's Extensive Media Platforms
- Exposure through IndyCar Media Buys
- Expand Entertainment Clients/Prospects



Benefits to Monterey County



- Increase Hotel Room Occupancy Rates & TOT
- Increase Restaurant Business
- Increase Visitors at Local Attractions
- Positive Impact on Retail Business
- Significant Increase in Travel & Lifestyle Media Impressions for Monterey County
- Increase Catering & Event Support Businesses
- Transportation
- Entertainment



Premier Partnerships



Monterey County's WeatherTech Raceway Laguna Seca
Partnerships with leading Automotive & Lifestyle Brands

WeatherTech®



Recommendation



County of Monterey Board of Supervisors
to consider approving IndyCar Series
returning to Monterey County





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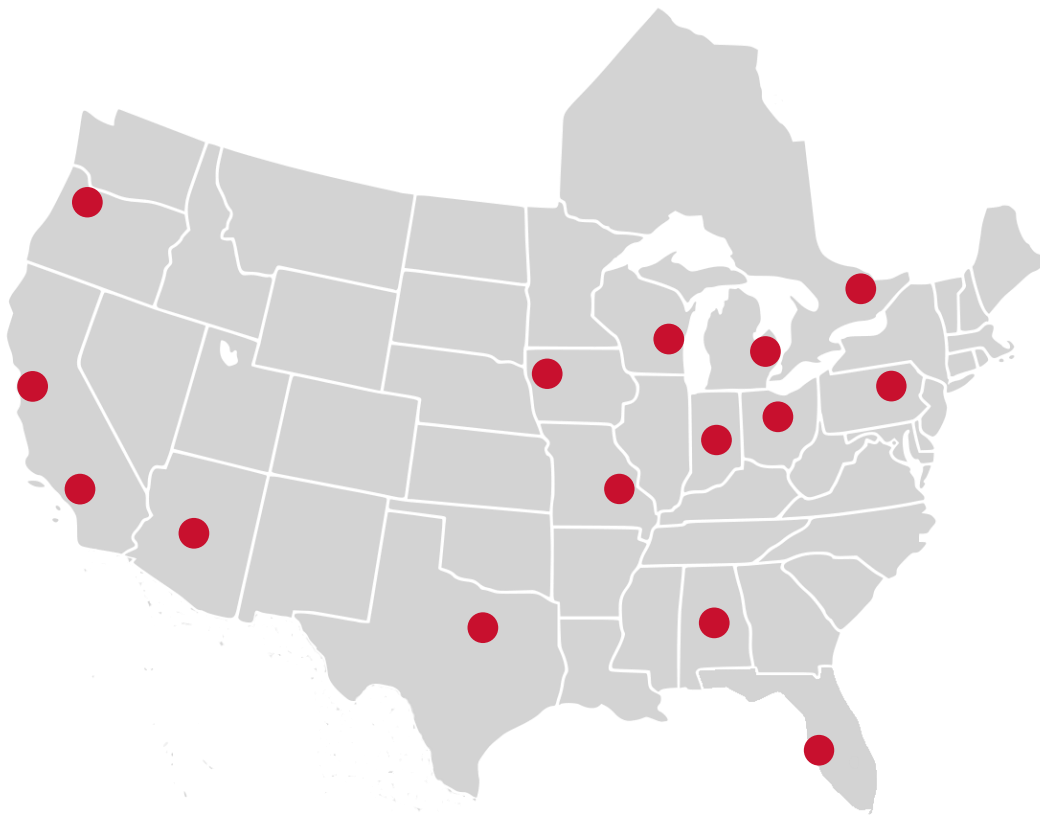


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2018 IndyCar Schedule



Locations of IndyCar Races

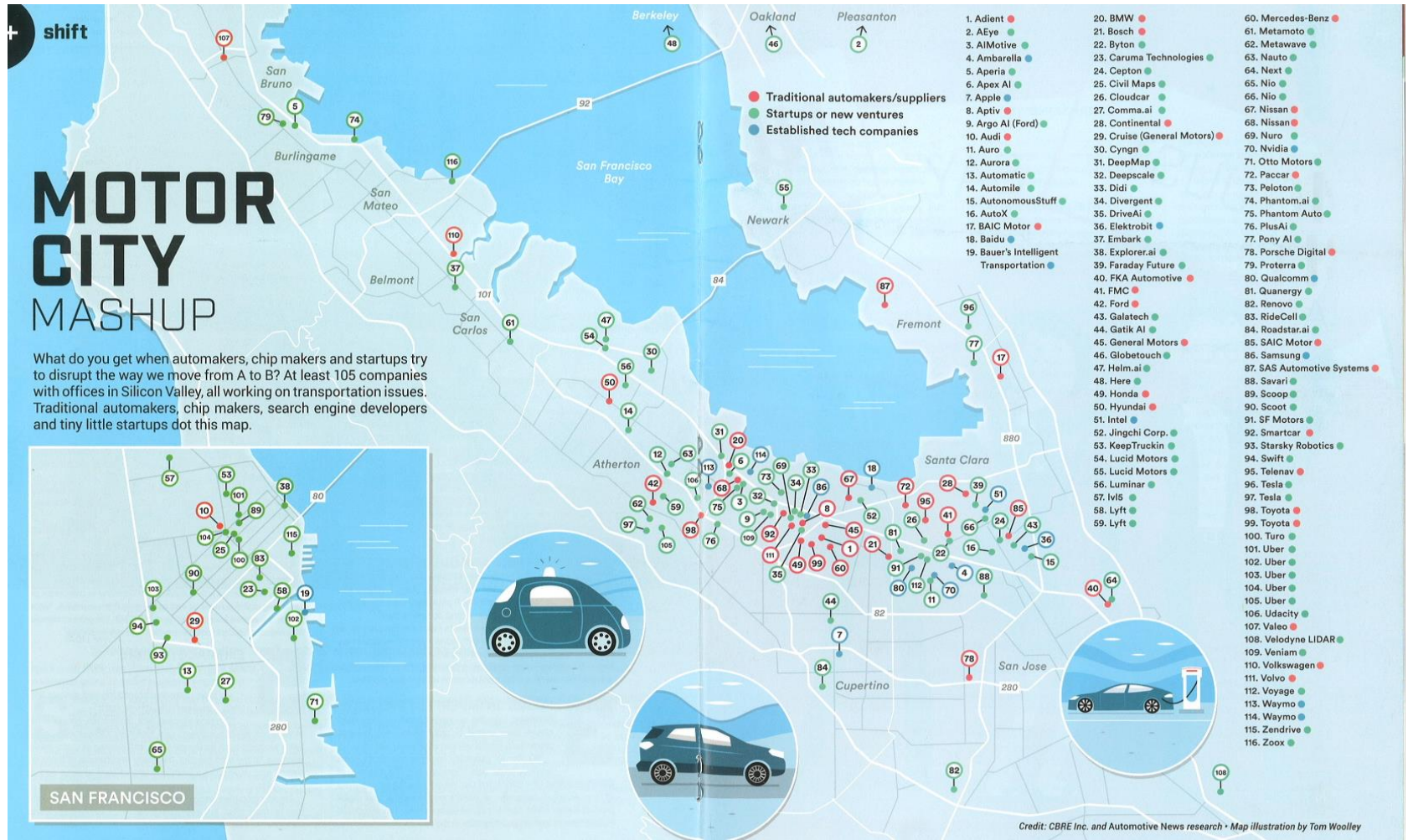


Powerful Markets

March	11	Grand Prix of St. Petersburg
April	7	Phoenix Grand Prix
	15	Grand Prix of Long Beach
	22	Grand Prix of Alabama
May	12	Indy Grand Prix
	27	Indianapolis 500
June	2-3	Detroit Grand Prix
	9	Texas Indy 600
	24	Road America Grand Prix
July	8	Iowa 300
	15	Toronto Grand Prix
	29	Indy 200 at Mid-Ohio
Aug.	19	Pocono 500
	25	Gateway 500
Sept.	2	Grand Prix of Portland
	16	Grand Prix of Sonoma



Bay Area Automotive



- 27 Traditional Automakers/Suppliers
- 78 Startups or new ventures
- 11 Established Tech Companies