

A project will be evaluated (0-5 points) as to the extent it shows consideration for the encouragement of technologies that allow for regional or statewide access for long distance learning and Internet access to the facility; the extent to which the project enhances education, wellness (health), and the breadth of the project to attract Iowans of all ages; the extent to which the facilities enhance or promote fine arts, including landscaping; and the extent to which the facilities are non-smoking. No minimum score is required in this category.



Tab L Technology and Values

Values

Family oriented fun is the main premise behind the operations of the Iowa Motor Speedway. In the spirit of professional sports, clean fun and family values, motor sports has become one of the fastest-growing family entertainment commodities in the US. Fans of all ages – and all walks of life – enjoy motor sports. Various surveys of race fans and track attendees have found that, on

average, motor sports' fan demographic is much younger than the general U.S. population. According to NASCAR, 59 percent of its fans are between 25 and 54 years old. *Income*— Various surveys have found that half of NASCAR race attendees have annual incomes greater than \$50,000. According to the IRL, its average fan has a household income of \$74,000. Race fans have also been found to have a greater-than-average percentage of online access and cellular phone ownership compared to the rest of the U.S. population.

Education/Employment—Thirty-eight percent of NASCAR spectators have attended college and 27 percent are employed in professional and managerial positions. CART reports that 42 percent of its spectators have graduated from college.

In addition, auto racing has become more family-oriented in recent years. According to a recent survey conducted by the IRL, 72 percent of its fans are homeowners, and 43 percent have children under 17 living at home. According to NASCAR, 64 percent of its fans are married and 72 percent are homeowners.

Considering the preceding demographic attributes, it is evident that the traditional perception of motor sports spectators as being exclusively lower- to middle-class males is invalid. Also, this shift has helped to attract additional sponsors that wish to reach a relatively female, affluent, young, and educated fan base.

Demographic analysis also indicates that interest in motor sports is developing throughout the U.S., as opposed to its primarily regional past. One such study indicated that over half of the households tuning into a recent NASCAR Winston Cup race were located outside of the south. Television ratings, as well as track attendance, in non-traditional racing markets is further proof of the spread of auto racing's popularity.

The landscaping of the track will be designed whereby plants will enhance the physical layout of the property and provide natural sound barriers during races. Due to the nature of the current landscape, the bowl-shaped property allows the construction to be designed to lower sounds levels, and the landscaping will 'cushion' the property.

Technology

Due to the nature of motor sports, and its ever-increasing popularity, technology is an important component of the races. In its efforts to provide fans with not only action-packed race days, the Iowa Motor Speedway will also provide visitors with historical information on the sport itself, incorporating technology where possible.

The Iowa Motor Speedway will work with Engineered Rubber Products, Inc. (ERP) a specialty manufacturer of high-quality recycled rubber and plastic products, in order to recycle tires. ERP currently specializes in the automotive, lawn and garden, and building products, as well as industrial pallets and farm equipment parts. Located in West Liberty, Iowa, ERP has taken an aggressive stance on recycling rubber and plastics into common products for a wide variety of industries.

Incorporated in Iowa in 1999, ERP is housed in a 38,000-square foot, \$2.8 million facility that crumbs, mixes and blends post industrial waste raw material and then manufactures finished products. ERP holds the exclusive license with strategic partner Honey Creek Industries of Indiana.

ERP has a substantial competitive edge to its competitors due to several reasons:

ERP's full crumb rubber and plastic shredding operations have the advantage of being able to purchase uncleaned recycled rubber and plastic bales and processing them into finished products. This process results in a substantial material cost savings for raw material. The Iowa Motor Speedway believes in recycling and investing in Iowa-based companies.

As well, the Iowa Motor Speedway will recycle oil and other machinery lubricants in order to be more efficient with its commodities.

The Iowa Motor Speedway will have an extensive Web site, that will allow visitors to not only check on race dates, standings and other race information, but also to track their drivers on race days.

The Iowa Motor Speedway will provide services to challenged individuals, including extensive handicapped accessibility and seating. The track will include a design whereby handicapped fans will have seating sections with easy access and clear lines of vision. Services to deaf and hard of hearing visitors needing special assistance will include TDD/TTY equipment, as well as a section for the hearing impaired with interpreters available on race days. The Iowa Motor Speedway will also provide family sections – i.e., non-smoking and drinking.

Video conferencing will be available in the Iowa Motor Speedway conference rooms, and made available to appropriate Jasper County entities.

Enhancement of Wellness and Health

The Iowa Motor Speedway is situated on 420 acres of beautiful Iowa land. Walking and biking paths can be incorporated into the overall design scheme of the landscape to encourage additional use of the property. The landscaping design itself will provide a serene area for hikers and bikers.

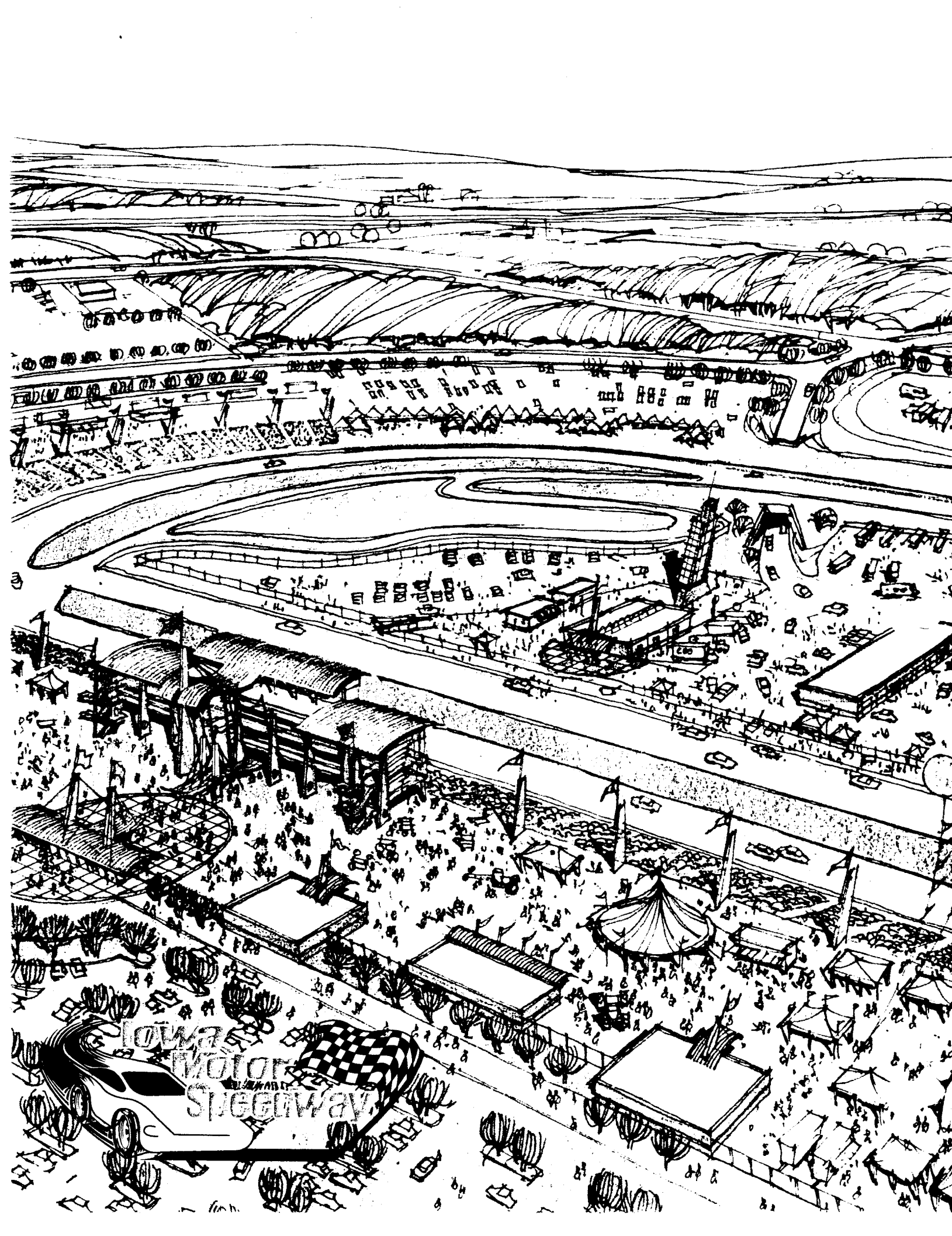
Promotion of the Arts

A "Hall of Fame," celebrating not only motor sports, but also Iowa's connections to the sport, will be included within the confines of the Iowa Motor Speedway. Various races, drivers and venues will be highlighted, providing visitors with information on their sport of choice.

The Iowa Motor Speedway will also have opportunities within the conference center for various displays of Iowa artists. It is also anticipated that Iowa sculptures can be built into the landscape design of the track. Discussions have been held with autistic race fans regarding exhibiting artwork. In fact, Taylor Crowe, the Graphic Designer of the Iowa Motor Speedway, designed the track's logo.

Taylor Crowe is an extraordinary twenty-year old artist from Cape Girardeau, Missouri. Taylor, who is autistic, has exhibited interest and giftedness in art since childhood. The primary focus for his work is cartooning and animation; he was one of only a select few of out-of- state students chosen to participate in the prestigious California State Summer School for the Arts in both years he was eligible.

Taylor's work demonstrates great versatility, ranging from graphic pieces such as this logo to impressionistic pastels, sculpture and very realistic life drawing. His artistic pursuits are a remarkable example of how a handicapping condition is not a disability to someone who is motivated and committed to succeed. The Iowa Motor Speedway is proud to have Taylor's design grace the track, its marketing components and memorabilia.



LOWR
MOTOR
SUEGWAY