



Project Data

Key Scope Items:

- Economic Impact Analysis
- Site Assessment
- Market Study

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2007

Music City Motorplex at Tennessee State Fairgrounds

Nashville, Tennessee

The track at the Music City Motorplex opened in 1904 and is one of the oldest operating racetracks in the country. Known as Nashville Speedway USA for many years, it was renamed Music City Motorplex in 2002. Hunden Strategic Partners teamed with Frost Motorsports to review the two main components on the site, the Music City Motorplex and Tennessee State Fair.

Mr. Hunden and Mr. Frost were retained to conduct an organizational, financial, market and facilities review of the Tennessee State Fairgrounds and Music City Motorplex with the following objectives:

- Conduct a financial analysis of the facility
- Review the current facilities and potential for expanded grounds and facilities
- Conduct a market study to identify the most attractive development opportunities that would enhance the annual Tennessee State Fair and ongoing operations at the Fairgrounds as well as the Motorsports operations and provide the greatest economic impact for Nashville/Davidson County.

This study also analyzed the impact of a transfer from public to private ownership, as well as redevelopment of the site.