



## Kentucky Motor Speedway Expansion Impact Study

*Sparta, Kentucky*

Hunden Strategic Partners evaluated the application to the Kentucky Tourism Development Act (KTDA) to expand the Kentucky Motor Speedway. The Kentucky Speedway Legacy Expansion Project increased the seating and upgraded the amenities of the facility to host a NASCAR Sprint Cup Race. The Speedway opened in 1998 with a capacity of 62,000 people and had successfully hosted minor NASCAR events since. Upon completion of the expansion, the facility has a permanent seating capacity of 102,000 people and hosts major NASCAR events. This ability brings visitors to the Commonwealth from across the U.S.

HSP was charged with projecting the expected increase in demand, as well as the incremental economic, fiscal and employment impact of the Speedway. For this analysis, HSP conducted an audit of the facility's existing operations, with a specific focus on revenue generated by various speedway operations. The resulting report provided a comprehensive study on the overall impact the NASCAR event was expected to have on the state economy from visitor spending.

The analysis concluded that the project was eligible for rebates as outlined by the KTDA and was approved. The project hosted its first Sprint Cup Race in July of 2011.

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**Client:** Kentucky Tourism & Heritage Cabinet

**Time Period:** 2010