



Does California need another racetrack?

Riverside Motorsports Park (RMP) is both a regional recreation center for the Central Valley and a world-class motorsports facility. There is a need for both. On the racing front, California is home to various forms of drag racing; road course and sports car racing; motocross and desert racing; stockcar, truck and supermodified oval track racing; open-wheel formula and prototype racing; endurance racing; off-road, buggy and rally-cross racing; sprint car and midget racing; karting; flat-track motorcycle racing; demolition derbies; street rod, classic and concours d'elegance car shows; and many other types of motorsports. Contrary to some opinions, California, at the same time, is well behind the curve for motorsports facilities, given the focus on and diversity of motorsports activities throughout the State.

There are other "racetracks" in California; however, most of these were built in the 1950s and 1960s to address local racing activities or fairground events, and they were built to standards that have long been superceded for driver and rider safety, guest comfort, and racecar and/or motorcycle technology. The facility most recently built in Northern California for professional motorsports events is the road course and integrated drag strip at Sears Point/Infineon Raceway. That was 1968. The sport, the technology, and the requirements needed for family entertainment have all come a long way in the past 35 years.

Within the entire State of California, which features the largest population of any state in the country and a people known for their love of cars and sports, we have one world-class speedway capable of attracting tier-1 oval-track motorsports events, including NASCAR Nextel Cup, the Indy Racing League (IRL), Championship Auto Racing Teams (CART), and other similar sanctioning bodies or racing divisions. This facility is in Southern California, some 400 miles away. Throughout the 11 Western States, you'll find only three such facilities. By comparison, throughout the 7 Southern States, you'll find 10 major facilities of this type – one every 150 miles, or less.

"Does California need another racetrack?" Yes, it does. It needs RMP's 8 additional racetracks – each capable of holding world-class events while providing maximum event safety, modern guest amenities, and optimal sporting challenge.

What's so special about the design and layout of Riverside Motorsports Park?

Riverside Motorsports Park is the first multi-venue motorsports facility designed for synchronic marketing of events – that is, multiple events being held concurrently throughout the entire day and evening – for a single admission price. It is our intention that any of the park's guests can attend any operating venue, at any time, while in the park. They can stay for the entire motorsports event, see portions of any event, and/or move among a variety of motorsports competitions. The facility design will allow guests to walk easily among the venues and events, and when at the venue they choose, the guest will be able to see the entire racetrack from most any vantage point – including the road course. Finally, Riverside Motorsports Park is being designed to provide safe, wholesome family entertainment, at family-affordable prices. The park will feature a complement of easily recognizable, strolling guest service "Team Members" for safety, security and guest assistance. Landscaped



grounds and picnic areas will provide a pleasing environment, and the quality of guest amenities in food service, restrooms, general cleanliness and park atmosphere will be unsurpassed. Additionally, the park will feature sit-down family restaurants, gaming arcades, retail shopping, and real racecars throughout the park where guests can take pictures. The goal of Riverside Motorsports Park is to provide each guest with a safe, enjoyable and fun experience.

Why locate in Merced?

Merced County lies in the center of Northern California, with easy and direct access to all parts of the Central Valley, the Greater San Francisco Bay Area, and the entire Sacramento Delta Region. Serviced by Interstate 5 and State Highway 99 – the two most highly traveled roadways in the State – Merced County's location provides excellent access for guests traveling from outside the area, or outside the State.

Within a 65-mile radius of the park's site reside 3.3 million people. Within a 100-mile radius reside 9.1 million people. Other than California Speedway in Fontana (a city within the greater Los Angeles area), no other motorsports facility in the United States has a greater reach to a more targeted motorsports demographic.

Additionally, Merced County is growing. The County was recently awarded the prestigious distinction of being the home of the newest University of California campus, scheduled to open in 2004, attracting 14,000 students at full operation. Riverside Motorsports Park's location is just 6.5 miles from the UC Merced campus. Not only does RMP see UC Merced as an excellent clientele base, but also an excellent source for employees, cooperative engineering and training programs, and other mutually supportive activities. Also, the RMP site is located adjacent to Castle Airport (owned and operated by Merced County, the airport is the former and now decommissioned Castle Air Force Base), which will allow guests, competitors, sponsors and international attendees to fly directly in and out of Riverside Motorsports Park by fixed- or rotary-wing aircraft. In today's fast-paced sports and business markets, immediate airport access is of critical importance.

Finally, Merced County is the right place. It's the right place because the County, the City of Merced and the City of Atwater – its administrators, its officials, its business- owners, its residents – are all supportive of this project, recognizing that RMP is a tremendous opportunity for all concerned.

Will the park be open every day?

Some aspect, portion or operation of the park will be open every day. That's not to say that there will be competitive motorsports activities occurring every day, as those, traditionally, are held on weekends. However, Riverside Motorsports Park will feature an integral and supportive racing team and motorsports industrial shop complex within the facility, anticipated to be the home of up to 75 new businesses under 500,000 square feet of roof. These businesses will be operating during normal business hours throughout the week.



Additionally, RMP's plans call for competition drivers' and riders' schools and technical motorsports training courses to be offered by various businesses operating under lease within the park. These schools typically offer a mix of classroom and on-track instruction to assist the beginner and/or seasoned-professional driver and rider with any additional assistance that may be required in the realization of their motorsports aspirations. School activities will not be open to the public.

Furthermore, media test events, motion picture and television filming, automotive manufacturer test events, race team testing, and other on-track or in-park activities may also occur. These activities, likewise, will be closed to the public.

However, every day of the year (except specified seasonal Holidays) the park's entry-way, including the motorsports-themed restaurants, retail shops and game facilities will be open for local and destination-based guests. This can provide opportunities to meet the drivers, riders, and special personalities that may be visiting RMP's restaurants or other parts of the facility during the week.

What about traffic and noise?

The location of the site is directly adjacent to Castle Airport. For the last 40 years this area has been in the constant flight path of B-52 bombers and SR-71 "Blackbird" surveillance planes, among other military aircraft, with flights occurring day and night. Even today, Boeing 737 and other various aircraft use the airport on a regular basis. Furthermore, Merced County is actively working on the relocation of the 129th Air Wing of the National Guard to Castle Airport. Motorsports, no matter what type or class, is not on the same acoustical energy scale as a B-52.

Because of the air base's past use, as well as the general agricultural nature of the region, the local area around the RMP site is sparsely populated. Less than a handful of private residences exist within a two-mile radius of the center of the motorsports park.

Finally, sound attenuation techniques and design parameters will assist in mitigating noise generated at the motorsports park. Engineering, architectural design and landscaping efforts target acoustic energy readings at the edge of the motorsports park to be within those standards established by the County's General Plan.

Regarding traffic, Riverside Motorsports Park's events will primarily occur over weekends and should neither interfere with, nor add to, the general weekday commute traffic. The park's location is such that it should not add traffic to already congested areas, and the road access to and from the site is extensive enough to allow for the dispersal of vehicles to any number of suitable highways in-and-out of the general area. Additionally, the synchronic marketing approach of RMP's operations promotes a staggered release of vehicles from the site, rather than an *en-mass* egress after any one event. Riverside Motorsports Park has been closely working with



Merced County Public Works, its environmental impact team, and contracted traffic engineering and traffic management specialists to identify and plan the mitigation of traffic congestion.

What types of events will Riverside Motorsports Park offer?

Before an answer can be given to this question, it's best to provide brief definitions of the general types and classes of motorsports that currently compete within the United States. These definitions do not cover every type and class of auto, truck, motorcycle, buggy and/or kart racing in the country, but they are representative of motorsports in general:

- Tier 1 – Professional Touring Events. These are events at which race-day attendance is between 20,000 and 50,000 (or more) guests. Tier-1 motorsports would include NASCAR Nextel Cup, FIA Formula One, American LeMans Series, NASCAR Busch Series, Grand-American Road Racing, NASCAR Craftsman Truck Series, CART Champ Car Series, NHRA National Series, Indy Racing League, FIM World Superbike Series, and specific Historic Car Events.
- Tier 2 – Professional and Semi-Professional Touring Events. These are events at which race-day attendance is between 10,000 and 25,000 guests. Tier-2 events would include World of Outlaws, AMA Superbike Series, AMA Motocross National Series, SCCA Trans-Am, NHRA Regional Events, CART Formula Atlantic, Supermodified Series, USAC Silver Crown Series, ASA and ARCA Stockcar Series, NASCAR Southwest Tour Series, International Race of Champions Series, NORRA Off-Road Series, and Good Guys Drag Racing Series.
- Tier 3 – Semi-Professional, Amateur and Club Racing Events. These are events at which race-day attendance is between 2,500 and 15,000 spectators. Tier-3 motorsports would include all local and regional (and some national) sanctioning body events.

Depending on the type and class of motorsports, the typical “racing season” extends from mid-February through late-October or early-November. Given the excellent year-round weather in Merced County, including the off-season period through the winter months, it is anticipated that professional, semi-professional, amateur, club, and team-based events will occur almost every weekend.

Riverside Motorsports Park has established a preliminary annual operating schedule that targets:

- Thirty-one weekends of “General Motorsports” that would include Tier 3 motorsports or competitive events, as well as car shows and non-competitive events
- A “Feature Event” being held once a month, or every 4 weeks, during the “racing season” that would allow up to nine Tier-1 and/or Tier-2 events per year
- One or two premier Tier-1 events per year, drawing a maximum attendance for the facility



In addition to the prescribed motorsports events, Riverside Motorsports Park plans to feature two (2) special summer event series, such as “Do It Off The Streets” drag racing and the RMP Summer Concert Series. On Wednesday evenings the motorsports park will allow street-legal vehicles to participate in closely monitored street-stock drag racing, under the supervision of complete medical and security teams, in an attempt to reduce the illegal street drag racing that has become so prevalent and so dangerous within every community. And, on Thursday evenings, RMP plans to host a summer concert series, providing a wide selection of music, talent and entertainment, ranging from country-western, to rock, to classical, to jazz, to Latino, and beyond.

Does this mean NASCAR will be coming to Merced?

The best answer is, “Possibly yes... and possibly no.” NASCAR – the National Association of Stock Car Auto Racing – is much more than its premier series, the NASCAR Nextel Cup. NASCAR has many levels of stockcar and truck motorsports, with regional divisions and series that engage thousands of competitors across the entire United States. Some of those series are already participating in events within the Central Valley. Riverside Motorsports Park is hopeful that it can attract every level of competition within NASCAR at sometime in the future; however, unlike other motorsports facilities throughout the country, we’ve based our Business Plan on a strong contingent of broad-based motorsports events, not just one series or one event. RMP would be extremely honored to host a NASCAR Nextel Cup event, but RMP is also happy to fill its calendar with a sampling of each of NASCAR’s great competition series – Busch Series, Featherlite Southwest Tour Series, Craftsman Truck Series – as well as every other Tier-1, Tier-2 and Tier-3 motorsports event previously listed.

When will Riverside Motorsports Park open?

RMP is currently engaged in its Environmental Impact Report, and all applications and permit requests have been filed and accepted by Merced County. Concurrent with the entitlement process is our detailed engineering and construction planning. With the continued support from the County, and the City of Atwater, as well as the tremendous support that we’ve received from the motorsports community throughout Northern California, and especially the Central Valley – and this includes fans, drivers, teams, sponsors, promoters and sanctioning bodies – RMP hopes to break ground in 2004, and plans to open in late 2005.

What benefits will Merced County and the surrounding area realize?

RMP management is convinced that Riverside Motorsports Park will bring tremendous value to Merced County and the surrounding communities by providing the following:

Job Creation:

- Riverside Motorsports Park estimates it will employ up to 500 full- and part-time Team Members
- New motorsports businesses in the RMP race support complex and throughout the local area
- New tourism and service businesses attracted into the area



County-wide Revenue Generation:

- Millions of dollars in tax-based revenue from tourists, guests and visitors

General Benefits:

- Regional recreation and entertainment center
- Focal point for youth activities
- Community-supportive fund raising partner for local groups and organizations
- World-wide notoriety and media focus
- Education and training benefits beyond traditional employment opportunities
- A sense of community pride

Who is behind this project?

Riverside Motorsports Park is the vision of John Condren, a Morgan Hill (CA) entrepreneur, businessman and racecar driver. Joining him in this project is a select group of business, motorsports and financial Team Members with significant experience in business, motorsports and motorsports facility management. RMP's corporate management includes Mr. Condren, Chairman & CEO; Michael Yurick, President & General Manager; John Nolind, Vice President-COO; Robert Edwards, Vice President-CFO; Jeanne Harper, VP Communications; Ron Cortez, Director of Competition; and, Mark Melville, Government Liaison.

The project has secured the strategic partnership of, and an investment from, the Granite Construction Company. Headquartered in Watsonville, California, Granite Construction maintains regional offices and branch operations throughout the Central Valley, California and other areas of the United States. Assisting Granite Construction is the civil engineering firm of Wood Rodgers Engineering (Sacramento) and Boyle Engineering (Fresno). Environmental reports are being coordinated by EIP Associates (Sacramento). Architectural engineering (including racetrack design) is being coordinated by Andy Anderson LLC, AIA (Tucson, AZ), with additional racetrack engineering support from Associated Engineers (Fontana) and FIA-track designer Richard Lee (Monterey). The firm of Bellinger-Foster-Stienmetz Landscape Architects (Monterey) are coordinating the landscape planning. RMP's financial consulting is being coordinated by Reef Capital, Greenville, South Carolina.

The project has also secured the support and/or endorsement of more than 40 world-class motorsports sanctioning bodies and organizations throughout the world. The project has also secured the personal endorsement of various drivers and riders from every class of racing in North America, including NASCAR Nextel Cup, CART, IRL, USAC, the American LeMans Series, Trans-Am, NHRA, and others.

Finally, Riverside Motorsports Park has enlisted the strong support of various equity investment partners, and continues to welcome qualified investors.