

EVERGREEN SPEEDWAY



SNOHOMISH COUNTY COUNCIL UPDATE

HIGH ROAD PROMOTIONS 2011 - 2025

AGENDA

- COUNTY REVENUE & CAPITAL IMPROVEMENTS
- ECONOMIC IMPACT
- COMMUNITY INVOLVEMENT
- CONTINUED GROWTH OVERVIEW
- FUTURE PLANS
- THANK YOU



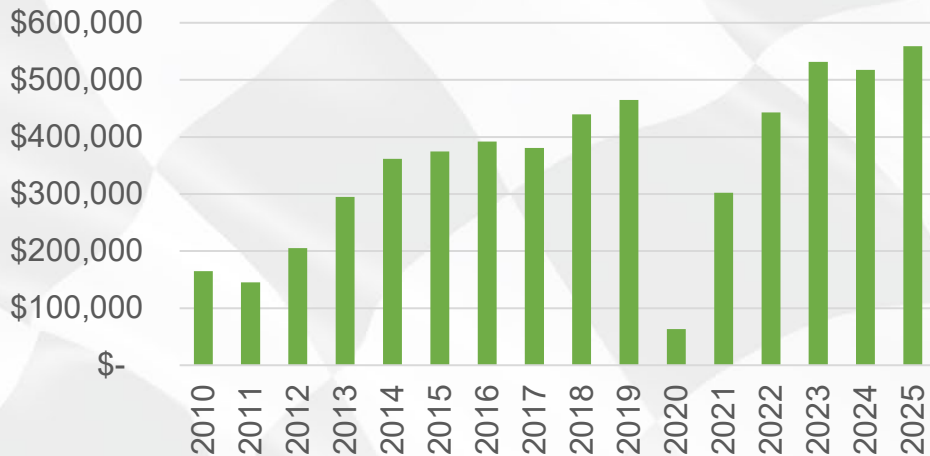
COUNTY REVENUE AND CAPITAL IMPROVEMENTS

- **NEW 2011 AGREEMENT INCLUDES REVENUE SHARE PER TICKET**
 - **HRP PAYS ALL UTILITIES (ELECTRIC, GARBAGE, GAS, WATER SURFACE MANAGEMENT FEES)**
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- **ANNUAL CAPITAL IMPROVEMENT REQUIREMENT: \$30,000 PER YEAR**
 - **TOTAL SPENT THROUGH 2025 = \$1,174,625**
 - **FULFILED THROUGH 2042**

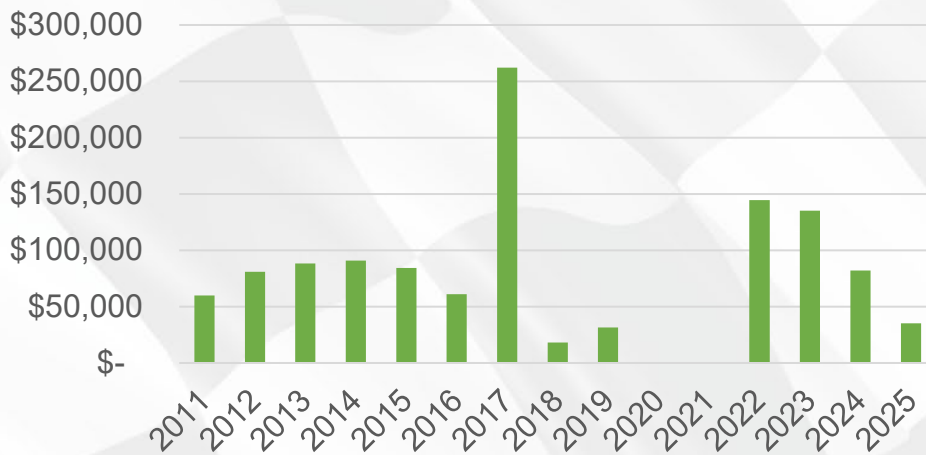


COUNTY REVENUE AND CAPITAL IMPROVEMENTS

COUNTY REVENUE RECEIVED



CAPITAL IMPROVEMENTS



ECONOMIC IMPACT

- **JOB PROVIDER = 200 JOBS PER YEAR**
- **HOTELS, RETAIL, RESTAURANTS, RECREATION**
- **NEW NATIONAL & REGIONAL EVENTS**
- **PAINE FIELD TRAFFIC**
- **YEARLY BRANDING & AWARENESS CAMPAIGNS (\$400,000 PER YEAR)**



COMMUNITY INVOLVEMENT

- CHARITIES SUPPORTED FROM 2011-2015 = 75+ PER YEAR
- \$1,600,000 MILLION RAISED PRIMARILY FOR SNOHOMISH COUNTY CHARITIES THROUGH DONATIONS AND PROGRAMS
- INVESTMENT MARKETING TO DRIVERS AND TEAMS ACROSS THE NATION
- PRODUCE 6 OF THE 9 GRANDSTAND EVENTS DURING THE EVERGREEN STATE FAIR
- DIVERSE NON-RACING EVENTS



CONTINUED GROWTH

- **DRIVER PARTICIPATION**

2011 = 200

2025 = 1,800

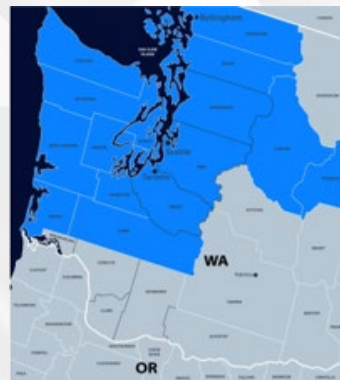
- **SPONSOR/PARTNER PARTICIPATION**

2011 = 5

2025 = 50+

- **BROADCAST TV SHOW**

**SEATTLE 11 HOMETRACK HEROES SEEN
THROUGHOUT WESTERN & CENTRAL
WASHINGTON**



PLANS FOR THE FUTURE

- **60 FOOT LED BOARD (2026)**
ESTIMATED VALUE \$275,000
- **NEW STADIUM SOUND SYSTEM (2026)**
ESTIMATED VALUE: \$50,000
- **GRANDSTAND BLEACHERS – REPLACE WOOD BENCHES WITH ALUMINUM**
- **DRIVER PIT RESTROOM (2027)**
- **GRANDSTANDS BATHROOM STALL RENNOVATION (2027)**

