

THE MOTORSPORTS IMPACT

- **\$257.5 MILLION** - Economic Impact to the Commonwealth attributed to Pocono Raceway according to an independent East Stroudsburg University study conducted in 2014.
 - In 2022, that's the equivalent of **\$308.5 MILLION** in economic impact & over **\$2 BILLION** since 2014.
- **One NASCAR Cup Series race is estimated to infuse local economies with \$75 - \$100 MILLION annually.**
 - **By comparison, Penn State University Football generates \$87 MILLION for an entire season (7 games).** ¹
- Pocono Raceway attracts fans from 67 PA counties. 50 states and nearly 20 countries - motorsports is a true tourism driver - vastly different than Major League sports in PA, including the NFL, NBA, MLB & NHL teams.
 - **60 percent** of Pocono Raceway attendees are from out-of-state.
 - Imagine if **6 out of 10** fans at a Philadelphia Eagles game came from the away teams market.
- The Commonwealth of Pennsylvania is home to **48 racetracks.**
 - Racetracks require substantial annual capital improvements due to their outdoor environment.
- **3 MILLION** fans attend motorsports events across the state annually. ²
- Motorsports has a **\$2.4 BILLION** impact on Pennsylvania's economy. ²
- In 2022, North Carolina carved out **\$45.8 MILLION** to help 17 motorsports venues recover following the devastation of the industry post-COVID. ³

SCOPE & SCALE

- Pocono Raceway is a 2.5 mile triangle-shaped racetrack that sits on over 1,000 acres in Monroe County, Long Pond, PA.
- 18 of the 19 PA fields, stadiums and arenas that fit inside the Pocono Raceway Infield have been **PUBLICLY FUNDED** in some capacity - Pocono has received no public funding.



The average baseball team has roughly the impact of a midsize department store. Because the season is shorter – fewer games, lower overall attendance – football has an even smaller impact on the city.

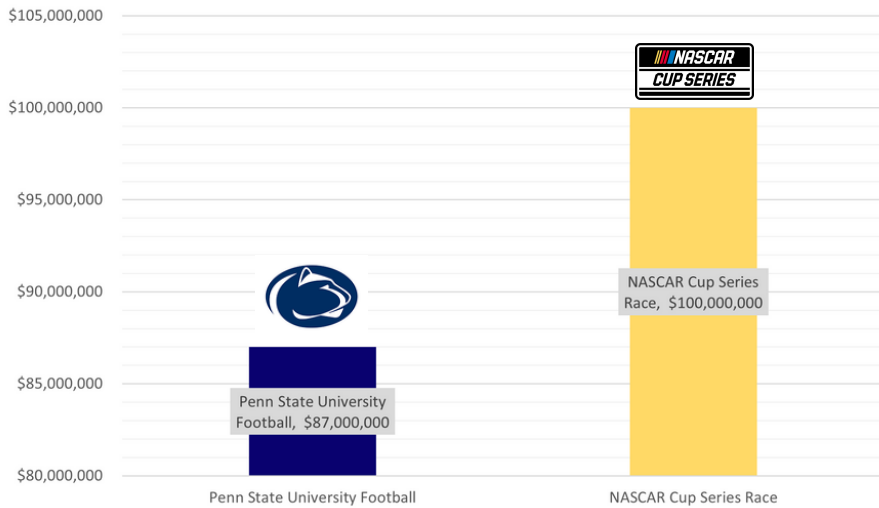
Michael Leeds,
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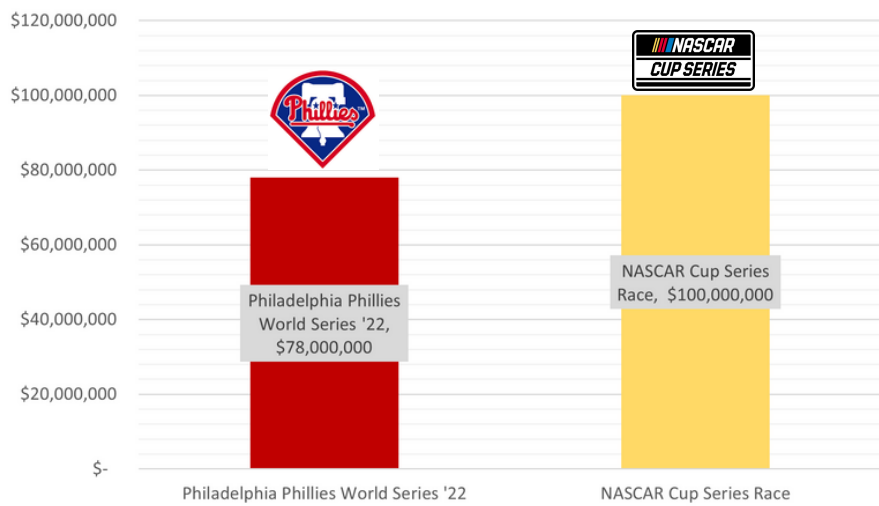
Penn State Football vs NASCAR Cup Series



WILL YOU SIT BACK AND WATCH \$100 MILLION LEAVE PA?

- Hosting NASCAR in PA is **ONLY GUARANTEED UNTIL 2024**.
- Without the proper attention and support the Commonwealth is at risk to lose over **\$100 MILLION** in tourism revenue.
- Pocono Raceway's popularity and draw have contributed **BILLIONS** of dollars to tourism in PA.

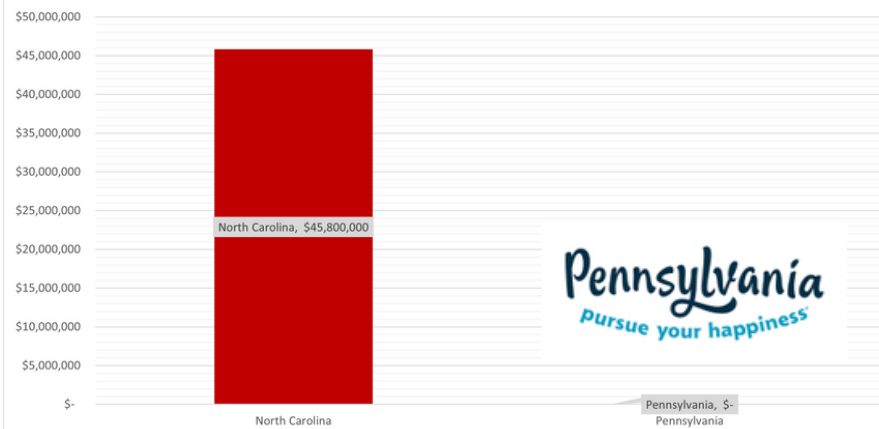
Phillies World Series vs NASCAR Cup Series Race ⁵



WHY ARE WE TREATING GOLF DIFFERENTLY? ⁴

- **Community and Economic Development**
Dennis Davin lent his name to last week's announcement, stating:
 - "Pennsylvania is proud to enter into this new partnership with the United States Golf Association. When visitors come to our state to watch or play golf, they're staying in our hotels, eating in our restaurants, and shopping at our small businesses. We look forward to hosting new visitors at our world-class golf courses, generating tourism revenue and creating new opportunities for golf fans for years to come."

Legislative Support for Motorsports | NC vs PA



60%
OF POCONO FANS
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OUT-OF-STATE



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LEGACY, COMMUNITY IMPACT & DOING THE RIGHT THING

- Pocono Raceway Founders, Dr. Rose & Dr. Joseph (Doc) Mattioli, instilled a philosophy of giving that has touched Northeast Pennsylvania for over 50 years. To date, The Mattioli Foundation has donated **10's of millions of dollars** to local charities, hospitals, universities, school districts and local community projects.
- This philosophy of hard work, generosity and caring for others continues today under the leadership of The Mattioli Foundation Executive Director & Pocono Raceway CEO, Nick Igdalsky, grandson of Dr. Rose & Doc.
- The #1 Core Value at Pocono Raceway is **INTERGRITY: DO THE RIGHT THING.**
- Raceway's annual community support include hosting Gold Star families, combating the opioid epidemic through drug takebacks, a 15-year annual blood drive and giving tens of thousands of free tickets to children.

SUSTAINABILITY & CLIMATE

- Pocono Raceway is powered by a 3MW, 25-acre Solar Farm that has generated over **45 MILLION kWh** since 2010.
- In 2019, diverted over 75 percent of waste away from PA landfills due to recycling and composting practices.
- Pocono Organics, a 380-acre Regenerative Organic Farm located adjacent to the Raceway and sister company is one of the largest regenerative organic farms of its kind in North America.


RARE AIR

- Only 12 racetracks in the world host all 3 NASCAR series races in the same weekend - Pocono Raceway is the only one located in the Northeastern United States.
- Pocono Raceway has hosted thousands of races and entertained millions of people since the 1970's - without receiving a single public or taxpayer dollar in over 50 years

OUT-OF-STATE COMPANIES ADD MILLIONS IN ECONOMIC IMPACT TO THE COMMONWEALTH BECAUSE OF POCONO RACEWAY PARTNERSHIPS

- MARS Wrigley (NJ)
- Highpoint (NJ)
- Wyndham (NJ)
- Worldwide Express (TX)
- Netflix (CA)
- Commscope (NC)
- Worldwide Technology (MO)
- Global Industrial (NY)
- DoorDash (CA)
- AstraZeneca (DE)
- Celsius (FL)
- Coca-Cola (GA)
- GEICO (VA)
- Sunoco (TX)
- Rheem (GA)
- General Tire (NC)
- Chevrolet (MI)
- Essity (Sweden)

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Sources

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- 4 Thompson, Charles. PennLive.com; Greens fees: How taxpayer dollars are helping lure U.S. Opens and other national golf tournaments to Pa.; <https://www.pennlive.com/news/2021/08/greens-fees-how-taxpayer-dollars-are-helping-lure-us-opens-and-other-national-golf-tournaments-to-pa.html>. 18 Aug. 2021.
- 5 Saunders, Brian A. PhillyVoice. The Phillies' World Series run generated \$78 million in economic impact. <https://www.phillyvoice.com/phillies-world-series-2022-economic-impact-philadelphia/>. 17 November 2022.