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# RACING PROMOTION MONTHLY

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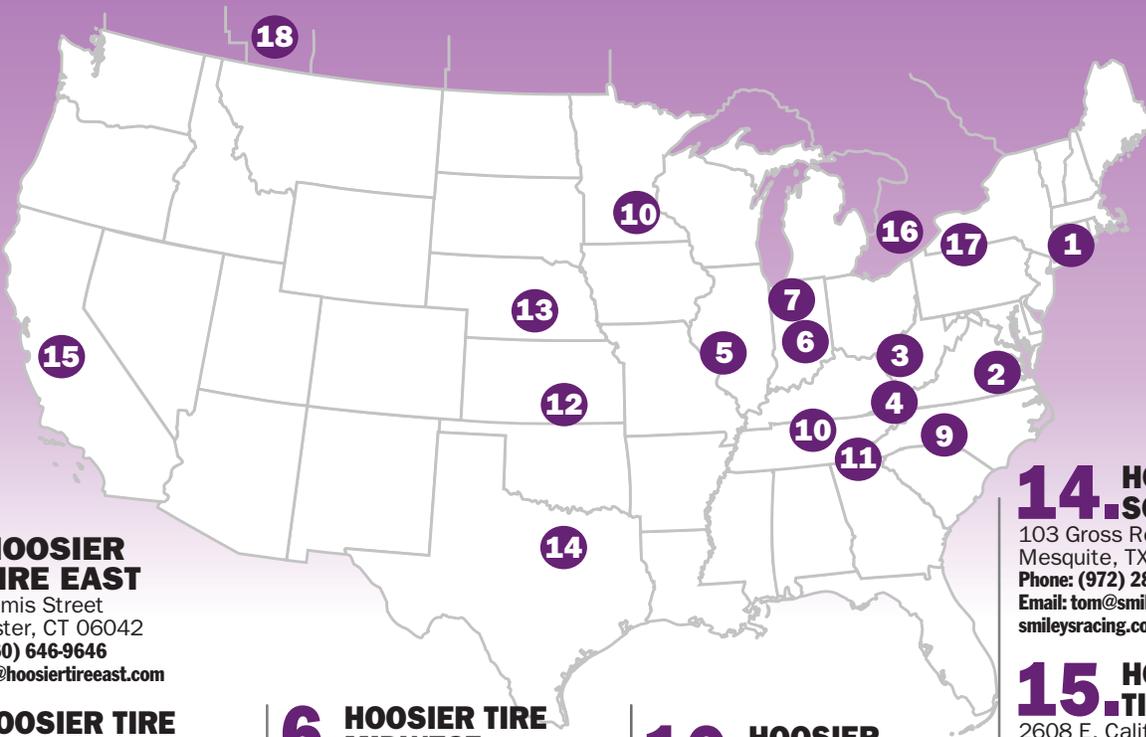
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Please take note of our locations for the 51st Annual RPM Workshops, whether it be the Silver Legacy in Reno or the Shores in Daytona and plan to patronize and stay there. Your help in attending and supporting the locations of the Workshops help us grow the activities and sessions. The dates once again Tuesday, November 28,; Wednesday, November 29 and Thursday, November 30 for Reno, while Daytona is Sunday, February 11; Monday, February 12 and Tuesday, February 13, 2024. We look forward to seeing all of you there.



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# TIME TO BOOK YOUR TRIP TO THE 51ST ANNUAL RPM@RENO WESTERN AND RPM@DAYTONA VENUES

**S**As we continue to move forward this season, things on the short track level are looking good.

Crowds and cars are positive and the panic that seemed to consume “off-season” discussions has become quieter. There remains a lot of work to be done, no different than any of us face as we continue to build the 51st Annual RPM Workshops as well as running through the bulk of our racing schedule. The work seemingly never ends.

The long grinds, the tireless effort without fanfare, we all face it. Make sure you attend the 51st Annual RPM Workshops and make arrangements to stay with us at the Silver Legacy in Reno, Nevada or the Shores Spa & Resort in Daytona Beach, Florida.

Some folks have already called and there are airfare breaks, with more expected in regard to Reno. Please note the correct dates for the 51st Annual RPM@Reno Western Workshops are Tuesday, November 28; Wednesday, November 29 and Thursday, November 30. Early bird airfare breaks were being offered by Southwest Airlines.

The 51st Annual RPM@Daytona will take place at the Shores Resort and Plaza in Daytona Beach Shores, Florida on February 11, 12 and 13.



**(TOP) LOCATION OF 51ST ANNUAL RPM RENO WORKSHOPS, SILVER LEGACY, RENO, NEVADA  
(BOTTOM) LOCATION OF 51ST ANNUAL RPM WORKSHOPS, THE SHORES RESORT, DAYTONA BEACH, FLORIDA**

Booking information for Reno is available at this link; The group code is SRRPM23; <https://book.passkey.com/go/SRRPM23> (Room Reservations begin at \$55.00 per night).

The link of the 51st RPM@Daytona Workshops is here. Book now for accommodations as many of the sessions last year were “Standing Room Only” for one of the most exciting meetings in years; [https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2024-02-09&depart=2024-02-15&adult=1&child=0&group=2402RPMRAC\\_001](https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2024-02-09&depart=2024-02-15&adult=1&child=0&group=2402RPMRAC_001) (Room Reservations begin at \$195 per night).

Current speakers for the 51st Annual RPM@Reno Western Workshops already include

Sean Foster (promoter at the Waterford Speedbowl); Renee Dupuis (Monaco Modified Series) and Megan Hazel (World Racing Group) among others. The 51st Annual RPM Workshops are certain to be exciting and educational experiences.

*The 51st Annual RPM@Reno Western Workshops are beginning to take shape as speakers and presentations continue to be added to the agenda, which will be released at the end of September. Registrations will be available for all parties beginning October 1, 2023 but that doesn't mean you should stop planning your travel itinerary to help bolster your business. That is our goal with the RPM Workshops, to help you increase your bottom line, which is the most important part of business for all of us. We are working on updating everything so please stay tuned, we are looking forward to a successful 51st Annual RPM Workshops season that is approaching all too quickly.*

WE USE



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*Lake Erie Speedway in North East, Pennsylvania is one of the nicest facilities located in the Northeast region of the country. The facility no longer hosts weekly racing, but places host to drift events, crash-a-ramas, monster trucks and other festivals. Stock car racing only visits the facility once a year.*

As many of you already know, the RPM Newsletter and Workshops aren't the only thing we do. We also promote and administrate races meaning we are in the trenches with you and many of our trials and tribulations are examples of things we use to propel the RPM Newsletter forward.

We have had a share of successes as well as failures. Things never go exactly as planned but we sure do try. This season however has been one of the most challenging and intense ever, whether that is policing the sport, selling tickets or achieving any of our other goals.

Most recently we were engaged in a situation where a racer spun another participant into the wall at a severe angle (perpendicular) after the team posted on social media their exact intentions. As administrators it put us in a position which we had no choice but to react.

We did. Our region of racing is fragile. Team support is not always that strong. Social media is a repeated sewer of constant negativity. We are trying to fight it but sometimes the fight is overwhelming. Car counts are always looked at as a measure of a success and this team has previously brought four and even five cars to the track to support in a high cost division.

It was the proverbial pickle, but we handled it as we saw fit, which was "parking" the entire team after their social media posts went completely negative with little to no remorse.

Most teams were supportive. There were opinions on both sides, however, it was clear, we as administrators needed to follow through.

Our season ending event drew 23 cars, giving our top division an average car count of 23.6 over the 11 races we were able to run out of the 13 we had scheduled. The message in this was the support from the outside in regard to the situation. That is a positive step, but we have yet to crack the social media situation where we can get teams to make a difference which will drive ticket sales.

Everyone across the nation seemingly asks what is the difference between dirt and asphalt and the difference seems glaring if you do a simple review of social media posts from a team that races on dirt versus one that races on asphalt. The positive impact from those types of interactions can drive ticket sales.

There is also the question in regard to the location of a race track. We struggle to sell fan tickets to Lake Erie

Speedway to our marquee event. We advertise on social media, electronically, print, radio and even with a commercial, in addition to at event advertisement. The track itself should be a destination facility. It was built to host events like the one we put on. Nearly 200 cars in two days of competition plus a practice day. Side-by-side continuous racing, big purses, high drama, but the needle moves very slowly in regard to ticket sales.

We are telling this story to let you know that you are not alone. This is exactly why we continue to host the RPM Workshops. We are in this together. We apply what we print here and learn at the Workshops. We are continually working on our racing program and the Workshops and trying to tie them together to continue to help solidify the solvency of the sport.

We did telecast this race live on MAVTV and wondered if this had an adverse effect on the grandstand attendance or is it being in a NFL town and racing on a Sunday? We don't have the answers but would enjoy hearing opinions.

We will move on just as many of you have and keep chasing the impossible dream...

# NOTICE SAVE THESE DATES

## 51st Annual RPM@Reno & RPM@Daytona Workshops

**RPM@RENO  
WORKSHOPS  
WED, NOV. 29 &  
THURS, NOV 30, 2023**

**RPM@DAYTONA  
WORKSHOPS  
MON, FEB 12 &  
TUES, FEB 13, 2024**

RPM@RENO - SILVER LEGACY, RENO, NV  
RPM@DAYTONA- THE SHORES RESORT, DAYTONA BEACH, FL



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# EVENT PROMOTION

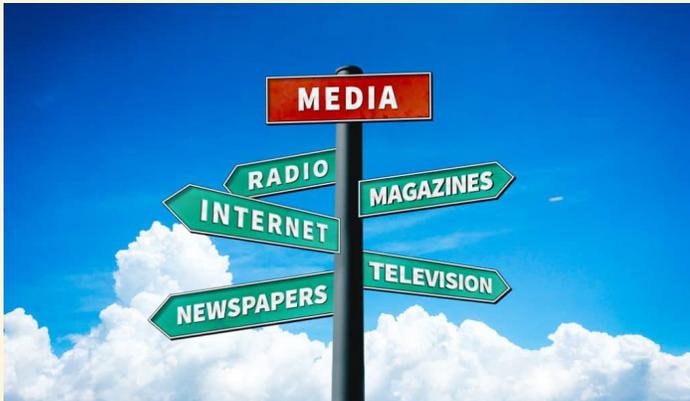
To increase the walk-up crowd for an event, there are several tactics that can be employed. Here are some ideas:

1. Social media promotion: Use social media platforms to promote the event and create buzz around it. Announce the event on social media and create and use an event hashtag to engage prospective attendees and promote the event.
2. Offer early bird discounts for advance ticket purchases. Offer early registration discounts or early arrival perks to incentivize people to attend the event.
3. Interactive drivers. Use interactive drivers such as gamification or scavenger hunts to encourage participation.
4. Adopt smart matchmaking apps and other interaction-driving technology that guides people to the event.
5. Provide education to vendors. This will help vendors on how to best reach potential attendees before the event to encourage their attendance.
6. Send out advance materials. Make the most of your event by sending out advance materials (cards, press releases, posters, etc...) promoting also through your social channels as much as possible on the lead up to the event and where possible to help increase advance ticket sales and bolster guaranteed attendance.
7. Create an event crowd management plan: A strong event crowd management plan is critical when large groups gather, but it's a detail that often ends up as an afterthought. A thought pre-event safety emergency, planning for parking, camping and other elements that may arise. Publicize it to give people the impression that the event will be the "can't miss event" that you hope it will be to help give potential customers the desire to be in attendance.



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# SOCIAL AND PRINT MEDIA



Media coverage has had a positive impact on the growth and development of sports.

- Raise awareness of sport
- Promote healthy active lifestyles
- Showcase sport's positive values
- Present positive and inspiring role models
- Motivate people to take part
- Set high standards for performance
- Provide examples of skills and tactics
- Publicize a variety of sports and activities

While media outlets and media opportunities have decreased in recent years as outlets, like other industries have continually changed and closed, they still exist and they are an important part of our sport.

There remain areas and pockets of the country where motor-sports remains at the forefront of sports media coverage, yet we have heard from some members of the media and media outlets that state that tracks and events are not responsive or willing to work with their local media.

That is puzzling to us based on what the media can provide to help you and your track and events.

While there are fewer traditional journalists these days, there are still outlets and opportunities for all of us. We must however be responsive to their requests and treat them with respect. We have actually witnessed this in manners that were less than positive.

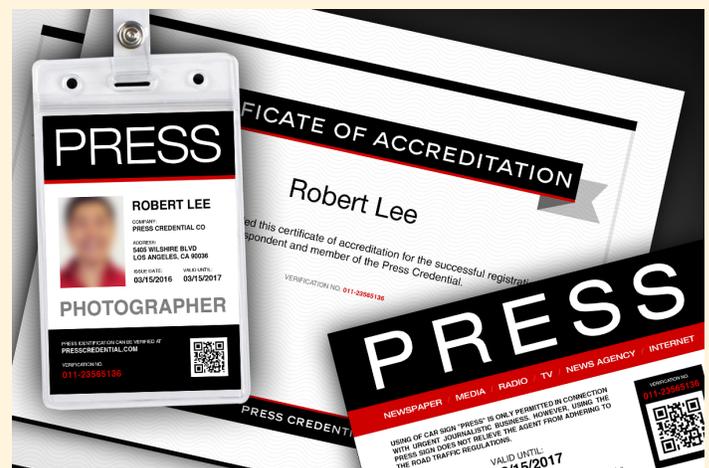
From our perspective we have seen an increase in independent freelance photographer credential requests. We have established a policy for photographers that they must be working for an actual media outlet and the outlet must request the credentials. This policy stands true for electronic and print media.

Having a credential and media policy has become more critical these days. Many of us have our own official photographers, therefore we think there isn't a requirement for outside individuals to come in, however, their skills and additional coverage are beneficial if the process is handle properly.

Overall media engagement is still something that can help all of us. Recently, through our Race of Champions brand, have entered into an experiment within our community, partnering with the WNY Media Professionals Group. WNY Media Professionals Group is a urban group, training individuals for careers in the various aspects of the media business.

We were looking for directors and camera operators for our streaming services and it branched out into several different realms to help increase coverage in our sport. Overall a positive and it exposes new people to the sport.

Establish a credential process, be responsive and a welcome host. All of those elements still apply even though the media landscape has changed. Positive results will still come.



*Press Credentials are a good thing to have at your events and tracks and they are a nice perk for members of the media to give them some identity as they cover your event.*



*Short Track Racing has always carried a connection with minor league baseball and below is a look at some of their 2023 numbers in comparison to recent attendance numbers and it shows how things have come back. Great news for anyone in the entertainment industry.*

The last few years have been brutal ones for many who work in minor league baseball.

There was the lost 2020 season. There were furloughs, layoffs and payroll cuts that proved to be an off-ramp for a number of longtime minor league front office employees.

Right on the heels of that came the MLB-mandated scaling back of the minor leagues from 160 affiliated ticket-selling teams to 120.

The effects of the coronavirus pandemic didn't end there. When the minors returned in 2021, there were still capacity restrictions for many teams, and there was still a reluctance by some to return to games.

Last year was supposed to be the return to normalcy, but when the season wrapped, teams across the minors faced a new realm of fears. Attendance across the minors was down 380 fans per game per team compared with 2019, the last year before the pandemic. Some expressed concern that the new sea level for minor league attendance had dipped significantly.

Minor league attendance hasn't really grown since 2007, when a record 43.26 million fans came to games, an average of 4,170 fans per game. While there's no hope that the slimmed-down minor leagues will ever again come close to that 43 million total attendance record, throughout the 2010s, the minors had found a nice equilibrium. Most years, the average team drew a little more than 4,000 fans per game.

In 2022, the average team drew just 3,910 fans per game. If that was the new normal, it would mean that it had settled in at a level worse than what Minor League Baseball had seen in any year since the start of the 21st century.

Now, a collective sigh of relief can be heard around the minors. Last year appears to be an aberration. This year looks a whole lot more like 2019 than it does 2022.

As of July 23, MiLB teams were averaging 4,034 fans per team

per game. That's up 124 fans per game across the minors when compared with the end-of-year totals for 2022. Even better for MiLB teams, it's a 207 fan per game increase over where they were at this time last year.

And it's just seven fans per game fewer than teams drew in 2019 through July 23.

So what happened? In conversations with front office officials with multiple teams, groups have returned to the ballpark in 2023 in a way they didn't in 2022. While season-ticket sales and single-game tickets returned to pre-pandemic levels last year, civic groups and corporate outings remained hard to book in 2022.

This year, those groups are back.

"This feels the most normal since 2019. We're seeing that group element come back to the ballpark now," Gwinnett Stripers general manager Erin McCormick said. The Stripers are on pace for their best attendance since 2015.

According to McCormick, last year some groups were still hesitant to come back to the ballpark because of the pandemic. Others said they needed a year of steady revenues before they were able to do staff outings. This year, both those concerns have largely evaporated.

"In 2021, it was a short season; (in) 2022 there were still a lot of unknowns," McCormick said. "Now this is the first year where it's a sigh of relief. We're back. Now we can focus on what we're doing and grow on that."

The gains can be seen nearly across the board. Of the 100 teams that had been full-season clubs in 2019, 62 drew fewer fans per game and 27 drew more than 500 fewer fans per game in 2022 than they did in 2019. Just 16 teams saw bumps of 500 or more fans per game when compared with 2019.

This year, 91 of the 120 affiliated teams have seen attendance gains compared to this time last year, and 10 teams were up

500 fans per game or more. Only New Hampshire had seen a drop of 500 or more fans per game.

There's also something notable afoot. The Twins' Double-A Wichita affiliate has seen an increase of 1,606 fans per game when compared to this time last year, the biggest increase in the minors. But after them, the next three biggest gainers were all Orioles affiliates.

The Orioles have been one of the best success stories in baseball in 2023, and they have spread the prospect wealth around to all levels. Our No. 1 prospect Jackson Holliday has played at three different levels. Triple-A Norfolk, the only team to not see Holliday yet this year, began the year with what we described as the most talented team in the minors.

The Tides lived up to those expectations with the best record in the International League, all while sending a steady stream of prospects to Baltimore throughout the season.

"Previous (Orioles front offices) would send guys straight from Double-A to the majors," Norfolk GM Joe Gregory said. "Manny Machado never played here. Now that we're getting those players for a significant amount of at-bats, the fans in Norfolk see them here longer and then go to Baltimore and make that impact. It's positive all the way around."

The Orioles' ability to keep their farm teams within their geographical footprint has provided a halo effect. Norfolk was up by 1,069 fans per game. Double-A Bowie was up 1,041 per game. Low-A Delmarva had seen a bump of 923 fans per game. High-A Aberdeen cracked the top 20 in attendance growth with an increase of 427 fans per game.

The Orioles' success had helped the big league team draw more than 4,000 additional fans per game when compared to this time last year. That success had trickled down to Baltimore affiliates, which had collectively drawn 3,460 more fans per game this year.

**Return To Form**

Minor league attendance has returned to pre-pandemic levels in 2023. Here's a look at what the 120 full-season clubs were drawing in average announced attendance through July 23 in each year.

**Year Attendance per game**

- 2023 4,034
- 2022 3,830
- 2021 3,065
- 2019 4,041
- 2018 4,051
- 2017 4,185
- 2016 4,105

- 2015 4,188
- 2014 4,149
- 2013 4,088
- 2012 4,064
- 2011 4,118
- 2010 4,158

MLB Attendance Has Also Climbed in 2023 to levels not seen since 2017. Here's a look at average announced MLB attendance through July 23 of each season.

**Year Avg. Attendance**

- 2023 28,775
- 2022 26,525
- 2021 15,949
- 2019 28,173
- 2018 28,555
- 2017 30,308
- 2016 30,398
- 2015 30,456
- 2014 30,223
- 2013 30,460
- 2012 31,405
- 2011 30,005
- 2010 29,784

These numbers should peak interest for all of us in regard to the fact that attendance has returned to "pre-pandemic" numbers. It also shows that people remain with expendable income and are willing to get out and do things.



*A minor league baseball park in El Paso, Texas with a great crowd on hand.*

**IMCA Boasts Huge Super Nationals Car Count - Record Number of Entries for Super Nationals 1,022**

A record 257 Stock Cars are included in another record total, the 1,013 cars that have seen Super Nationals action this week at Iowa's Action Track. There were 1,022 received entries for the 41st Annual Super Nationals.

**Are you Streaming your Events?**

If you aren't, why not?

With the current climate of technology, and things being readily available, streaming is a big deal.

It's also a great source of income once you have the equipment. It does provide challenges of hiring help and making sure they are properly accommodated however, it's something you should be doing and you can look at it like additional ticket revenue once everything is up and running. A true positive all around.

There are multiple platforms to review and choose, however it is a solid idea to be up on the "live stream" going forward.

**Seeking an Arm Band Solution**

We are sure many of you were part of the Rock Auto programs that existed over the last number of years that provided many of us with arm bands that we could use in our pit areas and VIP sections.

Rock Auto has ended this great program and now many of us are seeking help in this department.

Anyone with a solution, please feel free to e-mail us at [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com).

**RPM in Reno at Silver Legacy**

Please note that we have moved in Reno to the Silver Legacy as part of the Row.

While it seems like a simple move, just steps from the previous location in the Eldorado, the Silver Legacy has received many upgrades and has been remodeled. We are looking forward to hosting the Workshops at the Silver Legacy and our annual return to Reno.



While RPM is typically a serious publication in regard to the business of promoting; auto-racing can have more than its fair share of hilarious moments that bring out a bit of "Alfred E. Newman" from MAD Magazine fame in all of us, "What? Me?" In a recent episode that we were personally exposed to and witnessed with our own eyes, we came up with the following Promoter Questionnaire;

It is championship night at your race track. Inclement weather in the form of a strong heavy mist has moved in and dampened your night. There is nothing on the radar. It is the ultimate frustration from any promoter's standpoint.

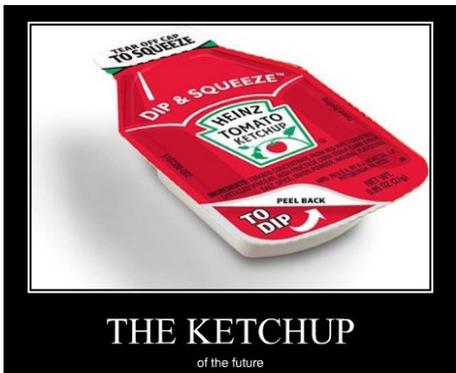
We have all had these moments.

The question becomes the following;

- A.) Are you in victory lane celebrating and congratulating your track champions?
- B.) Chasing people through the parking lot after "they stole" your large gallon condiments?
- C.) Hide in your office and lick your wounds?
- D.) All of the Above.

While we are making light of a situation that was created, none of which by the Promoter's doing, it happened. Sometimes we lose sight of the truly important things, make sure you are congratulating and thanking your champions for their commitment to your speedway week-in and week-out.

Contact RPM and we'll replace the ketchup and mustard next time. For the record, the condiments were returned safely and there was no need to call the authorities as once threatened during the "condiment caper".



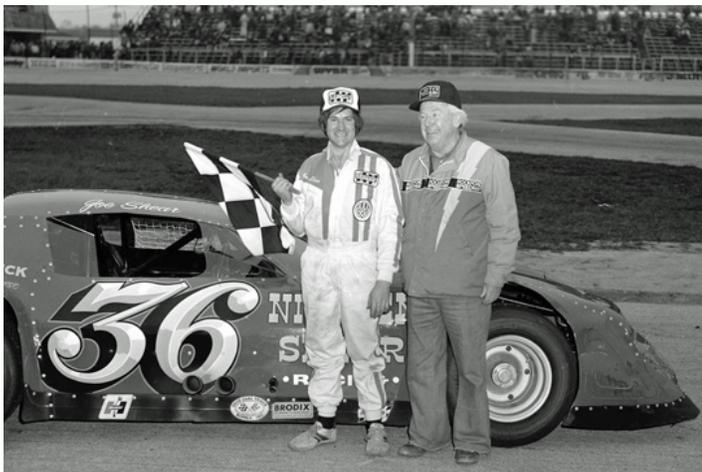


*Place a child in a racecar and take a photo, the memories may make a like long fan.*



*The end of an era is approaching, with the closing of Rockford Speedway in Illinois in October. The Deery family has operated the facility since 1966. The facility was built in 1947 and opened in 1948.*



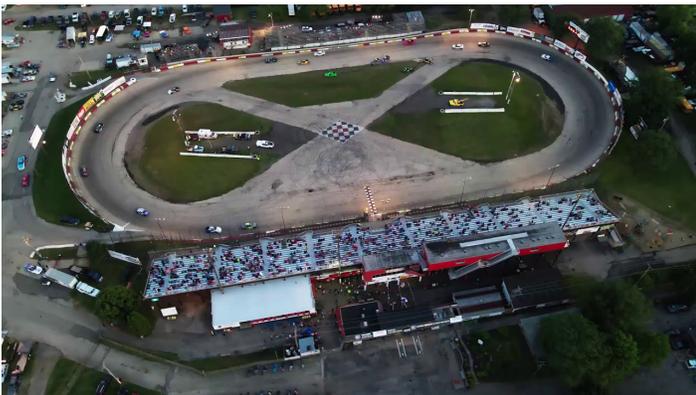


*This month's "TrackPix" is a salute to the End of the Era at Rockford Speedway; Jody Deery, Dick Trickle and Hugh Deery in victory lane at Rockford. Trickle was an icon at Rockford. Joe Shear and Dick Trickle race on the banks a Rockford where they thrilled fans for many years. Late Models have always been the pillar division at Rockford. Joe Shear and Hugh Deery. If it wasn't for Hugh Deery and Stu Reamer the RPM Workshops may not exist. Hugh Deery was also the very first Auto-Racing Promoter of the Year.*

*Hugh and Jody Deery at Rockford. They raised their family to run the speedway and their family owned businesses.*



*The Forest Hills Lodge played host to many banquets and events right outside of turn one on the Rockford Speedway property.*



*The Rockford Speedway from an overhead view. The quarter mile speedway has provided exciting racing action and everyone will be sad to see it go. The World Famous Trailer and Boat Races at Rockford. The matriarch of Rockford Speedway, Jody Deery, an icon in her community and the glue that kept the speedway together for most of her adult life.*





**RECENTLY TNT SPEEDWAY LOCATED IN NORTHERN WISCONSIN LISTED**

“It is with great sadness that we share this link and announce the track is for sale or lease. Current circumstances, prior commitments and work loads do not allow us to dedicate the time and effort into bringing our dreams for TNT Speedway to fruition,” this was posted and taken from the tracks Facebook page.

The track was previously sold in 2021 via auction. Zabel-Ackerman in Fond du Lac, Wisconsin is handling the listing. Various record may be found on the facility.

[zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d](http://zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d)



**HISTORIC FRIENDSHIP MOTOR SPEEDWAY IS NOW AVAILABLE**

This 40.84+/- Acre property features a 3/8 Mile Oval Dirt over Asphalt Track, Multiple Concession Stands, 9 Vender Booths, Restroom Facilities that have all been recently updated in 2021. In addition to recent updates, the owners have installed new Whelen Track Safety Lights, New Scoreboard, New Westhold Timing & Scoring Loop System, Updated Concession Stand Equipment, New 8'X12' Platform Scales. The grandstand has seating for 4000 people, 97 Trackside Tailgating Spots. Additional fill dirt is being delivered, compacted and seeded by January 1, 2023.

More information can be found here; [www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/](http://www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/)

**RACEJUNK COMES TO THE TABLE**

Our friends at RacingJunk.com have agreed to help us with our RPM Market Place project. Visit the included link to identify with some track materials; Miscellaneous/Other, Tracks/Real Estate



for sale on RacingJunk - [www.racingjunk.com/category/1371/tracks-real-estate.html?page=2](http://www.racingjunk.com/category/1371/tracks-real-estate.html?page=2)

We will continue our quest as in past issues, that we are willing to help people find what they are looking for or place classified ads for equipment or real estate that anyone may want to sell. Please feel free to contact us in regard to publishing; [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com)



very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

**GREENVILLE-PICKENS SPEEDWAY IN SOUTH CAROLINA IS LISTED FOR SALE**

The historic Greenville-Pickens Speedway in Easley, just west of Greenville, was recently listed on a real estate website.

According to the listing from RealtyLink, a real estate development company, ground lease or “built to suit” opportunities are available for the 305-acre property at 3800 Calhoun Memorial Highway.

Starting as a dirt track in 1940, the Green-

ville-Pickens Speedway hosted the first-ever, start-to-finish live-televised NASCAR race in 1971 after being paved in 1970.

The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.



**STATELINE SPEEDWAY IN BUSTI, NY FOR SALE**

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is

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