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LEVI JONES
RPM RENO KEYNOTE SPEAKER

A SHINING EXAMPLE
PG 5

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A SHINING EXAMPLE FOR THE SHORT TRACK INDUSTRY



Brighton Speedway in Ontario-Canada, makes the most of every inch of available space in its unique location not far from the shores of Lake Ontario or the canal that connects the lake to the Bay of Quinte, a popular destination in Ontario.

Brighton Speedway: A Shining Example for the Short Track Industry

Frequently at the RPM Workshops, we hear promoters say: “We can’t do that... our track doesn’t have...” and so the story goes. But every so often, a facility proves that with vision, planning, and determination, nearly anything is possible.

During the final weekend of September, we had the privilege to attend **Brighton Speedway’s AppleFest Shootout** in Brighton, Ontario, Canada. What we witnessed was a textbook example of how a community track can operate at a high level and deliver a first-class event.

A True Community Track

Brighton sits just 93 miles east of downtown Toronto and 62 miles west of Kingston, in the municipality of Brighton (population ~12,000). The speedway is a 1/3-mile dirt oval that has long been a Saturday night tradition.

Owned and operated by the **Rinaldi family** since 1980, the track is steeped in passion and legacy. Mark Rinaldi, now at the helm with his wife Angie, grew up at the speedway after his father Lou purchased it sight unseen. Lou’s vision—and the family’s continued commitment—turned Brighton into a community hub where, “ordinary people get an opportunity to do extraordinary things.”

AppleFest Shootout: A Model Event

For their signature AppleFest weekend, Brighton delivered on every level.

- **Car Counts:** From an average weekly car count of 80 cars on a regular Saturday night to 353 entries across two days.
- **Fans & Campers:** Packed grandstands and a property filled with campers, even spilling into alternate lots.
- **Clean & Organized:** Restrooms and common areas were spotless; parking was mowed, groomed, and managed by attendants directing traffic with hockey sticks. a unique touch.
- **Concessions:** Food and drink were priced fairly, with a popular bar area serving beer and canned coolers (like Twisted Tea).
- **Unique Touches:** Four-wheeler and side-by-side operators were required to wear helmets—a smart safety measure.

The racing program itself was balanced and diverse. Brighton runs divisions uncommon in parts of the region—Canadian Modifieds (E-Mods) and Crate Late Models—alongside Thunder Stocks, Four Cylinders, Stingers, and 360 Sprint Cars. For AppleFest, they added the center-steer 358 and Sportsman Modifieds, boosting the draw for fans.

Lessons for Promoters

The Brighton experience reinforced a core RPM belief: **it’s not the size of the stage, it’s how you present it.**

Everything we saw—the clean facilities, fair pricing, strong promotion, and thoughtful details—was replicable at any track with a clear vision and commitment. These are not “major league luxuries,” but results of planning and hard work.

Mark Rinaldi summed it up best:

“We obviously give this our all. It’s an all-around experience—for the fans, for the participants, for everyone. We want everyone to have a positive experience, and we’ve learned from visiting other facilities how to grow and put on a bigger, better show each time.”

A Family Legacy

Brighton’s story is also one of family legacy. Lou Rinaldi, a mechanic and entrepreneur who later served as an Ontario MPP, bought the track in 1980 and ran it for a decade before passing it on to his children. Mark and Angie have since raised their own

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A SHINING EXAMPLE FOR THE SHORT TRACK INDUSTRY

sons, Nate and AJ, around the speedway, continuing the tradition.

The track has hosted marquee events—from the World of Outlaws to special guest appearances by icons like Ken Schrader. And while there was a moment when the facility was briefly put up for sale, the deal never materialized, leaving the speedway in the capable hands of the Rinaldi family.

Today, only the original canteen building remains from those early years. But the vision—and the results—are stronger than ever.

The RPM Takeaway

Brighton Speedway is a **shining example of what short track racing in North America can and should be.** With elbow grease, passion, and vision, success follows.

The lesson is clear: don't say "we can't." Instead, commit to creating an experience where your fans and participants leave satisfied and eager to return. Brighton proves it can be done.



A view from the bar (canteen) area at Brighton looking down on to turn four. The picnic tables are a great place to catch the racing action.



Mark and Angie Rinaldi promoters at Brighton Speedway. The Rinaldi family has promoted the track since 1980.

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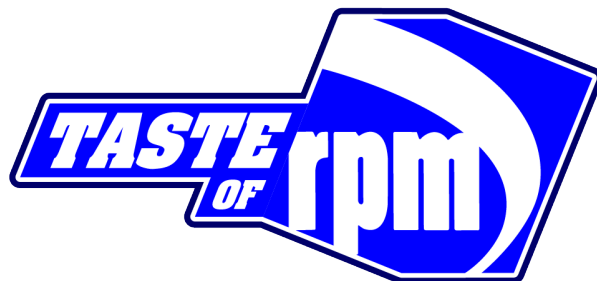
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In late 2024 Adam Stewart, owner of Crate Racin' USA asked if RPM would be interested in being a part of his sanction's promoter's meeting. Josh Holt of MyRacePass was the conduit for the creation of this, which has now turned in to "Taste of RPM", where RPM will help associations, tracks and programs create a "no bells and whistles" session that gives promoters an opportunity to have a brief RPM experience and encourage them to come one of the two shows in Reno or Daytona, or perhaps even both. We will back with Stewart at his promoters meeting following the season for another "Taste of RPM" session. Look for more information on these type of events coming in the near future.



Click on the photo of the Silver Legacy at "The Row" in Reno, NV to be taken to the "Booking Link" for December 2, 3 and 4, 2025 as part the 53rd annual RPM@Western Workshops or visit the link here; 53rd RPM Promoters Workshops - Start your reservation book.passkey.com/event/51004127/owner/7272/home?utm_campaign=296890355 Group Code: SRRPM5 <https://book.passkey.com/go/SRRPM5>

A PREVIEW OF WHAT TO EXPECT WHEN YOU COME TO RENO FOR THE 53RD ANNUAL RPM@RENO WESTERN WORKSHOPS;

RPM@RENO WESTERN WORKSHOP SCHEDULE – Subject to change,
additional topics and Presenters – THIS IS JUST A DRAFT FOR EXPECTATIONS IN RENO

TUESDAY, DECEMBER 2, 2025:

6:30 p.m. RPM@RENO Western Workshop Credentials – “The MyRacePass Green Flag presented Hoosier to Kickoff the 52nd Annual RPM@RENO Western Workshops *LOCATION TBA*

WEDNESDAY, DECEMBER 3, 2025:

8:00 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area at the Silver Legacy advanced and late-entry credentials available.

8:45 a.m. WORKSHOPS TRADE SHOW OPENS, products and services for promoters and short tracks.

9:45 a.m. PROMOTERS’ WELCOME;

9:45 a.m. 51st Annual RPM@RENO Western Workshops Opening – WHERE IT ALL BEGINS

9:55 a.m. LEVI JONES (KEYNOTE)

11:05 p.m. “ARE DESTRUCTIVE HABITS FEEDING OUR RACING ADDICTION?”

12:00-1:25 p.m. LUNCH BREAK

1:25 p.m. WORKSHOP RECONVENES, announcements and introduction of special guests;

PAUL UNDERWOOD – K&K Insurance

PAUL MENTING – Hoosier Racing Tire

1:45 p.m. TICKETING presented by TICKET SPICE

2:15 p.m. BREAK OUT ROOM TURN OVER

2:30-5:00 p.m. Concurrent Sessions: Five topics, two rooms.

THE K&K INSURANCE ROOM

2:45-3:45 p.m. “CALIFORNIA DREAMING”; This session continues to be truly popular while RAISING THE BAR, A discussion among California Track Operators, Sanctioning Bodies, Suppliers about the future of California Auto Racing.

3:45-4:15 p.m. INSURANCE GATHERING – INDUSTRY EXPERTS

THE HOOSIER TIRE ROOM

2:45-3:45 p.m. “JODY’S SESSION” –

3:30-4:15 p.m. BRYAN ROBB

4:15-5:00 SLOT TOURNAMENT PRESENTED BY CAESAR’S...
Closing the day with a little bit of fun

5:00 p.m. CLOSING REMARKS, ADJOURNMENT

THURSDAY, DECEMBER 4, 2025

8:15 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area at the Silver Legacy

8:30 a.m. WORKSHOPS TRADE SHOW OPENS,

9:30 a.m. WELCOME & ANNOUNCEMENTS, 2026 Date and Introductions

9:45 a.m. LORETTA THIERING FROM EDMONTON IN ALBERTA, “NEW TOPIC”

10:45 a.m. ANNUAL CASE LAW SUMMARY: Paul Tetreault

11:15 a.m. MOTORSPORTS, GENERAL LAW DISCUSSION; Tetreault updates attendees on the circumstances that surround our environment (open to written questions).

12:00 a.m.-1:30 p.m. LUNCH BREAK

1:30 p.m. WORKSHOP RECONVENES, followed by Concurrent Sessions: with influential topics presented in two rooms.

THE K&K INSURANCE ROOM

1:30 – 2:30 p.m. – PRO-BONO HOUR, Tetreault takes an hour to discuss topics individually.

2:30 – 3:00 p.m. – JOHN HAAK - EVENTSPROUT

3:00-3:45 p.m. – DOLLARS & SENSE FOR PROMOTERS – A 101 – DENNIS GAGE

3:45-4:30 p.m. – “TIRE TALK” – HOOSIER TIRE TALKS ABOUT THE INDUSTRY AND CHANGES THEY’VE IMPLEMENTED

THE HOOSIER TIRE ROOM

1:30 – 2:00 p.m. – JOSH HOLT – RUNS THE NEW NUMBERS – INTERESTING INFORMATION

2:30 – 3:00 p.m. – “ONE ON ONE WITH LEVI” – LEVI JONES FURTHER APPLIES HIS EXPERIENCE

3:00-3:45 p.m. – DEBATING THE CRATE; Experts from BluePrint Engines hit the High Notes

3:45-4:30 p.m. – STATE OF THE WEST COAST – led by Dennis Gage.

5:00 p.m. ADJOURNMENT: Enjoy, please remain safe, with a safe journey home and a wonderful Holiday Season!



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DEC. 2ND - DEC. 4TH, 2025

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WORKSHOPS
WED, DEC. 3 &
THURS, DEC. 4, 2025**

**RPM@DAYTONA
WORKSHOPS
MON, FEB 9 &
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The One Strategy That's Hurting Your Customer Engagement and Profit

Have you ever had a customer experience that left you frustrated by the end?

At first, everything goes well — the employee is enthusiastic, friendly, and knowledgeable. They answer your questions promptly and leave you with a great impression. But then something goes wrong.

Maybe that same enthusiasm isn't carried over to the next interaction. The process has to be repeated. The next agent isn't as friendly or informed. The experience quickly becomes inconsistent — and frustrating.

Neglecting the continuity of customer interaction is one of the biggest hidden challenges in business today.

When Disconnection Replaces Engagement

When customers have to repeat themselves or re-explain their issue, frustration builds. They start to feel anonymous and undervalued. By the third interaction, what begins as positive experience turns into a waste of time.

Now imagine that scenario multiplied by dozens or hundreds of customers every week. The result? A steady decline in customer satisfaction, loyalty, and retention — not to mention lost revenue. The problem isn't just disorganization — it's disconnection.

Without a centralized, accurate way to track and share customer history, your team loses the opportunity to demonstrate that they understand and care about their customers.

Customers Expect Personalization

In today's business world, customers expect personalization. They want you to recognize them, anticipate their needs, and tailor each interaction based on their history with your company.

If you're not capturing and recording every call, chat, email, and order, you're missing opportunities to engage intelligently. Instead of feeling understood, customers feel like they're starting over every time. Your marketing feels impersonal. Your support team seems uninformed. Over time, that erodes trust — and opens the door for competitors to win over your customers.

The Ripple Effect Inside Your Business

Missing or incomplete customer data doesn't just affect your customers — it hurts your internal teams, too.

- Sales wastes time chasing cold leads who've already declined.
- Marketing targets customers who've already purchased.
- Support suggests solutions that have already failed.

When departments work from incomplete information, their efforts overlap, conflict, or miss the mark entirely. The result is higher costs, lower productivity, and a disconnected workforce that doesn't fully understand the customer journey.

The Bottom Line

Customer engagement isn't just about great first impressions — it's about consistency and connection.

Investing in systems that record, track, and share customer interactions ensures that every experience builds on the last. When your team understands your customers, your customers trust your team — and that trust leads directly to loyalty and profit.

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Why Concessions Cost So Much — And What It Means for Promoters and Venue Managers

Across entertainment venues of every kind — stadiums, arenas, concert halls, racetracks, theme parks, and even airports — fans have grown accustomed to one universal truth: food and drink prices are far higher than anywhere else.

A recent local study examined menu boards across Western New York and beyond, including **Highmark Stadium (NFL)**, **KeyBank Center (Hockey Arena)**, **Six Flags Darien Lake (Theme Park)**, the **Buffalo Zoo**, **Buffalo Niagara International Airport**, **Artpark (Concert Venue)**, and **Martinsville Speedway**. The results were eye-opening, revealing why venue operators face a delicate balance between maximizing revenue and maintaining customer goodwill.

The Study: Price Boards Tell the Story

Researchers compared the cost of common concession items — hot dogs, nachos, pizza, beer, and Dippin' Dots — across a range of venues.

The findings showed striking contrasts:

- **Artpark** offered the lowest prices, including a \$4 hot dog and a \$10 glass of wine.
- **Darien Lake** and **Highmark Stadium** topped the list, with \$12 nachos and \$18 beers.
- **Beer** showed the widest price range, from \$9 at an AMC theater to \$18 for a craft pour at KeyBank Center.
- **Combo meals** sometimes created value — but just as often inflated total costs.
- Even **Anchor Bar**, famous for its wings, charged 8–10% more at its airport and amusement-park locations than at its downtown flagship.

- **Martinsville Speedway**, known for its iconic “Martinsville Hot Dog,” charged just \$2 for a fully loaded hot dog with coleslaw, meat sauce, and onions, and only \$7 for a 16-ounce domestic beer.

In short, convenience carries a price — and customers notice.

Consumer Reaction: The “Sticker Shock” Effect

Despite knowing what to expect, many attendees still experience “sticker shock.” Most accept it as part of the entertainment experience, but for families or travelers, the total can be startling. A quick meal at a major venue can easily exceed **\$80–\$100**, especially when including beverages and snacks for children.

While this doesn't usually deter sales, it does affect how patrons feel about the event afterward — an emotional takeaway that directly impacts loyalty and word-of-mouth marketing.

Operator Explanations: Why It Costs What It Costs

Concessionaires such as **Delaware North**, which manages food operations at several of these venues, point to the same core factors driving higher prices:

- High rent and revenue-sharing agreements with venue owners
- Labor shortages and rising wages
- Limited sales windows — thousands of customers served within hours
- Food safety requirements and supply-chain volatility

Pricing decisions, they emphasize, are made jointly with venue owners. According to their data, “**quality and speed**” consistently rank higher than price in customer feedback.

At nonprofit venues such as **Artpark**, the model is different. Vendors retain their food revenue, but the venue's mission is community access and affordability. The focus is on maintaining reasonable prices, even at the expense of slimmer margins.

Expert Insight: The Psychology of the Captive Audience

Dr. **Charles Lindsey**, marketing professor at the **University at Buffalo**, notes that concession pricing depends as much on consumer psychology as on economics:

- The longer guests are confined, the more likely they are to buy.



CONCESSION PRICING AND WHAT IT MEANS FOR PROMOTERS

- Nostalgia and shared memories make fans more willing to spend.
 - Upselling, bundling, and limited-edition souvenirs increase average ticket size.
- In short, pricing isn't just about what customers can pay — it's about what they feel completes their experience.

Bottom Line: Why Prices Stay High

High concession prices are not arbitrary; they're fundamental to the venue business model. The key reasons include:

1. **Captive Audience:** Once fans are inside, alternative options are limited or restricted.
2. **High Fixed Costs:** Rent, utilities, labor, and licensing must be recovered within short operating windows.
3. **Experience Premium:** Patrons trade value for convenience and the shared thrill of being part of the event.

Takeaways for Promoters and Venue Managers

For racetrack operators, promoters, and community venue leaders, the lesson is clear: **pricing strategy is brand strategy.**

- **Be transparent:** Offer visible value — combo deals, refill programs, or family packs — to soften perception.
- **Prioritize service and cleanliness:** Patrons will pay more when operations are efficient and facilities are spotless.
- **Diversify revenue:** Venues like Artpark prove that reasonable pricing can still be profitable when paired with sponsorship and beverage margins.
- **Know your customer:** Fans forgive higher prices when they feel respected, informed, and valued as part of the experience.

A Case Study: Martinsville's Balanced Approach

Martinsville Speedway stood out during this research as a national-series venue with a refreshingly affordable pricing model. Its prices aligned closely with regional counterparts and reflected thoughtful consideration of what fans can reasonably spend.

That attention to affordability matters. At some point, venue operators must weigh whether higher prices truly drive revenue — or if they leave “full coolers” at the end of the night. Empty coolers often mean stronger sales and, in turn, a healthier bottom line.

Final Thoughts

Concessions remain one of the most powerful — and scrutinized — revenue drivers in live entertainment. The challenge, and the opportunity, lies in finding the **sweet spot between profit and perception.**

For promoters, the goal isn't simply to sell food; it's to reinforce value, enhance the fan experience, and create an environment where fans feel good about coming back — and spending again.



Simple and effective works in the areas of our concession stands. Here is an example from Brighton Speedway where they had many choices, the items were served warm or cold, depending on the order and with a smile. Definitely a benefit to the bottom line. Beer and other similar type canned beverages where served in the canteen area and consumed there. That is a situational thing for Canadian tracks to contain alcohol beverage sales.

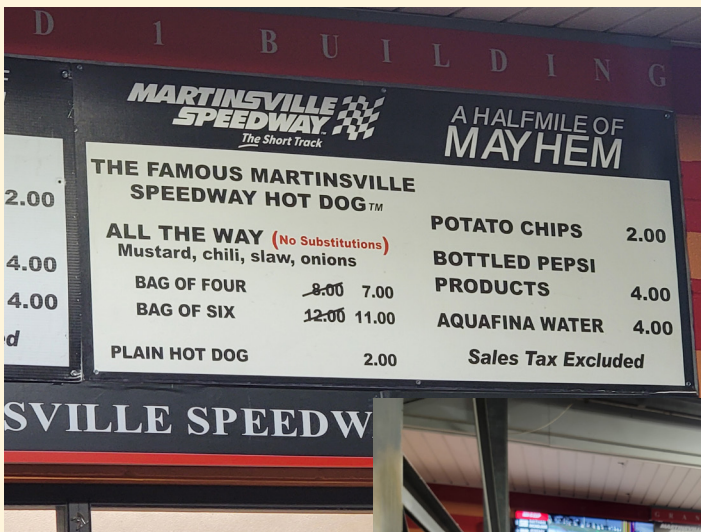




CONCESSION PRICING AND WHAT IT MEANS FOR PROMOTERS



Beer sales and racing of all forms seemingly go hand-in-hand. \$7 for a 16 ounce domestic beer at Martinsville Speedway is a reflection of a positive decision for moving product at the track. Beer or any concession sale can be deterred by the price, which affects your bottom line. If the product seems affordable customers will be more likely to purchase and potentially make additional purchases throughout an event.



Clay Earles, the founder of Martinsville Speedway came up with the simple menu many years ago featuring "The famous Martinsville Speedway Hot Dog". Like them or not, they are a huge seller at the track with a simple menu, an effective upsell program and a clean system for moving the product. The ability to purchase a bag of four or six hot dogs is a great feature and was witnessed as to feeding many people. We even overheard one patron talk about "if I don't finish them, I will take a couple home..." It emphasizes the unique menu item for any region and the ability to use it to help sell tickets to your race track.



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NATIONAL ECONOMIC IMPACT

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TOTAL ECONOMIC
IMPACT

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TOTAL JOBS

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TOTAL WAGES
& BENEFITS

\$8.2B

TOTAL TAXES
PAID



The RPM Newsletter and Workshops was once again part of the TOPS H.Q. Workroom and Lounge which provides meeting space for Track Operators, Promoters and Sanctioning Bodies, along with hosting the popular “BS & Brews” which gives industry folks the opportunity to network and let their hair down in casual conversation.

"I have learned more at the RPM Workshops and Trade Shows than I do at any other Trade Show",
Gregory Geibel, General Manager, Promoter, Lernerville Speedway

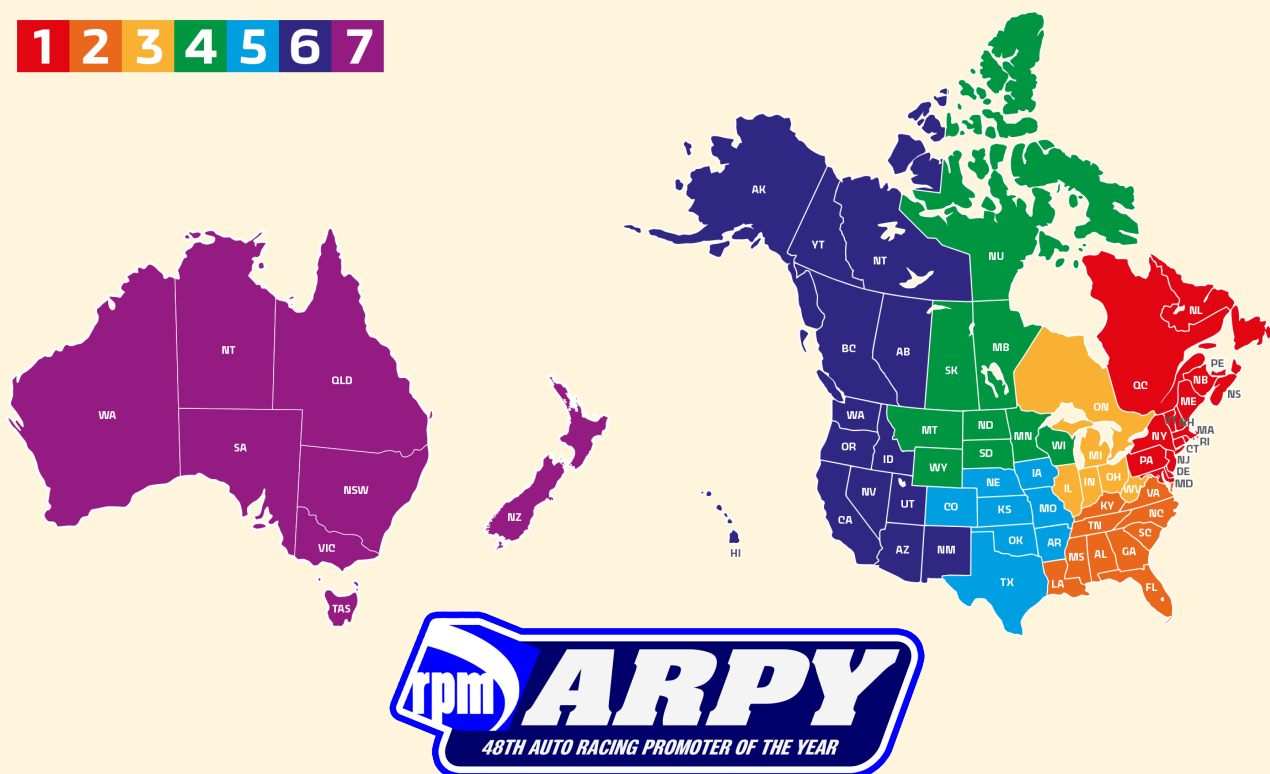


52nd annual RPM@Reno Western Workshops Endorsement; "I was at Reno this past week. I personally want to say the best one (Workshops) of the last 8 years. It was nice to hear from people that are currently involved up to date on the changing marketing ideas. The social media stuff was awesome. Thank you, Roy Bain"



Jackie Ressa from Contingency Connection recently reached out seeking a couple of participants in the Contingency Connection program for 2025. The program can be an excellent asset to your racing program. If you are seeking contact information, please reach out to info@racingpromomonthly.com and we will get you in touch with the right people.

1 2 3 4 5 6 7



Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our neighbors to the North. As RPM continues to seek growth, we feel this is a positive move for the organization.

Region 1;

Canada - Nova Scotia, Quebec, Prince Edward Island, New Brunswick, Newfoundland

United States – Maine, Vermont, New Hampshire, Connecticut, New York, Massachusetts, Rhode Island, Pennsylvania, New Jersey, Delaware, Maryland

Region 2;

United States – Virginia, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Kentucky

Region 3;

Canada – Ontario

United States – Michigan, Ohio, Indiana, Illinois, West Virginia

Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

United States – Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Montana

Region 5;

United States – Missouri, Nebraska, Colorado, Texas, Oklahoma, Kansas, Arkansas, Iowa

Region 6;

Canada – Alberta, British Columbia, Northwest Territories, Yukon

United States – Idaho, Washington, Oregon, California, Nevada, New Mexico, Arizona, Utah, Alaska, Hawaii

Region 7;

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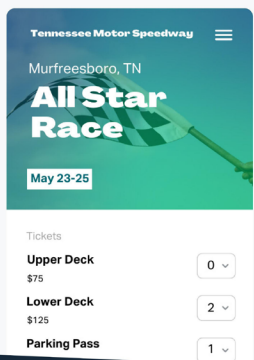


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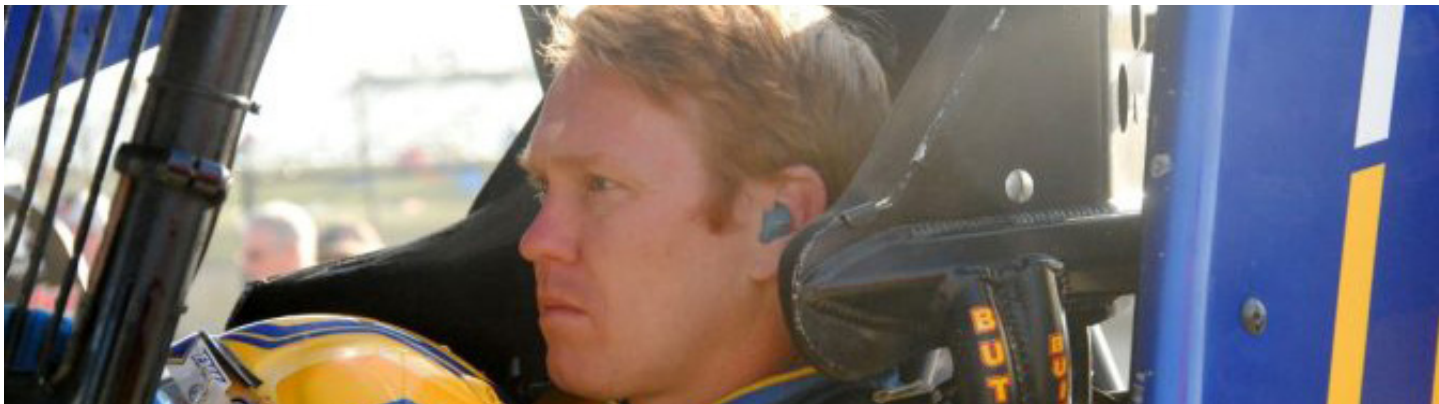
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Brad Sweet in his office, which has been evolving the past few seasons as he has shifted gears to the Track promotions side of things as well as Series administration and operation.

Brad Sweet Shifts Focus with Retirement from Full-Time Racing

Six-time national sprint car champion **Brad Sweet** has announced his retirement from full-time racing. While he still plans to compete selectively, Sweet's focus will now turn more toward his growing promotional and ownership roles — including his involvement with **Silver Dollar Speedway** in Chico, California, the **High Limit Sprint Car Series**, and the **Northern Auto Racing Club**, which sanctions the popular **King of the West** tour.

Sweet made the announcement during Sunday's **High Limit Racing banquet**. The California native, who co-owns High Limit with **Kyle Larson**, captured five consecutive **World of Outlaws** championships before earning the **2024 High Limit title**.

In 2025, Sweet finished second in the High Limit standings behind **Rico Abreu**, enduring an up-and-down season that included time sidelined by a concussion suffered at **Eldora Speedway**.

An Emotional Farewell

A visibly emotional Sweet addressed the audience during his speech.

"As many of you know, this is going to be harder than I thought — this was my final full-time season," Sweet said, holding back tears. "I'll get it together. I have a speech that I will get through."

Sweet took time to thank the fans, family, and team members who supported him throughout his career.

"I want to say thank you to the fans — they are the heart-beat of this sport. Every time I rolled into a track, the fans reminded us why we do this," the 39-year-old driver said.

"Every night, at the end of the night, the kids coming up to

you — good, bad or indifferent — that's why we do it.

"My wife is my rock. She sees the highs, the lows, the long nights, the heartbreak, the championships, and the celebrations. You gave me balance, and I couldn't have accomplished this without you."

A Career to Remember

Sweet's driving résumé is among the most decorated in modern sprint car racing. He won the **2018 Knoxville Nationals**, captured **92 World of Outlaws A-Main victories**, and earned **14 feature wins** on the High Limit circuit.

He also took a moment to recognize longtime car owner **Kasey Kahne**, who played a pivotal role in his career.

"Kasey took a chance on a kid that was unproven at the time, and I can't thank him enough for believing in me — for being more than a car owner, for being a friend," Sweet said as Kahne joined him on stage. "He helped me chase dreams that once seemed too big. I'll cherish our accomplishments, memories, and friendship forever. It's been a good ride."

Looking Ahead

Though stepping away from the demands of full-time racing, Sweet emphasized he is far from done with the sport he loves.

"Racing has been my whole life. Walking away from full-time driving isn't easy, but I know this: I gave it everything I had — every lap, every season, every championship," he said. "This isn't goodbye to racing. It's just the end of being behind the wheel full-time. I'll still be around, supporting this sport we all love and giving back as much as I can to the next generation."



Brad Sweet & Kevin Rudeen Acquire NARC Sprint Car Series

The **Northern Auto Racing Club (NARC)** — the West Coast's premier 410 Sprint Car series — has been acquired by **High Limit Racing co-owner Brad Sweet** and **Skagit Speedway owner Kevin Rudeen**. The ownership transfer takes effect at the start of the **2026 season**.

Since 2017, NARC has been operated by **Brent Kaeding** (National Sprint Car Hall of Fame driver) and **Jim Allen**.

"Brent and I have been exploring succession plans for NARC over the past few years," Allen said in a press release. "Our main priority was to ensure the series would remain in the hands of people deeply invested in Sprint Car racing. We're confident that Brad and Kevin are the right choice."

Founded in 1960 by Louie Vermeil, NARC has been a cornerstone of West Coast Sprint Car racing. The series framed the sale as a **"strategic move to ensure the continued legacy"** of the sanctioning body.

The New Leadership

- **Kevin Rudeen** – Took over ownership of Skagit Speedway (WA) in 2022 and fields Justin Peck's No. 26 on the High Limit tour.

- **Brad Sweet** – Promoter of Silver Dollar Speedway (CA) (home of the Gold Cup), co-creator of Kubota High Limit Racing (2023), and current High Limit driver.

"Kevin and I are both really excited to continue our pursuit of growing 410 Sprint Car racing on the West Coast," Sweet said. "NARC has been a staple for many years, and we want to build on what Jim Allen, Brent Kaeding, and others have created for fans, teams, and promoters."

What's Next

- **Kaeding** will remain involved through his business, **Kaeding Performance Center**, as the official parts vendor of the tour.

- **Allen** will transition into a historian role, compiling and preserving missing information from NARC's early years.



Editor's Notebook: Changing Times in Short Track Racing

In recent weeks, there's been a noticeable trend in the short track racing world — more and more facilities are changing hands, and in some unfortunate cases, closing their gates altogether.

Among the venues that have surfaced in recent conversations are Lorain County Speedway in Amherst, Ohio, and Sandusky Speedway, also in Ohio — both historic racetracks with decades of grassroots heritage. These are places where generations of fans have filled the grandstands and where local heroes have carved their names into the sport's history. Seeing any of them in flux is unsettling, not just for their communities but for all of us who care about the future of the sport.

Signs of Change — and Hope

Not all the news is discouraging. Former NASCAR Cup Series driver Ricky Craven has stepped forward with a major project to revive and reimagine Speedway 95 in Maine. His involvement shows that people with passion, experience, and credibility still see enormous potential in the local racing scene.

It's a reminder that where one chapter may be closing, another can begin — often with new energy and fresh ideas.

A Reality Check for the Industry

The truth is that short track racing is evolving. Operational costs have increased. The entertainment landscape has changed. Fan expectations continue to shift. Yet despite these challenges, the foundation of the sport remains strong: the people.

Some of the racetracks now facing uncertainty have been operated by the same families for generations. These are the people who have kept local motorsports alive through recessions, pandemics, and the unpredictable ups and downs of racing economics. Their stories deserve recognition, even as the business realities grow more complex.

Change doesn't have to be viewed as failure — it can be opportunity. The strong will adapt, and those who adapt will survive. That's always been racing's story, both on and off the track.



Keep the Momentum Rolling: MyRacePass Helps You Power Through the Offseason

There's always excitement in the air when race season "ends" — because in reality, it never truly stops; it just shifts gears. For promoters, organizers, and racing operations professionals, the offseason is a crucial time to refuel, retool, and re-imagine what's next. And **MyRacePass (MRP)** is here to help you keep that momentum going — with helpful tools, trade show connections, partnership opportunities, and proven strategies to boost your visibility all year long.

Gearing Up for 2026

As the 2025 season wraps up, many promoters are already setting their sights on 2026. This is the time to evaluate, plan, and build relationships that will shape the year ahead. A key part of that preparation comes through attending major industry gatherings like:

- **WARPA Conference**
- **RPM@Reno Western Workshops**
- **RPM@Daytona Workshops**
- **Performance Racing Industry (PRI) Show**

These events offer invaluable opportunities to **network**, **exchange ideas**, and **discover new technology** that can strengthen your operations — and your bottom line.

Expand Your Reach Through MyRacePass

As you look toward 2026, remember that **MyRacePass** offers more than operational tools — it's a platform for growth. MRP can help you amplify your presence, attract new partners, and deliver measurable visibility to your sponsors. Imagine being able to tell potential partners that, in addition to reaching your own fans and drivers, their brand will be showcased across a digital network connecting over **900+ racing organizations** nationwide. That's not just exposure — that's leverage.

Let's Connect

We'll be at the major offseason conferences and trade shows mentioned above, and we'd love to meet you there. Stop by the **MyRacePass booth** or reach out directly to **jim**.

sweener@myracepass.com to discuss how we can help increase your visibility, engagement, and revenue in 2026 and beyond.

Engage Fans Now — Even in the Offseason

The offseason is the perfect time to strengthen your fan base through the **MRP App**. Encourage your fans to **add your track, series, or favorite drivers** to their favorites list. When fans follow you in the app, they'll receive instant push notifications when:

- Races go live
- Fantasy picks open
- You post news or results

It's a simple, effective way to stay top of mind — keeping fans engaged and ready for opening day.

Build Momentum Year-Round

Encouraging fans to connect through the MRP App doesn't just drive engagement — it builds long-term loyalty. More favorites mean more app traffic, more clicks to your social media, and a stronger connection between your brand, your fans, and your partners. Even during the quieter months, MyRacePass can help you turn downtime into development time — ensuring your next season starts with full throttle momentum.



Mark Your Calendars - RPM Workshop Dates for 2025 & 2026

RPM@Reno Western Workshops will take place December 2, 3 and 4, 2025 at the Silver Legacy, part of "The Row" in Reno, Nevada.

RPM@Daytona will take place February 8, 9 and 10, 2026 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.





Essential Insurance and Risk Management for Sports Venues That Sell Alcohol

For any sports venue, arena, or sportsplex that sells beer, wine, or liquor, insurance protection goes far beyond standard general liability. Alcohol sales introduce unique risks — legal, financial, and reputational — that require specialized coverage and disciplined risk management.

Below is an overview of the **critical insurance policies, key risk controls, and real-world lessons** every sports facility operator should understand.

1. Core Insurance Requirements

Liquor Liability Insurance

This is the single most critical coverage for any venue that sells or serves alcohol. Standard **General Liability** policies typically exclude alcohol-related incidents, making separate **Liquor Legal Liability** coverage essential.

What it covers:

- **Dram shop liability:** Protects against lawsuits under state laws that hold venues responsible for serving alcohol to intoxicated or underage patrons who later cause harm.
- **Legal defense:** Covers attorney fees and court costs, regardless of outcome.
- **Damages:** Pays for settlements, judgments, medical expenses, and property repairs tied to alcohol-related incidents.

Key considerations:

- **Stand-alone vs. endorsement:** Coverage can be purchased as a separate policy or as an endorsement to a general liability policy.
- **Vendor operations:** If alcohol sales are handled by a

third-party vendor, that vendor must carry its own liquor liability policy and list the sportsplex as an additional insured. The venue should also maintain its own **Contingent Liquor Liability** coverage in case the vendor's policy lapses or limits are exhausted.

General Liability Insurance

This provides broad protection for non-alcohol-related risks, such as customer injuries or property damage.

Examples:

- Slip-and-fall injuries
- Third-party property damage
- Advertising or personal injury (e.g., libel, slander, copyright claims)

Commercial Property Insurance

Protects the facility's physical assets — the building, equipment, and contents — from loss caused by fire, severe weather, theft, or vandalism.

Additional coverage: Many venues add business interruption insurance to replace lost income during a temporary closure.

Workers' Compensation Insurance

Required in nearly every state, workers' comp covers employees who are injured or become ill on the job, providing medical care, wage replacement, and disability benefits.

2. Additional Recommended Coverages

- **Assault & Battery:** Ensures protection if fights or altercations occur — a common exclusion in many liquor liability policies.
- **Commercial Auto:** For venues that operate vehicles or use them for deliveries or promotions.
- **Contingent Liquor Liability:** For venues contracting alcohol sales to vendors; protects if the vendor's coverage fails.

3. Understanding Vendor Relationships

If your venue outsources alcohol sales to a concessionaire or bar vendor, a **written contract** is critical. It should include:

- **Indemnification/Hold Harmless Clause:** The vendor agrees to protect the venue, its officers, and employees from any alcohol-related claims.
- **Proof of Insurance:** The vendor must provide current



certificates of general liability, workers' comp, business auto, and liquor liability coverage — ideally with limits of at least **\$1 million per claim** (though **\$5 million** is recommended).

• **Additional Insured Status:** The venue should be named as an additional insured under the vendor's liquor liability policy

Even with these protections, venues should still carry their own **Contingent Liquor Liability** policy. Vendor insurance can be canceled, limits can be exhausted, or notice of cancellation can fail to reach the venue — leaving you exposed.

4. Premium Guidelines (Per K&K Insurance Group, Inc.)

- **Minimum Premium:** \$500–\$2,000 depending on state and exposure.
- **Rate per \$1,000 of Alcohol Sales:** \$5–\$20 depending on past loss history, state laws, and alcohol type (liquor carries higher rates than beer or wine).
- **Contingent Coverage:** Premiums are based on the percentage of vendor sales retained by the venue.

5. Risk Management Criteria

Insurance carriers evaluate how responsibly a venue manages alcohol service before approving coverage or setting rates. Key considerations include:

Owner Experience: Minimum three years managing operations that sell alcohol.

Server Training: All staff certified through TEAM, TIPS, TAM, or ServSafe programs.

Alcohol-to-Food Ratio: Alcohol sales should represent less than 50% of total revenue.

Drink Limit Policy: No more than two drinks per transaction.

ID Verification: 100% ID checks for all patrons requesting alcohol.

Athlete Restrictions: No consumption by athletes before or during play.

No Outside Alcohol: Prohibit BYOB to maintain control over patron intoxication levels.

Sales Cutoff: End alcohol service at least one hour before closing time.

Facilities that fail to implement these controls are often declined for liquor liability coverage.

6. The Legal and Financial Reality

Even with vendor agreements in place, sports venues can still face lawsuits under negligence claims, such as:

- Failing to monitor or eject visibly intoxicated patrons
- Negligently hiring a vendor known for lax enforcement
- Allowing intoxicated individuals to enter or remain in the facility

A striking example underscores the stakes:

In 2005, a New Jersey jury awarded **\$105 million** against Aramark Corp., the nation's largest stadium concessionaire, after a fan left intoxicated from a football game and caused an accident that left a young girl paralyzed. The verdict sent a clear message — venues and vendors must enforce responsible alcohol service, or risk devastating legal and financial consequences.

7. The Bottom Line

Selling alcohol at a sports venue can be highly profitable — but without proper coverage and controls, it can also be financially catastrophic.

A comprehensive insurance strategy that includes **Liquor Liability, General Liability, Property, Workers' Compensation, and Contingent Liquor Liability** coverage — supported by disciplined staff training and contractual safeguards — is the foundation of responsible operations.

By prioritizing both protection and prevention, sports venue owners can safeguard their business, their patrons, and their long-term profitability.

Disclaimer

This article is intended to provide general risk management guidance and should not be construed as legal advice. Consult an attorney in your state for specific legal or regulatory requirements related to liquor liability.





On Saturday of Applefest Weekend at Brighton Speedway, while track prep is ongoing, the track organizes everyone for a redraw in their mezzanine at their Hall of Fame area utilizing Candy Apples at their redraw items with true fan engagement. A nice add on to the event taking away some downtime between qualifying and the feature events.

Why are we going back in time in this edition? Unique promotion and added inventory. Asphalt cars on dirt. Glenn Donnelly, former ARPY, hosted the Oswego Super Modified division on the State Fairgrounds Mile in Syracuse, NY, then the cars would load up and head to Oswego for a nightcap some years. Interesting promotion that drew a lot of attention just because it was something different.



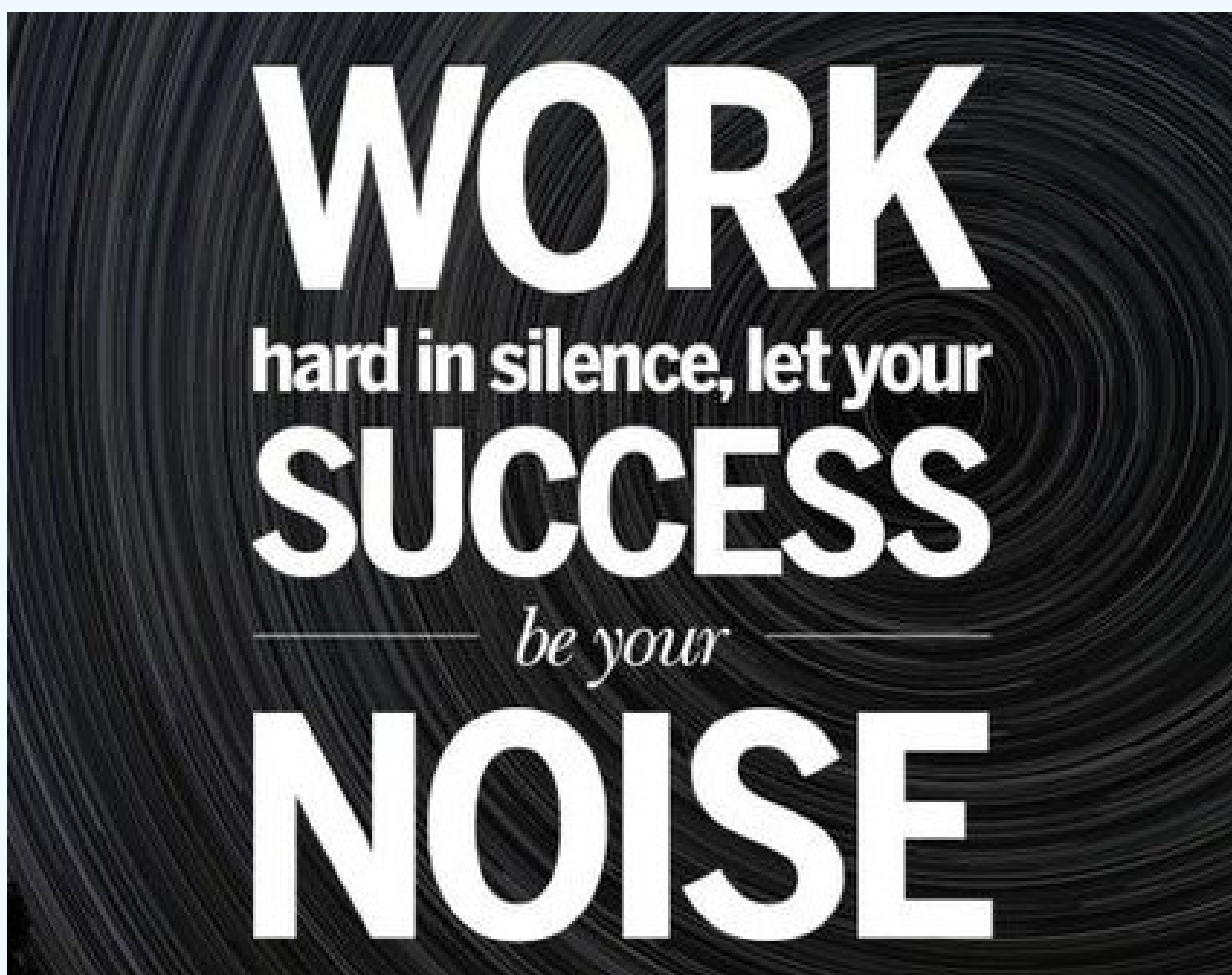
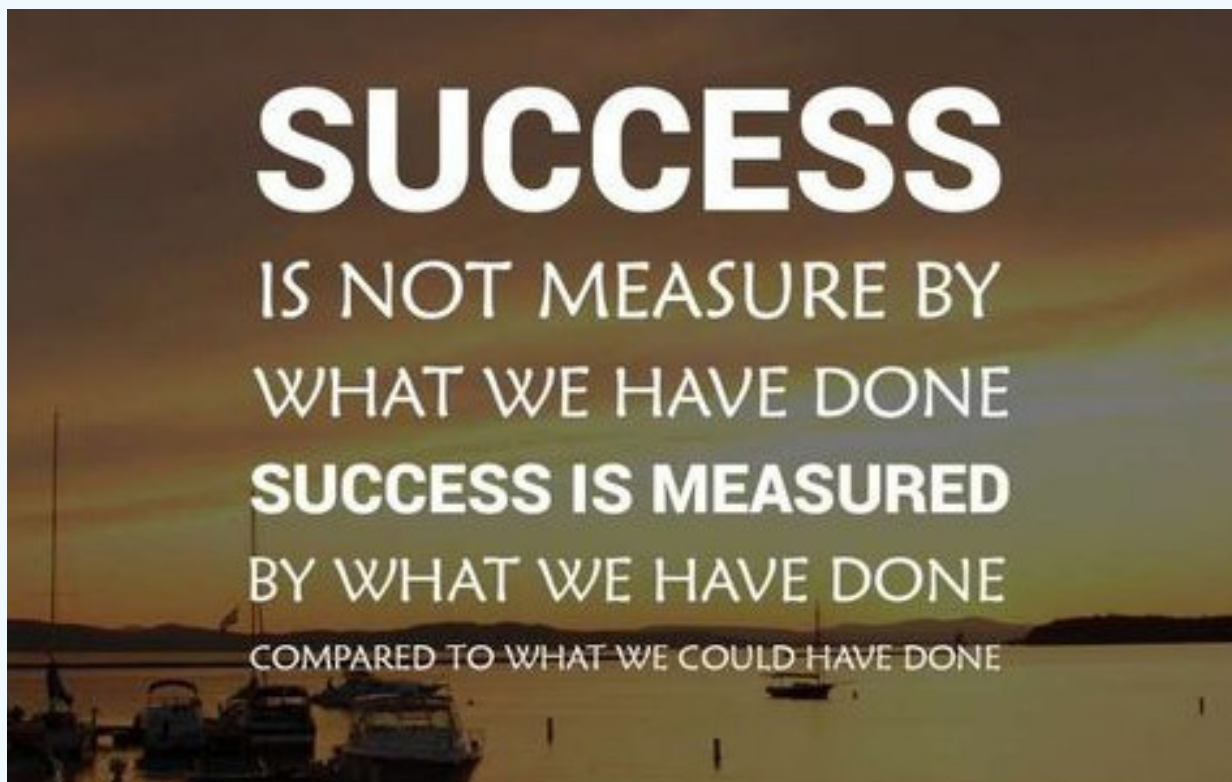
Parking was nicely done at the event with parkers utilizing hockey sticks (nice Canadian touch) to guy attendees to their proper locations. It was well managed with no cars or campers being in a spot where they couldn't leave. Something all promoters should thinking about. A unique event requirement was that of any off road vehicles having their passengers including the driver wearing helmets.



A simple souvenir shop is behind the grandstands saw the event shirts sell out as well as several other novelties adding to the income and bottom line of the event. When you're visiting RPM@Reno or RPM@Daytona visit with Race Track Wholesale who will be able to guide you in a positive direction for these types of items.



With a creek running through the property Brighton had several unique features including several bridges leading to and from the track, along with cars getting off into the creek. The water, while not extremely deep runs off turn two and down the backstretch of the facility dividing the pit area from the track. Certainly a unique situation that gave the track specific identity.





Central Missouri Speedway For Sale

Earl and Susan Walls have owned and operated Central Missouri Speedway (CMS) in Warrensburg, Missouri, for 31 years. They have recently announced this would be he and his wife's final year at the helm of the track and that the facility is now for sale.

Along with the racetrack itself, which sits on 30-plus acres of land with a lake and diesel water pump, the purchase includes the Pub 13 Bar and Restaurant ready to operate, two concession stand buildings, the pit office building, the technical inspection and equipment storage outbuilding, and two large grandstands.

Race-related electronics includes a 10 x 20 LED message center and virtual scoring and timing board with switch and computer, and a Westhold timing and scoring system, which includes 130 transponders, scoring loop, and IDEC system, two loudspeaker announcer systems, newly installed lighting, and a new technical inspection drive-on scale and scale equipment,

Motorized equipment includes a Cat grader, two water trucks, a large and small size tractor, a box blade, tiller, Sheep's foot, two wreckers, and a push truck, The asking price is one million dollars, which includes all of the above.

The Walls will finish the season out with their current staff and previously announced schedule, which includes racing through mid-September. For 31 years, Earl and Susan Walls have hosted nearly 390 different drivers at the track and 78 different track champions, they have definitely earned their retirement wheels!

Serious inquiries about the track may be addressed to the business phone line at (816) 229-1338 between 9 am and 5 pm, Monday through Friday, or on race days (Saturdays) at Central Missouri Speedway, 5 NE, State Highway V, Warrensburg, Missouri. The sale price is one-million dollars.



Rockingham Speedway For Sale

Rockingham Speedway, a 250+ acre motorsports and events venue located in Richmond County, North Carolina. The Speedway currently has permanent seating for 25,000 and can support up to 50,000 people per day. It lies at the intersection of US-1 (a four-lane highway) and NC-177 (a two-lane highway) and has six large entry gates. Rockingham Speedway offers four distinct paved motorsports areas: a 1-mile track called Big Rock, a half-mile track called Little Rock, a quarter-mile track called Little Rock and a road course. The property has received over \$12 million in infrastructure upgrades and improvements over the past three years and has full ABC permits site-wide. Rockingham Speedway also now qualifies for the new and extremely rare NC Sports Wagering License.

The Rockingham Speedway Listing can be found here: www.loopnet.com/Listing/2152-N-US-Highway-1-Rockingham-NC/35995534/

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Calie inquired about listing an available position through RPM, which prompted us to create a dedicated space for **job postings and opportunities** across the motorsports industry. Whether you're hiring or seeking a position, **RPM is here to help connect the right people to the right opportunities.**

If your organization has a position open—or if you're a professional in the industry looking for your next opportunity—**don't hesitate to reach out.** We're happy to use this platform to help match talent with need.

To submit a listing or inquiry, please contact us directly.

Let's keep building the sport—together.



David Hoots Offering Assistance to Race Tracks

David Hoots of Lewisville, N.C., is offering his expertise to help race tracks refine their operations and procedures.

Hoots began his career as a NASCAR Winston Racing Series official while also working as a driver for UPS. He rose through the ranks to become the NASCAR Winston Cup Series Race Director, a role in which he developed a deep, detailed understanding of procedural standards and rulebook governance.

Since stepping away from his role with NASCAR in 2019, Hoots is now looking to lend his knowledge to short tracks across the country. His focus is on helping tracks clean up and simplify their rulebooks, ensuring clarity and consistency, and educating officials and promoters on what is essential — and what is not.

Race tracks seeking guidance on rules, procedures, or event operations can contact David Hoots directly at: TrackPositionLLC@gmail.com

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Megan Hazel is an excellent resource with a great deal of "front line" experience in the business of short track racing during her career, with her most recent experience being at World Racing Group. She has a tremendous background in promotional efforts and customer service as well as marketing, publicity and public relations.



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