



# Race Facility Rating Survey

Twenty years ago, Racing Promotion Monthly introduced the RPM RACE FACILITY RATING SYSTEM, a tool to help promoters evaluate their operations. In introducing the survey, we asked, "Are racing promoters tough? We think so. But, tough though they are, many promoters have difficulty being objective about their own operations.

We encouraged promoters to use RPM's 100-point score sheet to evaluate their operations. Numerous readers, since, have used the one-page survey to grade their operations. We invite you to rate your facility and your races. If you find you don't trust your judgement, do what other promoters do--even big track promoters like Lowe's Motor Speedway's HUMPY WHEELER, who from time to time hires short track promoters and others to critique his operation. Call a colleague in racing, or a friend who is not a fan and ask them to be your secret shopper. Many businesses do it, hotels, large retailers, the big theme parks, and all are better for it. Your track can be too.

Here's how the surveys work: Each is divided into key categories, and each category lists a number of items to be judged in that area. Each item within each category is given a point value. After points are tallied, a perfect score would be 100 on each survey.

## RACE FACILITY RATING SURVEY

**"VISIBILITY" OF FACILITY:** Score points shown in parentheses if facility is:

1. Listed in the National Speedway Directory (2)
2. In local phone book (2)
3. Has weekly ads in local papers (2)
4. Has off-property signs/billboards (2)
5. Local residents/businesses can give directions (1)
6. Uses phone answerer (1)

**TOTAL POINTS:** \_\_\_\_\_

**PARKING:** Score points indicated if:

1. Adequate parking area for capacity crowd (2)
2. Adequate entrance/exits (2) 3. Surface smooth, dust-free (2)
4. Parking area adequately lighted (2)
5. Car parkers used (1)
6. Security patrolled (1)

**TOTAL POINTS:** \_\_\_\_\_

**APPEARANCE OF FACILITY:** Score points indicated if:

1. Facility has attractive entry sign or gate (1)
2. Overall facility appearance is neat, bright (1)
3. Grounds are well-maintained, picked up (1)
4. Grounds are landscaped (1)
5. Paint is fresh, colors are uniform (1)

6. Weeds are cut in all areas (1)
7. Fences well maintained, painted (1)
8. Buildings neat, well maintained (1)
9. Infield neat, well maintained (1)
10. Vehicles/equipment well maintained, neat (1)

**TOTAL POINTS:** \_\_\_\_\_

**SAFETY FEATURES:** Score points indicated if:

1. Spectator areas: a. Sound, well-maintained stands (1)
- b. Adequate wheel fences (1)
- c. Spectator confinement to safe areas (1)
- d. Spectator area lighting adequate (1)
- e. Spectator walkways smooth, well-maintained (1)
2. Track/pits: a. Safe pit-track entries, exits (1)
- b. Adequate guard rails, walls, runoff areas (1)
- c. Adequate fire control/rescue equipment, procedures, personnel (1)
- d. Adequate pit lighting (1)
- e. Adequate track lighting (1)

**TOTAL POINTS:** \_\_\_\_\_

**RISK MANAGEMENT:** Score points indicated if:

1. Pit gate warning signs posted (1)
2. Waivers properly displayed according to insurer instructions, not folded over, not photocopied, not on clipboards handed into truck cabs, etc. (1)
3. Age limits set, (1)
4. Minor waiver procedures established, and enforced, (1)
5. track participant licenses are required, (1)
6. All insurer guidelines are followed. (5)

**TOTAL POINTS:** \_\_\_\_\_

**REFRESHMENTS -** Score points indicated if:

1. Facilities adequate to handle full crowds, spectator areas (1)
- a. pit area (1)
2. Service quick, efficient, short waiting lines (2)
3. All facilities neat, hospital-clean (2)
4. First-quality food/drinks (2)
5. Good menu variety (2)

**TOTAL POINTS:** \_\_\_\_\_

**PERSONNEL -** Score points indicated if:

1. All personnel uniformed (2)
2. Official have good presence before public (hospitable with bearing, demeanor) (2)
3. Ticket personnel friendly (2)
4. Concession help attitudes good, friendly, "thank you" is mandatory (2)
5. All personnel helpful to fans (2)

**TOTAL POINTS:** \_\_\_\_\_

**RESTROOMS:** Score points indicated if:

1. Adequate facilities, minimum waiting in lines at peak periods (2)
2. Restrooms clean, painted and checked during events (2)

3. Odors controlled (2)
4. Booth privacy for ladies (2)
5. Washbowls (1)
6. Mirrors (1)
7. No standing water on floors (1)
8. No plugged or out of service stools (1)
9. All stalls have plenty of tissue and sinks have plenty of towels, soap (1)

**TOTAL POINTS:** \_\_\_\_\_

**ANNOUNCING, SOUND SYSTEM:** Score points indicated if:

1. Sound System: a. Adequate speaker coverage, all areas (1)
- b. Good sound quality (1)
2. Announcer: a. Overall information imparted: Explanation of events (2)
- b. Explanation of race procedures, rules (2)
- c. Explanation of car classes (2)
- d. Selling of show, commercial ability (2)

**TOTAL POINTS:** \_\_\_\_\_

**CARS:** Score points indicated if:

1. Number of cars (use best three classes): Score 1 point for each class with under 20 average entries, 2 points for each class with over 25 average entries
2. Appearance: Cars in all classes kept clean, straight, neatly painted/lettered (2)
3. Efficiency of car specs: Frequent close finishes, many winners in each class (2)

**TOTAL POINTS:** \_\_\_\_\_

**SURVEY TOTAL SCORE** \_\_\_\_\_/100

**HOW TO CALCULATE SCORE:** Calculate total points. Total under 50 : POOR, needs lots of help and changes. Total 50-59--FAIR, surviving but needs much work and attention to details. Total 60-69--AVERAGE, getting along, but who wants to be "average?" Total 70-79--GOOD, above average, pretty solid in most categories. Total 80-89--EXCELLENT! Lots of attention to details, good people, well-controlled events, entertaining competition. Total 90 and up--IMPOSSIBLE? There might be one or two this good on any given night, but we've never seen one this good all season. If you can honestly rate your operation above 90, we're going to invite you to the Workshops as our guest, to tell us how you do it!