

SR-88, As Adopted by Senate, August 1, 2007

Senator Brown offered the following resolution:

Senate Resolution No. 88.

A resolution to commemorate August 2007 as Michigan International Speedway Month in the state of Michigan.

Whereas, Michigan International Speedway, a two-mile oval racetrack, is one of the premier motorsports facilities in the country; and

Whereas, Michigan International Speedway is a 132,000-seat racetrack built in 1968 and nestled on 1,400 acres located in the heart of Michigan's "Irish Hills"; and

Whereas, Michigan International Speedway hosts two NASCAR NEXTEL Cup Series races each year, the two largest, single-day sporting events in the state of Michigan; and

Whereas, The major contributor to the local sports economy, Michigan International Speedway brings in nearly \$300 million annually, an amount that is the economic equivalent of the Super Bowl and greater than the contributions of most Michigan sports combined; and

Whereas, During the two NASCAR NEXTEL Cup Series weekends, Michigan International Speedway attracts fans from all 50 states and 13 countries, along with more than 10 million television viewers worldwide; and

Whereas, Michigan International Speedway draws more Fortune 500 companies at the venue on any given race weekend than other sports combined, nationally and locally; and

Whereas, Fifty-five percent of the fans who attend events at Michigan International Speedway come from outside the state of Michigan, contributing to the growth of the state's tourism economy; and

Whereas, Events at Michigan International Speedway attract numerous media outlets from around the world, providing the state of Michigan with positive exposure; and

Whereas, Michigan International Speedway hosts the Spirit of America 800, the state's largest, single-day blood drive and largest September 11 blood drive in the nation; and

Whereas, Michigan International Speedway is a valued corporate citizen whose contributions are not just financial. The speedway hosts several fund-raising events throughout the year and makes significant charitable contributions; and

Whereas, Charitable groups that work Michigan International Speedway events, collectively, earn about \$500,000 annually for their efforts; and

Whereas, Michigan International Speedway's NASCAR NEXTEL Cup Series, NASCAR Busch Series, NASCAR Craftsman Truck Series, ARCA RE/MAX Series, and IRL IndyCar Series races during the summer showcase the talents of America's best and most-recognized driver/athletes; and

Whereas, It is fitting and proper that the contributions of Michigan International Speedway to our economy and to our state be recognized by this legislative body; now, therefore, be it

Resolved by the Senate, That we hereby proclaim August 2007 as Michigan International Speedway Month in Michigan; and be it further

Resolved, That a copy of this resolution be transmitted to Michigan International Speedway as a token of our highest esteem.