

Detroit Grand Prix Proposal

July 13, 2018



Event History – A MotorCity Tradition



1982-1991
(10 years)

Grand Prix Races
Downtown Detroit

1992 – 2001
(10 years)

Grand Prix Races
on Belle Isle

2006

Super Bowl XL

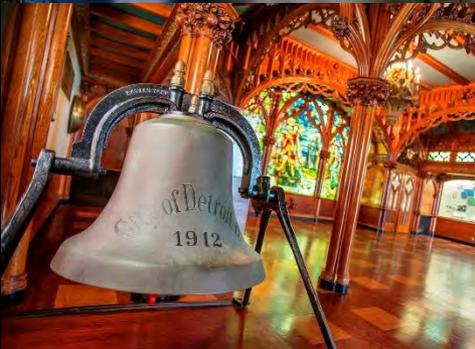
2007 - 2008
2012 - 2018
(9 years)

Grand Prix Races
on Belle Isle

Mission Statement



To promote the revitalization of economically depressed areas of the City of Detroit... and to raise funds for the preservation and improvement of Belle Isle Park



Internal Review



Are we continuing to meet the goals of our mission statement?



Can we continue to have a positive impact on Belle Isle, the City and the State?

Is the Grand Prix sustainable long-term on Belle Isle?

Key Concerns



- Access
 - Park guests enjoyed unobstructed views
 - Ingress/Egress remained open
 - Traffic pattern restored in 9 days
- Time
 - Reduced time by 30 days since 2015
 - On par with other motorsports events
- Year-round footprint
 - Removed Equipment being stored on island
 - Paddock
- Environmental
- Alternative Locations
 - Feasibility

Time Comparison



Load in Days per Mile (Current)

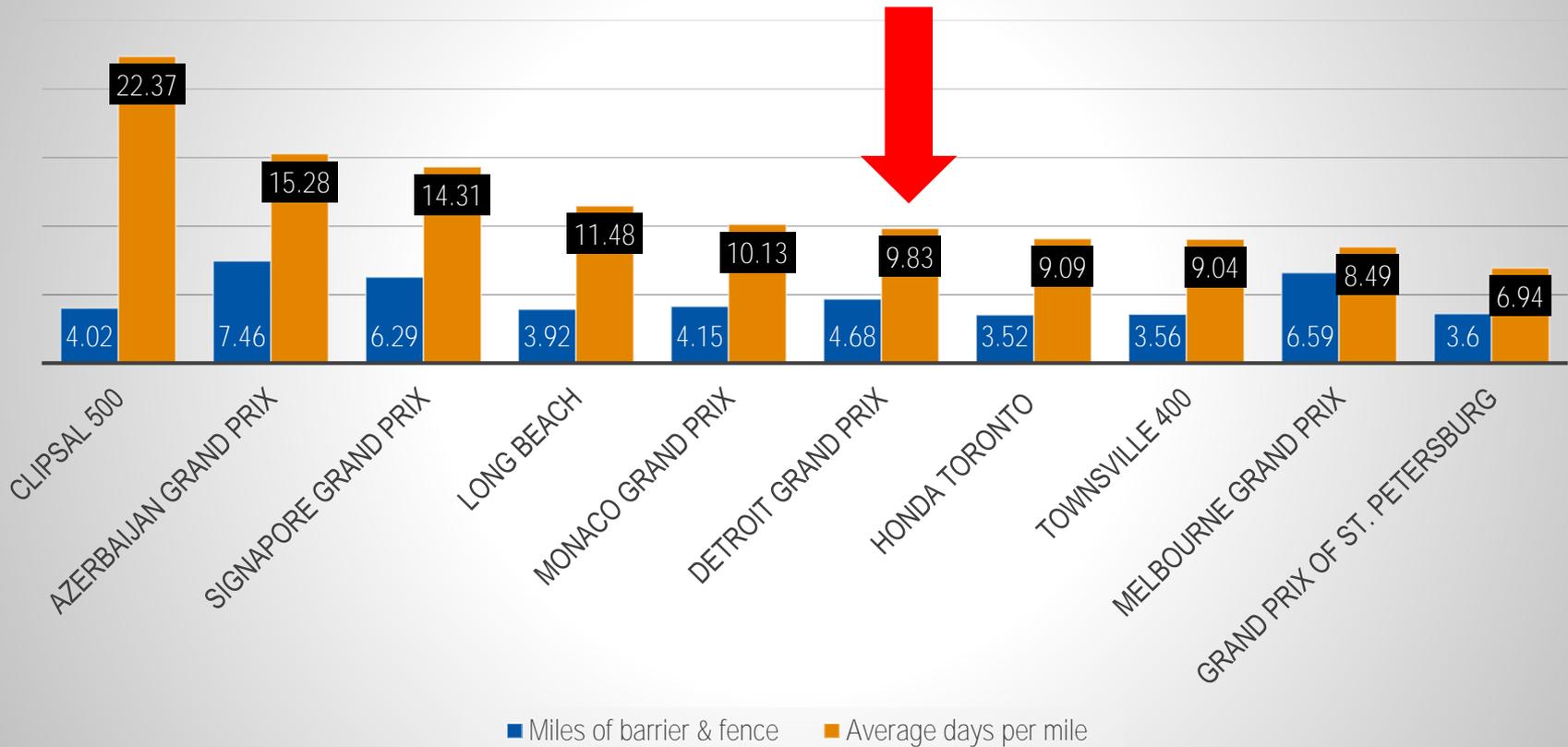


Chart details are based on source information provided in the Appendix

Improvements and Enhancements



Bridge Lighting



More than \$13.5 million invested since 2007



Walking Trail



Installation of new playscapes



Grand Prixmiere



James Scott Memorial Fountain

Community Engagement



Free Prix Day



Slow Roll



GP 5000 5K



Detroit Grand Prix Association



Educational Initiatives

Detroit Belle Isle Grand Prix giving away 1,000 free state park passes Saturday

10:32am, May 16, 2014



Recreational Passes

Additional Benefits



- Island Maintenance
- Worldwide Exposure
- Economic Benefits



Future Island Needs



- MDNR has identified over \$14 Million in project needs before 2022:
 - IA/Radio Station Building
 - Casino
 - Conservatory
 - Scott Fountain
 - Utilities
 - Shoreline fishing improvements
 - Sidewalks
 - Comfort Stations
 - White House
 - Athletic Shelter
 - Etc.

Detroit Grand Prix Proposal



Detroit Grand Prix Proposal



- Three (3) Year Term with option for Two (2) year extension
- Financial Commitment
 - Increase annual event fee by 50% to \$300,000 per year
 - \$50K annual contribution for a project determined by DNR
 - \$35K annual contribution to a dedicated fund for Paddock projects/programming
 - Continued annual maintenance of landscaping and repairs
- Timing
 - Load-In to commence 39 Days prior to Event Weekend (7 days faster than 2018)
 - 3 event days
 - Load-Out complete 20 days after Event Conclusion
 - Total time on island reduced from prior years and not to exceed 62 days
- All Barriers, Equipment, Infrastructure to be removed and stored off Belle Isle
- Adhere to DNR environmental requirements

Time Comparison



Load in Days per Mile (Current)

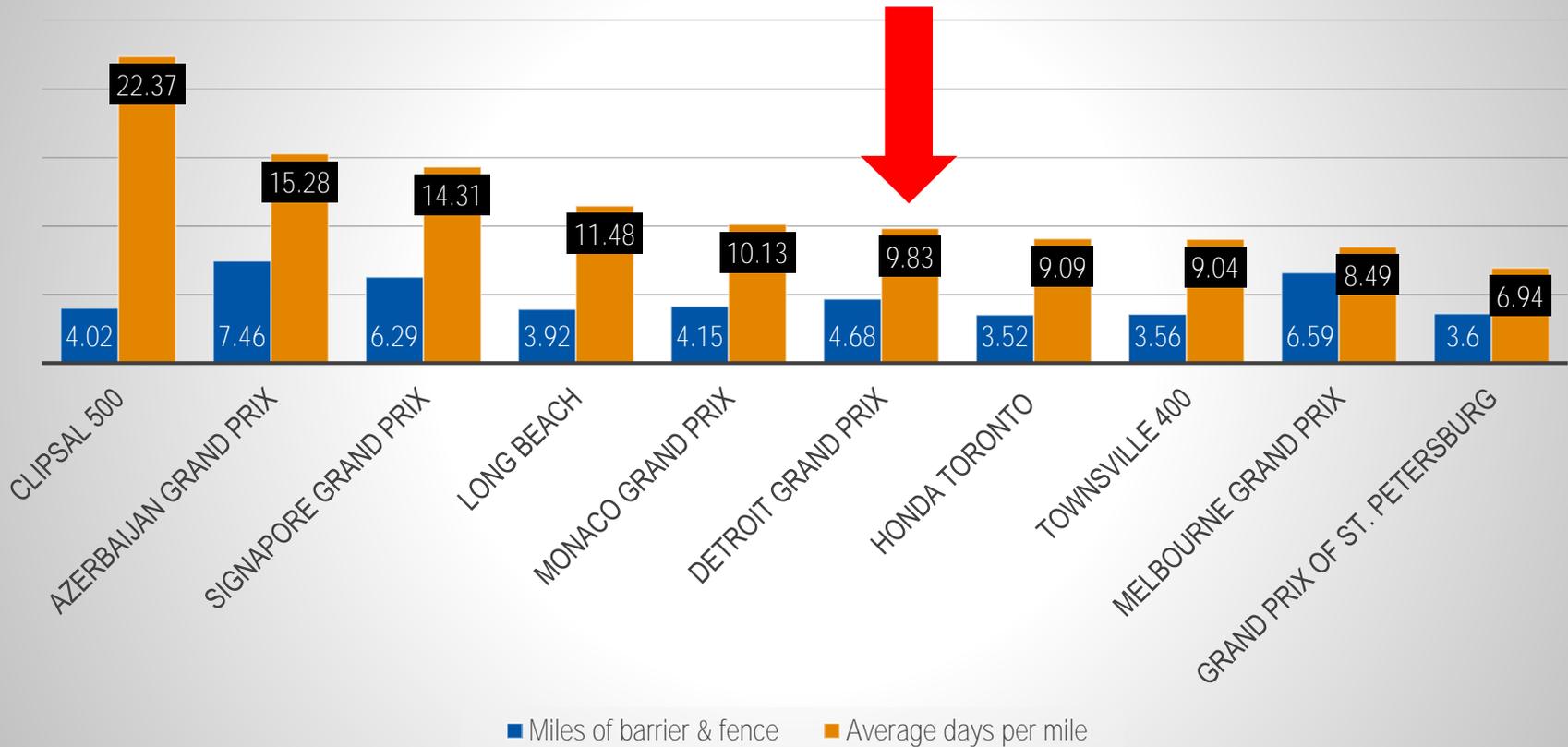


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Time Comparison



Load in Days per Mile (Proposed)

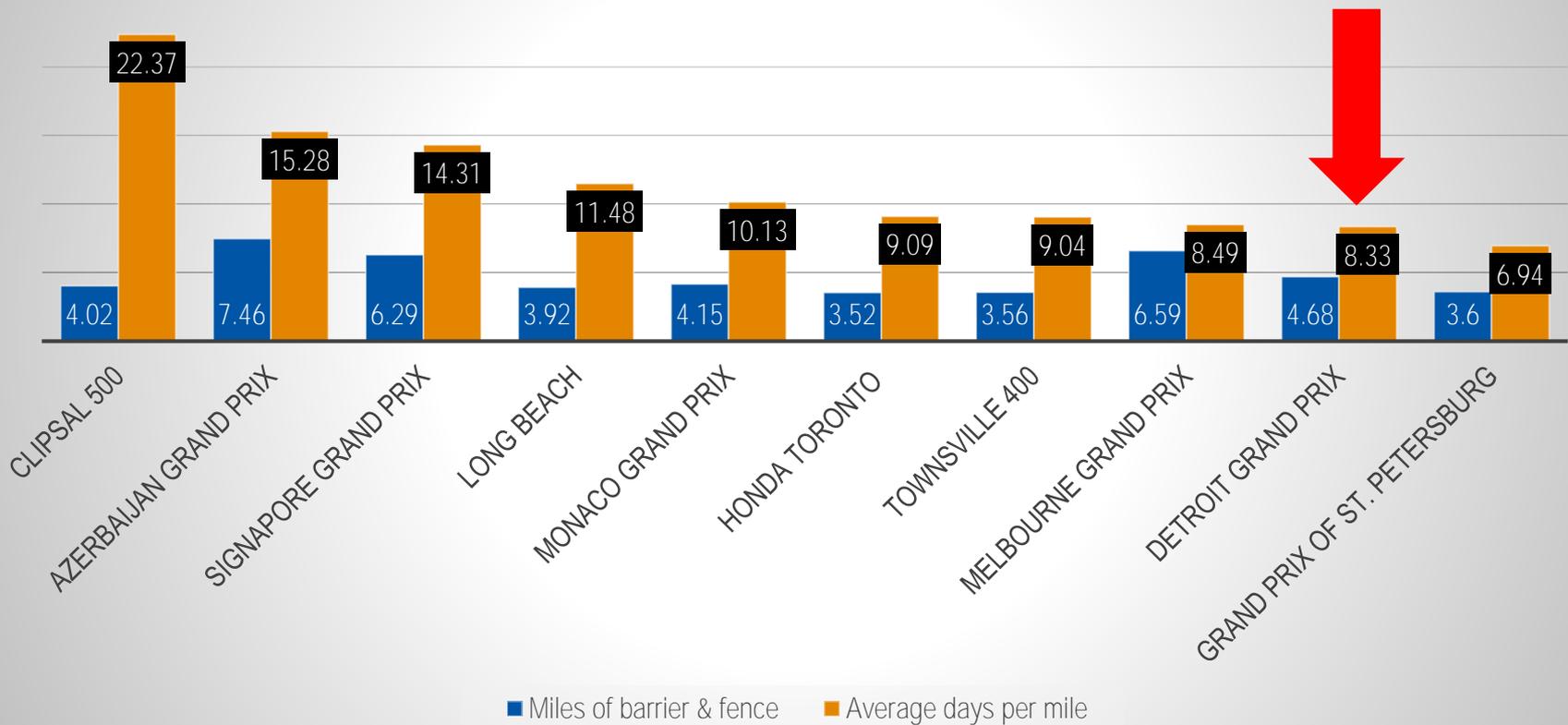
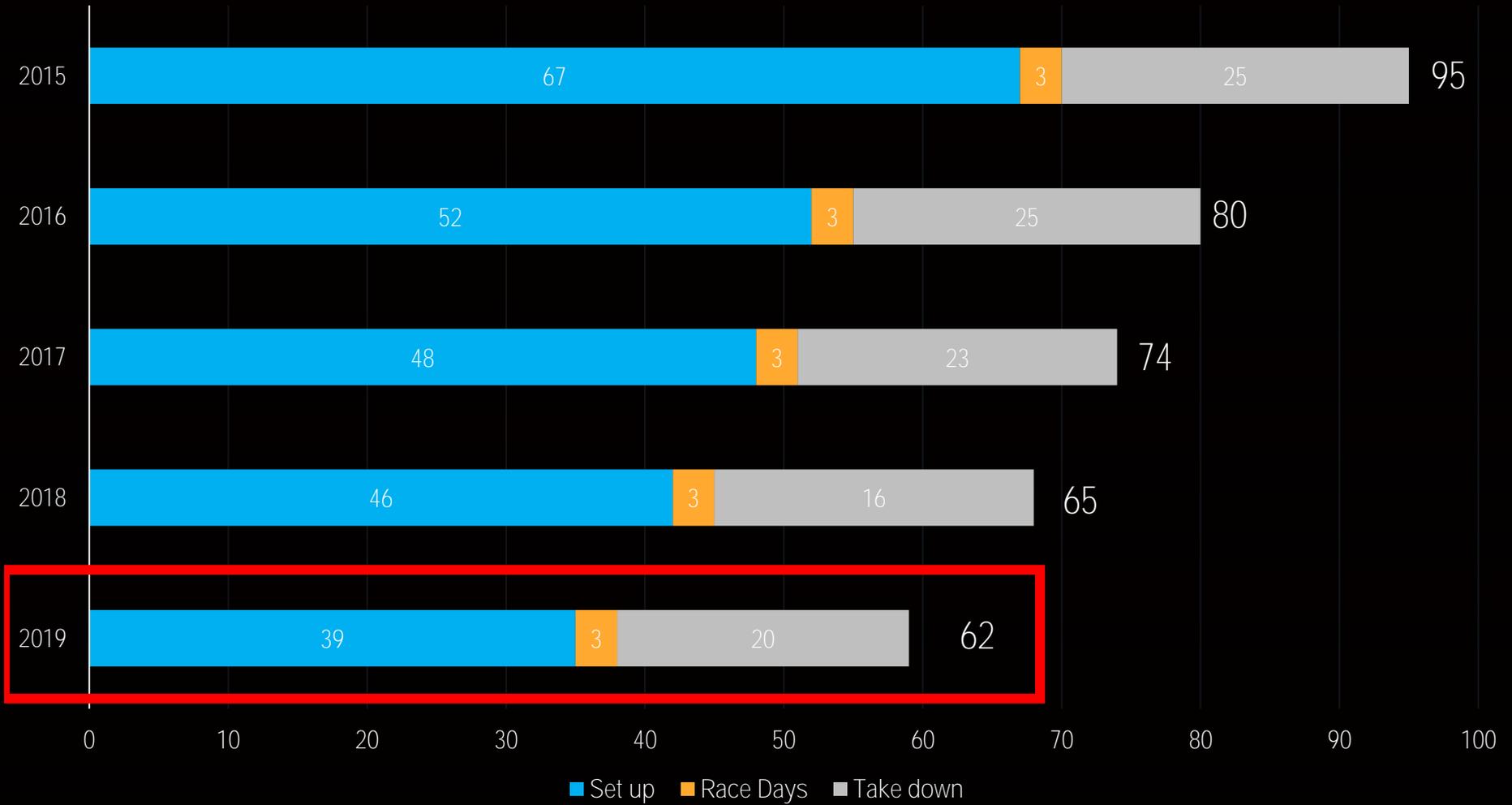


Chart details are based on source information provided in the Appendix

Reduced Timeline



THANK YOU



Source Appendix



Detroit Grand Prix



- Series: IndyCar, IMSA
- Location: Detroit, MI
- Terrain: City Park
- Circuit Length: 2.34 miles = approx. 4.68 miles of barrier and fencing
- 2018 Length of Load In: 46 days
- Load in days per mile: 9.83 (46 / 4.68)

Comparison: Clipsal 500



- Series: V8 Supercars
- Location: Adelaide, Australia
- Terrain: City Park
- Circuit Length: 2.012 miles = approx. 4.024 miles of barrier and fencing
- 2017 Length of Load In: 90 days
- Load in days per mile: 22.37 (90 / 4.024)
- Source:
 - <https://www.mcmservices.com.au/projects/adelaide-500-grandstand-corporate-platform-infrastructure-build-dismantle/>

Comparison: Singapore Grand Prix



- Series: Formula 1
- Location: Singapore, Malaysia
- Terrain: Urban Streets
- Circuit Length: 3.147 miles = approx. 6.29 miles of barrier and fencing
- 2017 Length of Load In: 90 days
- Load in days per mile: 14.31 (90 / 6.29)
- Source:
 - <https://www.fgould.com/asia/articles/complex-and-time-critical-projects-singapore-gp/>

Comparison: Long Beach Grand Prix



- Series: IndyCar and IMSA
- Location: Southern California
- Terrain: Urban Streets
- Circuit Length: 1.96 miles = approx. 3.92 miles of barrier and fencing
- 2018 Length of Load in: 45 days
- Load in days per mile: 11.48 (45 / 3.92)
- Source:
 - <https://lbpost.com/news/city/2000011305-long-beach-grand-prix-begin-negotiations-to-keep-annual-race-in-city-long-term>

Comparison: Townsville 400



- Series: V8 Supercars
- Location: Townsville, Australia
- Terrain: City Park
- Circuit Length: 1.78 miles = approx. 3.56 miles of barrier and fencing
- 2018 Length of Load In: 33 days
- Load in days per mile: 9.04 (33 / 3.56)
- Source:

<https://www.townsvillebulletin.com.au/news/townsville/track-build-begins-for-watpac-townsville-400/news-story/9e51239a09a495542a7cebc2313a9a11>

Comparison: Melbourne Grand Prix



- Series: Formula 1
- Location: Melbourne, Australia
- Terrain: City Park
- Circuit Length: 3.29 miles = approx. 6.59 miles of barrier and fencing
- 2018 Length of Load In: 56 days
- Load in days per mile: 8.49 (56 / 6.59)
- Source:

<https://www.telegraph.co.uk/formula-1/2018-preview/andrew-westacott-interview/>

Comparison: Azerbaijan Grand Prix



- Series: Formula 1
- Location: Baku, Azerbaijan
- Terrain: Urban Streets
- Circuit Length: 3.73 miles = approx. 7.46 miles of barrier and fencing
- 2017 Length of Load In: 114 days
- Load in days per mile: 15.28 (114 / 7.46)
- Source:
 - <http://www.pressreader.com/azerbaijan/azer-news/20170301/281496456066246>

Comparison: Monaco Grand Prix



- Series: Formula 1
- Location: Principality of Monaco
- Terrain: Urban Streets
- Circuit Length: 2.074 miles = approx. 4.148 miles of barrier and fencing
- 2018 Length of Load In: 42 days
- Load in days per mile: 10.13 (42 / 4.148)
- Source:
 - <https://www.forbes.com/sites/csylt/2018/03/28/the-keys-to-the-success-of-the-monaco-grand-prix/#670b86ca579c>

Comparison: Honda Indy Toronto



- Series: IndyCar
- Location: Toronto, Ontario Canada
- Terrain: Urban Streets
- Circuit Length: 1.76 miles = approx. 3.52 miles of barrier and fencing
- 2017 Length of Load In: 32 days
- Load in days per mile: 9.09 (32 / 3.52)
- Source:
 - <http://hondaindytoronto.com/more-news-a-announcements/520-track-build-underway-for-31st-edition-of-honda-indy-toronto>

Comparison: Grand Prix of St. Pete



- Series: IndyCar
- Location: St. Petersburg, FL
- Terrain: Urban Streets
- Circuit Length: 1.8 miles = approx. 3.6 miles of barrier and fencing
- 2018 Length of Load In: 25 days
- Load in days per mile: 6.94 (25 / 3.6)
- Source:
 - <http://gpstpete.com/news/97-race-track-build-begins-for-2018-firestone-grand-prix-of-st-petersburg>