

To: Members of the Belle Isle Park Advisory Committee (BIPAC)

CC: Michigan Department of Natural Resources (MDNR)

From: Michael Montri, President - Detroit Grand Prix

Date: October 12, 2020

Subject: Update - 2021 Detroit Grand Prix

Dear BIPAC members:

We are excited the Detroit Grand Prix will be returning to the City and to Belle Isle Park in June of 2021. As you know, the event was cancelled in 2020 due to COVID-19, and many of the benefits that the annual festival brings to our region were also paused for this year, unfortunately. We are proud to report that even without the race being run in 2020, the Grand Prix was able to still provide support to Belle Isle and its park users. We were able to work with our partners at DTE to ensure that the historic Scott Fountain was turned on for the summer. We still helped the DNR with grass cutting and lighting maintenance on MacArthur Bridge and we assisted the Oudolf Garden with infrastructure needs. The Grand Prix fulfilled its commitment to grant scholarships to the students at the College for Creative Studies in Detroit that created the top designs for our annual Official Poster competition. The Grand Prix also continued to support the Daffodil Day and Polish the Jewel events on the island this fall.

As we enter the final quarter of 2020, we are happy and hopeful that 2021 will bring things closer to normal. Our goal is to ensure that the Grand Prix will once again provide its full beneficial impact to the State of Michigan, the City of Detroit and to Belle Isle Park in 2021. As you know, the event brings \$450,000 of crucial funding to the MDNR. The Grand Prixmiere annual fundraiser has raised millions of dollars in support for the Belle Isle Conservancy. It is essential for local restaurants, hotels and businesses to once again welcome visitors and begin our economic recovery. And Detroit needs large annual events to showcase all that our city has to offer and demonstrate to the world that we are back and open for business.

The exposure and promotion that the Grand Prix has brought to Detroit, Windsor and Belle Isle through consecutive days of network television coverage over the last several years has been invaluable for our entire region. We recently learned that NBC, the network that produces and distributes the Grand Prix race broadcasts from Belle Isle, did not have an available window on our traditional weekend after Memorial Day in 2021. As a result, we will be moving the INDYCAR Dual in Detroit one week later to the weekend of June 12-13 in order to ensure that both races will be broadcast on NBC. This will create millions of positive views and continued tremendous exposure for Detroit and Windsor next year. The IMSA Sportscar series will continue to compete at Belle Isle on their regularly-scheduled Saturday race date after Memorial Day - June 5, 2021. This will continue to provide additional national coverage for our region through their race broadcast that will air on the NBC Sports cable network.

With these key changes in place for the Grand Prix in 2021, we wanted to address any questions that you may have on the event for next year.

Why will the Grand Prix be hosted on consecutive weekends in 2021?

There was a not a network broadcast window available on NBC during the traditional Grand Prix weekend after Memorial Day. IMSA, the SportsCar racing series that competes on Saturday of the Grand Prix, is not able to race in Detroit on June 12, when there is an available network TV window. On that date, many of the series teams and drivers will be competing in France at the 24 Hours of Le Mans, one of the most prestigious races in the world. Once the Grand Prix realized we could manage a split weekend schedule and still maintain the same public access on Belle Isle, along with all of the other requirements and obligations of the current event agreement, we approached the MDNR with this solution for 2021.

How can the Grand Prix fulfill commitments required in the MDNR agreement with two separate weekends?

With only one primary racing series competing each weekend (half of the amount compared to previous years) there will be more areas available on each weekend for the Grand Prix to relocate significant areas of infrastructure. As a result, temporary flooring, tents and other structures required for the Grand Prix that have been placed on grass areas in the past can be relocated to hard surfaces in 2021, which will save time during the set up and take down of the event.

Will public access be reduced now that the Grand Prix will be hosted over two weekends?

There will be no reduction of public access on Belle Isle as a result of this scheduling change for 2021. The Grand Prix committed to a total time of 59 days on Belle Isle in the current agreement and that schedule will remain the same in 2021. Setup for the event will span 36 days and take down after the Grand Prix will take a maximum of 14 days. The Grand Prix will continue to work with the MDNR to issue passes to anyone interested in visiting other areas of Belle Isle during the Grand Prix event days of June 5, 12 and 13 – the same number of days as in previous years. The park will be open all other days as it has been in years past.

How much extra racing will take place on Belle Isle as a result of this change?

There will be no additional racing on Belle Isle in 2021 than in previous years. There will be no additional practice, qualifying or racing with the revised schedule. Racing on track will be spread over three days and two weekends, instead of three consecutive days on one weekend as in previous years.

What benefits does the Grand Prix provide?

The Detroit Grand Prix is a 501(c)3 non-profit whose mission statement includes helping revitalize Belle Isle. On top of the annual use fee paid to the MDNR, the annual Grand Prixmiere fundraiser contributes millions of dollars in funding to the Belle Isle Conservancy. The Grand Prix maintains all aspects of the venue for the time the event is present on the island. In addition, the Grand Prix and its partners have contributed over \$13.5 million in improvement and maintenance projects on Belle Isle since 2007 including the annual startup and operation of Scott Fountain, repairs to damaged lighting and drainage systems, the installation of new playscapes and equipment, the removal of decayed docks and pilings at the Belle Isle Boat House and new LED lighting on MacArthur Bridge.