

Class Starters & Enders

Making the Most of Instructional Time Five Minute Lessons

Class Starters and Enders help utilize the last minutes of class when a lesson ends but there is not enough time to start another, or for an interest approach at the beginning of class. Mini-lessons correlate to GPS in the programs areas below.

NASCAR – Life in the Fast Lane

Program Areas: Marketing & Business

Instructions: Read the material and make notes of important points, answer questions, and be ready to discuss this topic.

Introduction

Sports fans flock to Atlanta for football, baseball, basketball, and hockey – but what sport brings more money to the area than the Falcons, Braves, Hawks, and Thrashers combined? The National Association for Stock Car Auto Racing – **NASCAR** – of course.

Whether watching fast-paced vehicles race, swerve, and spin on asphalt is your thing or not, nobody can deny NASCAR has had a major affect on sports marketing in the southeast during its 50-year history. Unfortunately for many **patrons**, some races are being relocated out of their traditional hometowns, taking with them millions of **revenue** dollars.

Atlanta's Loss

In 2010 the Atlanta Motor Speedway – located in Hampton, Georgia – announced one of its two NASCAR race weekends was being moved, possibly to Kentucky. The traditional March dates were too cold to host a race in the Atlanta area, NASCAR officials decided. This is the first time in its history the raceway will not host two races in a year.

Why Should You Care?

In 2004, the Atlanta-Journal Constitution estimated the race weekends' economic contribution to the Atlanta area was around \$455 million. In 2008, Atlanta made \$180 million from **tourism**, much of which came from the city's races, according to officials in the Atlanta Sports Council. That equates to 2,000 jobs and \$13 million in **taxes** – much of which could be lost along with the race – according to the Henry County Chamber of Commerce.

Economic Impact

The **economic impact** of losing race weekend fans affects more than just the tourism dollar count. Local businesses, including doughnut shops, gas stations, hotels, and parking services in the area would suffer because of lost revenue as well. Essentially, the money Henry County made from the two race weekends would have otherwise meant a \$172 per homeowner tax increase.

Atlanta Motor Speedway can fit up to 124,000 NASCAR fans in its stands – and close to 11,000 more in other areas – and sells tickets from \$40 to \$135 each depending on the seating section. The track also brings in revenue from selling tickets to pre-race concerts and events, as well as **corporate** sales and venues and nearby camping sites for fans.



The thousands of fans who pack the stands of Atlanta Motor Speedway every March will have to make alternate plans from the 2011 season onward, as the race – and its millions of revenue dollars – are expected to move to Kentucky.

Review

1. What Atlanta-area sport brings in more money than any other?
2. What local businesses could lose money because of the race's relocation?
3. How many fans can fit inside the speedway?
4. How much money and how many jobs could the Atlanta area lose because of the relocation of the race?
5. To make up for the loss, how much money would citizens have had to pay in taxes?

Math Connection

Imagine your hometown of 40,000 people lost \$3 million in tax collections when the local race track closed down. How much would each person have to pay in additional taxes to make up for the lost revenue?

Language Connection

Define the following terms.

Corporate
Economic Impact
NASCAR
Patrons
Revenue
Taxes
Tourism