



HIGH PLAINS RACEWAY

News Release From CAMA To Participating Club Members

June, 2007 — **At last! The prospect of a new club-owned racing facility is now close at hand.** After years of hard work by the Colorado Amateur Motorsports Association, LLC (CAMA) and its participating clubs, the reality of a new club track is now near!! Recent significant events take the project to the point of being able to now share with you the details for the track and to launch the necessary Capital Campaign to push the **High Plains Raceway** to fruition.

HIGHLIGHTS

- The property for the track is under option.
- Details of track and facility design have been worked out.
- As of June 19th, the zoning process is largely completed. This is an all-important and necessary step in this complex project.
- CAMA is working closely with the county to assure that the project's site plan receives prompt approval.
- A considerable down-payment for the project is already in the bank.
- Details of financing the rest of the project have been worked out.
- A Capital Campaign to all members of all participating clubs will be launched by mail in early July.
- With a successful Capital Campaign, and timely approval of the Use by Special Review, the expectation is that asphalt can be laid in the Fall of this year and that next year the clubs will have a lovely new and exciting facility only 60 miles east of the intersection of I-25 and I-70.

For more complete information, please carefully read the Capital Campaign materials you'll be receiving within the next few weeks. Or right now you can check out the new website, www.HighPlainsRaceway.com, for more information on this exciting club-owned project. Both the upcoming mailing and the website have an extensive **Frequently Asked Questions (FAQ)** section which hopefully provides information and details on all aspects of this project.

At almost 2.5 miles in length with 15 turns and several significant elevation changes, up to 80 feet, *High Plains Raceway* clearly has the potential to become one of the nation's great tracks and facilities and you have the opportunity to become a **Founding Contributor**. As a member of the participating clubs, you are urged to investigate thoroughly the materials being sent to you regarding the Capital Campaign and to make your contribution as soon as possible. **Your contribution will make a difference.** Additionally, if you have a business which could take advantage of track advertising possibilities, please visit the [Contact Us](#) page on the website or call 303-443-6644 and we will be delighted to help you with a program.



HOW EXCITING IS THIS????

(See www.HighPlainsRaceway.com for more detail)



Frequently Asked Questions About
The New
HIGH PLAINS RACEWAY

*The following is a condensed version of FAQs about the new **HIGH PLAINS RACEWAY**. If you haven't received the complete mailing packet, the full version and much additional information is available at www.HighPlainsRaceway.com*

Background

The loss of Second Creek Raceway at the end of the 2005 race season has severely compromised opportunities for all the clubs which used that local facility for so many years. Consequently the development of a new race club owned facility was undertaken. A club sponsored, owned and operated motorsports facility for the Denver metro and Front Range enthusiast is believed to be an essential element to the future of amateur road racing in Colorado.

The Capital Campaign to raise money for the new **HIGH PLAINS RACEWAY (HPR)** is the product of CAMA.

What is CAMA? CAMA (Colorado Amateur Motorsports Association, LLC) is the entity created by the group of five clubs which were the majority users of Second Creek.

How long has CAMA been around? CAMA was formed in 2003. The sole purpose of CAMA was to find and promote a replacement facility for Second Creek.

How is CAMA run? Over the years, each of the five club members had a designated working representative.

Aren't there other private track developments which might serve road racers? Yes, there are other private track proposals out there. But "might" is the operative word. Will those facilities be built? When will they be built? Many are still seeking capital or investors. And the question remains if and when those private tracks will be available and then what track rental rates might be.

Why does CAMA think they can pull off this project? The collective five-club group, operating as a DBA of CMC, successfully "pulled off" rescuing and operating the old Second Creek facility. That successful effort kept the track open for several years, maintained it, and in the process accumulated a substantial surplus (more on that later) over those years. So, the local amateur road racing community actually does have a successful "track record" of operating a track.

General Description of the Project

Where is *HIGH PLAINS RACEWAY* located? The facility will be located on U.S. Highway 36, 17 miles east of Byers. This is 60 miles (and less than one hour) east of the I-25 & I-70 interchange. *HPR* is only about 30 minutes east of Second Creek and far closer and easier to get to than LaJunta and Pueblo.

How large is the property? BIG! The rectangular site is 460 acres! (For a frame of reference, the Second Creek property was only 55 acres.).

Gee, the site is out east. Is it flat and ugly? Well, it's not flat! And that is the real "beauty" of the site. It has marvelous rolling terrain features meaning that the track will have several significant elevation changes — the most important feature of memorable race tracks.

How long is the track? The current track configuration (subject to refinement) is about 2.5 miles (similar to Pueblo's length) with 15 turns and, as mentioned, several places where there will be meaningful elevation changes.

Sounds wonderful. When can we go racin'? Expectations are to raise the funds this summer. The asphalt can then be laid this fall, curing over the winter, and we can be using the facility in the spring of 2008.

The Nitty Gritty – MONEY

So, how much is it going to cost? Phase I plan will cost about \$2,800,000. To create a facility which clubs can genuinely proud of, that's what it will cost. Almost 70% of that total is for the track and paddock work. Paving is really expensive!

Yikes! Can we afford that? CAMA already has about \$850,000 in the bank.

Where did that money come from? We can thank the successful operation of Second Creek for about \$695,000 of the current cash on hand. Also, the Boards of each of the five clubs also agreed to invest an additional \$50,000 each, for a total of \$250,000, as additional money to help launch the Capital Campaign. **So, CAMA and the clubs already have a substantial head start (about a 35% down payment, if you will)** on the cost of this project.

But, that still leaves a big tab. Where's the balance of the money going to come from? The borrowing part of the Capital Campaign expects to raise about \$1,400,000. This still leaves a need for at least \$550,000 to be raised thru donations toward Phase I of the project. But wait! We racers want a few "creature comforts" like real bathrooms, showers, and meeting rooms not included in the Phase I budget. **Consequently, the goal of this campaign is to raise at least \$1,000,000.**

The Capital Campaign

What is the timing of the Capital Campaign? It will take place over the summer of 2007. The target is to raise the \$1,000,000 and to get lending commitments in hand (not just pledged).

So, let's cut to the chase! How much is this going to cost me? Here's the deal. A capital contribution in any amount will be gratefully accepted. Anything from \$25 to \$25,000. (Yes, there have been early indications of contributions that large!) On average, we're hoping that everyone thinks in terms of making a contribution equivalent to the total cost of an average weekend of racing. Some folks spend more than others but, on average, if everyone contributes an amount of that magnitude, we can get this thing done. We recognize that many of you aren't active racers. But as an enthusiast or as a worker, you too have a vested interest in seeing High Plains Raceway come about. The same rule might apply for you — what might you spend on an average weekend? That's a good barometer of a reasonable contribution. Each of us must be our own guide.

Why should I contribute at all? Simple. If you want to be part of the High Plains amateur racing scene in the future, there won't be a club "scene" to be a part of unless we "get 'er done." This Capital Campaign is your chance to be recognized and appreciated as a **Founding Contributor** to this important club effort.

How Your Contributions Will Be Handled

What kind of assurances do I have that my contribution will result in a track actually being built? Great question! This is important. All contributions received this summer (including your club's recent \$50,000 investment) will be credited to a separate account on behalf of you and your club. These funds will NOT be released to the CAMA general fund until very specific "Construction Release Conditions" are met (see website for details). These conditions were designed to assure you that your contribution will result in a facility being built.

Yes, but what if something happens and those conditions aren't met? What happens to my money? If, for any reason, CAMA has to "cut bait" on the *HPR* project or if by 12/31/2008 all the conditions haven't been met, you get your money back!

More Detail On the HIGH PLAINS RACEWAY Project and the Capital Campaign

What is a "Useable Track?" As a plan B, a "Usable Track" is defined as a Phase I facility without all the full features of the Phase I plan. Yes, it would be "useable" and yes we could start racing at the facility with a really nice 2.5 mile track. But that is not what we all want. So, if there is a shortfall in the fund raising, we can still have a "Useable Track."

What happens if contributions are greater than expected? It could very well happen if everyone is generous. If that is the case, there are several options. Less

money would need to be borrowed or additional features could be added sooner, or some combination thereof.

Doesn't taking on this project subject the clubs and its members to substantial liability? It is for this reason that CAMA was formed as a Limited Liability Corporation (LLC). Under a disastrous financial outcome, creditors would assume ownership but they have no call on the original investors (i.e. the founding clubs) or you as a donor.

Will there be other future Capital Campaigns? That is not contemplated at this time.

When can we see the track site? Please contact your club's CAMA representative. Track site tours will be available to actually walk the track layout.

How To Contribute

OK, I'm ready!!!!!! How do I contribute? If you haven't already, you will be receiving a brochure and payment envelope from your club. Or, you can go online to www.HighPlainsRaceway.com to download the necessary form.

Is this contribution a charitable tax deductible? NO.

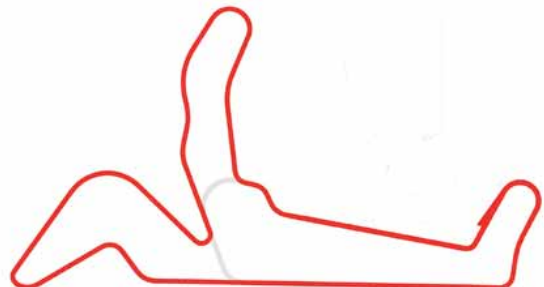
Can I make the contribution from a business account? Of course you can. Or, if you wish to also make it a valid business deduction, there are advertising opportunities available. Please contact Greg Kyde at 303-485-5588 or Charlie Thompson at 303-665-2506 for details of the promotional/advertising business opportunities for your firm.

Summary & Conclusion

If you have any other questions, please don't hesitate to contact the CAMA representative from your club. Otherwise, **please get your contribution in as soon as possible.** A contribution thermometer is being maintained on the track website, www.HighPlainsRaceway.com to track the progress of this very important project.

You can make a difference. And it will take all of us contributing our respective fair share to make it happen.

See you at High Plains Raceway.



HIGH PLAINS RACEWAY