

FOR IMMEDIATE RELEASE

January 19, 2021

World's leading designer of racetrack and test facilities joins Oak Ridge Motorsports Park development team

Oak Ridge lauded as premier site for auto enthusiasts and next generation R&D

Contact:

Cortney Piper, 865-789-2669, cortney@piper-communications.com

Oak Ridge, Tenn.-- Tilke Engineers & Architects, recognized as one of the most experienced companies when it comes to planning and construction management within the automotive industry and motorsports sector, is under contract to help develop the Oak Ridge Motorsports Park. Rusty Bittle, the developer of the project, engaged Tilke to draft the concept for the park and analyze the business model. The company will also be retained to design and manage construction of the park as the project progresses through various governmental decision points.

"Oak Ridge is a magnet for the technology and automotive industries. A motorsports park in the community can help the city build an international reputation for next generation transportation technologies and become a tourism destination for automotive enthusiasts," said Christian Epp, Director of the Americas, Tilke Engineers & Architects.

The City of Oak Ridge is home to one of the world's leading technology centers and the nation's largest science and energy national laboratory, Oak Ridge National Lab. Additionally, East Tennessee is home to three Tier I automotive OEM facilities.

"I am thrilled to have an opportunity to develop a project that will expose auto enthusiasts to Oak Ridge and provide a state-of-the-art resource for the auto industry and technology-based industries to develop advanced transportation technologies," said Bittle, founding partner of the Oak Ridge Motorsports Park.

Ten revenue generating business units for the park were identified by Tilke, including: Memberships, HPDE Track Days (Circuit & Karting), R&D Mobility Testing Facility, Real Estate (garage condos, karting/car storage, villas), Off-Road Experiences, Driver Training, Conference Space, Hospitality & Merchandise, Motorsports Services (full concierge services for cars and karts), and Non-Motorsports Activities (to include restaurant, pool, tennis, etc.). This does not include non-revenue generating amenities like public meeting spaces, walking and biking trails which are also planned for the park.

Similar motorsports parks in the Southeast have resulted in a positive economic impact for their host communities. The Greater Birmingham Visitors and Convention Bureau calculated the [Barber Motorsports Park had an economic impact](#) of \$1.17 billion, including some \$122 million dollars of tax revenue generated in state and local taxes during a ten year period from 2003-2012. Additionally, the Atlanta Motorsports Park in Dawsonville [managed to sell \\$8 million in condos](#) in a two month period during the global pandemic of 2020.

The motorsports park was conceptualized for development at The Horizon Center, which has sat vacant for 25 years.

“A major contributing factor to the success of this project is the motorsports park’s proximity to Oak Ridge National Lab, so a site in the City of Oak Ridge is ideal,” added Bittle.

The next decision point the project faces is zoning. The City of Oak Ridge drafted a new zoning district that would apply to this project. The Planning Commission is scheduled to vote on the new zoning district this month and then it would go to City Council for two readings to be approved. If approved, the property would then need to be rezoned. More detail on the process is available here: <http://www.oakridgetn.gov/content.aspx?article=5047>

###