

# **CELEBRATING CHICAGO**

The Chicago Street Race Weekend is built to drive tourism back to Chicago

### Ticket buyers currently represent 48 STATES & 12 COUNTRIES

One of the most iconic cities in the country to debut NASCAR's first-ever street course race

NASCAR raced for 20 years outside of Chicago at Chicagoland Speedway in Joliet, IL Total economic impact of at least \$113.8 MM anticipated to the City of Chicago in 2023 alone\*



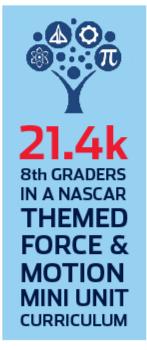


### **COMMUNITY IMPACT TO DATE**













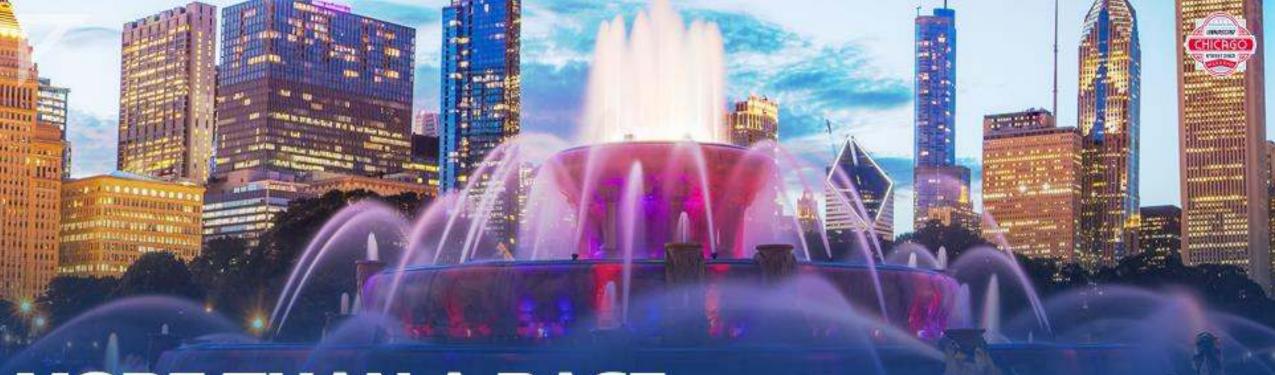




BIKES & HELMETS DONATED TO 8 CPS KINDERGARTEN CLASSES



**200ft.** MURAL PAINTED BY 15 TEENS AT AFTER SCHOOL MATTERS



# MORE THAN A RACE....



Two-Day Event, July 1-2



50,000 Ticketed Attendees Daily (Saturday + Sunday)



Community Engagement Year-Round



Variety of Ticket Options & Experiences



Saturday "The Loop 121" NASCAR Xfinity Series Race



Sunday "Grant Park 220" NASCAR Cup Series Race



Live television (NBC) & radio broadcasts (MRN) throughout weekend



Full concerts by The Chainsmokers, Miranda Lambert, The Black Crowes & Charley Crockett



Vibrant Festival Atmosphere



Food, Culture, Merchandise, Partner Displays, Arts

Free experience in Butler Field

## TENTATIVE EVENT SCHEDULE



#### Saturday, July 1

9am Gates Open

10am - 2:30pm Practice & Qualifying sessions

2:30 - 4:00pm The Black Crowes Concert window (60 mins)

4:00 – 6:00pm The Loop 121 NASCAR Xfinity Series Race

7:00pm (est) The Chainsmokers Concert

#### Sunday, July 2

9am Gates Open

12 – 3:30pm Charley Crockett +

Miranda Lambert

Concert window (2.5

hours)

4:30 - 8:00pm Grant Park 220

NASCAR Cup Series

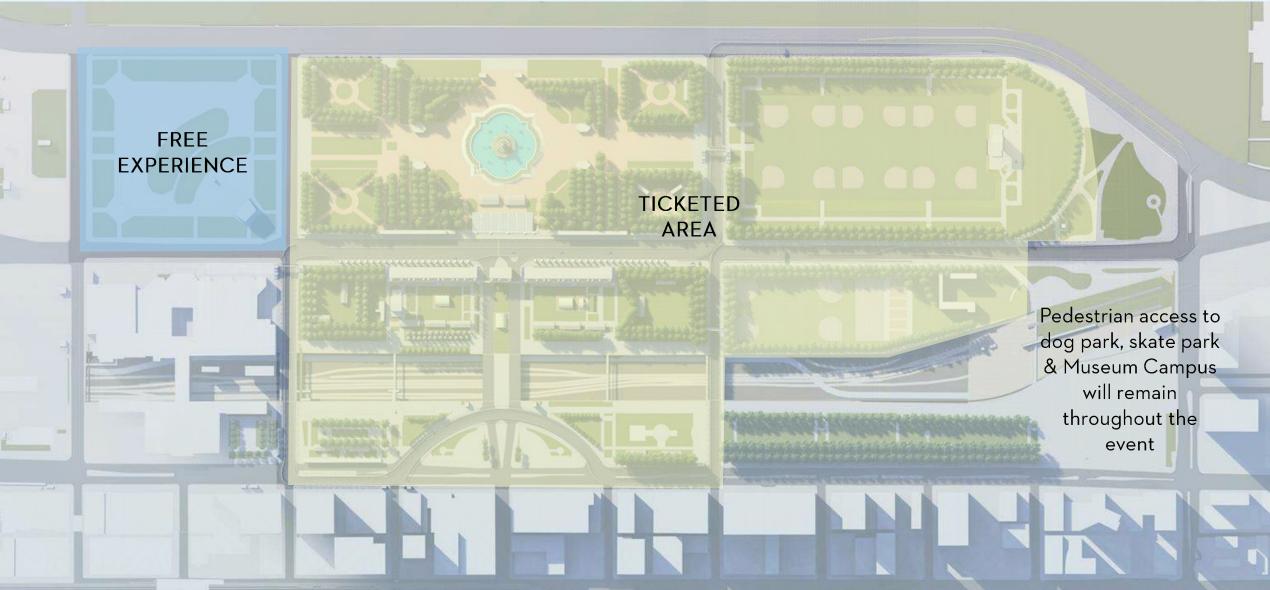
Race

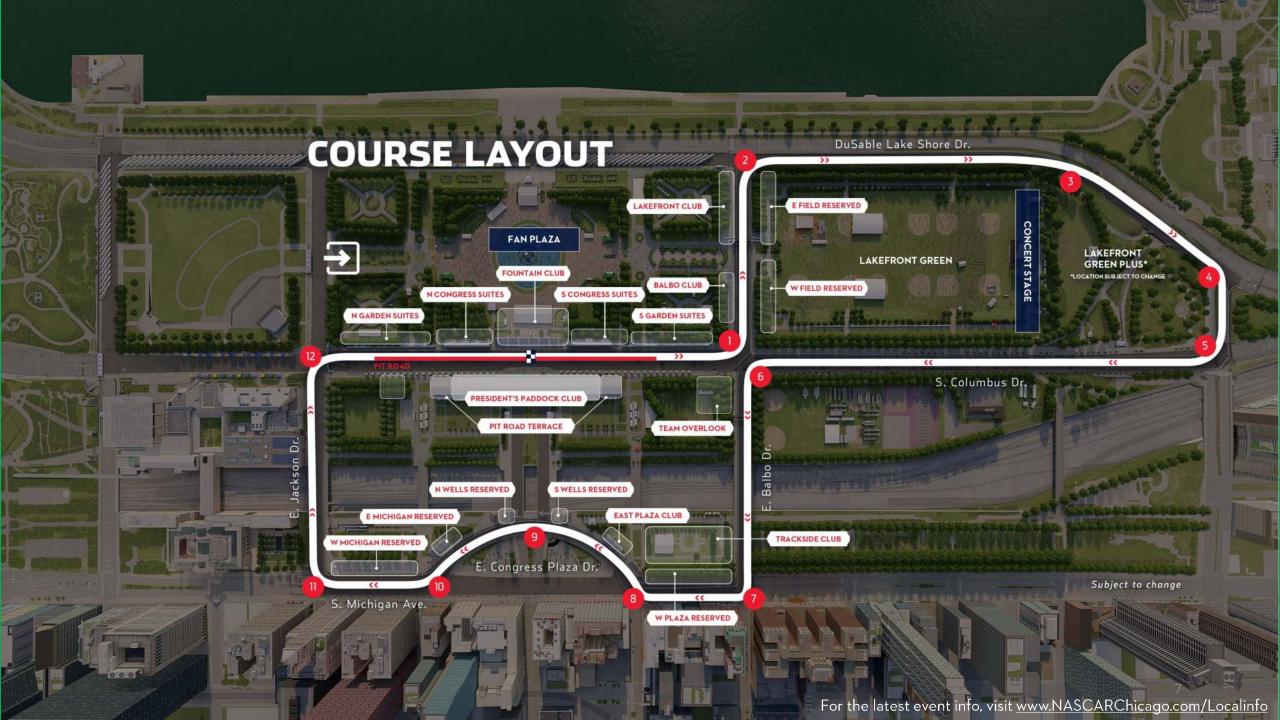
8:00pm Victory Lane

Celebration

## **EVENT FOOTPRINT - JULY 1 & 2**









# **GRANT PARK ACCESS**

- Public access to Grant Park throughout the event is a priority
- Access to popular park features like Buckingham Fountain, Butler Field, and Lower Hutchinson
  Field will remain accessible to the public with minimal restrictions that equate to less than one-fifth
  of event operation days
- Free festival activities associated with the Chicago Street Race will be held on Butler Field, inviting the public to learn more about NASCAR without the price of admission
- Maggie Daley Park, Cancer Survivor's Garden, and the Museum Campus will remain accessible throughout the event





- The 2.2-mile course will be fully enclosed by a barrier & fence system widely used by street courses across the world
- The event footprint will be secured with an 8' outer fence, similar to what is used for other large events in & around Grant Park
  - Scrim will be affixed to all perimeter fences
- Sidewalk on west side of Michigan Ave. will remain open for pedestrians, residents & businesses
  - A minimum 15' sidewalk will be maintained along the West side of Michigan Ave between Balbo Dr. and Harrison St.
  - Sidewalk will be full width and unobstructed North of Harrison St.
  - NASCAR will have a strong security presence along this sidewalk to avoid any crowds gathering



### **TYPICAL TRACK WALL / FENCE SYSTEM**







# STREET CLOSURES



STREET CLOSURES							
ON	FROM	то	ANTICIPATED CLOSURE	ANTICIPATED OPENING			
Balbo Dr	Columbus Dr	DuSable Lake Shore Drive	6/19/2023	7/13/2023			
Balbo Dr	Michigan Ave	Columbus Dr	6/19/2023	7/13/2023			
Congress Circle	Harrison St	Van Buren St	6/26/2023	7/6/2023			
Ida B Wells	Michigan Ave	Columbus Dr	6/10/2023	7/10/2023			
Jackson Dr	Columbus Dr	DuSable Lake Shore Drive	6/28/2023	7/10/2023			
Jackson Dr	Michigan Ave	Columbus Dr	6/25/2023	7/7/2023			
NB Columbus Dr	Roosevelt Rd	Jackson Dr	6/25/2023	7/10/2023			
SB Columbus Dr	Jackson Dr	Roosevelt Rd	6/25/2023	7/10/2023			
NB DuSable Lake Shore Dr	McFetridge Dr	Randolph St	7/1/2023	7/2/2023			
SB DuSable Lake Shore Dr	Randolph St	McFetridge Dr	6/29/2023	7/4/2023			
NB Michigan Ave	Balbo Dr	Jackson Dr	6/29/2023	7/4/2023			
SB Michigan Ave	Jackson Dr	Roosevelt Rd	6/30/2023	7/2/2023			
Roosevelt Rd	Columbus Dr	DuSable Lake Shore Drive	6/29/2023	74/2023			

Columbus Dr

6/29/2023

7/3/2023

Michigan Ave

Roosevelt Rd

LOCAL ACCESS ONLY					
ON	FROM	то	ANTICIPATED ROAD CLOSURE	ANTICIPATED ROAD REOPENING	
8th St	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
9th St	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
11th St	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
Balbo Dr	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
Harrison St	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
lda B. Wells	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
Jackson	Wabash St	Michigan Ave	7/1/2023	7/3/2023	
NB Michigan Ave	Roosevelt Rd	Balbo Dr	7/1/2023	7/3/2023	
SB Michigan Ave	Monroe St	Jackson Dr	7/1/2023	7/3/2023	
Van Buren St	Wabash St	Michigan Ave	7/1/2023	7/3/2023	

Chicago Lakefront Bicycle Path (including Monroe St. to Roosevelt Rd) + Museum Campus access remains open throughout the event.

# **ALTERNATE ROUTES**

### North/South

- State St.
- Dearborn St. (NB)
- LaSalle St. (NB and SB)
- Wells St. (SB)
- Franklin St. (NB)
- Upper Wacker Dr. (NB and SB)

#### East/West

- Upper Wacker. (EB and WB)
- Randolph St. (WB)
- Washington. (EB)
- Madison Ave. (WB)
- Roosevelt Rd. (EB and WB)
- 18<sup>th</sup> St. (EB and WB)

Lower Wacker Drive will be promoted for through traffic.

# **UPCOMING COMMUNICATIONS**



#### April, May & June

- 1:1 outreach continues with residents, businesses & organizations

### April 11th

- Informational web site launched for residents & businesses by EOD (www.NASCARChicago.com/Localinfo)

### April 12th

- Community Engagement Meeting

#### May & June

- Targeted marketing campaign promoting informational web site
- Informational brochure mailed to over 42,000 addresses in & around the course footprint
- Street Teams canvas local businesses & residences, distributing informational brochure with QR code for more info
- Coordination with local organizations & elected officials to distribute event info via their email lists
- One-on-one meetings with local residence buildings + businesses around the footprint to provide location-specific details
- Create route maps in conjunction with local businesses (Museum Campus, Art Institute of Chicago, Navy Pier, etc.) and post to <a href="https://www.NASCARChicago.com/Localinfo">www.NASCARChicago.com/Localinfo</a>



### **WE WORK ALONGSIDE**

- City of Chicago
- Chicago Park District
- Elected Officials
- Chicago Sports Commission & Choose Chicago
- City Agencies:
  - Department of Cultural Affairs & Special Events
  - Department of Business Affairs & Consumer Protection
  - Chicago Department of Transportation
  - Chicago Police Department
  - Chicago Fire Department
  - Office of Emergency Management & Communications





# STAY CONNECTED



Scan the QR code for the latest information about the NASCAR Chicago Street Race Weekend

www.NASCARChicago.com/localinfo

Email: info@nascarchicago.com

**THANK YOU!**