

Winner Speedway Inc. dba Rapid City Raceway
P.O. Box 863
Rapid City, SD 57709-0863
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**Rapid City Growth
Management Department**

Dear Mrs. Elkins:

Winner Speedway Inc. continues to review acquisition and development opportunities that would augment or complement our existing operations or otherwise offer growth opportunities. In calendar 2001, we acquired Winner Speedway in Winner, South Dakota. In 2007, we acquired prime real estate in Rapid City to build a new facility "Rapid City Raceway". The proposed project located north of I-90 off Seger Drive and Dyess Ave is expected to consist of a small half-mile, high-banked motorsports facility with a go-cart track, park or playground for kids, approximately 2,000 grandstand seats and suites, complemented by a 1-acre retail center featuring concessions stand, gift shop, indoor restrooms, amusement center, and sports bar. We will research alternative opportunities to increase facility usage. The average number of days use is approximately 30. The racing season is April through September. W.S.I dba Rapid City Raceway is requesting to be zoned General Agricultural District with accessory alcohol use.

W.S.I. dba Rapid City Raceway five-year plans are: Phase One-Build the race track, go-cart track and concessions, Phase Two-Establish permanent seating and indoor restrooms, Phase Three-park or playground for kids, gift shop and amusement center, and Phase Four-Sports bar and VIP Indoor Suites.

W.S.I. is a family operated business that is devoted to families and auto racing. It was organized to foster the advancement of motorsports. Almost from the beginning, the company became known for helping young drivers reach lofty goals, providing employment, guiding new sponsors to successful marketing programs and contributing to the growth of the economy. W.S.I has wonderful relationships throughout the motorsports industry and has a reputation for excellence in appearance administration. We value the relationships that we cultivate, not only with the customers but with vendors and everybody we do business with. These relationships allow us greater access to more resources to enhance the entertainment experience for our sponsors and customers. We create a work environment where employees always strive to be the best in the industry, and their work speaks for itself. We value our employees, as a result, we experienced very little turnover. W.S.I. awards Employee of the month and encourage handicap to apply.

While our primary business is car racing we interact the racers with the customers by having activities such as balloon toss for kids, bike races, candy scrambles, egg-relays, cup races, frozen-tshirt relay, over the wall pit crew competitions, women on wheels, old timer and mechanic races, celebrity hot-dog races, big-wheel races, fan-pie throws, car shows, charity events, point championships, and year end banquet. The staff, drivers, crews and families participate in community events and helping those in need. Money is spent in the community year-round on racing. Motorsports makes a huge economic impact to communities.

W.S.I. has been instrumental in the development of the economical 4-cylinder and 6-cylinder stock car. We believe this economical racing class established for teens will keep them off the streets and engaging them with alternatives to drugs and crime. It is about providing opportunities for young adults.

A playground area designed for children to play freely is planned which will help children develop physical coordination, strength, and flexibility, as well as providing recreation and enjoyment. We believe the power of one hopeful person can outshine a million indifferent stares and give life to a million different dreams. We know that caring individuals can light up every corner of the land. The focus here is not on problems; its on promise and potential.

While we believe a facility in Rapid City provides significant long-term strategic value for us, these property acquisitions are only small steps in a long and complex process. In addition to building grassroots support for the project and working closely with the appropriate governmental agencies responsible for approval and permitting, we continue to conduct a detailed feasibility study to further analyze construction costs, determine the level of available public incentives, and review environmental impacts including traffic, noise, and remediation required, if any. Whether we ultimately construct a motorsports facility or pursue alternative options for the development of this prime real estate will largely depend on the results of this study. While we remain positive about our ability to construct a motorsports and multi-use recreational facility in this region, it is too early to tell if the necessary public participation will materialize or if it will be sufficient to allow for the development of such a facility. We believe our acquisition and development efforts exemplify our commitment to strategically increase our presence in the motorsports entertainment industry and in the community of Rapid City.

Sincerely,

Brant S. Mann
President
Winner Speedway Inc. dba Rapid City Raceway