

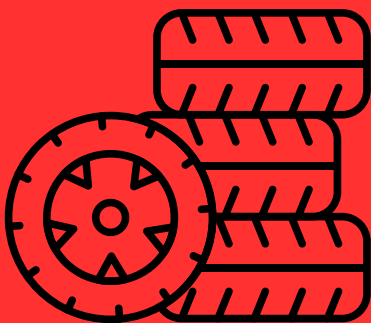
**PREPARED BY: NATHAN SPICER**

**DATE: MAY 2026**

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# Executive Summary

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Mile High Raceway is a purpose-built motorsports facility that gives northern Colorado's automotive enthusiasts a safe, legal, and accessible place to experience real high-performance driving. With a professionally engineered track, rental sports cars, open-lapping sessions, and racing events, it serves both younger thrill-seekers and older exotic-car owners who spend heavily on automotive experiences but currently lack a nearby venue. Supported by revenue from track sessions, concessions, event ticketing, and sponsorships—and balanced by clear development and operational expenses—the raceway is positioned to become northern Colorado's premier destination for high-performance driving and the central hub of the region's car culture.

## **MISSION STATEMENT**

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To form an environment where competitive driving meets competition goals, Mile High Raceway's mission is to provide a safe, legal, and purpose-built racetrack where drivers can push the limits of their vehicles and develop real performance skills. Our mission is to give enthusiasts of all experience levels a professional space to drive, compete, and connect, reducing unsafe speeding on public roads by offering a high-quality venue designed for true high-performance driving.

## **VISION STATEMENT**

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Mile High Raceway's vision is to reignite the thrill of racing within everyone by providing a modern, accessible, and exhilarating environment for authentic high-performance driving.

# Business Description

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Mile High Raceway is a purpose-built motorsports facility created to give Colorado drivers a safe, legal, and accessible place to experience true high-performance driving. As the document explains, many Colorado drivers want to explore the limits of their vehicles but lack an appropriate environment—73% speed on main highways and 71% on local highways, yet avoid city streets due to enforcement concerns. This unmet need, combined with the absence of a modern road-course in northern Colorado, creates a clear opportunity. Mile High Raceway fills that gap with a professionally engineered track featuring long straightaways, banked corners, and a layout designed for both safety and excitement. The facility serves two high-value customer groups: younger enthusiasts ages 18-34 seeking adrenaline-filled experiences, and older professionals aged 40+ who own sports cars, exotics, or luxury vehicles and want structured, high-quality driving opportunities.

The raceway offers open-lapping sessions, high-performance rental cars, amateur racing events, driver-training programs, and community

automotive gatherings, giving customers a controlled environment to push their vehicles far beyond what public roads allow. Its northern Colorado location provides a major competitive advantage over existing tracks like High Plains Raceway and Colorado National Speedway, which are either too distant or limited in the types of driving they support. Mile High Raceway is operated by founder Nathan Spicer, who oversees a full team of mechanics, administrative staff, track crew, legal advisors, finance personnel, and groundskeeping staff to ensure smooth operations and a professional customer experience. With strong market demand, strategic positioning, and a comprehensive service offering, Mile High Raceway is positioned to become the central hub for northern Colorado's automotive community and the region's premier destination for high-performance driving.

# MARKET ANALYSIS

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Mile High Raceway is designed to serve one of the most active and underserved consumer groups in northern Colorado: automotive enthusiasts. According to the Hearst Autos 2022 Auto Enthusiast Study, 96% of enthusiasts identify as deeply invested in car culture, and they consistently seek opportunities to engage with their vehicles beyond everyday driving. Within this broad community, two demographic segments emerge as the strongest market fit for a new racetrack: younger drivers aged 18-34 who crave high-adrenaline, hands-on automotive experiences, and older, established professionals aged 40+ who own sports cars, luxury vehicles, or exotics. These groups represent the highest concentration of individuals who modify their cars, attend automotive events, and actively seek performance-driving opportunities — yet northern Colorado currently offers no facility designed to meet their needs.

This unmet need becomes even clearer when looking at how these groups behave. Younger enthusiasts, especially college-aged men, frequently participate in car meets, tuning culture, and spirited driving, but lack a safe, legal environment to explore performance driving. Meanwhile, older exotic-car owners want structured, high-quality driving experiences that match the capabilities of their

vehicles. The study shows that 60% of enthusiasts attended a car show in the past six months, demonstrating their desire for community-driven automotive experiences. Yet many cite location and lack of accessible facilities as the primary barriers preventing them from participating in track days or joining motorsports clubs. Mile High Raceway directly addresses this gap by providing a nearby, purpose-built venue where these high-engagement demographics can gather, drive, and connect.

The strength of this target market is reinforced by its spending power. Enthusiasts are not casual consumers — they are “super-consumers,” owning an average of 2.75 vehicles and spending over \$2,400 annually on automotive events and experiences, in addition to nearly \$2,846 per year on parts and maintenance. Younger drivers invest heavily in modifications, track-day preparation, and performance upgrades, while older professionals spend significantly on premium vehicles, maintenance, and high-end automotive experiences. Despite this strong willingness to spend, northern Colorado offers almost no opportunities for these consumers to invest in track time, performance-driving instruction, or exotic-car experiences. This mismatch between high

demand and low supply creates a clear and compelling market opportunity for Mile High Raceway.

By aligning its offerings with the needs and behaviors of these high-value segments, Mile High Raceway is positioned to become the central hub for northern Colorado's automotive community. The racetrack provides open-lapping sessions, amateur racing events, driver-training programs, exotic-car rentals, and community gatherings – all designed to appeal directly to both younger thrill-seekers and older performance-car owners. This dual-segment approach ensures that the facility captures a broad yet focused audience that is passionate, loyal, and eager for the experiences Mile High Raceway provides. By meeting the desires of enthusiasts who consistently seek but cannot currently find these opportunities, the racetrack establishes itself as the region's premier destination for high-performance driving and automotive culture.

# Organization & Management

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Mile High Raceway is overseen by its founder, Nathan Spicer, who simultaneously serves as the CEO, operations manager, and project manager, giving him direct influence over both the strategic direction and day-to-day functioning of the facility. Supporting him is a diverse operations team that keeps the raceway running smoothly. Skilled mechanics handle vehicle inspections, safety checks, and track-side repairs, while front-desk and administrative staff manage scheduling, customer service, and driver registration. The track crew is responsible for surface maintenance, flagging, safety equipment setup, and ensuring compliance with racing protocols. Behind the scenes, legal staff oversee contracts, liability waivers, and regulatory compliance, and finance personnel manage budgeting, payroll, and long-term financial planning. The facility is rounded out by a dedicated janitorial and groundskeeping team, who maintain cleanliness and ensure the raceway remains welcoming and professional for drivers, spectators, and event organizers.

# Marketing & Sales

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Mile High Raceway will promote its services through a comprehensive, multi-channel marketing strategy designed to reach both local drivers and the broader Colorado automotive community. The goal is to build strong brand visibility from the moment the track opens, ensuring that potential customers encounter the raceway across several platforms rather than through a single point of contact. By combining traditional outreach with modern digital tactics, the raceway can appeal to casual drivers, seasoned enthusiasts, and motorsport clubs alike. One of the raceway's primary outreach methods will be direct-mail flyers distributed to households throughout northern Colorado. These printed materials will feature essential information such as the track's location, pricing structure, upcoming events, and rental options. Each flyer will also include a limited-time discount coupon to encourage first-time visits and convert local curiosity into real foot traffic. This physical presence in the community helps establish credibility and ensures that even those who are not active online are aware of the

raceway's offerings.

Digital marketing will serve as the second major pillar of promotion. Mile High Raceway will invest in targeted advertising on platforms like Instagram, TikTok, and Facebook, where car enthusiasts are highly active and responsive to visually engaging content. Paid ads will showcase the track's features, highlight rental cars, and promote event schedules while using geotargeting to reach drivers in Denver, Boulder, Fort Collins, and surrounding areas. This approach ensures that marketing dollars are spent efficiently, reaching people who are most likely to visit the track.

To maintain ongoing engagement, the raceway will also implement a consistent email marketing campaign. Customers who sign up online or at the track will receive newsletters, promotional offers, and reminders about upcoming events, creating a steady communication channel that encourages repeat visits. By combining physical mail, digital advertising, and email outreach, Mile High Raceway ensures that potential customers encounter the brand across multiple touchpoints, strengthening awareness and building long-term loyalty within the regional motorsports community.

# Financials

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Mile High Raceway's financial foundation is built on a combination of diversified revenue streams and clearly defined development and operating expenses. The raceway generates its primary income through open-lapping sessions priced at \$300 for one hour and \$500 for two hours, attracting both casual drivers and experienced enthusiasts seeking a safe, legal environment to push their vehicles. Additional revenue comes from food and concession sales, race-event ticketing, and corporate sponsorships from automotive brands and performance-focused companies. These sponsorships help fund special events, track improvements, and promotional activities, ensuring that the facility maintains steady income beyond day-to-day operations. Together, these revenue channels create a stable financial base that supports long-term growth in Colorado's motorsports market.

On the expense side, Mile High Raceway faces two major categories of costs: development and operational. Development expenses include land preparation, track construction, paving, curbing, fencing, drainage systems, and the construction of support buildings such as garages, restrooms,

offices, and spectator areas. One-time investments also cover timing systems, safety equipment, maintenance machinery, rental-car purchases, and initial marketing materials, along with zoning approvals, environmental studies, legal fees, and required permits. Operational expenses include payroll for mechanics, administrative staff, track crew, legal and finance personnel, and janitorial and groundskeeping teams. Recurring costs also encompass insurance, utilities, equipment maintenance, fuel, consumables, concessions, event staffing, and ongoing marketing campaigns. These combined expenses ensure that Mile High Raceway remains safe, professional, and fully equipped to deliver high-performance driving experiences year-round while supporting sustainable financial operations.

| <b>INCOME</b>          | <b>YEAR 1</b>         | <b>YEAR 2</b>         | <b>YEAR 3</b>          |
|------------------------|-----------------------|-----------------------|------------------------|
| <b>SPONSORS</b>        | <b>\$1000000</b>      | <b>\$1150000</b>      | <b>\$1322500</b>       |
| <b>RACE EVENTS</b>     | <b>\$1,500,000.</b>   | <b>\$1,725,000.</b>   | <b>\$1,983,750</b>     |
| <b>OPEN SESSIONS</b>   | <b>\$265,000</b>      | <b>\$304,750</b>      | <b>\$350,462</b>       |
|                        | <b>\$2,765,000</b>    | <b>\$3,179,750</b>    | <b>\$3,656,712</b>     |
| <b>EXPENSES</b>        | <b>YEAR 1</b>         | <b>YEAR 2</b>         | <b>YEAR 3</b>          |
|                        | <b>\$2,023,086</b>    | <b>\$2,225,394</b>    | <b>\$2,447,934</b>     |
| <b>PROFIT/LOSS</b>     | <b>YEAR 1</b>         | <b>YEAR 2</b>         | <b>YEAR 3</b>          |
|                        | <b>\$741,914</b>      | <b>\$954,355</b>      | <b>\$1,208,778</b>     |
| <b>NET MONEY</b>       | <b>YEAR 1</b>         | <b>YEAR 2</b>         | <b>YEAR 3</b>          |
|                        | <b>-\$120,274,086</b> | <b>-\$121,228,441</b> | <b>-\$120,019,662.</b> |
| <b>VARIABLE COSTS:</b> | <b>MONTHLY</b>        | <b>ANNUALLY</b>       |                        |
| <b>LANDSCAPING</b>     | <b>\$50,000</b>       | <b>\$600,000</b>      |                        |
| <b>CAR MAINTENANCE</b> | <b>\$15,000</b>       | <b>\$180,000</b>      |                        |
| <b>UTILITIES</b>       | <b>\$25,000</b>       | <b>\$300,000</b>      |                        |
| <b>EMPLOYEE WAGES</b>  | <b>\$78,590</b>       | <b>\$943,086</b>      |                        |

# Apendicies

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Statistic

Statistic

Competition

Competition

## Email Draft:

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The newly completed Mile High Raceway in Thorton is now open to the public for open lapping, rental cars, and racing experiences!

Visit our website:

<https://bestracetrackever2026.com> to view the circuit layout, rental cars, and open lapping availability. Use promo code: SPEEDY2026 at registration for \$30 dollars off your first visit. We're super excited to see your racing spirit at Mile High Raceway!

Mile High Raceway - Racing Re-imagined

MILE HIGH RACEWAY

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Racing Re-imagined



OPEN LAPPING



RACE EVENTS



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## MORE INFORMATION

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