

CIRCUIT EVENTS LOCAL ORGANIZING COMMITTEE,
a Texas non-profit corporation

100 Congress Avenue, Suite 1300
Austin, Texas 78701-2744

January 16, 2013

Deputy Comptroller
Comptroller of Public Accounts
111 E. 17th Street
Austin, Texas 78774

RE: Application for Participation in the Texas Events Trust Fund (V8 Supercars)

Dear Deputy Comptroller:

Circuit Events Local Organizing Committee, is organized as a Texas non-profit corporation (the "Committee") with the purpose to help facilitate and support a motor racing, including an event, commonly known as "V8 Supercars" (the "Race Event") that is tentatively set to be held in Austin, Texas during the weekend of May 17-19, 2013. Further, as an integral part of this support, the Committee and the City of Austin, as approved by City Council resolution of December 13, 2012, entered into an "Agreement", dated January 16, 2013, whereby the City of Austin agreed to be the "endorsing municipality" for the Race Event, and in the capacity of endorsing municipality (i) authorized the Committee to act as the "local organizing committee" for purposes of securing and promoting the Race Event for the Austin area, as well as the application for and qualification of the Race Event as an "Event" under TEX. REV. CIV. STAT. ART. 5190.14 (the "Act") and Section 5.C. thereof, the Texas Events Trust Fund (the "Trust Fund") and (ii) authorized and appointed the Committee as the City of Austin's sole and exclusive designee, for and on behalf of the City of Austin to submit, pursuant to TAC Title 34, Part 1 Chapter 2 Subchapter B, Rule 2.202, a request to the Texas Comptroller of Public Accounts for participation in the Trust Fund program and a request to the Texas Comptroller to determine the incremental increase in the receipts of various taxes (e.g. sales and use taxes, mixed beverage taxes, hotel occupancy taxes), by the City of Austin, as the endorsing municipality, for a 30 day period that ends at the end of the day after the day of the Event, (scheduled for May 19, 2013), in accordance with the Comptroller's procedures and in accordance with the Act, and the rules promulgated thereunder (the "Rules").

It is my honor and great pleasure to submit this application from the Committee, as the City of Austin's duly appointed and authorized designee for and on behalf of and binding upon the City of Austin, as the formal request, pursuant to Rule 2.202, for participation in the Trust Fund program and a request to the Texas Comptroller to determine the incremental increase in the applicable taxes for the City of Austin for the May 17-19, 2013 Race Event.

Further, as required by Rule 2.201(a)-(d), enclosed with this letter are (i) a letter, dated January 11, 2013 from V8 Supercars Australia Pty Ltd, the site selection committee for the Race Events, {W0566512.1}

January 16, 2013

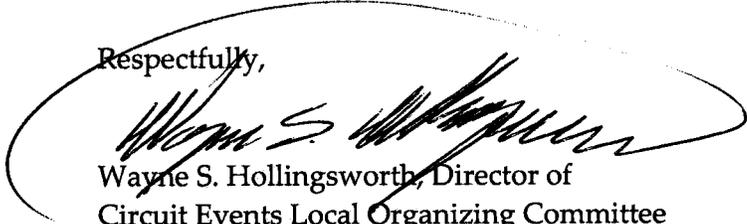
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selecting the site in Austin, Texas, as Attachment 1, (ii) the economic impact study and other data with detailed information on the direct expenditures and direct impact data for the endorsing municipality hosting the event and for the requested market area (the "Economic Study"), as Attachment 2, (iii) a description of the requested market area, as Attachment 3, and information to support the requested market area, which is included in the Economic Study, and (iv) a list of all related events activities proposed to be included in the trust fund estimate, as Attachment 4, with data for each such activity including projected attendance figures, ticket sales and relevant production and expenditure information related to the activity, included in the Economic Study. Also included as Attachment 5, is a letter, dated January 16, 2013, from Mr. Marc Ott, City Manager for the City of Austin to the Comptroller's Office requesting participation in the Trust Fund for the V8 Supercars Race Event.

If you have any questions or comments on or need any additional information or clarification on the above request, please do not hesitate to contact me or any member of the Board of Directors of the Committee.

Thank for your time and consideration of this request.

Respectfully,



Wayne S. Hollingsworth, Director of
Circuit Events Local Organizing Committee

Ms. Susan Combs, Comptroller
Mr. Mark Ott, City Manager, City of Austin
Mr. Sam Bryant, Director
Mr. Ford Smith, Director
Mr. Rodney Gonzalez, Director
Mr. Steve Sexton, CEO of COTA
Mr. Dan Allen, CFO of COTA

ATTACHMENT 1

Site Selection Committee Designation Letter



34 Nerang Street Nerang QLD 4211
PO Box 607 Southport BC QLD 4215
v8supercars.com.au

07 5630 0364
07 5630 0365
reception@v8supercars.com.au

Friday, January 11 2013

Circuit Events Local Organizing Committee
100 Congress Avenue, Suite 1300
Austin, Texas 79701-2744

Attention: Mr Wayne S Hollingsworth

Via email: whollingsworth@abaustin.com

Dear Mr Hollingsworth,

Thank you for your letter, dated January 8 2013, submitted on behalf of the Circuit Event Local Organizing Committee ("CELOC"), as the local organizing committee and designee on behalf of the City of Austin. Your letter related to the hosting of an event of the V8 Supercars Championship in Austin at the new raceway facility known as The Circuit of The Americas. We understand that this letter, though submitted separately, will be read together with previous correspondence between us and the Austin Sports Commission.

As we emphasized in our previous correspondence, V8 Supercars Australia Pty Ltd as the site selection organization for the V8 Supercars Championship, undertakes a highly competitive process when considering locations to hold our Championship events and our consideration of an appropriate site in the USA has been through this vigorous process. Austin emerged the winner because we believe it is the right city and The Circuit of The Americas a fantastic facility for our series. We congratulate the City of Austin and The Circuit of The Americas on its addition to our Championship and we look forward to bringing our exciting brand of racing to your city in just a few months. The event, to be held on the weekend of May 17-19, 2013 will be known as the **V8 Supercars at the Circuit of The Americas**.

I confirm that we do not anticipate there being any other V8 Supercars events sanctioned by us conducted elsewhere in Texas or in its contiguous states in the foreseeable future.

The V8 Supercars Championship features many of the world's best touring car drivers and teams, which appeal to a diverse audience. We race at 16 different locations around the world and draw tourists and business opportunities to each region that we race. We telecast our races globally to around 140 countries. We believe that a race in Austin will generate significant interest and economic benefit for the local and state community.

We appreciate your desire to support the event and look forward to finalizing an Event Support Contract related to the local and State support available through CELOC and The Circuit of The Americas.

Yours Sincerely,

Adam Firth
General Manager, Legal & Commercial



V8 SUPERCARS AUSTRALIA PTY LTD ACN 077 063 484
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t. 07 5630 0364 f. 07 5630 0365 e. reception@v8supercars.com.au
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September 24, 2012

Mr. Matthew Payne
Austin Sports Commission
301 Congress Avenue, Suite 200
Austin, TX 78701

Dear Mr. Payne,

Thanks again for the agreement of the City of Austin to join with Circuit of The Americas in bringing the V8 Supercars Championship to Austin, Texas.

As discussed, upon being given approval by the FIA to introduce new international events to our Championship, North America was considered the obvious stand out market to embark on this expansion and Austin in particular; we see as the perfect fit. When we first visited the team at Circuit of The Americas, we also visited and considered other potential venues in a highly competitive process: circuits in Los Angeles, Sonoma, Indianapolis and New Jersey were all considered. Upon considering a range of criteria, we formed the view that Austin is the ideal location and Circuit of The Americas the best facility, with the best team, to help us deliver a fantastic event.

I hereby confirm our commitment for Austin and Circuit of The Americas to host an inaugural North American V8 Supercars round in the spring of 2013 as the sole US event on that calendar. The event will provide a great launching pad for our brand in the US and an excellent tool with which to introduce Austin as a destination to our global fan base. I am sure you will be impressed with the quality of our Championship and with our organisation as a fantastic partner to work with in bringing great benefits to the City of Austin. We will work hard, together with Circuit of The Americas, to ensure that an investment by the City in this event will produce solid economic impact to your region.

The V8 Supercars Championship continues to be one of motorsports' most popular series with at least twenty eight cars competing in each race. Our team owners, drivers and other participants in our Championship are very keen in involving themselves with the media; they are great ambassadors, not only for our Championship but also for the cities that host us. As compared with other motor racing series, we focus on delivering entertaining racing for the audience at the event and for viewers across the globe; in particular, we provide great access for fans to see what we do in the pit area and great engagement with manufacturers. We are a leading sport in Australia, have a growing international audience and are looking forward to our American debut. We have already received thousands of inquiries about an American race, so we anticipate a significant amount of tourists for a race in Texas. A race in Austin will generate significant economic benefit for the area.

Matthew, we look forward to working with you to finalize all necessary agreements with you to support hosting a V8 Supercars event, including all documentation required by the City and State.

Sincerely,

Adam Firth
General Manager, Legal and Commercial

Cc: Steve Sexton, President and CEO, Circuit of The Americas



ATTACHMENT 2

Economic Study

**Economic Impact Study
of the
2013 V8 Supercars Weekend at Circuit of the Americas
Austin, Texas
May 17 - 19, 2013**

Submitted for consideration under the Events Trust Fund by:

Don Hoyte, Ph.D.
TexasTrustFunds.com
10704 Scotland Well Drive
Austin, Texas 78750

On behalf of

**Circuit Events Local Organizing Committee
and the City of Austin**

January 9, 2013

Event Background

V8 Supercars is a touring car racing category based in Australia and run as an International Series under Fédération Internationale de l'Automobile (FIA) regulations.

V8 Supercar events are held in all the states of Australia. Overseas rounds occur in New Zealand and the United Arab Emirates and have been held previously in Bahrain and China. V8 Supercars has drawn crowds of more than 250,000 spectators and the season typically involves 14 race weekends at purpose-built racetracks and street circuits. Race formats include sprint races, with either a 100 km or 200 km race on Saturday and one 200 km race on Sunday, two 250 km races over the weekend (Adelaide and Sydney), two 300 km races over the weekend (Gold Coast) or endurance races such as Bathurst, which runs over a 1000 km race distance, and the Sandown, which runs over 500 km. One V8 Supercar race weekend is also held in conjunction with the Formula One Australian Grand Prix, but that event is not considered part of the V8 Supercar Championship.

The V8 Supercars themselves take as their basis either the Holden Commodore or Ford Falcon. In 2013, both Nissan and Mercedes-Benz will join the fray with Nissan providing a V8 Altima sedan to Kelly Racing and a Mercedes-Benz E-class based sedan to be engineered by Stone Brothers Racing. Although the cars used in V8 Supercars bear some resemblance to the production models outwardly, they are built from the ground up to suit the motorsport application. They are strictly governed in most aspects of performance in an effort to keep all the drivers on an even footing to create closer, more exciting racing. Because of this, the entire field of 28 drivers is at times separated by just one or two seconds over qualifying laps at some events.

On January 11, 2013 formally announced that after considering other possible venues for expansion across the world, they decided to bring a V8 Supercar championship weekend to the Circuit of the Americas facility in Austin, Texas (see Appendix A). The weekend will likely involve two 200 km races on Saturday and Sunday and practice on Friday. The event should be popular with fans as they can relate to the types of cars used in the series. Teams should be assembled in Austin no later than Tuesday preceding the race to acclimate themselves to a new venue and better adjust to the time change.

History

In January 1993 the Confederation of Australian Motor Sport replaced the existing Group 3A Touring Car category (formerly based on FIA Group A rules) with a new three-class Group 3A. This encompassed:

- Class A for Australian-produced 5.0 liter V8 engined Fords and Holdens
- Class B for 2.0 liter cars complying with FIA Class II Touring Car regulations
- Class C, valid for 1993 only, for normally aspirated two-wheel drive cars complying with 1992 CAMS Group 3A Touring Car regulations.

Cars from all three classes would contest the Australian Touring Car Championship as well as non-championship Australian touring car events such as the Bathurst 1000; but for the purposes of race classification and points allocation, cars competed in only two classes: up to 2000cc and over 2000cc.

After 1993, existing normally aspirated cars such as the BMW M3 could continue to compete under the Class C clause, unlike the turbocharged Ford Sierra and Nissan Skyline GT-R models which the new rules excluded from the category. However the M3 received few of the liberal concessions given to the new V8s and, with the Class C cars eligible for 1993 only, the German manufacturer's attention switched to the 2.0 liter class for 1994.

In 1995 the 2.0 liter cars, now contesting their own series as Super Touring Cars, became ineligible for the Australian Touring Car Championship. They did not contest the endurance races at Sandown and Bathurst, leaving these open solely to the 5.0 liter Ford and Holden models.

This category acquired the moniker 'V8 Supercars' in 1997 after event-management company IMG won the rights to promote the series in 1997, and led the championship on a rapid expansion. Network Ten began televising the series in the same year, taking over from Channel Seven. The Australian Vee Eight Supercar Company (AVESCO) was later formed to run the series directly and later became an independent organization from its IMG origins.

AVESCO introduced carnival street-race V8 Supercar events (such as the Clipsal 500) and strove to turn Australian touring car racing into a world-class product. The name *Shell Australian Touring Car Championship* was replaced by *Shell Championship Series*. Later the series became known as the V8 Supercar Championship Series after Shell did not renew their sponsorship arrangement of the series. The series acquired FIA International status for the 2011 series and it became known as the International V8 Supercars Championship. In 2005 AVESCO changed its name to V8 Supercars Australia (VESA).

The V8 Supercar

The regulations governing V8 Supercars aim to balance the desire for technical competition and fast vehicles with a requirement to keep costs reasonable. Racing is close, and the cars resemble popular production models. The application of "Project Blueprint" - introduced at the beginning of the 2003 season (where both makes of car were examined to ensure parity), has ensured that the racing between Holden and Ford has become closer than ever (reducing the risk of a series dominated by a single make).

Now each V8 Supercar is based on a current-specification VE Commodore or FG Falcon production body/shell, with an elaborate roll cage. In 2007, new rules stipulated both the Commodore and Falcon adopt composite front mudguards in place of the production steel items, in order to save costs. The composite guards are a homologated (fixed) laminate of fiberglass and aramid (or similar) fibers.

The VE Commodore was initially rejected from taking part in the series due to its wheelbase being longer and wider than the BF Falcon. For the model to be homologated, V8 Supercar granted the Commodore a custom fabricated body/shell into which a limited number of production body/shell panels are incorporated. As a result, the roofline is lower than production and the rear door is shorter such that externally the rear doors, roof and rear quarters all consist of specialized custom coachwork panels.

Cars have a standard "aerodynamic package" of spoilers and wings, a front splitter/air dam and side-skirts made in-house by the teams or bought from specialist companies. Testing was conducted by a representative team from each manufacturer so that in principle the two makes have similar aerodynamics. This is tested and measured by running both cars up to a set speed and then allowing them to stop under friction, without the aid of brakes. This allows an accurate measure of aerodynamic drag over a broad range of speeds.

A V8 Supercar must have a front-engine design and rear-wheel drive. Every car uses either a 5.0 L Ford "Boss 302" SVO or a 5.0 L Chevrolet small block race-engine (depending on the make) - capable of producing between 460 and 485 kW (620 — 650 bhp) of power, but generally quoted as a little over 450 kW (600 bhp) in race trim. Engines have pushrod actuated valves and electronic fuel injection. Both Ford and Holden engines are based on racing engines from their respective US parent companies. Engines are electronically restricted to 7,500 rpm.

Broadly speaking, the engines have a capacity of 5 liters, with 2 valves per cylinder. Compression ratio is regulated to 10:1. From the 2009 season onwards, cars run on E85 fuel consisting of 85%

ethanol, which while reaping the benefits of a fuel largely made from a renewable resource, has seen a marked increase in fuel consumption. EFI configuration is that of individual throttle bodies (albeit throttle actuation is linked/synchronized) and one injector per cylinder.

V8 Supercar Events

The typical V8 Supercar event occurs over 3 days with practice the first day followed by a day of qualifying or racing and then a third day of racing in which the ultimate winner is determined. Some race formats include either a 100 km or 200 km sprint race on Saturday and one 200 km race on Sunday. Others involve two 250 km races over the weekend as in Adelaide and Sydney or two 300 km races over the weekend as in the Gold Coast. “Endurance races” such as Bathurst, which runs over 1000 km race distance, and the Sandown, which runs over 500 km are more the exceptions than the rule. A V8 Supercar race is also held in conjunction with the Formula One Australian Grand Prix, but that event is not considered part of the V8 Supercar Championship.

Most of the events begin in Friday and conclude on Sunday. However the two endurance races (Bathurst and Adelaide) take four days as does the Australian Grand Prix. Racing at the Abu Dhabi event is usually two days.

Race Attendance

The primary by-product of the careful regulation of vehicle size, weight and power has been to produce an intensely competitive racing environment attracting millions of fans each year. Table 1 cites the total and average daily attendance figures for the 15 main races in the V8 Supercar season (note the Australian Grand Prix race is not part of the V8 Championship series but most definitely a site of V8 Supercar competition).

There is a great deal of variability in the attendance at the races. While some of it is attributed to more or fewer racing days, far larger influences are the history and cache of each particular race, the nature of the facility and the proximity of the event to major areas, and the attractiveness of the city holding the event.

Understanding how these factors interact to influence attendance levels is crucial to estimating what a V8 Supercar event would attract to the Austin area. In particular, in that case the event under consideration is a “normal” 3 day event with practice on Friday, some racing and

qualifying on Saturday but with the main event held on Sunday. In addition, COTA is a world-class facility located nearby the center of a major metropolitan area renown as a live music/entertainment capital and home to 1.8 million people.

Table 1
Attendance at V8 Supercar Events from 2010 to 2012

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>Days/ Event</u>
Adelaide Clipsal 500	277,800	270,800	263,400	4
Australian Grand Prix*	305,000	298,000	313,700	4
Tasmanian Challenge	48,274	55,510	50,261	3
Hamilton, New Zealand	101,488	105,432	116,698	3
Perth	N/A	43,381	46,127	3
Phillip Island	42,554	48,450	31,622	3
Darwin	47,046	48,360	49,175	3
Townsville	152,074	150,876	152,161	3
Ipswich, Queensland	37,926	50,425	46,676	3
Sandown	47,627	49,638	57,084	3
Bathurst	182,098	179,939	207,205	4
Gold Coast	170,073	181,486	182,255	3
Abu Dhabi	12,340	13,348	135,000**	2
Winton	63,119	63,617	63,388	3
Sydney Olympic Park	166,723	172,267	169,495	3

* not part of V8 Supercars Championship

** Support race for Formula One

Given those considerations a careful review of the characteristics of each V8 Supercar race is necessary to determine reference races relevant to the Austin experience.

Adelaide - The four-day Clipsal 500 is held on the 3.22 km former Formula 1 street circuit located about 3 km from downtown Adelaide. Adelaide is the capital city of South Australia and the fifth-largest city in Australia. According to the 2011 census, Adelaide has a population of 1.23 million. As South Australia's seat of government and commercial centre, Adelaide is the site of many governmental and financial institutions. Today, Adelaide is noted for its many festivals and

sporting events, its food, wine and culture, its long beachfronts, and its large defense and manufacturing sectors. It ranks high as a destination area, being listed in the Top 10 of *The Economist's World's Most Livable Cities* index in 2010 and being ranked the most livable city in Australia by the Property Council of Australia in 2011 and again in 2012.

Australian Grand Prix – One of the major stops in the world-wide travels of Formula 1 racing is the Australian Grand Prix Melbourne. Part of the four-day long activities include the MSS Security V8 Supercar Challenge which is a non-championship stop for the V8 Supercar tour. Although very well-attended in a large urban area, attendance figures from this event are most relevant to the F1 series rather than the V8 Supercars.

Tasmania Challenge – The three-day race is held at Symmons Plains, a 2.41 km motor racing circuit located about 30 km (about 18.6 miles) south of Launceston, Tasmania and about 170 Km (77.3 miles) from Hobart. Launceston is the second largest city in Tasmania after the state capital Hobart. Tasmania is an island state 330 km (150 mi) south of the Australian continent, separated by the Bass Strait. This distance of the race facility from large population centers makes the attendance data from this race probably of little relevance to an event in Austin.

Hamilton – The three-day ITM400 V8 Supercars stop is held on a 3.4 km street circuit in the heart of the Frankton business district in Hamilton, New Zealand. The track runs alongside the Waikato Stadium - home of Super Rugby team the Waikato Chiefs - and runs near the international cricket ground at Seddon Park. Hamilton is New Zealand's fourth largest urban area, with a population of 206,400 in June 2011. The smaller size of this urban area and its isolation from other larger urban centers makes attendance at this venue of marginal relevance to an event in Austin.

Perth – The Trading Post Perth Challenge V8 Supercar race weekend is held on the 2.41 km Barbagallo Raceway, a motorsport circuit located in Wanneroo, approximately 50 km (31 mi) north of Perth in Western Australia. In 1979, the Australian Grand Prix was held at Barbagallo for the first and so far only time and coincided with the opening of the new pits and paddock area to the west of the circuit. Perth is the capital and largest city of the Australian state of Western Australia and is the fourth most populous city in Australia, with an estimated population of 1.74 million living in the Perth metropolitan area.

Phillip Island – THE L& H Phillip Island 500 is a three-day event held at the 4.445 km Phillip Island Grand Prix Circuit on Phillip Island, Victoria, Australia. The race course is located 128 km (58 miles) by road south-east of Melbourne. A one kilometer bridge links the eastern side of Phillip Island to the mainland. The drive from Melbourne to Phillip Island takes about 1 ½ to 2 hours

depending on traffic conditions and race attendees are cautioned about the length of time the drive may take. Melbourne is the capital and most populous city in the state of Victoria, and the second-most populous city in Australia with population of 4.1 million in the metropolitan area. Although certainly somewhat similarly situated with respect to a major urban center, the length of drive to the Phillip Island facility is a concern to considering the experience at this race entirely paralleling a race in Austin.

Darwin – The Skycity Triple Crown V8 Supercars race is held at the 2.9 km Hidden Valley Raceway part of the Hidden Valley Motorsports Complex located 10 km (6.2 mi) from Darwin, Northern Territory, Australia. Darwin is the capital city of the Northern Territory, and is situated on the Timor Sea. With a population of 127,500, Darwin is simultaneously the most populated city in the sparsely populated Northern Territory and the least populous of all Australia's capital cities. The small size and relative remoteness of Darwin makes the attendance experience at this V8 Supercar event of little relevance to an event in Austin.

Townsville – The three-day Sucrogen Townsville 400 race is held on the 2.86 km Townsville Street Circuit located just south of the Townsville CBD. The circuit winds its way through Reid Park where specially constructed roads form approximately 70 percent of the circuit. Townsville is a city on the north-eastern coast of Australia, in the state of Queensland and is adjacent to the central section of the Great Barrier Reef. Townsville is Australia's largest urban centre north of the Sunshine Coast, with a 2009–2010 estimated population of 185,768. Townsville is considered the unofficial capital of North Queensland and hosts a significant number of governmental, community and major business administrative offices for the northern half of the state. But, the population there is relatively isolated residing 1,300 km (810 mi) north of Brisbane (population 2.15 million), and 350 kilometres (220 mi) south of Cairns (population 150,920). Although the town can be a resort destination for Barrier Reef activities, the small local population level and lack of accommodations for 100,000+ person race weekends probably makes the attendance experience at this race of little relevance to a race in Austin.

Ipswich – The Coates Hire Ipswich V8 Supercar race is held at the 3.12 km Queensland Raceway nicknamed "the paperclip" --- a motor racing circuit located near Ipswich in Queensland, Australia. Ipswich is a middle-sized city of 172,700 population but lies just 40 km west of Brisbane (population 2.15 million) and due to urban sprawl since the mid-20th century, Ipswich has been considered part of the greater Brisbane metropolitan conurbation.

Sydney¹ – The Sydney Motorsport Park 360 race in 2012 was contested for the first time in 2012 over 56 laps for a total distance of 220km. Sydney Motorsport Park is a motorsport circuit located approximately 40 kilometers west of the Sydney CBD in New South Wales, Australia. The facility was built and is owned by the New South Wales Government with pit facilities providing fifty garages with immediate access to the paddock area and a covered 4,000-seat grandstand overlooking the finish line that provides a view of eighty percent of the circuit. The Sydney Motor Sport Park event was brought onto the V8 Supercars schedule at late notice during the course of the 2012 season--- with less than 3 months for the amateur car club (who acted as promoter with few resources) to widely market the event. As a result, the experience at this event is not likely to be similar to that at the COTA facility. This event was not on the V8 Supercars calendar in 2009, 2010 or 2011 and is not expected to be on the 2013 calendar.

Sandown - Sandown Raceway, home to the Dick Smith Sandown 500 V8 Supercar event is located in Springvale, Victoria, 25 km (16 miles) from Melbourne, Australia. First opened in 1962, Sandown hosted the Australian Grand Prix six times and in 1964 it hosted an international six hour touring car race which would eventually become the Sandown 500-kilometre endurance event. From 2008 to 2011 the 500km format was not used but this year the event returned to its single 500 km roots in September 2012 as a V8 Supercar enduro precursor to the Bathurst 1000 as the inaugural Dick Smith Sandown 500. Melbourne is the capital and most populous city in the state of Victoria, and the second-most populous city in Australia with population of 4.1 million in the metropolitan area. Without the long drive to the race course from Melbourne that is required for the Phillips Island races, this event is relevant to a race in Austin.

Bathurst - Originally constructed in 1938 as a scenic tourist drive, Mount Panorama race course has hosted all types of motorsports including the world famous four-day Supercheap Auto Bathurst 1000. The circuit is public road on non-race weekends, has hosted the Australian Grand Prix in the past and is ranked among the great race tracks of the world. The Bathurst 1000 (currently called the Supercheap Auto Bathurst 1000) is a 1,000-km (620 mi) touring car race held annually at Mount Panorama Circuit in Bathurst, New South Wales, Australia. Because of its long history the race is known among fans and broadcasters as "The Great Race" and is widely regarded as the pinnacle of Australian motorsport. Since 1999, the race has been run exclusively for V8 Supercars. Bathurst is a regional city of 34,303 people (2009 figures) in the Central Tablelands of New South Wales, Australia approximately 200 km west of Sydney and is the seat of the Bathurst Regional Council. Because of the special interest in the Bathurst 1000,

attendance at that race is probably not a good indicator of what attendance at an Austin race would be without a similar history or endurance format.

Gold Coast – The Gold Coast 600 is an annual V8 Supercar street circuit race and carnival held each October at the Surfers Paradise Street Circuit. This circuit is a challenging 4.47 km temporary street circuit located at Surfers Paradise, in south east Queensland, Australia. Colloquially known as 'Surfers', the 18,501-person Surfers Paradise suburb has many high-rise apartment buildings and hotels and a wide surf beach which lies 78 km (48 miles) from Brisbane (population 2.15 million). Surfers Paradise is the Gold Coast's entertainment and tourism center and is also one of Australia's iconic coastal tourist destinations, drawing visitors each year from New Zealand, China, Japan, the United Kingdom, the United States and around Australia. Prior to 2009, the most common race format was three races over the weekend (one on Saturday and two on Sunday) awarding the drivers points accumulated over the three races to determine the winner. In 2009, the format was changed to two 150 km “legs” with one held each day to determining the winner. In 2010, the track was shortened, and each team was required to have at least one driver of international reputation as a co-driver. Because of the unique venue and format of this race, attendance at this event is probably not a good parallel to a race held in Austin.

Abu Dhabi – The Yas V8 400 is a V8 Supercar motor racing event held at the Yas Marina Circuit in Abu Dhabi, United Arab Emirates. The inaugural event was announced as the opening event of the 2010 V8 Supercar Championship Series, becoming the second venue in the Middle East to host the Australian series, joining Bahrain International Circuit, home of the Desert 400. For 2010 and 2011, the race used a shorter version of the F1 track, with a "Corkscrew" section between Turn 3 and halfway down the back straight shortening the track to 4.7 km. Attendance at the race in Abu Dhabi has never been a concern of the race sponsors who are primarily focused on television coverage of the race and the facility. The 2012 race moves to the full 5.5 km circuit, as it will be part of the Etihad Airways Grand Prix weekend.

Winton –The tight and twisty rural layout features a range of slow corners which combine to make Winton Motor Raceway the slowest circuit on the V8 Supercar calendar. The track is located in Winton, a small village in a sparsely settled area. Winton's population in 2006 was 980 with the nearest large city being Benalla, a small city located on the Broken River in the High Country north-eastern region of Victoria, Australia having a population of 9,129. Benalla lies about 188 kilometers (120 mi) north east of the state capital Melbourne. Because of the

remote nature of this race, attendance at this event is unlikely to be relevant to an event held at the COTA in Austin.

Sydney - The Sydney Telstra 500 is a V8 Supercar motor racing event held annually at Homebush Street Circuit, a 3.4 km temporary street circuit running around the former Olympic precinct and located in the Western Suburbs of Sydney, approximately 15km from Sydney's Central Business District. The three-day event is the last on the V8 Supercar calendar, is sponsored by Telstra and is staged over a three-day weekend (Friday-Sunday) with a 250 km race held both Saturday and Sunday—the identical format to the Clipsal 500. The race is located in a major metropolitan area considerably larger than Austin and the Telstra 500 being the last race of the season may garner higher than normal attendance so while attendance at this race could parallel that of a race in Austin, it is likely to exceed what might be expected in Central Texas.

Reference Attendance for an Austin V8 Supercars Race

Based on the attendance figures in Table 1 and the discussion of the environments surrounding each V8 Supercar race, Table 2 presents the actual and adjusted average daily attendance figures for races considered to be similar to a 2013 V8 Supercar event at COTA in Austin. In many cases the average daily attendance figures are used directly without any adjustment. In other cases, the event milieu in Australia may not be entirely comparable with an event in Austin. In the case of Adelaide, the longevity of this event probably garners a level of attendance that is not comparable to a first-time event in Austin, even though the track conditions and host city size are comparable. In the case of Sydney, the local population base of that city is far larger than that of Austin. Accordingly, the average daily attendance at those two events were adjusted downward reflecting concern over similarities with an event in Austin.

Table 2
Estimated and Adjusted Average Daily Attendance at V8 Supercar Reference Events

	<u>Average Daily Attendance</u>	<u>Adjusted Average Daily Attendance</u>
Adelaide Clipsal 500	67,667	54,133
Perth	14,918	14,918
Ipswich, Queensland	15,003	15,003
Sandown	16,211	16,211
Sydney Olympic Park	56,498	45,199

Estimated Daily attendance at Austin Event	29,093
Estimated Total attendance at Austin Event	87,278

The five reference events in Table 2 still include some significant differences among them even after some of the raw attendance figures are adjusted to reflect differences in the nature of the event (Clipsal) or a much larger local population base (Sydney). However, it is believed that the experience at these five races will encompass the likely attendance at the COTA race with an expected 3-day attendance of 87,278.

A final concern is over the fact the V8 Supercars really have very little fan base in the U.S. Clearly, lack of established fans in the U.S. might constrain attendance at an Austin event even more than limiting consideration to only situationally-similar events as in Table 2. But, on the other hand, it can as easily be argued that a novelty can generate MORE interest than otherwise simply because it is new and in the first year the novelty effect can be very strong. Moreover it is believed the race will appeal to NASCAR fans because, like NASCAR, the vehicles resemble cars fans encountered on the highway or drive themselves. In addition, a road course race format that includes a close racing style has proven attractive to race fans everywhere.

Drivers, Teams and Other Race Attendees

As in all other events, participants, sponsors, media and officials make up a significant part of the attendance at V8 Supercars weekends.

The “grid” or starting field for V8 Supercars races consists of 28 cars from, generally, about 20 to 25 teams participating that week. There are more than 28 teams that participate in V8 Supercars but not every team participates in every event and some teams field more than one car. But, in general the 28 grid members actually represent total crew and drivers of about 700 people.

Regulating, coordinating and conducting the fifteen V8 Supercar weekends across the Australian, New Zealand, Abu Dhabi and now the U.S. globe is a massive organizational undertaking. Tasked with seeing that the race season proceeds smoothly and safely are a variety of affiliated organizations such as the FIA and VESA. Since 2013 will mark the first time the V8 supercars

organization has conducted a race in the U.S., it is estimated that the two primary controlling organizations will send a minimum of 70 personnel to the Austin race weekend.

Sponsors play a key role in supporting the running of the teams as they help cover costs such as administrative fees, insurance, travel and staff salaries. In turn the teams provide their sponsors with global media exposure and an association with one of the world's most glamorous, popular and thrilling sports.

Strong sponsor support is expected at the races in Austin since this will mark a new level of exposure of these sponsors to the U.S. market. Sponsors are expected to add about 300 visitors to those attending the first V8 Supercars race in the U.S.

Media plays a huge part in developing and maintaining the interest in V8 Supercars---particularly as the event opens up a new market. The race will be nationally televised and many of the motor sports media will travel to Austin for the starting of a new series. In total it is estimated that the V8 Supercars event will attract 120 television personnel and 240 other media.

EVENT TRUST FUND ESTIMATE

Based on the preceding discussion of teams, riders, crew, other participants, racing organizations, sponsors, media and fans, it is possible to make reasonable estimate of the likely tax gain from hosting a 2013 V8 Supercars in Austin. Table 3 presents the likely pattern of attendance at the inaugural Circuit of the Americas V8 Supercars weekend²:

Table 3
Estimated Team, Sponsors, Support, Media, Racing Organizations and Fan Attendance
2013 V8 Supercars at Circuit of the Americas
 May 14 -20, 2013 in Austin, Texas

<u>Date</u>	<u>Schedule³</u>	<u>Teams & Drivers</u>	<u>Sponsors & Support</u>	<u>Media</u>	<u>VESA & FIM</u>	<u>Friends & Family</u>	<u>Total Fans*</u>	<u>Out of State Fans</u>
14-May	Teams Arrive	700	300	35	70	922	0	0
15-May	Media Intro	700	300	86	70	948	1,302	911
16-May	Press Conf.	700	300	216	70	1,013	5,208	3,645
17-May	Practice	700	300	360	70	1,085	13,019	7,811
18-May	Time Trials	700	300	360	70	1,085	23,565	12,961
19-May	Races	700	300	360	70	1,085	43,149	21,575
20-May	Return	700	300	180	70	995	10,787	7,551

*Based on Table 2 after accounting for other attendees

Crucial in any estimate of the economic impact of this event under the Event Trust fund is the number of out-of-state fans that will attend the event. This number is the product of two components--the total fans attending the race and the percentage of those attending from outside Texas.

Table 2 presents a best estimate of total fan attendance for this event based on reference events of similar ilk. The distribution of this attendance over the three-day race period is estimated to mirror the distribution of attendance for similar three-day MotoGP events. The percentage of out-of-state fans for new events such as V8 Supercars is a bit speculative but other large-event attendance events such as the Super Bowl, Final Four and major league all-star games put this percentage at 78.4 percent.⁴ To provide a conservative estimate, this analysis assumes only 50 percent of fans would come from outside Texas on race day, although somewhat higher percentages are assumed for practice and qualifying days since fans coming to events from the furthest distance tend to arrive first and stay longest. Post-event survey data will be used to verify this percentage.

Economic Gain under Texas Event Trust Fund

The economic gains from events such as the 2013 Austin V8 Supercars Weekend are significant for the state and for the local economy. When calculated correctly, these “gains” are not merely the dollars that Texans might have otherwise spent in the state, but it represents a true addition to the local and state economy by: (1) keeping expenditures in Texas that likely would have otherwise left the state, and (2) bringing in expenditures from outside the state.

Based on the attendance pattern detailed in Table 3, the 2013 Austin V8 Supercars Weekend should fill an estimated 15,000 hotel room nights and generate estimated total direct spending by fans, riders, teams, sponsors, media and racing organizations of \$12.2 million.⁵ This gain is composed of \$2.8 million in lodging expenditures, nearly \$3.4 million in food and beverage expenditures and more than \$4.4 million in entertainment and shopping expenditures.

Table 4
2013 V8 Supercars at Circuit of the Americas
April 16 -22, 2013 in Austin, Texas

Total Room nights	15,131
Hotel Expenditure	\$2,842,418
Food and Beverage	\$3,397,020
Entertainment & Shopping	\$4,448,396
Other Expenditures and Tips	\$1,550,206
Total Economic Impact	\$12,238,040

Event Trust Fund Tax Gain

In 2009 the Texas legislature established the Events Trust Fund to assist in attracting to Texas or retaining in Texas sporting and other events that could well be moved outside the state. The provisions of this law allow the Comptroller to deposit into a trust fund established for a qualifying event the amount of state hotel, sales and use, motor vehicle rental and alcohol taxes that can be attributed to the incremental gain in economic activity to the state from hosting the event. To qualify for reimbursement from the Trust Fund, the local sponsoring municipality or county must contribute matching tax revenues received from hosting the event at the rate of \$1 local tax dollar for every \$6.25 in state tax contributions.

Based on the attendance and schedule of events presented in Table 3, Table 5 estimates the incremental tax gain to the state and to the City of Austin from hosting the 2013 Austin V8 Supercars Weekend.⁶ This event is estimated to generate a total of \$889,738 in state tax revenues which could be deposited into a trust fund for supporting this event. Table 8 also notes that the total local tax gain is estimated to reach \$275,935 of which \$142,358 would need to be deposited by the City of Austin into the trust fund to fully match state contributions.

At this time the estimated expenditures on bringing this event to Austin are still under negotiation but will undoubtedly greatly exceed the tax gains in Table 5. Accordingly, pending verification of those expenses, this report requests that the Comptroller of Public Accounts approve a trust fund for this event under Section 5C of Article 5190.14 Vernon's Texas Civil Statutes to receive \$889,738 in state tax contributions when matched by \$142,358 in tax contributions by the City of Austin for a total Trust Fund level of \$1,032,096.

Table 5
**State Tax and Expenditure Summary for the
 2013 V8 Supercars at Circuit of the Americas**
 April 16 -22, 2013 in Austin, Texas

-----Includes Friends and Family -----

Hotel Expenditures

		Teams & Drivers	Sponsors & Support	Media	VESA & FIM	Out of State Fans			
Persons/ hotel room ⁷		1.36	1.79	1.4	1.79	2.86			
Percent Staying in hotel		100%	90%	90%	95%	70%			
Hotel Cost rm/night ⁸		\$236.08	\$199.29	\$151.00	\$236.08	\$124.70			
							State Tax	City Tax	
Tue	5/14	\$121,186	\$75,333	\$4,932	\$21,979	\$0	\$13,406	\$19,103	
Wed	5/15	\$121,186	\$75,333	\$12,329	\$21,979	\$27,842	\$15,520	\$22,116	
Thu	5/16	\$121,186	\$75,333	\$30,822	\$21,979	\$111,368	\$21,641	\$29,216	
Fri	5/17	\$121,186	\$75,333	\$51,370	\$21,979	\$238,646	\$30,511	\$38,901	
Sat	5/18	\$121,186	\$75,333	\$51,370	\$21,979	\$395,974	\$39,951	\$50,937	
Sun	5/19	\$121,186	\$75,333	\$25,685	\$21,979	\$230,695	\$28,493	\$40,602	
							Total Tax	\$149,521	\$200,876

**Food & Bev.
Expenditures:**

		Teams & Drivers	Sponsors & Support	Media	VESA & FIM	Out of State Fans	Family, Friends &			
								State Tax	City Tax	
Tue	14-May	\$17,133	\$7,343	\$846	\$1,713	\$22,573		\$3,100	\$471	
Wed	15-May	\$34,265	\$14,685	\$4,229	\$3,427	\$91,024		\$9,227	\$1,402	
Thu	16-May	\$34,265	\$14,685	\$10,573	\$3,427	\$228,024		\$18,186	\$2,619	
Fri	17-May	\$34,265	\$14,685	\$17,622	\$3,427	\$435,477		\$31,592	\$4,297	
Sat	18-May	\$34,265	\$14,685	\$17,622	\$3,427	\$687,551		\$47,347	\$6,439	
Sun	19-May	\$34,265	\$14,685	\$17,622	\$3,427	\$1,109,184		\$73,699	\$11,202	
Mon	20-May	\$17,133	\$7,343	\$4,406	\$1,713	\$209,165		\$14,985	\$2,278	
								Total Tax	\$198,136	\$28,708

**Entertainment &
Shopping:**

		Teams & Drivers	Sponsors & Support	Media	VESA & FIM	Out of State Fans	Family, Friends &			
								State Tax	City Tax	
Tue	14-May	\$22,435	\$9,615	\$1,108	\$2,244	\$29,559		\$4,060	\$617	
Wed	15-May	\$44,870	\$19,230	\$5,538	\$4,487	\$119,196		\$12,083	\$1,837	
Thu	16-May	\$44,870	\$19,230	\$13,846	\$4,487	\$298,597		\$23,814	\$3,429	
Fri	17-May	\$44,870	\$19,230	\$23,076	\$4,487	\$570,256		\$41,370	\$5,626	
Sat	18-May	\$44,870	\$19,230	\$23,076	\$4,487	\$900,347		\$62,001	\$8,432	
Sun	19-May	\$44,870	\$19,230	\$23,076	\$4,487	\$1,452,476		\$96,509	\$14,669	
Mon	20-May	\$22,435	\$9,615	\$5,769	\$2,244	\$273,902		\$19,623	\$2,983	
								Total Tax	\$259,459	\$37,593

Table 5, continued
**State and Local Tax and Expenditure Summary for the
 2013 V8 Supercars at Circuit of the Americas**
 April 16 -22, 2013 in Austin, Texas

State Mixed Beverage Tax:		Teams & Drivers	Sponsors & Support	Media	VESA & FIM	Family, Friends & Out of State Fans	State Tax	City Tax
Tue	14-May	\$4,900	\$2,100	\$242	\$490	\$6,456	\$994	\$94
Wed	15-May	\$9,800	\$4,200	\$1,210	\$980	\$26,033	\$2,957	\$279
Thu	16-May	\$9,800	\$4,200	\$3,024	\$980	\$65,216	\$5,829	\$521
Fri	17-May	\$9,800	\$4,200	\$5,040	\$980	\$124,549	\$10,126	\$855
Sat	18-May	\$9,800	\$4,200	\$5,040	\$980	\$196,644	\$15,176	\$1,282
Sun	19-May	\$9,800	\$4,200	\$5,040	\$980	\$317,233	\$23,623	\$2,230
Mon	20-May	\$4,900	\$2,100	\$1,260	\$490	\$59,823	\$4,803	\$453
Total Tax							\$63,508	\$5,715

Title 5 ABC State Tax:		Teams & Drivers	Sponsors & Support	Media	VESA & FIM	Family, Friends & Out of State Fans	State Tax	City Tax
Tue	14-May	\$4,900	\$2,100	\$242	\$490	\$6,456	\$57	\$ -
Wed	15-May	\$9,800	\$4,200	\$1,210	\$980	\$26,033	\$169	\$ -
Thu	16-May	\$9,800	\$4,200	\$3,024	\$980	\$65,216	\$333	\$ -
Fri	17-May	\$9,800	\$4,200	\$5,040	\$980	\$124,549	\$578	\$ -
Sat	18-May	\$9,800	\$4,200	\$5,040	\$980	\$196,644	\$867	\$ -
Sun	19-May	\$9,800	\$4,200	\$5,040	\$980	\$317,233	\$1,349	\$ -
Mon	20-May	\$4,900	\$2,100	\$1,260	\$490	\$59,823	\$274	\$ -
Total Tax							\$2,003	\$0

----- Includes Friends and Family -----

Vehicle Rental Tax:		Teams & Drivers	Sponsors & Support	Media	VESA & FIM	Out of State Fans	State Tax	City Tax
Percent Renting		27%	16%	67%	20%	8%		
Cost per Day		\$60	\$60	\$40	\$60	\$40		
Tue	14-May	\$11,200	\$2,880	\$922	\$11,067	\$0	\$2,607	\$0
Wed	15-May	\$11,200	\$2,880	\$2,304	\$11,378	\$1,215	\$2,898	\$0
Thu	16-May	\$11,200	\$2,880	\$5,760	\$12,156	\$4,860	\$3,686	\$0
Fri	17-May	\$11,200	\$2,880	\$9,600	\$13,020	\$10,415	\$4,712	\$0
Sat	18-May	\$11,200	\$2,880	\$9,600	\$13,020	\$17,281	\$5,398	\$0
Sun	19-May	\$11,200	\$2,880	\$4,800	\$11,940	\$10,068	\$4,089	\$0
Total Tax							\$9,190	\$0

Other Expend.:

Food & Bev. Tips	\$317,018	Tax	\$19,021	\$3,043
Out-of State Ticket Sales ⁹	\$3,022,376	Tax	\$188,898	\$0

Total Taxes		\$889,738	\$275,935
Required Local Tax match		\$142,358	
Total Event Trust Fund		\$1,032,096	



**Appendix A:
Event Award Letter**





■ 34 Nerang Street Nerang QLD 4211
■ PO Box 607 Southport BC QLD 4215
■ v8supercars.com.au

■ 07 5630 0364
■ 07 5630 0365
■ reception@v8supercars.com.au

Friday, January 11 2013

Circuit Events Local Organizing Committee
100 Congress Avenue, Suite 1300
Austin, Texas 79701-2744

Attention: Mr Wayne S Hollingsworth

Via email: whollingsworth@abaustin.com

Dear Mr Hollingsworth,

Thank you for your letter, dated January 8 2013, submitted on behalf of the Circuit Event Local Organizing Committee ("CELOC"), as the local organizing committee and designee on behalf of the City of Austin. Your letter related to the hosting of an event of the V8 Supercars Championship in Austin at the new raceway facility known as The Circuit of The Americas. We understand that this letter, though submitted separately, will be read together with previous correspondence between us and the Austin Sports Commission.

As we emphasized in our previous correspondence, V8 Supercars Australia Pty Ltd as the site selection organization for the V8 Supercars Championship, undertakes a highly competitive process when considering locations to hold our Championship events and our consideration of an appropriate site in the USA has been through this vigorous process. Austin emerged the winner because we believe it is the right city and The Circuit of The Americas a fantastic facility for our series. We congratulate the City of Austin and The Circuit of The Americas on its addition to our Championship and we look forward to bringing our exciting brand of racing to your city in just a few months. The event, to be held on the weekend of May 17-19, 2013 will be known as the **V8 Supercars at the Circuit of The Americas**.

I confirm that we do not anticipate there being any other V8 Supercars events sanctioned by us conducted elsewhere in Texas or in its contiguous states in the foreseeable future.

The V8 Supercars Championship features many of the world's best touring car drivers and teams, which appeal to a diverse audience. We race at 16 different locations around the world and draw tourists and business opportunities to each region that we race. We telecast our races globally to around 140 countries. We believe that a race in Austin will generate significant interest and economic benefit for the local and state community.

We appreciate your desire to support the event and look forward to finalizing an Event Support Contract related to the local and State support available through CELOC and The Circuit of The Americas.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Adam Firth'.

Adam Firth
General Manager, Legal & Commercial

Endnotes

¹ This race, since it was not held in previous years, does not appear on Table 1. It was a two-day event with somewhat low attendance due to late scheduling and a small promotional budget.

² It is estimated that each team member and media is accompanied by 0.5 friends and family whereas other participants in the event (sponsors and racing organizations) bring 1.5 friends and family. In comparison to data on most other sporting events, these figures are quite conservative. The percentage of out-of-state fans at the event on race day is estimated to be 50 percent, a conservative percentage based on other motor-sport events. Since fans attending from further distances tend to arrive at events sooner and stay longer than local or near-by fans, this percentage is somewhat higher for practice and qualifying sessions. Overall, the fan three-day race total from outside Texas is estimated to be about 53 percent.

³ Preliminary event schedule includes time trials for V8 Supercars and two support races on Friday followed by a concert, qualifying races on Saturday for the V8 Supercars and two support races on Saturday followed by a concert, and V8 Supercars Opening Ceremonies on Sunday followed by V8 Supercar Final races along with final races for two support races.

⁴ See: Circuit Events Local Organizing Committee, **Major Event Trust Fund Gain from Formula One United States Grand Prix**, (100 Congress Avenue, Suite 1300 Austin, Texas 78701-2744), July 5, 2012, page 25.

⁵ Note the figures in Table 4 focus on expenditures for which a state tax gain under the Event Trust Funds is expected. As such those figures include drivers, teams, sponsors, media, racing organizations (and their friends and family that accompany them) plus the out-of state fans attending the event. Expenditures by Texas fans attending the event are not included.

⁶ Note that at peak attendance, about 4,500 hotel rooms will be required for all participants and out-of-state fans for V8 supercars. The number of hotel rooms in the Austin area total about 28,000 so this level of demand by V8 Supercars attendees, while significant, should not overly tax the availability of hotel rooms--- although it is at a level at which prices could firm above average rates during the race weekend, particularly if one or more other large events are held in Austin that weekend. Since facilities in the City of Austin account for more than 80 percent of all hotel rooms in the region, during the three peak days of the MotoGP event it is estimated that the City of Austin should host about 80 percent of participant and out-of-state fan spending. Earlier in the week when room demand is considerable lower, proximity of Austin hotels to COTA and other MotoGP events will probably result in the City of Austin hosting 95 percent of MotoGP activity. Hotel tax gains to the city as well as sales and alcoholic beverage tax gains to the city are adjusted accordingly.

⁷ Persons per room takes into account the number of people in a "group" (persons traveling together) and the percentage of groups occupying multiple rooms. MotoGP data indicates fans attend in relatively large groups compared to many events---averaging nearly more than 3.5 persons per group---and that figure is assumed to be a reasonable estimate for V8 Supercars as well. But, when group size increases, not surprisingly so does the prevalence of groups utilizing multiple rooms per group. It should be noted that 40 percent of groups from outside Texas attending the 2011 Houston marathon occupied multiple rooms. So room occupancy for fans at V8 Supercars reflects 3.6 persons per group with 40 percent of groups using two rooms. On the other hand, groups with

relatively low number of people per group (such as team members) have the lowest propensity to occupy multiple rooms—about 5 percent.

⁸ Hotel rates based on 107 hotels listed in <http://www.i-maps.com/hotel-locator/usa/hotels/tx/austin.html>. For drivers and racing organizations an average room rate was calculated for the top 50 percent of hotels listed. For media, the rate is based on the average of all 107 hotels. For sponsors and support organizations the rate was calculated to include the top 75 percent of hotels listed. For fans, the rate is based on the lowest 75 percent of hotels listed.

⁹ Based on COTA Ticket Price Model.

ATTACHMENT 3

Requested Economic Impact Study Market Area

The requested basic economic impact region for the V8 Supercars event scheduled for the weekend of May 17-19, 2013 is the five-county Austin Metropolitan area, including Travis, Williamson, Hays, Bastrop, and Caldwell Counties (collectively, the "Economic Impact Region"). This designated Economic Impact Region has been used for the Economic Study.

ATTACHMENT 4

Events & Activities Schedule

**V8 Supercars
Race Weekend Activities
May 17-19, 2013**

Event	Fri. 5/17	Sat. 5/18	Sun. 5/19
V8 SuperCars Opening Ceremonies			Y
V8 SuperCars Racing	Team Testing	Qualifying	Finals
Support Race #1 (TBA)	Team Testing	Qualifying	Finals
Support Race #2 (TBA)	Team Testing	Qualifying	Finals
Post-Race Concert (on-site)	Y	Y	

* Anticipated additional events will be added to schedule. See more details in the Economic Impact Study.

ATTACHMENT 5

City of Austin Letter to Comptroller re Participation in ETF



City of Austin

City Manager's Office

P. O. Box 1088, Austin, TX 78767
(512) 974-2200, Fax (512) 974-2833

Marc A. Ott, *City Manager*
Marc.Ott@ci.austin.tx.us

January 16, 2013

The Honorable Susan Combs
Texas Comptroller of Public Accounts
Post Office Box 13528, Capitol Station
Austin, Texas 78711-3528

Comptroller Combs:

The City of Austin requests participation in the Event Trust Fund (ETF) program pursuant to TEX. REV. CIV. STAT. ART. 5190.14 Section 5C (Act) as authorized by Austin City Council action on December 13th, 2012 in support of the V8 Supercars Championship. This action satisfies the requirements of 34 TAC Section 2.202(a)(1) and documents that Austin is the endorsing municipality in accordance with the Act.

Enclosed is correspondence from V8 Supercars Australia PTY Ltd., (V8 Supercars) confirming the selection of Austin, Texas as the location for this event in May of 2013. The correspondence from V8 Supercars satisfies the requirements found at 34 TAC Section 2.202(a)(2).

The correspondence from V8 Supercars states that the selection of Austin as the location for the V8 Supercars was completed after they also visited and considered other potential venues in a highly competitive process of reviewing locations interested in hosting their series. Further, V8 Supercars does not anticipate holding any other similar V8 Supercars event in Texas or its contiguous states during any year that the V8 Supercars is held at the Circuit of the Americas in Austin. We believe that this supports a finding that Austin was selected as the site for this event consistent with the requirements of 34 TAC Section 2.201.

The Circuit Events Local Organizing Committee is the City's designee to apply to establish the ETF, submit the ETF economic analysis, to fund the City's contribution to the ETF, and to receive funds for eligible expenses from the ETF.

Sincerely,

Marc A. Ott
City Manager