

PETALUMA SPEEDWAY



OVERVIEW

-PERSONAL INTRO

-THE HISTORY OF AUTO RACING IN PETALUMA

-AFFORDABLE FAMILY ENTERTAINMENT IN PETALUMA

-THE ECONOMIC IMPACT THAT THE SPEEDWAY CONTRIBUTES TO PETALUMA BUSINESSES

-WHAT MAKES PETALUMA SPEEDWAY SPECIAL

-ENVISIONING THE FUTURE OF PETALUMA SPEEDWAY

-WHEN IT'S GONE, IT'S GONE FOREVER (THE FATE OF OTHER LOCAL SPEEDWAYS)

My name is Matt Sharkey. My family and I have resided in Petaluma for ten years and have been going to events at the Sonoma-Marín Fairgrounds for two decades.

I am not employed in any way by Petaluma Speedway or the Fairgrounds. I'm simply a fan of the Speedway and our family and friends love to meet at the Speedway for races on Saturday nights.

This photo on the right is of my brother, father and I in the very early 80s. We grew up going to races at San Jose Speedway and Baylands Raceway. Both tracks have been gone for 23 and 34 years respectively.

I share a strong vision for what the future of Petaluma Speedway might look like and aim to help preserve local racing for future generations to come.





Auto racing in Petaluma dates back almost a century. A mile long horse racing track was previously where Petaluma Speedway is now and extended all the way to Washington Street. Cars first raced on that track in 1936.

Petaluma Speedway first opened in 1954, was expanded in size in 1963 and a seasonal weekly racing series has been held there ever since. That's 59 years. Longer than I've been alive.

There are current third and fourth generations of families racing at Petaluma Speedway. On a low attended night of racing, there will be 450 people in the grandstands and on a well attended night, upwards of 1100.

While last year's NASCAR Cup Champion cut his teeth at our track, and people drive from all over the US to race here, the heart and soul of Petaluma Speedway is the local weekend racers who know it as their home.

While our modern society becomes more and more focused on placing digital entertainment at arms length, many of us crave being actively engaged with our community through our preferred forms of entertainment. On any given Saturday night, Petalumans really only have three options for family entertainment: The bowling alley, the movie theater and the speedway. While I love all three of these places and gladly patronize each of them, Petaluma needs to maintain a family entertainment space that provides great value and remains affordable. Petaluma Speedway does and is.

I took this Saturday night as an example. If you reserve a lane for a family of four at the bowling alley for 2.5 hours and eat dinner there, it's going to cost you \$233.76. If you go to the movies and eat dinner there, it's going to cost you \$112.50 and you're going to be there for an hour and forty minutes. If you take that same family of four to the Speedway and eat dinner there, it's not only going to cost \$92.50, but you're going to be entertained (outside) for up to six hours. And for those of you with children 5 and younger, they're free.

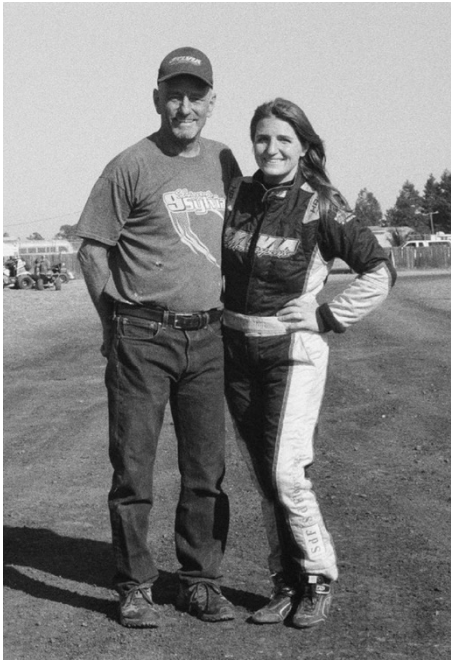
The image shows a screenshot of the Cinemawest website. The top navigation bar includes links for MOVIES, SHOWTIMES, THEATRE INFO, REWARDS CLUB, GIFT CARDS, MOBILE APP, and PRIVATE EVENTS. The main header features the CINEMAWEST logo and a dropdown menu for BOULEVARD 14 CINEMA. A movie poster for 'the BAD GUYS' is displayed on the left. To the right, the movie title 'THE BAD GUYS' is shown with the showtime 'Saturday, May 14th 2022 - 6:45 PM' and the location 'BOULEVARD 14 CINEMA - AUDITORIUM 3'. Below this, the ticket information is shown: 'General Admission Ticket \$11.50 each', a quantity of '2', and a total price of '\$23.00'. A countdown timer in the top right corner indicates 'TIME REMAINING TO COMPLETE YOUR ORDER 08:36'. On the left side, there are two sections: 'WHERE' and 'WHEN'. The 'WHERE' section lists 'AMF Boulevard Lanes' at '1100 Petaluma Blvd., South Petaluma CA 94952'. The 'WHEN' section lists 'Saturday, May 14th, 2022' at '6:00 PM'. Below these sections is a table of items and prices:

1 Lane x 2.5 Hours:	\$133.00
Shoe Rental x 4:	\$20.76
\$20 Food and Beverage Credit x 4:	\$80.00
Event Fee:	\$--.--
Tax:	\$--.--
ORDER TOTAL:	\$233.76

On the right side, there is a 'COMING EVENTS' banner for 'May 14, 2022' featuring the 'Petaluma Weekly Racing Series'. The banner lists 'Wingless Sprints, Dwarfs, Western Midgets, Hobby Stocks' and provides ticket prices: 'Adult Ticket: \$18', 'Seniors 65+ Ticket: \$15', 'Juniors Age 6-11: \$10', and 'Kids 5 & Under: FREE'. It also lists event times: 'Pit Gates Open: Noon', 'GA Gates Open: 4pm', 'Practice Starts: 5pm', and 'Racing Starts: 6pm'. A 'CLICK HERE' button is located at the bottom right of the banner.

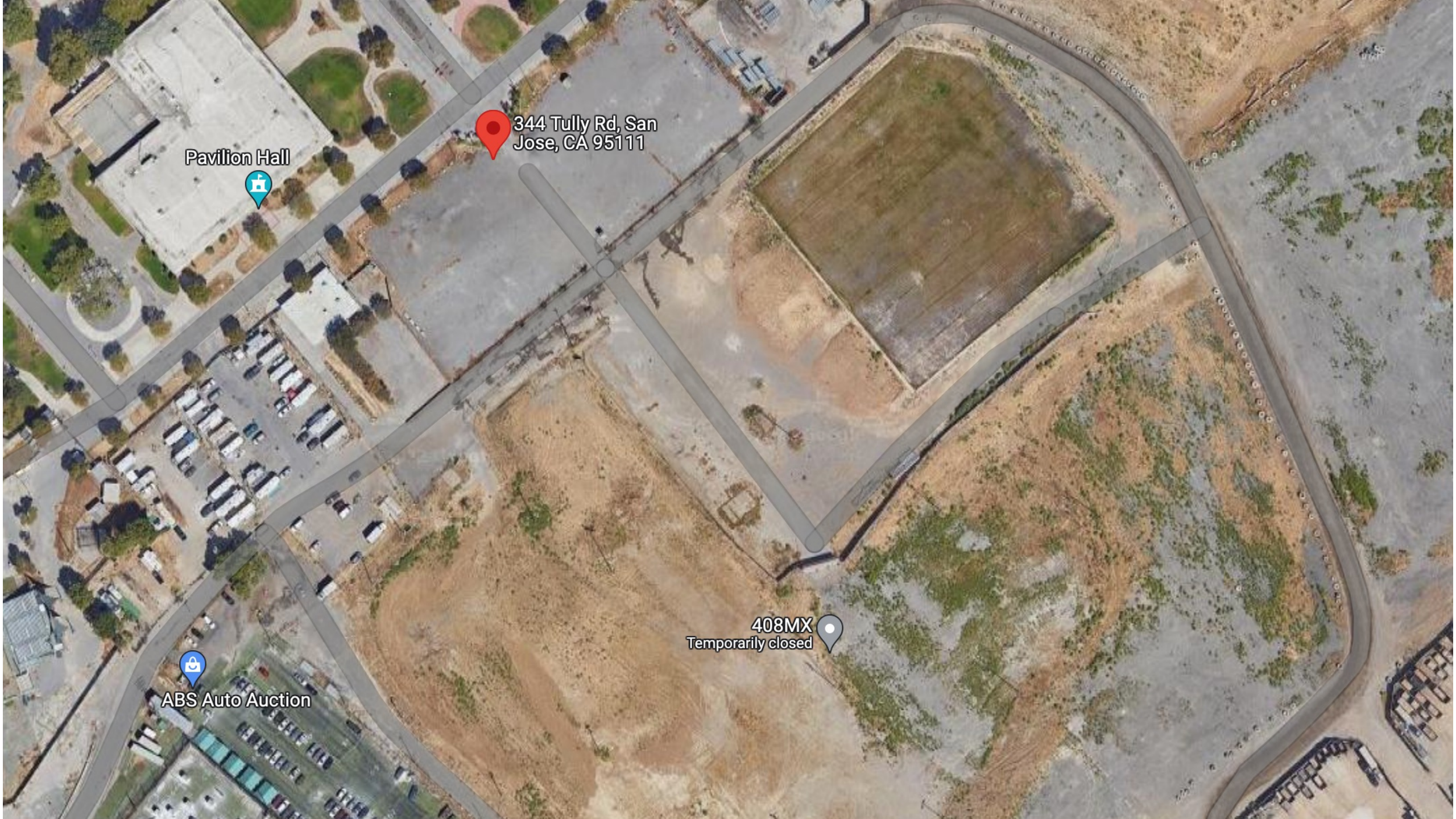


According to the Petaluma Chamber of Commerce, in 2018 Petaluma Speedway provided an economic impact of **\$250,000**. That's money directly to our friends and neighbors who work at local restaurants, grocery stores, hotels, gas stations, auto parts stores, etc. And that's only from 26 races. Imagine if the track hosted more!





Should Petaluma Speedway receive a renewed long term lease, I've already introduced the promoter with two of the individuals behind wildly successful BMX tracks in Santa Clara and Napa, who both live here in Petaluma. Creating a world class BMX facility within the infield of Petaluma Speedway is a very possible reality. This opens up tremendous opportunity for youth and adults alike. Given the built-in grandstands, the facility could hold multi-day National championship races that would result in an economic impact in the tens if not hundreds of thousands of dollars.



344 Tully Rd, San Jose, CA 95111

Pavilion Hall



ABS Auto Auction



408MX
Temporarily closed



THANK YOU