

Dream Team Formed to Bid for NASCAR Hall of Fame

Daytona Beach, Fla. – The NASCAR Hall of Fame facility is generating a lot of local enthusiasm these days. A Green Flag Committee -- consisting of representatives from neighborhood groups, chambers, local government, private enterprise, and the Central Florida Sports Commission -- has been seeking the best way to convince NASCAR officials to locate the facility in Daytona Beach, home of NASCAR's international headquarters, DAYTONA USA and the World Center of Racing, Daytona International Speedway.

“Once we were able to convey to the public that the facility will not be constructed using public monies, we started hearing a lot of support from the community,” said George Mirabal, president of The Chamber, Halifax Daytona Beach Area. “Lots of people are telling us that the NASCAR Hall of Fame needs to be in Daytona Beach, so we’re gathering the best talents and contacts nationally, to create a world class bid package that really knocks their socks off.”

Members of the Green Flag Committee have compiled a “dream team” of project consultants, in order to create a dazzling bid package to be submitted on behalf of the City of Daytona Beach and Volusia County. The package, due to NASCAR by May 31, is designed to present the Daytona Beach area as the premier location for the new attraction. Five other communities will also be competing for the facility.

Among the local “dream team” participants, are representatives from: Farmer, Baker & Barrios architects, Orlando; Exline Productions, Los Angeles; Ralph Applebaum Associates, New York; Fry Hammond Barr, Orlando; Sullivan, Inc., Daytona Beach; and Mentor Films, Daytona Beach.

The NASCAR Hall of Fame project, when built, will be a revenue-neutral facility. No construction dollars will come from state or local taxes. Instead, money from a special issue NASCAR license plate, along with private monies, will fund the facility's construction. “It's really a great proposal,” said Mirabal. “This facility will be owned by a community non-profit organization. At the end of the day, it will be a one-of-a-kind economic generator – the only one in the U.S.!”

For more information on the NASCAR Hall of Fame, or to voice support in favor of the facility's Daytona Beach location, call Kevin Kilian at The Chamber, (386) 255-0981, or email to Kevin@daytonachamber.com.

Misc. notes:

Bid is on behalf of the City and the County

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Dream Team