

The Great Lakes Circuit

Henry Berry, Thomas Eschbach, Raegan Garvin, Nick Van Pelt, Jackson Washeck

University of Oklahoma

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Professor Bryant Houk

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Venue Introduction

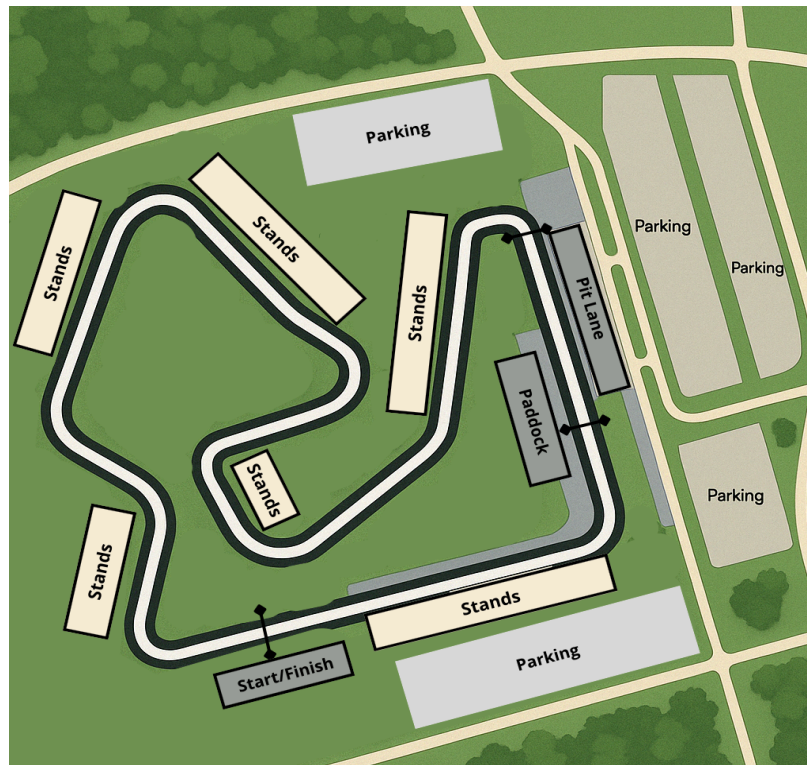
a) Type of venue, size, capacity, geographic location

The Great Lakes Circuit is a fictional, permanent motorsport facility located approximately 35 miles west of downtown Chicago, Illinois. The venue is designed to host international racing events, most notably a Formula 1 Grand Prix.

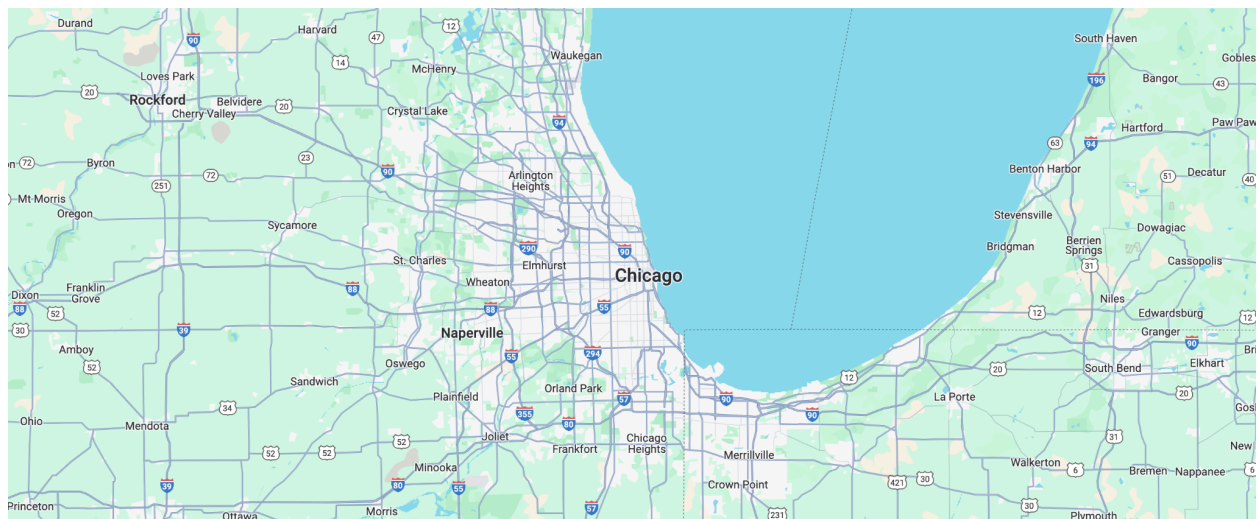
The circuit is 5.8 kilometers (3.6 miles) long, combining technical sections, sweeping curves, and fast straights. The venue has a total spectator capacity of approximately 130,000, including main grandstands, general admission zones, and luxury VIP hospitality suites.

In addition to the race track, the venue includes a fully equipped pit lane and paddock, media and broadcast centers, medical and emergency response stations, parking for over 30,000 vehicles and year-round facilities for testing, training, and corporate events

b) Venue drawing or picture



c) Map of the region



d) Local and regional competition for our venue

- ChicagoLand Speedway, Joliet, IL
- Autobahn Country Club, Joliet, IL

- United Center, West Loop
- Route 66 Raceway, Joliet, IL

e) Parking, traffic, and transportation plan

Given its rural location, the venue will rely heavily on car traffic and shuttle services. Key components of the plan include:

- Highway access from I-88 or similar major routes, with custom exit infrastructure
- On-site parking for ~30,000 vehicles across five large zones
- Park-and-ride systems from suburban train stations and hotels
- Shuttle buses from downtown Chicago and nearby cities during race weekends
- Dedicated rideshare drop-off/pick-up areas
- Coordination with local authorities for road signage, emergency routes, and traffic management

This plan ensures smooth arrival and departure for spectators while minimizing the traffic impact on residents.

Ownership & Management

a) Introduction

This section details the ownership and management model of the Great Lakes Circuit, including the venue's legal structure, its leadership hierarchy, and how internal relationships function to ensure efficient operations. Given the scale and complexity of hosting an international Formula 1 race, a carefully selected ownership and management approach is essential to balancing commercial success with public benefit.

b) Ownership and management type

The Great Lakes Circuit is operated under a Public-Private Partnership (PPP) model. This structure was chosen to combine the strategic strengths of both sectors: public oversight and long-term regional development on one hand, and private sector efficiency and capital investment on the other.

The land is owned by the State of Illinois, while the venue itself is developed, maintained, and managed by a private motorsport investment group known as “Midwest Racing Alliance LLC.”

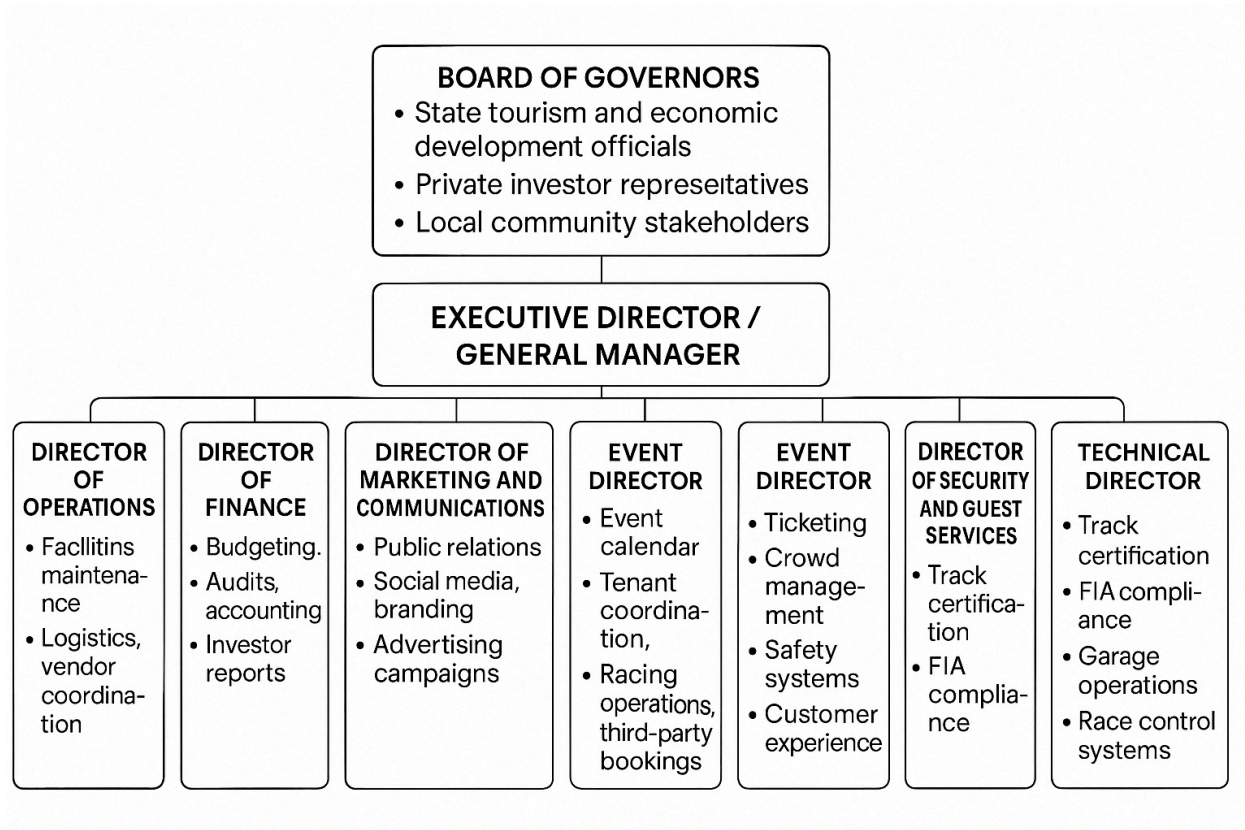
The State retains a minority financial interest and voting rights on certain decisions through a Board of Governors.

The private group is responsible for daily operations, event planning, staffing, sponsorship, and international coordination with the FIA and Formula 1 Management.

This ownership model is inspired by successful precedents such as Circuit of the Americas (Austin) and Silverstone (UK), both of which balance public infrastructure goals with private sports management expertise.

c) Organizational chart for your designated type of venue above and below the Executive**Director/General Manager level.**

The Great Lakes Circuit follows a functional organizational structure, led by the Executive Director / General Manager (GM). Below the GM, key operational areas are divided into specialized departments, each with clearly defined roles and responsibilities.



Above the GM:

- Reports to the Board of Governors, composed of:
 - State tourism and economic development officials
 - Private investor representatives
 - Local community stakeholders

Reporting to the GM:

1. Director of Operations
 - Facilities maintenance, landscaping, logistics, and vendor coordination
2. Director of Finance
 - Budgeting, audits, accounting, and investor reports
3. Director of Marketing and Communications

- Public relations, social media, branding, advertising campaigns
- 4. Director of Sales and Sponsorship
 - Corporate partnerships, hospitality suites, naming rights, merchandise
- 5. Event Director
 - Event calendar, tenant coordination, racing operations, third-party bookings
- 6. Director of Security and Guest Services
 - Ticketing, crowd management, safety systems, customer experience
- 7. Technical Director
 - Track certification, FIA compliance, garage operations, race control systems

This structure supports flexibility and expertise across all departments, enabling the venue to manage high-profile events like a Formula 1 Grand Prix while remaining efficient year-round.

d) Explain the various relationships above and below the level for the EXD/GM

Above the GM:

- The GM meets quarterly with the Board of Governors to present financial reports, strategic proposals, and event plans.
- Collaborates with:
 - FIA and F1 Management on regulations, race scheduling, and operational standards.
 - State agencies for grant funding, infrastructure support, and economic impact evaluations.

Below the GM:

- Department heads participate in weekly executive meetings to align on event readiness, revenue generation, and risk management.

- Interdepartmental collaboration is essential, especially between operations, security, and marketing teams during large-scale events.
- Staff training and guest experience are centralized through a cross-functional onboarding and quality assurance program led by HR and guest services.

This leadership framework promotes accountability, performance, and alignment with both public interests and private business goals.

Organization & Staff

a) Introduction

Operating a world-class motorsport venue like the Great Lakes Circuit requires a highly structured and efficient organization. This section outlines the overall organizational and staffing plan, including the size and scope of the team necessary to manage daily operations and deliver high-quality events such as a Formula 1 Grand Prix.

b) Develop the organization and management structure that you would need to successfully operate your venue.

The venue follows a departmental organizational structure overseen by the Executive Director / General Manager (GM). Each department is responsible for a specific operational area, with department heads reporting directly to the GM. This system ensures clear communication, task specialization, and operational agility—especially crucial when preparing for major international events.

Departments include:

- Operations
- Finance
- Marketing & Communications

- Sales & Sponsorship
- Event Management
- Security & Guest Services
- Technical Services

Each department is staffed year-round, with seasonal and event-based expansion as needed for large-scale events.

c) Explain the organizational structure and staff size (number of people and types of positions) to efficiently and effectively manage your specific type of venue.

To ensure efficient and effective management of the venue, the following core full-time staff positions are required:

Department	Full-Time Roles	Staff Count
Executive & Admin	Executive Director, Assistant GM	2
Operations	Facility Manager, Logistics Coordinator, Grounds Crew	15
Finance	Finance Director, Accountants, Payroll Officers	5
Marketing & Communications	Marketing Manager, PR Officer, Social Media Specialist	6
Sales & Sponsorship	Sales Director, Corporate Sales Manager, Ticketing Staff	7
Event Management	Event Director, Booking Coordinator, Operations Assistants	8
Security & Guest Services	Security Manager, Guest Services Reps, Ticketing Agents	12
Technical Services	Technical Director, Track Marshal Coordinator, Engineers	10

Total Core Staff: ~65 full-time employees

During F1 race week and other major events, the venue hires an additional 500–700 temporary staff, including:

- Ushers and gate attendants
- Food & beverage workers
- Parking and shuttle drivers
- Track marshals
- Medical and safety personnel
- Cleaning crews

d) Include a comprehensive job description for the Executive Director / General Manager, specifically for your type of venue

Job Title: Executive Director / General Manager

Reports To: Board of Governors

Location: Great Lakes Circuit, Illinois

Summary: The Executive Director / GM oversees all aspects of venue operations, including business strategy, financial performance, team leadership, sponsor relations, event execution, and compliance with FIA standards. This role ensures the venue maintains its international reputation while delivering top-tier experiences for fans, partners, and racers.

Key Responsibilities:

- Manage all department heads and align goals across functions.
- Develop strategic plans and annual budgets.
- Serve as primary liaison with Formula 1 Management and FIA.
- Oversee sponsorship agreements and media relations.
- Supervise hiring, training, and staff performance.
- Ensure safety, sustainability, and operational efficiency.
- Lead crisis management and emergency response procedures

Qualifications:

- 10+ years of experience in venue or motorsport event management
- Proven leadership in large-scale operations
- Strong knowledge of motorsport regulations and international logistics
- Excellent communication and negotiation skills
- Bachelor's or Master's degree in Sport Management, Business, or related field

Business & Financial Management Systems

a) Introduction

A successful motorsport venue like The Great Lakes Circuit requires well-designed business and financial systems to ensure operational efficiency, regulatory compliance, and long-term sustainability. This section outlines the financial practices, tools, and documents used to manage the circuit's budget, control cash flow, and produce reliable financial reports.

b) Describe the business and financial management systems (audits, annual reports, budgets, cash flow statements) necessary for the secure and successful financial operation of your venue

The Great Lakes Circuit uses a comprehensive financial system tailored to the needs of large-scale sports and entertainment venues. The key components include:

1. Annual Operating Budget

- Created and reviewed annually by the Finance Director and approved by the Executive Director and Board of Governors
- Includes all revenue projections (ticket sales, sponsorship, merchandise, hospitality) and expense categories (staffing, maintenance, insurance, security, etc.)

2. Cash Flow Management

- Monthly cash flow statements to monitor income and expenses
- Forecasting is used to anticipate low-revenue months and high-expenditure periods (e.g., F1 Grand Prix month)

- Bank reconciliation and liquidity tracking are performed weekly.

3. Internal Controls & Financial Security

- Segregation of duties: Different staff responsible for authorizing, processing, and recording transactions
- Two-signature policy for purchases over \$5,000
- Use of secure financial software (e.g., NetSuite or SAP)

4. Auditing

- Annual third-party audit to ensure transparency and investor confidence
- Internal audit conducted biannually by finance staff to identify inefficiencies or risk areas.
- Audit results presented to the Board

5. Reporting

- Quarterly financial reports submitted to the Board of Governors
- Monthly departmental reports to monitor spending across departments
- Reports tailored for stakeholders (investors, sponsors, government partners)

6. Compliance and Regulation

- Adheres to U.S. GAAP accounting standards
- Complies with IRS regulations and all applicable state business laws
- Tracks expenditures eligible for state tax incentives or tourism grants

c) Develop a sample operating budget for the upcoming fiscal year for your venue.

Projected Revenue

Revenue Source	Amount (in millions)
Ticket Sales (All Events)	\$42.0 M

Sponsorship & Naming Rights	\$30.0 M
Hospitality/VIP Packages	\$8.5 M
Merchandise & Concessions	\$6.8 M
Parking Revenue	\$2.2 M
Facility Rentals (Non-race)	\$1.5 M
Total Revenue	\$91.0 M

Projected Expenses

Expense Category	Amount (in millions)
Staff Salaries & Benefits	\$15.0 M
Event Operations (F1 + support)	\$18.0 M
Maintenance & Utilities	\$6.5 M
Marketing & Advertising	\$5.2 M
Insurance & Risk Management	\$3.0 M
Technology & Ticketing Systems	\$2.8 M
Security & Emergency Services	\$3.5 M
Administrative Costs	\$2.5 M
Depreciation & Long-Term Assets	\$4.5 M
Total Expenses	\$61.0 M

Projected Surplus

\$30.0 M

This projected surplus will be reinvested into:

- Long-term infrastructure upgrades
- Sustainability initiatives
- Staff development and training

- Community partnerships and outreach programs

Booking the Venue

a) Introduction

Booking and scheduling at The Great Lakes Circuit is a strategic process that balances the demands of high-profile international events with regional and local opportunities. With the Formula 1 Grand Prix as the marquee event of the year, the venue must also optimize calendar space for additional motorsport events, corporate activations, and community programming. A clear booking policy and priority system ensure fairness, revenue maximization, and operational feasibility.

b) Explain, in detail, the venue scheduling and event booking priorities, policies, and procedures used to successfully manage your specific type of venue.

The Great Lakes Circuit follows a strategic, policy-driven approach to event booking and scheduling, in full alignment with industry standards and best practices outlined in *Public Assembly Venue Management (2nd ed.)*. The booking policy is designed to prioritize high-revenue events, protect the interests of primary tenants, and ensure operational feasibility and financial sustainability.

Based on the textbook's guidelines, the circuit's booking process is built around five key principles:

1. Priority Hierarchy

- Establishes clear event categories by value and scope (international, national, commercial, community)
- Prevents scheduling conflicts and ensures alignment with long-term business goals
- Prioritizes long-term tenants (e.g., F1) and revenue-generating events
- Mirrors the book's concept of "tiered or weighted scheduling."

2. Calendar Control

- Managed by the Event Coordination Committee and the Event Director
- Uses a rolling calendar reviewed monthly
- Balances event variety with operational downtime (for maintenance, recovery, upgrades)
- Reflects the book's emphasis on venue utilization vs. availability management

3. Fair and Transparent Booking Process

- All event organizers must submit formal proposals at least 6 months in advance.
- Proposal includes:
 - Event overview and purpose
 - Technical requirements
 - Insurance and safety compliance
 - Expected attendance and revenue estimates
- Evaluated based on alignment with venue mission, operational capacity, and financial return

4. Contractual Agreements

- Standard venue rental contracts include:
 - Dates and access times
 - Load-in/load-out responsibilities
 - Use of technical systems (power, track access, safety)
 - Rental fees and deposit structure
 - Cancellation and refund clauses
- Contracts align with recommendations in the textbook on risk management and policy enforcement.

5. Blackout Periods and Maintenance Windows

- Reserved periods before and after major events (e.g., F1 Grand Prix) for:
 - Track preparation
 - Temporary infrastructure setup (hospitality tents, media platforms)
 - Security and access rehearsals
 - Breakdown and cleanup
- Ensures venue safety, quality control, and compliance with FIA operational standards

Technology-Enabled Scheduling

As recommended in the book, The Great Lakes Circuit uses venue management software to coordinate scheduling across departments. This system allows:

- Real-time availability updates
- Document storage (contracts, permits, technical specs)
- Internal task assignments (security, marketing, operations)
- Event calendar visibility for staff and key partners

This structured, proactive scheduling approach allows the venue to:

- Maximize revenue
- Diversify event types
- Protect long-term client relationships.
- Stay agile and flexible in the face of operational constraints.

c) Develop a hypothetical 6-month event schedule for your venue, including your tenants' schedule, if applicable, and typical tentative, confirmed, and contracted events.

Month	Event	Type	Status
April	Season Opening Track Day (Public & Club Drivers)	Community/Amateur	Confirmed
May	Porsche Carrera Cup USA	National Race	Confirmed
May	Electric Mobility Summit (EV Expo & Test Track)	Corporate/Expo	Tentative
June	IMSA SportsCar Championship	National Race	Contracted
June	Local Charity Fun Run (Evening, Inner Loop Only)	Community	Tentative
July	Formula 1: Grand Prix of Chicago	International Race	Confirmed
July	Automotive Tech Innovation Fair	Corporate	Tentative
August	Vintage Car Festival (Concours & Parade Laps)	Special Interest	Confirmed
September	IndyCar Series Round	National Race	Contracted

Notes:

- F1 Grand Prix in July is the headline event, with exclusive use of the circuit for setup, race weekend, and teardown (blackout period).
- The calendar includes a mix of:
 - National and international racing events
 - Corporate activations
 - Community outreach initiatives
- “Tentative” status means the event is in negotiation or awaiting final contracts.
- This schedule reflects the venue’s mission to operate year-round and appeal to a broad audience while prioritizing high-revenue and high-profile bookings.

Marketing & Sales

a) Introduction

Marketing and sales are essential to the success of The Great Lakes Circuit, both for promoting the venue itself and for driving attendance and revenue through events. While closely related, marketing and sales serve different purposes: marketing builds awareness and interest, while sales convert that interest into actual revenue through ticket sales, sponsorships, and hospitality packages. This section outlines the venue's strategies for each, along with advertising methods, creative designs, and audience targeting.

b) Describe the differences between marketing and sales for a venue versus for an event.

While closely related, marketing and sales serve distinct functions in the operation of a public assembly venue like The Great Lakes Circuit. Understanding the difference between the two—and how their roles vary depending on whether the focus is the venue or a specific event—is essential to developing effective promotional strategies.

Marketing is primarily focused on creating awareness, building brand identity, and generating interest among target audiences. When marketing the venue itself, the goal is to position The Great Lakes Circuit as a premier motorsport and event destination in North America. This involves long-term strategies, such as promoting the venue's unique features (location, capacity, design), attending industry trade shows, and running brand-focused campaigns in motorsport publications or B2B media. The target audience for venue marketing typically includes race organizers, event promoters, corporate sponsors, and governing bodies such as the FIA.

Sales, on the other hand, is the process of converting that interest into actual business transactions. Venue sales may involve negotiating long-term rental agreements, securing naming rights or premium hospitality deals, or onboarding new sponsors for annual partnerships. Sales activities are driven by direct outreach, relationship-building, and contract negotiation.

When it comes to individual event marketing, the focus shifts to short-term promotional efforts aimed at driving attendance and public excitement. For example, a campaign for the Formula 1 Grand Prix of Chicago would use social media ads, influencer partnerships, and regional billboards to engage fans and push ticket sales. Sales in this context involve the execution of ticketing strategy, group packages, merchandise bundles, and VIP hospitality bookings.

In summary, venue marketing and sales focus on long-term growth and positioning, while event marketing and sales are designed to drive immediate engagement and revenue. Both are critical and must work in harmony to support the success of The Great Lakes Circuit.

c) Develop a fictitious venue print advertisement and explain your strategy.

Advertisement Title: *“Your Track to Victory”*

Tagline: *Where global speed meets Midwest innovation.*

The promotional advertisement for The Great Lakes Circuit is designed to position the venue as a world-class destination for motorsport events and corporate experiences. The ad features a high-resolution aerial view of the circuit in full action: grandstands filled with fans, a modern paddock, and the backdrop of forested landscape surrounding the facility. The visual communicates scale, energy, and a balance between advanced infrastructure and natural beauty.

Venue Marketing Strategy The goal of the advertisement is to attract event organizers, motorsport promoters, and corporate sponsors who are looking for a premium, accessible, and media-friendly venue in the U.S. Midwest.

Target Audience:

- Race series organizers (FIA, IMSA, IndyCar)
- Car manufacturers and brands are looking for test days or product launches
- B2B clients seeking premium event space
- International motorsport federations seeking U.S. expansion

Distribution Channels:

- Print and digital ad placements in:
 - *Racer Magazine, SportsBusiness Journal, Autosport*
 - B2B event planning magazines and trade publications
- LinkedIn sponsored posts targeting:
 - Venue managers
 - Motorsport event planners
 - Sponsorship agencies
- Presence at:
 - SEMA Show

- Motorsport Industry Association (MIA) Conferences
- FIA Annual Congress

This strategy reinforces the venue's brand as a versatile, elite-level circuit while proactively seeking long-term partnerships and high-value bookings.

YOUR TRACK TO VICTORY

WHERE GLOBAL SPEED MEETS
MIDWEST INNOVATION.

Host your next race or event at North America's newest international-grade racetrack. With over 2.25 square kilometers of cutting-edge facilities, The Great Lakes Circuit is built for speed, safety, and spectacle.

NOW BOOKING FOR 2026 AND BEYOND

Contact our venue partnerships team today

**THE GREAT LAKES
CIRCUIT**

d) Develop a hypothetical event print advertisement and explain your strategy.

Event: *Formula 1 – Grand Prix of Chicago at The Great Lakes Circuit*

Advertisement Title: *“The Rush Begins Here”*

Tagline: *The World is Watching. Will You Be There?*

The event advertisement is designed to generate excitement and urgency among motorsport fans and casual spectators alike. The visual features a high-action image of an F1 car cornering through a fast chicane, with packed grandstands, motion blur, and the backdrop of the forested Great Lakes Circuit. The branding includes the official F1 logo, the circuit’s logo, and the race date.

Event Marketing Strategy

The strategy for promoting the F1 Grand Prix of Chicago centers on high-impact, multi-channel campaigns targeting regional fans, international motorsport enthusiasts, and first-time F1 attendees.

Objectives:

- Sell out all 3-day general admission and grandstand packages.
- Maximize VIP and corporate hospitality sales.
- Boost tourism and hotel bookings in the region.
- Generate media attention and digital buzz across platforms.

Target Markets:

- Regional: Chicago, Milwaukee, Indianapolis, Detroit
- National: Motorsport fans across the U.S.
- International: UK, Canada, Europe (existing F1 fanbases)
- Emerging audiences: Gen Z and young professionals (TikTok, YouTube, Instagram)

Marketing Channels:

- Digital:

- Meta (Facebook/Instagram) campaigns with geo-targeted ads
- Google Display and YouTube pre-roll ads
- Influencer partnerships with motorsport content creators
- Traditional:
 - TV spots during live sports broadcasts (e.g., ESPN, NBCSN)
 - Radio ads on regional stations
 - Billboards on major Midwest highways (I-88, I-90)
- Experiential:
 - Pop-up activations at major Chicago events (sports games, festivals)
 - Race car displays at malls and airports.

Promotional Timeline:

- 9 months before: Pre-launch teaser campaign, ticket waitlist
- 6 months before: Early bird sales, digital countdown
- 3 months before: Full marketing blitz across all channels
- Final month: Ticket scarcity messaging and flash sales

e) Explain where and what methods of advertising you would use for both your venue and event.

The Great Lakes Circuit utilizes a strategic mix of advertising channels to reach two primary audiences: business clients (B2B) and event attendees (B2C). Each campaign is tailored to the needs of its target audience, using both traditional and digital platforms to maximize exposure and engagement.

For venue marketing, the focus is on attracting long-term partners such as racing series organizers, sponsors, and corporate clients. Advertising efforts in this area include print placements in motorsport and event industry publications like *Racer Magazine* and *Motorsport Business News*. The circuit also maintains a professional presence on LinkedIn, using targeted sponsored content to reach event planners, brand managers, and motorsport executives. In-person

networking is a key part of this strategy, with booths and speaking engagements at trade shows such as the SEMA Show and IMEX America. Direct marketing is also used, including email campaigns, sales brochures, and customized digital proposals.

For event marketing, particularly the Formula 1 Grand Prix, the strategy shifts to consumer-facing platforms. Social media plays a central role, with paid campaigns on Instagram, TikTok, and YouTube featuring race footage, driver highlights, and promotional giveaways. Search engine ads and retargeting are used to reach users already interested in motorsport, while outdoor advertising, such as highway billboards and public transit wraps, builds local visibility. Additionally, the circuit partners with influencers in the motorsport space to create content and amplify reach during race week. Traditional media, including radio and television spots during sports programming, complements the digital push.

All advertising efforts are tracked and analyzed in real time using tools like Google Analytics, Meta Business Suite, and internal CRM software. Performance metrics such as click-through rates, engagement levels, and ticket sales inform weekly reviews and adjustments, ensuring campaigns remain efficient and effective.

This multi-channel approach allows The Great Lakes Circuit to connect with both business stakeholders and fans, while building a strong, recognizable brand across North America and beyond.

f) Describe who the target audiences are for both the venue and event advertisements.

Marketing efforts at The Great Lakes Circuit are carefully tailored to two distinct target groups: venue-focused stakeholders and event-focused consumers. Each group requires specific messaging, platforms, and engagement strategies.

For venue marketing, the primary audience includes:

- Motorsport governing bodies such as the FIA, IMSA, and IndyCar may sanction future events at the circuit.
- Race promoters and series organizers seek modern, FIA-compliant venues with reliable infrastructure and logistical support.
- Corporate sponsors and partners are interested in naming rights, branded hospitality suites, or long-term partnerships.
- Event planning professionals are looking for large-scale, premium facilities to host driving experiences, product launches, or exhibitions.
- Local and regional economic development agencies that could co-invest in tourism promotion or infrastructure partnerships.

This audience values reliability, prestige, and return on investment. Therefore, messaging focuses on the circuit's capacity, safety, geographic location, and world-class infrastructure.

For event marketing, especially around the Formula 1 Grand Prix, the audience is broader and more emotionally driven. It includes:

- Motorsport fans across the Midwest and North America who follow F1, IndyCar, or other major racing series.
- First-time attendees were drawn to the spectacle of a Formula 1 weekend as a unique experience.
- Young professionals and Gen Z, reached through platforms like TikTok, YouTube, and Instagram.
- Local families and community members are looking for a weekend outing or access to community events surrounding the race.
- High-income individuals and corporate groups, targeted through hospitality and VIP ticket packages.

Each audience segment is approached with tailored messaging, whether it's through data-driven advertising for younger fans, business case studies for partners, or lifestyle visuals for hospitality buyers. By understanding and addressing these audience groups effectively, The Great Lakes Circuit ensures consistent brand growth and long-term success for both its venue and its headline events.

Ticketing & Access Management

a) Introduction

For ticketing, we will use a tiered system. These tiers will include General Admission, Grandstand, Premium Grandstand, VIP, and Luxury Suites. For purchasing tickets we will be mostly online and use Ticketmaster Sport, but we will also have an in-house box office.

b) Develop and explain your decision-making process for selecting a ticketing system that complements both your venue and its events schedule.

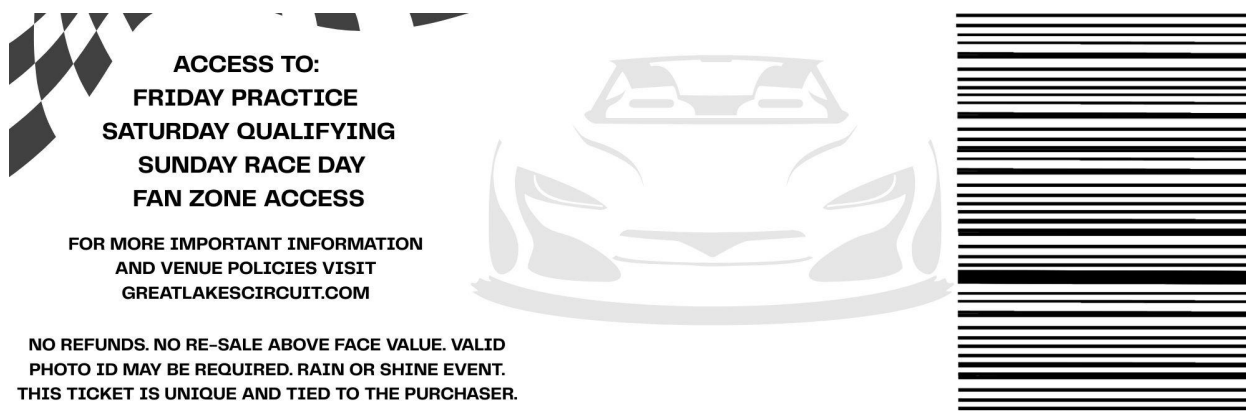
- We chose a tiered system because when it comes to a motorsport event, where you are sitting is very important so it makes more sense to charge people depending upon the placement of their seat rather than doing all general admission. Another factor influencing this is the fact that it is known that people will pay more to have a good seat at a race because it is such an important part of the event experience.

c) Explain how your choice of systems will meet the needs of your customers, tenants, and promoters (online sales, phone sales, ticket outlets, and venue ticket office)

Online sales will meet the needs of our customers because of the ease of the experience. People from all over the world attend races, to accommodate customers that may not live in or near Chicago, it makes the most sense to have an online ticketing service. We will also have tickets that were not purchased ahead of the event start time available in our box office on the day of the event for last-minute sales.

d) Develop samples of the front and back of a hard ticket for your fictitious event.





e) Develop an e-ticket with the appropriate language, safety features, and advertising for your venue and event.



Event & Ancillary Revenue Sources

a) Introduction

In addition to core revenue streams such as ticket sales and sponsorships, The Great Lakes Circuit relies on a variety of ancillary revenue sources to increase profitability and enhance the overall guest experience. These sources include food and beverage sales, merchandise, parking, signage, and other premium services. Maximizing these areas is key to creating a sustainable and dynamic event environment.

b) Describe the types of ancillary services (i.e., food and beverage, signage, parking, merchandise) that your group would implement and utilize in your venue to generate revenue.

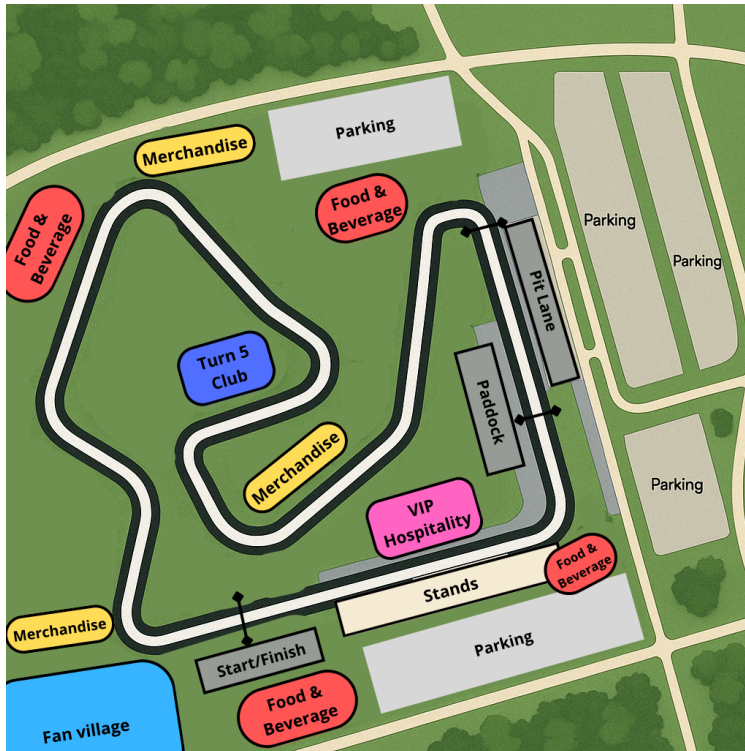
To capitalize on its large crowds and diverse events, the circuit offers a full suite of ancillary services:

- Food and Beverage: Multiple concession zones, pop-up food trucks, and VIP dining lounges
- Merchandise Sales: Branded F1 and circuit apparel, die-cast cars, collectibles
- Parking: On-site paid parking and upgraded VIP parking passes
- Sponsorship Signage: Digital and static signage across key fan zones and trackside areas
- Hospitality Zones: Premium access areas with food, open bar, lounge seating, and exclusive views
- Fan Engagement Areas: Racing simulators, photo booths, and interactive sponsor activations
- On-site Rentals: Lockers, portable charging devices, and fan kits (earplugs, ponchos, etc.)

c) List your ancillary services and their locations inside/outside your venue.

Service	Location
Food & Beverage Concessions	Main plaza, grandstand concourses, paddock entrance
VIP Hospitality Suites	Upper levels of the Main Grandstand and the Turn 1 Club
Parking Zones (General/VIP)	Lot A–D outside the main gates
Merchandise Shops	Near entry gates, Turn 3, and the fan village
Digital Signage	Above the entry tunnels, along the main straight
Sim Racing Zone	Fan village near the main plaza
Charging Station Rentals	Located at all major rest zones
Sponsor Activations	Grass concourse areas and main walkways

d) Use a venue floor plan/site plan to show the location of your ancillary revenue generators.



e) Develop a food and beverage menu for your restaurant and/or concession stand(s) and explain the rationale for your menu selections and prices based on the venue, geographical location, and the demographics of the events.

FOOD & BEVERAGE	
GENERAL CONCESSIONS	
Chicago-Style Hot Dog	\$7.00
Chicken Tenders + Fries	\$11.00
Soft Drink (20 oz)	4.50
Domestic Beer (16 oz)	\$9.00
Bottled Water	\$3.50
VIP HOSPITALITY	
Carved Roast Beef Sliders	
Shrimp Cocktail and Charcuterie	
Open Bar with Wine, Craft Beer, and Signature Cocktails	
Espresso Bar and Gourmet Desserts	
VIP HOSPITALITY	

The Great Lakes Circuit offers a carefully curated food and beverage program that caters to both general attendees and VIP guests. The menu was developed based on the venue's geographical location in the U.S. Midwest and the diverse demographics attracted by major events such as the Formula 1 Grand Prix of Chicago.

General Concessions

The general concessions menu includes classic, high-demand items such as Chicago-style hot dogs, chicken tenders with fries, soft drinks, beer, and bottled water. These selections were chosen for their familiarity and appeal to a wide audience, including families, casual fans, and first-time racegoers. Pricing is consistent with that of other major U.S. sporting venues, balancing affordability with strong profit margins, especially on beverages. The hot dog also ties in with local food culture, paying tribute to Chicago's culinary identity.

VIP Hospitality

For corporate partners and premium ticket holders, the VIP hospitality menu features upscale offerings such as carved roast beef sliders, shrimp cocktail, charcuterie platters, and a full open bar with wine, craft beer, and signature cocktails. Desserts and a staffed espresso bar elevate the luxury experience. These offerings are aligned with the expectations of Formula 1's international and high-income demographic, providing added value to justify premium hospitality prices and attract corporate clients.

Pricing Rationale

- **Location-Based:** As a Midwest venue near Chicago, the food mix reflects local tastes and event-day staples.

- **Demographic-Based:** The mix of everyday items and gourmet options reflects the diversity of the crowd, from local fans and families to global VIPs.
- **Strategic Pricing:** Prices are aligned with U.S. sports venue norms to ensure competitiveness while maintaining profitability. High-margin items like beer and bundled meals are used to increase per capita spending.

This approach ensures that guests have access to convenient, quality options across all budget levels while maximizing non-ticket revenue for the venue.

Venue Operations & Services

a) Introduction

At The Great Lakes Circuit, venue operations are essential to ensuring that all events are delivered efficiently, safely, and professionally. Whether the venue is hosting a high-profile international motorsport event or a local community program, the operations department plays a central role in delivering a seamless experience for clients, spectators, and partners. The operations strategy focuses on infrastructure readiness, guest comfort, and support for all vendors and stakeholders using the facility.

b) Explain the operations department and types of venue services required to meet the needs of the clients that rent your venue.

The operations department is led by the Director of Operations and supported by specialized teams in maintenance, custodial services, logistics, utilities, and technology infrastructure. This department ensures that every part of the venue is functioning at optimal levels before, during, and after all events.

The services required to meet the needs of clients renting the circuit include:

- **Facility maintenance and repairs:** Ensuring that the track surface, grandstands, restrooms, and hospitality areas are clean, safe, and fully functional.
- **Event setup and teardown logistics:** Coordinating the installation of signage, fencing, rental equipment, VIP tents, and mobile structures.

- Electrical and utilities support: Providing temporary power access, lighting, water hookups, and HVAC adjustments based on event requirements.
- Waste and sanitation services: Full-service cleaning and trash management, including recycling options, before and after the event.
- Technology and access systems: Setup and monitoring of Wi-Fi, PA systems, security cameras, ticket scanners, and point-of-sale technology.
- Vendor and exhibitor assistance: Supporting food and merchandise vendors with infrastructure setup, health inspections, and access to storage and back-of-house facilities.
- Emergency and weather response readiness: Ensuring shelter plans, drainage systems, and staff procedures are in place to respond to extreme weather or medical emergencies.

All of these services are coordinated through an internal event operations checklist tailored to each client's contract and event footprint.

c) Develop the outline of a venue services guide for your type of venue.

The following is a sample outline of the Venue Services Guide provided to all rental clients and promoters who book an event at The Great Lakes Circuit:

THE GREAT LAKES CIRCUIT – VENUE SERVICES GUIDE

1. General Venue Overview

- Venue map and key locations
- Staff contact list (Operations, Safety, Guest Services)

2. Booking and Planning Timeline

- Pre-event planning deadlines
- Site visit scheduling
- Load-in and load-out guidelines

3. Facility Access and Operations

- Hours of access
- Gate assignments
- Staffing expectations

4. Venue Infrastructure and Utilities

- Power access points and voltage capacity
- Water and sanitation stations
- Wi-Fi and IT service options

5. Equipment and Furniture Rentals

- Available items: tents, tables, barriers, stages
- Pricing and delivery options

6. Custodial and Waste Services

- Standard and premium cleaning packages
- Recycling requirements and post-event trash removal

7. Vendor Guidelines

- Health code compliance and food handling procedures
- Mobile kitchen and trailer setup areas

8. Emergency Procedures

- Weather policy and shelter-in-place plans
- Evacuation routes and safety signage requirements
- On-site emergency contact information

9. Insurance and Liability

- Minimum required insurance coverage
- Certificate of insurance submission process

10. Final Checklist and Sign-Off

- Required documents before the event day
- Venue walkthrough and condition review
- Post-event debrief process

This guide ensures that every client has the information and operational support needed to deliver a successful event at The Great Lakes Circuit.

Event Management & Services

a) Introduction

Event management at The Great Lakes Circuit focuses on delivering safe, organized, and memorable experiences for all attendees, clients, staff, and partners. With large-scale events such as the Formula 1 Grand Prix of Chicago, a clear operational structure and proactive customer service approach are essential. This section outlines the venue's event protocols, service expectations, and plans for staff training and guest satisfaction.

b) Explain all of the event management systems necessary to safeguard guests, employees, and clients before, during, and after an event, while continuing to provide excellent customer service.

The event management plan at The Great Lakes Circuit is led by the Event Director, who oversees coordination among all departments: operations, security, guest services, vendors, and communications. The goal is to ensure smooth execution before, during, and after each event, regardless of its size.

Key elements of the event management plan include:

- Pre-event coordination meetings with all stakeholders (internal and external)
- Detailed event run-of-show with minute-by-minute operations timeline
- Venue readiness inspections (track, restrooms, signage, emergency zones)
- Emergency operations plans and evacuation drills
- Communication systems (radio assignments, team briefings, contingency codes)
- Access control for staff, media, and VIP zones
- Load-in/load-out supervision for vendors, teams, and sponsors
- Post-event debriefs and guest feedback reports.

The venue also maintains a detailed event operations manual, customized per event, which includes site maps, staff assignments, contingency plans, and communications protocols.

c) Develop general event management guidelines for your venue.

Exceptional guest service is central to the brand of The Great Lakes Circuit. All staff, from ticket scanners to VIP suite attendants, are trained to deliver a welcoming, helpful, and professional experience.

Customer service principles include:

- **Visibility:** Staff are easily identifiable by uniform and name badges
- **Proactivity:** Staff approach guests to offer help before being asked
- **Clarity:** All staff provide accurate, consistent information about schedules, locations, and policies
- **Efficiency:** Staff aim to resolve issues quickly and escalate when necessary
- **Courtesy:** Every guest is treated with respect, regardless of their ticket level or background

Service expectations also extend to:

- Multilingual support for international guests
- ADA accessibility training for staff assisting individuals with disabilities
- Hospitality staff in premium zones are receiving additional training in luxury service standards

d) Develop a guest service philosophy and plan for your venue.

Guest Service Philosophy

At The Great Lakes Circuit, the guest experience is at the heart of every event. Our guest service philosophy is built on five core values:

1. Respect – Every guest, regardless of ticket level or background, deserves to feel valued and welcomed.
2. Proactivity – Staff are trained to offer help before being asked and to anticipate guest needs.
3. Clarity – Communication must always be clear, helpful, and consistent across all staff.
4. Accessibility – Every guest should be able to enjoy the venue fully, including those with disabilities or special requirements.
5. Responsiveness – Concerns must be addressed quickly, respectfully, and with a focus on resolution.

This philosophy reflects the venue's commitment to inclusivity, hospitality, and operational excellence.

Guest Service Plan

To put this philosophy into action, the Great Lakes Circuit follows a structured guest service plan:

1. Staff Training

- All frontline staff attend pre-event training focused on customer service, ADA compliance, emergency procedures, and venue navigation.
- Specialized training is provided to VIP hospitality staff for luxury service standards.

- Role-playing and scenario-based exercises are used to build confidence and empathy.

2. Event-Day Execution

- Daily briefings are held before gates open to communicate key updates.
- Staff are deployed strategically across the venue with mobile communication tools.
- Guest Services booths and roaming teams are available throughout the circuit.

3. Multilingual and Accessible Support

- Multilingual signage and staff availability for international guests
- Dedicated support teams for guests with disabilities and mobility needs

4. Real-Time Feedback and Response

- QR codes throughout the venue allow guests to submit quick feedback.
- Supervisors receive real-time alerts for complaints or service issues.
- Issues are tracked and followed up for quality control.

5. Post-Event Review

- Feedback is analyzed to improve future events.
- Staff are recognized or coached based on service quality.
- Updates to the guest service plan are made based on what was learned.

Safety & Security

a) Introduction:

As mentioned in class, safety and security are one of the greatest challenges for venue managers. For our venue's safety and security, we have strategic planning to address, prevent, and minimize potential issues.

b) Steps taken to ensure emergency preparedness for your venue:

To ensure safety at the Great Lakes Circuit, we require every employee to go through training, including tabletop training, where they have to respond accordingly to a potential threat.

c) Risk management guidelines:

The Great Lakes Circuit enforces a comprehensive risk management strategy that combines prevention, mitigation, and response planning. All risks—whether operational, financial, safety-related, or reputational—are systematically assessed and addressed through the following measures:

- Risk Assessments: Conducted before every major event to identify and address hazards related to crowd flow, track conditions, vendor installations, and weather impacts.
- Standard Operating Procedures (SOPs): Detailed response protocols are created for fire, medical emergencies, severe weather, and security threats.
- Insurance Requirements: All vendors and partners must carry minimum insurance coverage as specified in the venue's policies, with certificates filed before event dates.
- Security Coordination: Collaboration with local law enforcement, private security contractors, and emergency responders is conducted regularly.
- Emergency Drills: All staff participate in tabletop exercises and live drills simulating evacuation, lockdown, and mass casualty situations to ensure preparedness across departments.
- Contractual Protection: Rental agreements include clauses that limit venue liability and shift risk appropriately to users and promoters based on industry best practices.

d) Incident Report Form

INCIDENT REPORT FORM

Date and Time of Incident _____

Location of Incident Zone Gate, Section, other _____

Type of Incident ☐ Medical ☐ Safety ☐ Security ☐ Property Damage

Names and Contact Info of Involved Parties _____

Witness Statements _____

Staff Member Involved _____

Description of Incident (Chronological Narrative)

Actions Taken by Staff _____

Emergency Services Involved ☐ Yes ☐ No Report Nu _____

Supervisor Notes _____

Follow-Up Required ☐ Yes ☐ No Department Assigned _____

Form Completed By and Signature _____

Time Submitted to Incident Command or Supervisor _____

e) Necessary life-safety systems in your venue:

- The Great Lakes Circuit incorporates multiple life-safety systems to protect the well-being of attendees, staff, and partners:
- Automated External Defibrillators (AEDs): Strategically placed in all major concourses, paddock zones, and VIP areas.
- Fire Detection & Suppression: Smoke detectors, fire alarms, and sprinkler systems installed in enclosed areas like media centers, VIP lounges, and concession kitchens.

- Emergency Lighting: Backup-powered lighting for exits, stairways, and crowd egress routes in all grandstands and facilities.
- Public Address & Emergency Communication: A venue-wide PA system capable of delivering live and pre-recorded instructions, connected to emergency control headquarters.
- First Aid & Medical Response Stations: Staffed with EMTs and paramedics, featuring advanced medical equipment and triage capabilities.
- Evacuation Signage & Maps: Multilingual signage and digital wayfinding screens throughout the venue to guide attendees during emergencies.
- Security Cameras & Surveillance: 24/7 monitoring of crowd areas, entry points, and restricted zones.
- Storm Shelters & Severe Weather Protocols: Designated safe zones and shelter-in-place instructions disseminated through app alerts and loudspeaker systems.

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