



Economic Opportunities - Motorsports

Attendance at NASCAR events is up over 90% since 1990. Stock car racing falls only behind the National Football League in TV ratings. Why is this so important to North Carolina? The Tarheel State is home to 82% of all Nextel Cup teams, 72% of Busch teams and 53% of Craftsman Truck teams. Total spending by the motorsports industry in North Carolina is over five billion dollars. The number of jobs generated by this industry is over 24,000 and the average direct compensation per job is over \$70,000 per year. The state also boasts a long and rich heritage in motorsports.

Lincoln County understands the significance of the motorsports industry. Lincoln Economic Development Association (LEDA) has made the motorsports industry a target group in our recruiting efforts. While the county as a whole is attractive to the industry, east Lincoln is the prominent area in the county for motorsports activity. LEDA continues to promote east Lincoln and the Denver area as the perfect place for the motorsports industry. Companies such as Crawford Race Cars, Dale Jarrett Racing Adventure and Reiser Enterprises call Denver, North Carolina home. Lincolnton is no stranger to the industry either, Doug Herbert Racing, a Top Fuel Hot Rod race team makes its home in the city.

Lincoln County's niche in the motorsports industry is manufacturing and suppliers. The east Lincoln community is conducive to companies that are suppliers to the motorsports industry and want to be out of the industry saturation in other areas. Denver, along with other communities surrounding Lake Norman such as Mooresville, Cornelius and Huntersville boast one of the strongest presences in the motorsports industry in not only North Carolina, but also in the United States as a whole.

Why are so many motorsports companies choosing to locate in eastern Lincoln County? Lincoln offers a high quality of place with comparatively low cost. Lincoln's low taxes and low crime rate make the area a perfect location for business and family. From eastern Lincoln County, it is only a short drive to Concord, Mooresville and the major race teams. Lincoln provides a perfect place for living and a perfect place for working on the west side of Lake Norman.