CHEVROLET DETROIT GRAND PRIX

PRESENTED BY LEAR

Detroit Grand Prix
Downtown Proposal

Bud Denker

Chairman, *Chevrolet Detroit Grand Prix presented by Lear*

Letty Azar

Vice President, Community and Government Affairs, *Penske Corporation*

Merrill Cain

Public Relations Director, *Chevrolet Detroit Grand Prix presented by Lear*

Detroit Grand Prix Downtown Proposal

A Commitment to Our City

- 2001 – Roger Penske named Chairman of 2006 Super Bowl
- Following Super Bowl, established "Clean Detroit"
- Supported "311 On The Go" focusing on the homeless
- 2006 – Announced support of Belle Isle via Grand Prix race
- 2007 – First Detroit Grand Prix Race on Belle Isle
- More than $13.5M of investments in Belle Isle Park
- Over $5M of funding raised for Belle Isle Conservancy

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A Commitment to Our City

- 2010 – Raised $8M to purchase 100 new DPD Police cars and 23 EMS units
- 2014 – Roger Penske named Chairman of M1 Light Rail System
- 2019 – Announced $5M support of Jefferson-Chalmers neighborhoods

Detroit Grand Prix
Downtown Proposal

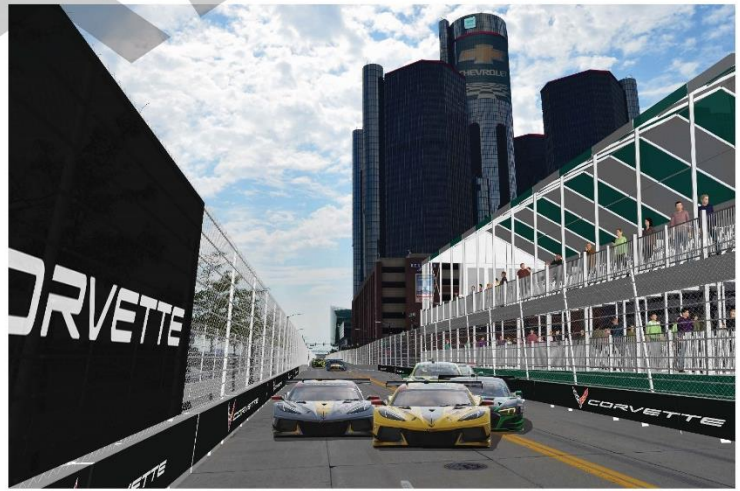
CHEVROLET
DETROIT
GRAND PRIX
LEAR
Remember when...

What If…?

JEFFERSON AVENUE (EAST BOUND)

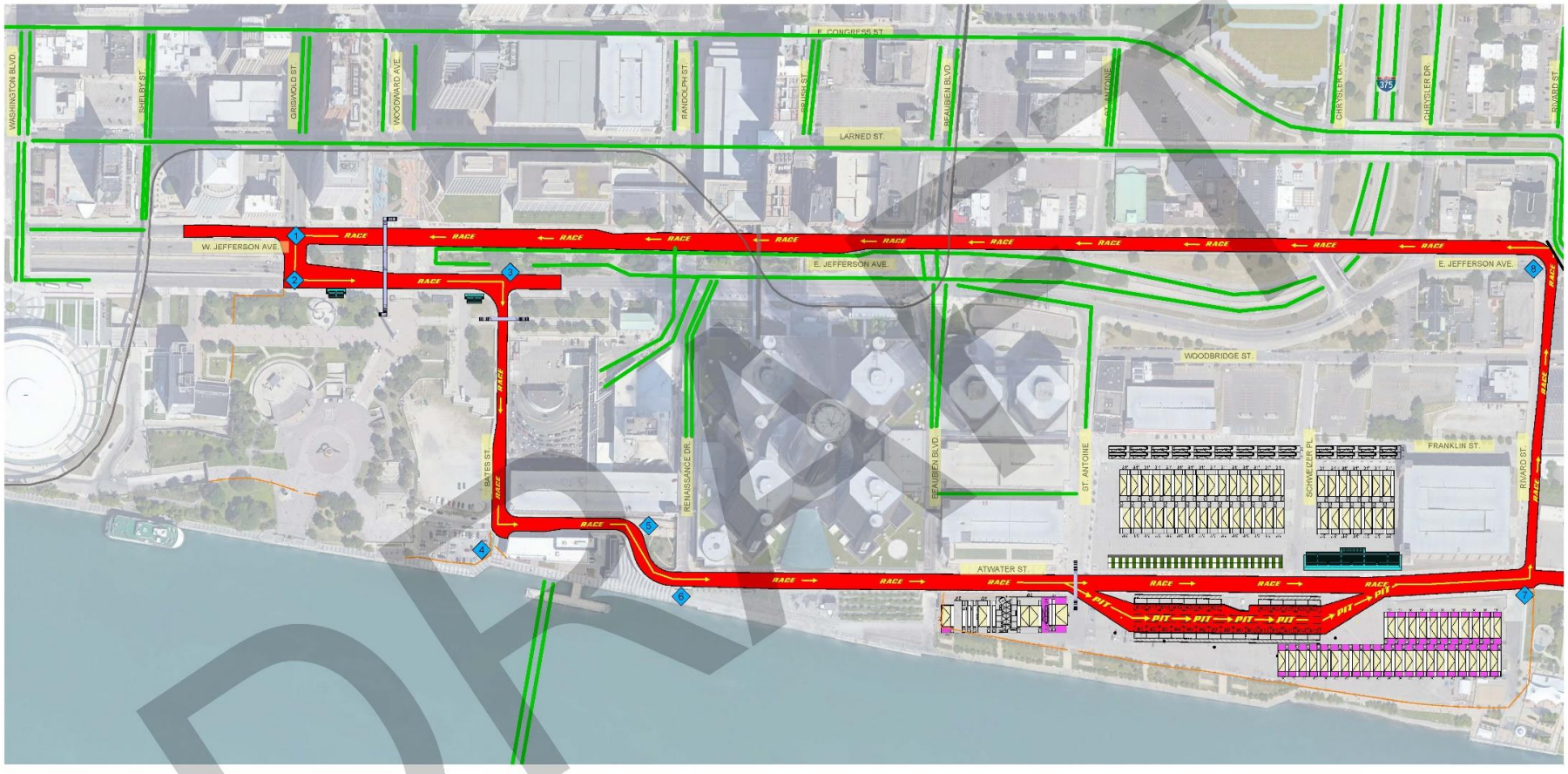
JEFFERSON AVENUE (WEST BOUND)

TURN #6 - PORT DETROIT



ATWATER STREET

DRAFT



Key:

Proposed 2023 Race Track: 1.70 Miles

Open Traffic Lanes

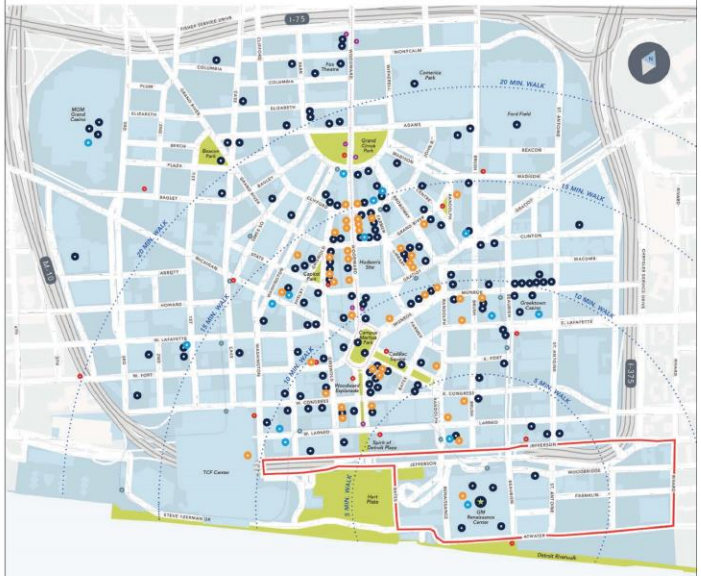
DRAFT

MICHIGAN AVE.
E. LAFAYETTE ST.
CADILLAC SQ.
BATES ST.
W. FORT ST.
E. FORT ST.
CASS AVE.
E. CONGRESS
WASHINGTON BLVD.
SHELBY ST.
GRISWOLD ST.
WOODWARD
RANDOLPH ST.
BRUSH ST.
BEAUBIEN
ST. ANTOINE
CHRYSLER DR.
I-375
CHRYSLER DR.
RIVARD ST.
LARNED ST.
LODGE (M-10)
W. JEFFERSON AVE.
E. JEFFERSON AVE.
WOODBRIDGE ST.
STEVE YZERMAN DR.
BATES ST.
RENAISSANCE DR.
BEAUBIEN BLVD.
FRANKLIN ST.
ST. ANTOINE
SCHWEIZER PL.
RIVARD ST.
ATWATER ST.
DETROIT-WINDSOR TUNNEL
KEY:
1991 RACE TRACK (2.55 MILES)
PROPOSED 2023 RACE TRACK (1.70 MILES)
OPEN TRAFFIC LANES (PENDING CITY/
STATE ROAD/ UTILITY CONSTRUCTION)
CHEVROLET
DETROIT
GRAND PRIX
LEAR

DRAFT

DOWNTOWN DETROIT

RESTAURANTS & DINING • HOTELS • RETAIL • PARKS & PUBLIC SPACES • TRANSIT



	Walk Time From Ren Cen					Total Businesses by Type
Business Type	5 Min	10 Min	15 Min	20 Min	> 20 Min	
Hotel	2	4	9	1		16
Restaurant	24	80	54	21	14	193
Retail	6	19	22	3	1	51
All Types	32	103	85	25	15	260

PROPOSAL FOR CHEVROLET DETROIT GRAND PRIX PRESENTED BY LEAR MOVE TO DOWNTOWN DETROIT IN 2023 - BUSINESS IMPACT

PROPOSAL FOR CHEVROLET DETROIT GRAND PRIX PRESENTED BY LEAR MOVE TO DOWNTOWN DETROIT IN 2023 - CITY CONNECTIONS

Community Connection

Grand Prix Activation Highlights

CCS Poster Competition

Education Day with DPSCD Students

Comerica Bank Free Prix Day Announcement

NXG Youth Motorsports in Detroit

CHEVROLET DETROIT GRAND PRIX PRESENTED BY LEAR

Detroit Grand Prix Downtown Proposal

Community Engagement

Short Term

Homes

Businesses

Neighborhoods

Long Term

Detroit Grand Prix
Downtown Proposal

Thank You

Detroit Grand Prix
Downtown Proposal