

# State of South Carolina



March 29, 2011

Dear South Carolina Business Leader,

Since 1950, motorsports have flourished at the Darlington Raceway, which has annually hosted the NASCAR Sprint Cup Series since the inaugural Southern 500. NASCAR has deep roots in South Carolina and we are proud to be part of the sport's history.

The economic impact of hosting a NASCAR Sprint Cup Series race weekend is tremendous with approximately \$54 million being pumped into South Carolina's economy. Almost every local business sees the positive effects of this race, from our restaurants to our retail outlets. Additionally, the national broadcast heavily promotes the Pee Dee region of South Carolina – worth an estimated \$100 million in advertising.

As wonderful as this annual sporting event is, we must not become complacent. We know all too well that NASCAR race dates can be moved, just as Atlanta and Los Angeles have experienced recently. The economic impact of losing a major sporting event can be disastrous – with millions in revenue being lost in a short period of time.

To help keep NASCAR in South Carolina, we need your help. Please continue to support tourism in the Palmetto State by supporting events at the Darlington Raceway.

Supporting South Carolina businesses is an investment in the economic prosperity of the state and the southeast region. For more information on how you can get involved at Darlington Raceway, please call 843.395.8877.

Sincerely,

Handwritten signature of Nikki R. Haley in black ink.

Nikki R. Haley  
Governor

Handwritten signature of Senator Glenn McConnell in black ink.

Senator Glenn McConnell  
President Pro Tempore  
South Carolina Senate

Handwritten signature of Robert W. Harrell, Jr. in black ink.

Robert W. Harrell, Jr.  
Speaker, South Carolina House of Representatives

Handwritten signature of Duane R. Parrish in black ink.

Duane R. Parrish  
Director, South Carolina  
Department of Parks Recreation  
and Tourism