



**Recap: April 2, 2014
Charlotte Green Team Meeting
NASCAR Hall of Fame**

“NASCAR Going Green Here in Charlotte”

Forty people gathered for a great program on NASCAR’s green initiatives at every level. By every level, we mean, first we got a look at what NASCAR at the top level is doing; then ratcheted down to the track level with Charlotte Motor Speedway/SMI; followed by day-to-day green initiatives at the NASCAR Hall of Fame (some designed in and some part of daily operations). The meeting was kicked off by CRVA CEO Tom Murray and then a panel presentation was moderated by Sid Smith, Executive Director of CAHA.

First we heard from Catherine Kummer, Senior Manager, NASCAR Green Initiative who talked about the many alliances and partnerships they have put together to turn NASCAR green. It is now the largest recycler of all sports industries in the country, something their fans bought into immediately. In fact, they did significant research among their fans to measure their attitudes and opinions, and have been rewarded by their participation during race days all across the country.

And the race teams and tracks have joined in as well. NASCAR now runs ethanol fuel in the cars (some divisions run pure ethanol); oils are collected and recycled; tires are recycled (some into new surface material); batteries are recycled; and one track has gone to solar energy for power. NASCAR is leading by example, and the tracks, teams and fans are joining in.

Charlotte Motor Speedway/SMI was next, with Tim Hagler, Vice President of Community Relations talking about the many programs they have initiated, not only in Charlotte, but in all the racetracks owned by SMI. While some are in line with what NASCAR is doing (like recycling), others were more dynamic and innovative. One is the generation of methane gas from a land fill, which is used to generate electricity, which then is sold back into the electrical grid.

As to the Hall of Fame itself, many sustainable features were designed into it from the beginning. While the development of many green design features and even LEED certification were still in the early stages of development, many were incorporated where they could be. The Hall of Fame is in reality a museum, and therefore lighting and display are critical factors in the enjoyment of fans. Also, the Hall is co-dependent on the Convention Center, a much older building, and as upgrades are made in equipment and technology, sustainability, lower energy use, recycling and other green factors are incorporated. All of these considerations and practices were covered by Jeff Furr with the City Engineering Department and Steve Burrell, Chief of Operations at the Hall.

The meeting was followed with social networking time in the Hall of Honor where the NASCAR legions are enshrined each year.

The Charlotte Green Team is co-sponsored by the Charlotte Regional Visitors Authority (CRVA) and the Charlotte Area Hotel Association (CAHA)

