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GEORGIA

THE FUTURE OF HORSE RACING

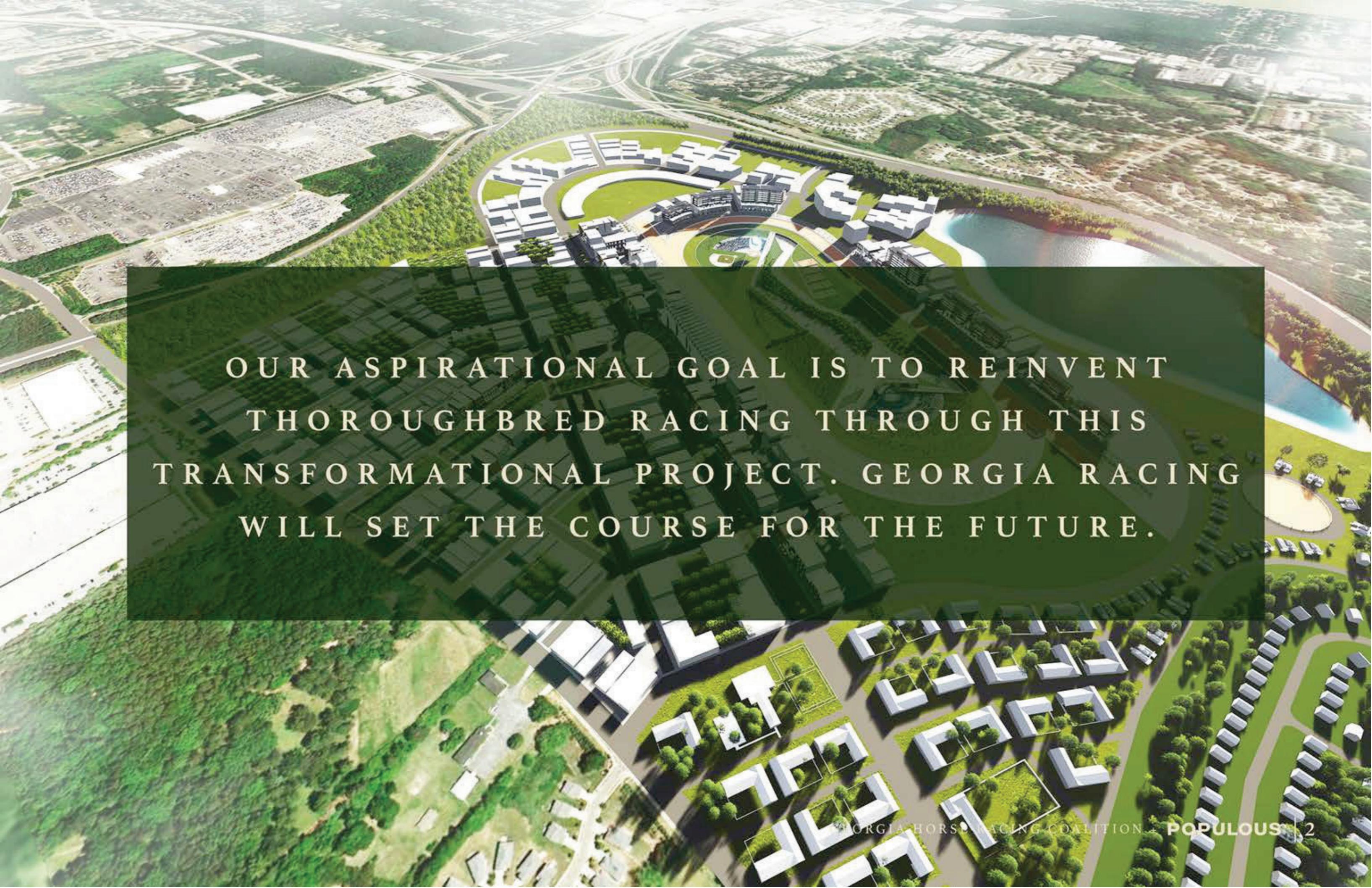


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POPULOUS

GEORGIA
HORSE RACING
COALITION



OUR ASPIRATIONAL GOAL IS TO REINVENT
THOROUGHBRED RACING THROUGH THIS
TRANSFORMATIONAL PROJECT. GEORGIA RACING
WILL SET THE COURSE FOR THE FUTURE.

THE OPPORTUNITY // 

Georgia Horse Racing Coalition



+ POPULOUS

- Leading Local Business Executives
- Passionate About Horse Racing
- Understand the Positive Economic Impact of Horse Racing
- Understand Racing Will Grow Georgia Jobs, Tourism and Tax Revenue

The Vision



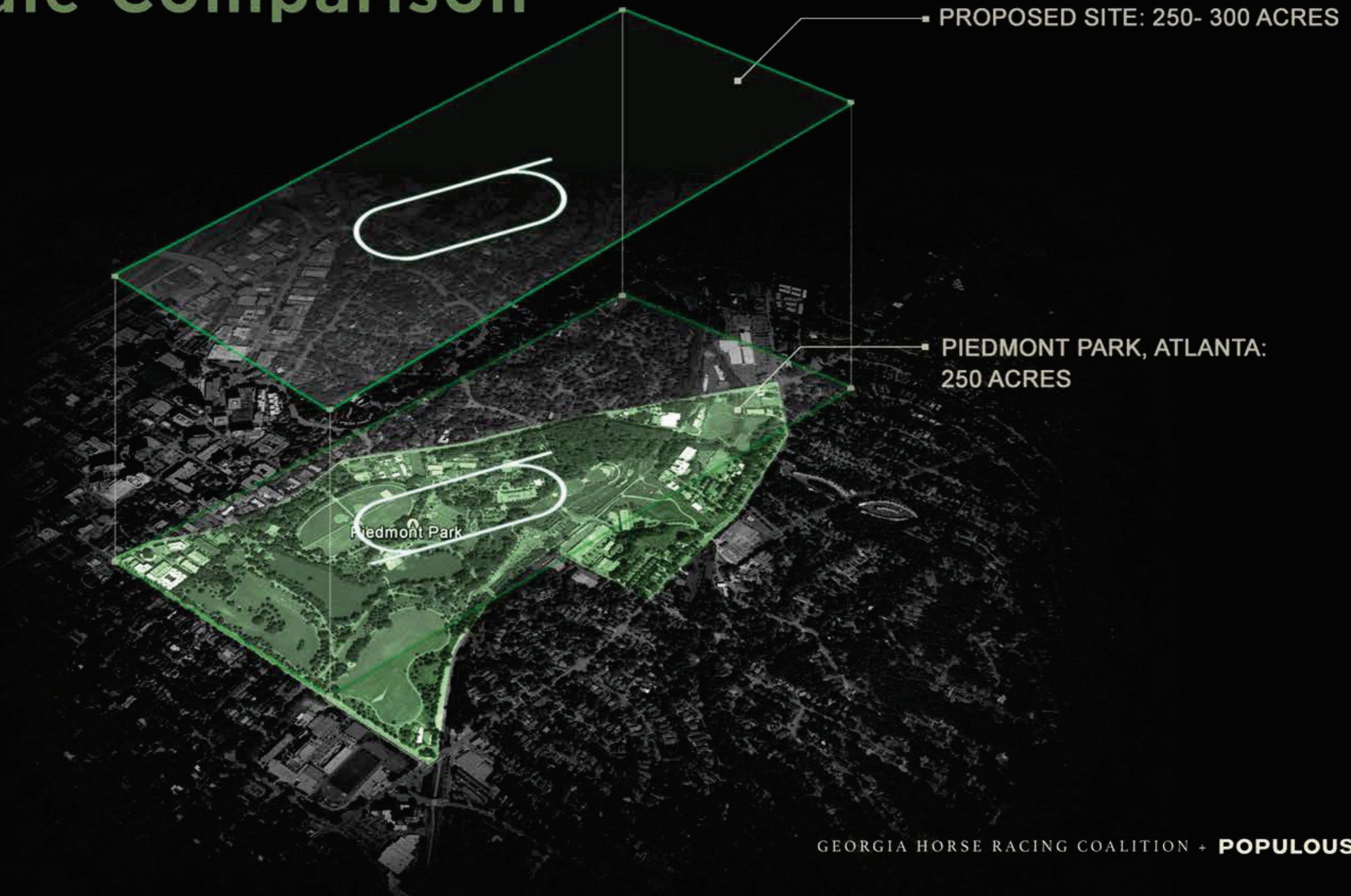
+ POPULOUS

- MORE Than Racing!
- A Place to Live, Work & Play!
- Mixed-Use Entertainment & Recreation Destination
- World-Class Commercial, Retail & Residential
- The Nation's Premier Spring & Fall Horse Race Meets
- A Unique Community United Through Technology

**This is like no other sport.
This is like no other venue.**



Scale Comparison



THE DESIGN //

Park Connections + Fan Blvd.



+ POPULOUS



>> The infield of the track now becomes a community park, connecting to the surrounding development with linear green spaces that reach into the neighborhoods. These linear parks connect under the track, forming gateways to the central park space. The track is surrounded 360° by a fan boardwalk, which is served by a perimeter of hospitality.

THE VISION //



New Horse-Racing Development



+ POPULOUS



>> The new horse-racing development will be a collection of mixed-use districts around a racing track and park. The infield park becomes the primary fan experience on raceday while connecting to the neighborhoods through new community green space. This development will be a thriving year-round community asset

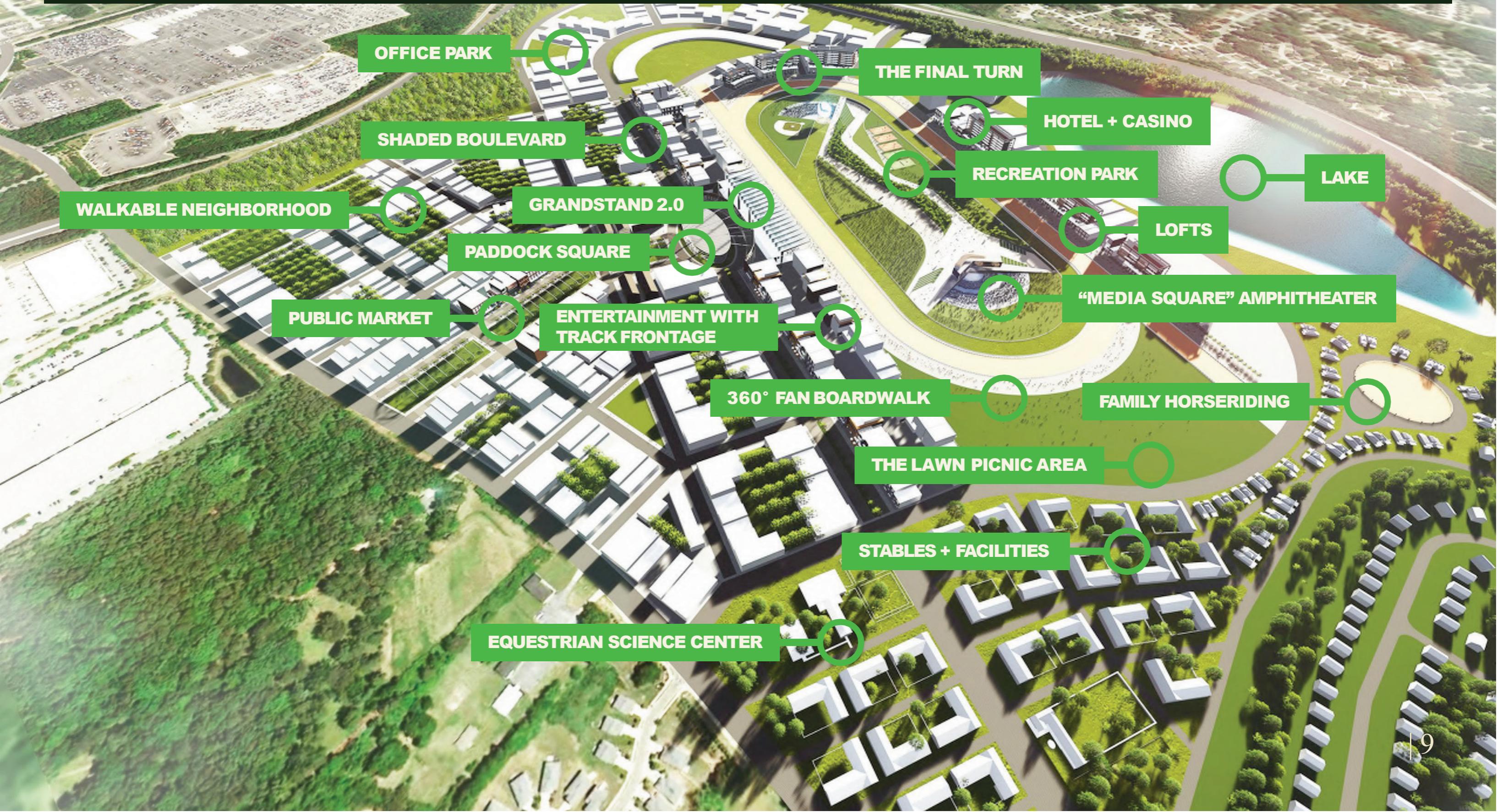
THE VISION //



New Horse-Racing Development



+ POPULOUS®



THE VISION //



Districts



+ POPULOUS



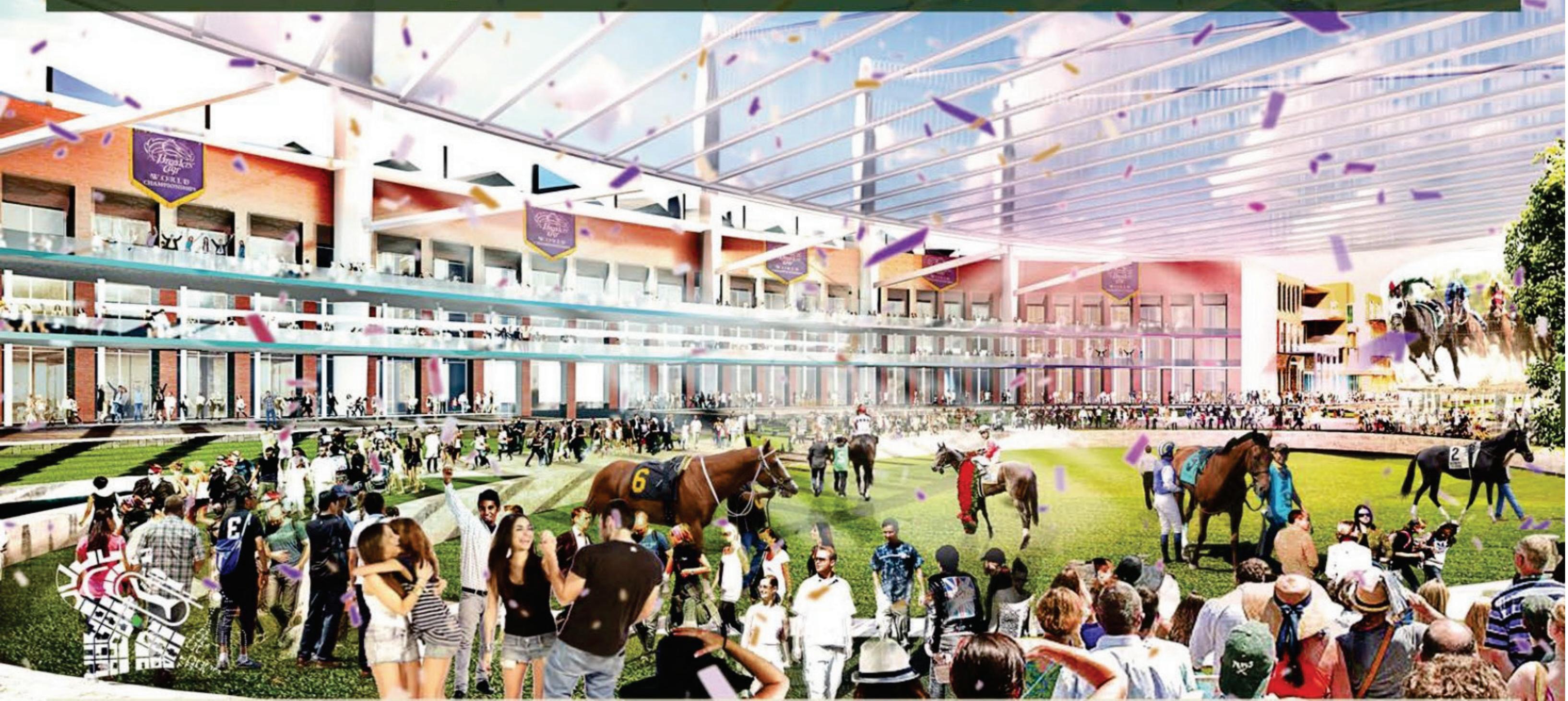
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PLAY DISTRICT //

Paddock Square : Race Day



+ POPULOUS



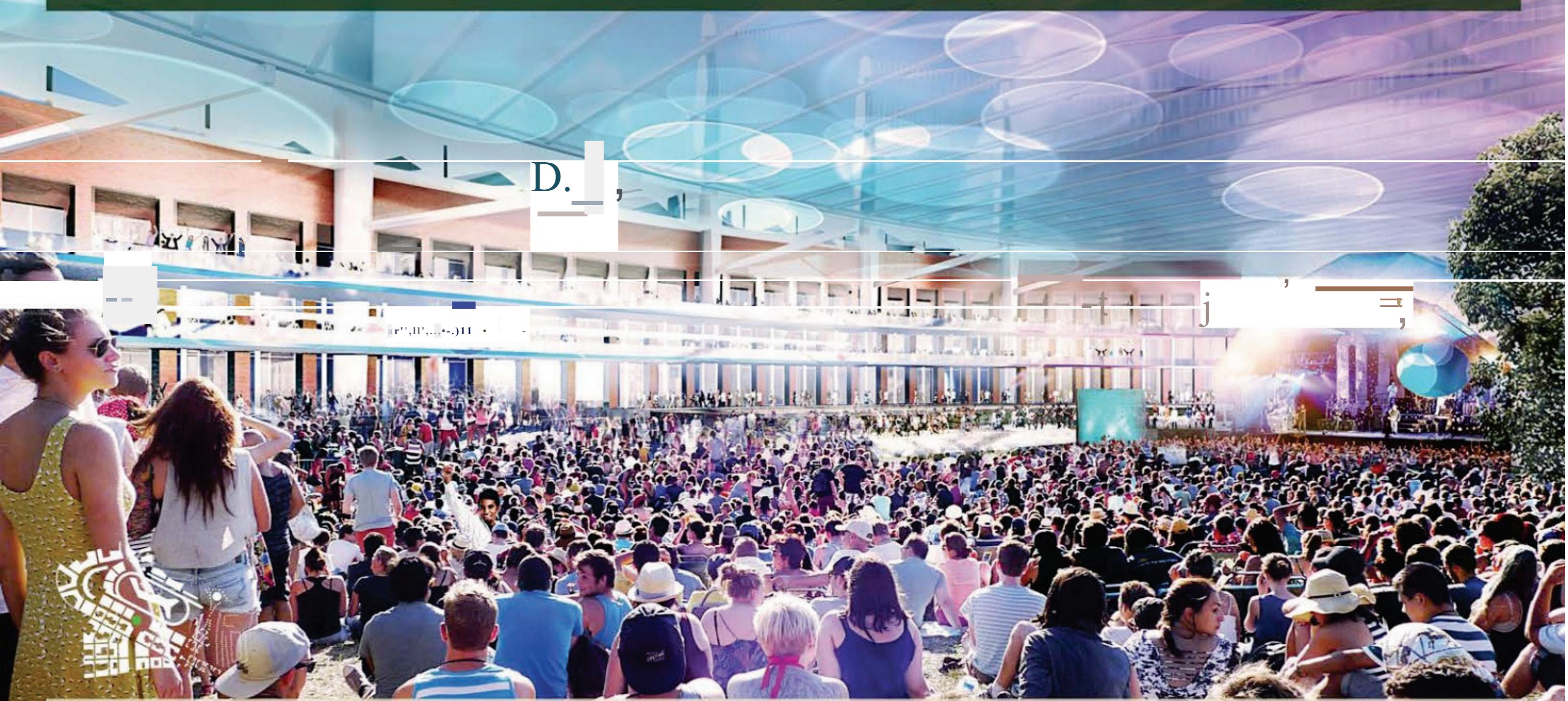
>> The Paddock now doubles as a public square. The square establishes a new tradition as the horses are led through the central space. During non-race times, this square is activated by shops, cafes, and restaurants along its perimeter. On race day, these shops and restaurants serve as hospitality destinations for fans.

PLAY DISTRICT //

Paddock Square : Every Day



+ POPULOUS



>> The paddock is a fully-functioning flexible civic space. This space can host a wide variety of public events, and serves as the natural gathering space for residents of the development

PLAY DISTRICT //

Finish Line : Race Day



+ POPULOUS



>> Aside from the grandstand, the fans enjoy the race from a wide variety of different hospitality spaces that are all operated by different entrepreneurs. A 360-degree fan boulevard surrounds the track, hosting many outdoor: cafe-type experiences as well as rooftop bars, temporary grandstands, etc.

PLAY DISTRICT //

Finish Line : Every Day



+ POPULOUS



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>> This development remains active every day of the year. On non-race days, the "fan boulevard" becomes a public pedestrian thoroughfare lined with a variety of retail shops, restaurants, cafes, bars, and various places to socialize.

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LIVE DISTRICT //

Public Market



+ POPULOUS



>> The Public Market features a shaded belt of park space that connects to the larger community park on the infield of the track. This space is activated on both sides by shops and restaurants 365 days/year.

STAY DISTRICT //



The Final Turn



+ POPULOUS



> A new hotel, casino and hospitality district including a pedestrian level of shops and restaurants can be found on the north side of the track and around the final turn. The track, fan boulevard, and park provide this new STAY district with a wide variety of views and outdoor experiences. Visitors of the district are able to watch the race from their balcony.

Park Gateways



>> The infield is transformed as the primary new zone of spectator experience. The park continues under the track, creating main entrances at these intersections. This gateway condition serves as both a welcome center and a community plaza while offering new methods of betting on race day.

THE PARK //

Media Square: Race Day



+ POPULOUS



>> Connected technology moments allow fans to watch the race from any point within the park at any time. These moments have different functions and characters, allowing for unique sizes of gatherings and different types of social experiences. These moments are also great opportunities for brand activation/sponsorship.

THE PARK //

Media Square : Movie Night



+ POPULOUS

MOVIE NIGHT



>> On non-racenights, the Media Square hosts a variety of entertainment functions.

THE PARK //



Media Square : Rooftop View



+ POPULOUS



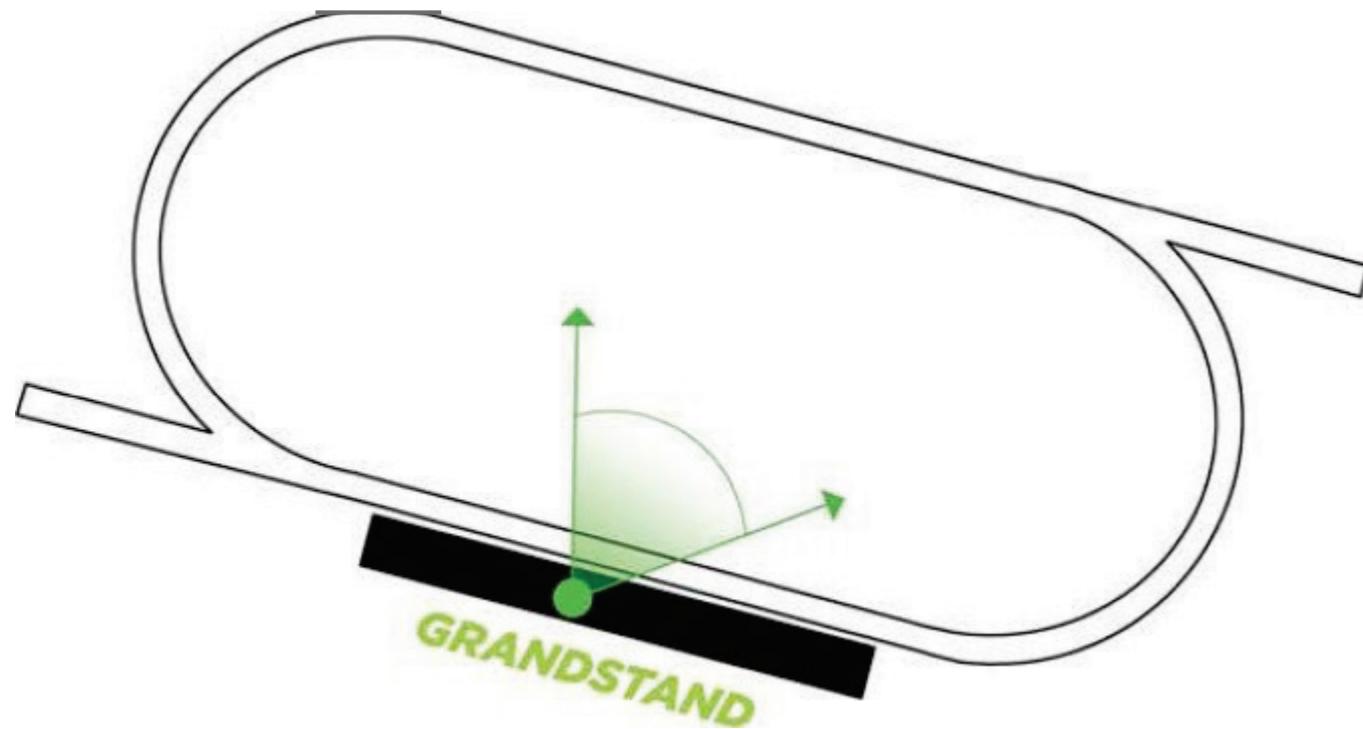
>> The Media Square's roof deck offers an elevated view of the race. This luxurious space provides the opportunity for premium food and beverage service.

New 360° Experience

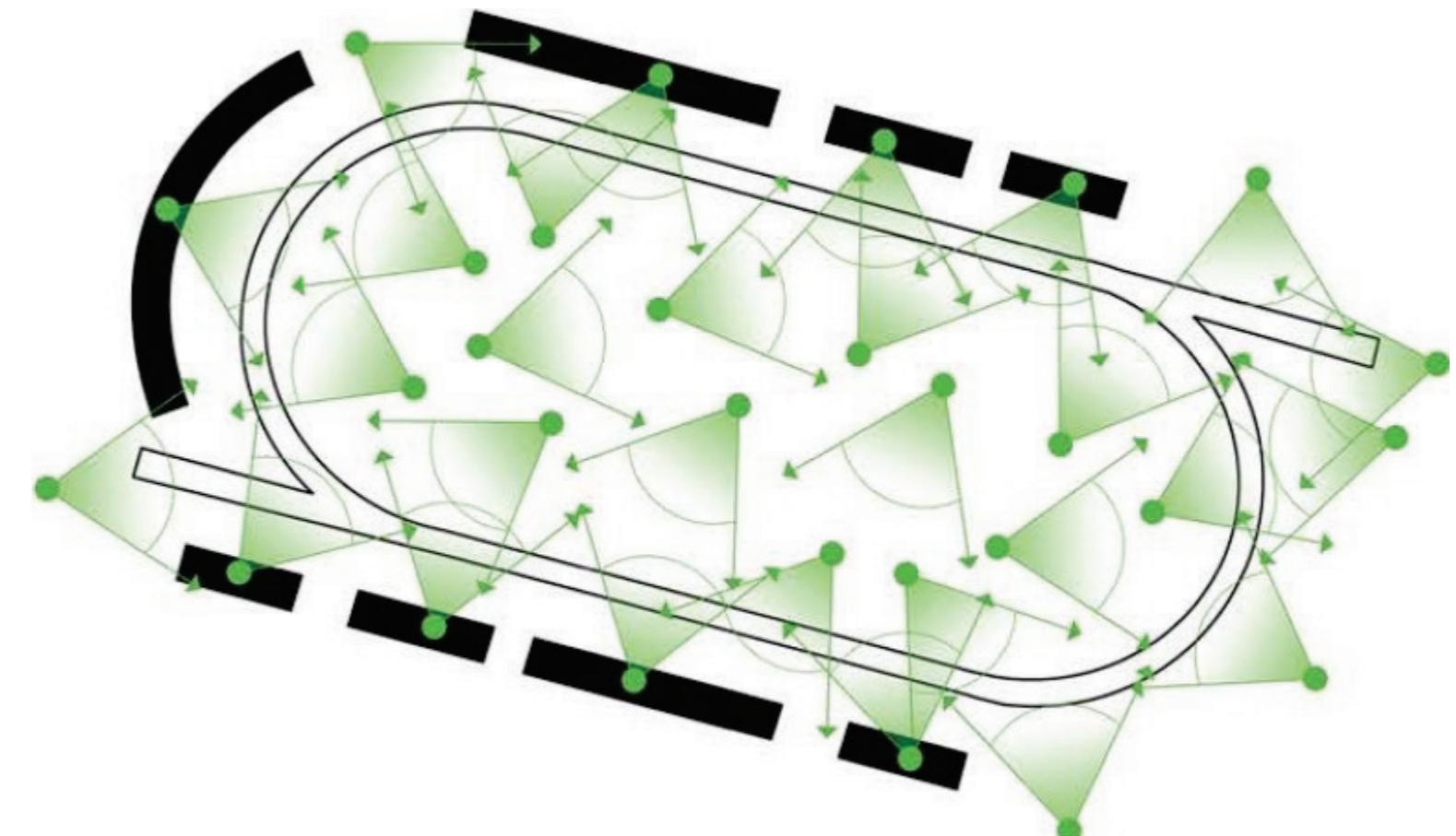


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Traditional Viewing Experience



New 360° Experience



>> The traditional model for horse racing is comprised of only one viewing position, only one experience, only one function. Our new model is designed to provide many viewing positions, and many experiences. Media elements throughout and a perimeter of privately operated hospitality ensure a powerful fan experience at every location.

THE PARK //

Media Square : Interior Live Site



+ POPULOUS



>> The scale of the Media Square allows for large groups of people to gather within it to view simulcasts of different races from around the world. This connects fans to the global fan base of horse racing.

THE PARK //



Media Moment



+ POPULOUS

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>> High-definition screens take different forms at various moments within the park, creating a multitude of viewing experiences.



The future
of racing
starts today.
The collaboration
starts now.

THE DESIGN // 

THE RIGHT TIME, THE RIGHT PROJECT



+ POPULOUS

- Enormous Fiscal Benefit to the State of Georgia
- NO Tax Dollars or Incentives Required
- Privately Funded Development
- Multi-Million Dollar Investment, Payroll & Tax Revenues
- Thousands of Jobs
- Millions of Dollars for Education

FAST FACTS



+ POPULOUS

- 43 States Allow Pari-Mutuel Wagering
- Kentucky
Economic Impact: **\$3+ Billion**
Tax Contribution: **\$134+ Million**
Jobs: **22,000+**
- Florida
Economic Impact: **\$900+ Million**
Jobs: **12,000+**
Payroll: **\$400+ Million**

A Landmark Communication Survey Conducted in 2012

Shows

72%

Voter Support

For Pari-Mutuel Wagering in Georgia!



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