



Oct. 22, 2008

Commission Chambers/Coral Gables City Hall
405 Biltmore Way
Coral Gables, FL 33134

Dear Commissioners:

Homestead-Miami Speedway is America's Championship Track—home to NASCAR's Ford Championship Weekend season finale (Nov. 12-16, 2008), as well as the IndyCar Series Championship finale (Oct. 11, 2009). To host the championship events of both of the Top 2 motorsports circuits in North America is unprecedented in the sport's history.

This year, we are delighted to have selected the Hyatt Regency Coral Gables as our Official Media Headquarters Hotel. Via this program, prominent and influential media members from across the world will base at the Hyatt and frequent the many retail, dining and entertainment establishments throughout Coral Gables. Additional amenities NASCAR's media partners will enjoy include: shuttle service between the Hyatt and Homestead-Miami Speedway; exclusive media gifts from HMS sponsors delivered to Hyatt rooms each night; and a full-service Media Center and private Media Lounge at the Hyatt. In addition, the Hyatt will host NASCAR's Contenders' Press Conference on Nov. 12—featuring all drivers eligible to win the Sprint Cup Series—as well as the official Media Welcome Reception, presented by Ford and Sprint.

As a welcome to our media partners from around the world, we would like to request of the City of Coral Gables the right to temporarily place pole banners along Ponce de Leon Boulevard reading "The City of Coral Gables Welcomes NASCAR Championships." This gesture would provide a warm greeting to media, sponsors and fans of America's No. 1 spectator sport.

Coral Gables will be on the receiving end of international exposure as the Hyatt and surrounding businesses host NASCAR's media partners this November. In addition, we have been working with Mark Trowbridge of your Chamber of Commerce to provide "Coral Gables Welcome Kits" to be presented to all media members upon Hyatt check in; we've also been in contact with Mari Molina from the Business Improvement District to bring future events to the City of Coral Gables.

We appreciate your consideration of our desire to post pole banners reading "The City of Coral Gables Welcomes NASCAR Championships"; and we look forward to the economic-impact benefits that Coral Gables dining, retail and entertainment establishments will feel next month. With a successful weekend, we're hopeful of planting some roots and returning our Media Headquarters Hotel program to Coral Gables for many years to come.

Best regards,

Curtis Gray
President, Homestead-Miami Speedway