# **Indianapolis 500 Fun Facts**

In 1909, Carl Fisher and three other investors purchased 325 acres in Indianapolis to serve as a test facility for Indianapolis' burgeoning automobile industry. A 2.5 mile racetrack was built and named the Indianapolis Motor Speedway. It was nicknamed "The Brickyard" due to the 3.2 million bricks used to pave the track. The Speedway is the world's largest sports venue with the ability to accommodate about 400,000 spectators. Today, the racetrack serves as the home of the world-famous Indianapolis 500, NASCAR's Brickyard 400, and other motorcycle events. The actual race day is on May 30, 2010, yet Indianapolis celebrates the Indianapolis 500 through a month-long celebration in May hosted by the 500 Festival committee and its numerous volunteers. Due to its significance to Indiana, the Indiana Business Research Center presents statistical facts about this Hoosier tradition.

# **Indy 500 and Indianapolis**

#### 400,000

Individuals estimated to attend the Indianapolis 500 race on race day. More than 250,000 are admitted for the permanent seating and another 100,000 or more are admitted for the infield. If the speedway itself were a city, on race day, its population would rank as the 45<sup>th</sup> largest city nationwide.

### 798,382

The July 1, 2008, estimated population of Indianapolis, making it the nation's 14th largest city.

#### \$336 million

Estimated economic impact from the Indianapolis 500 race in Indianapolis, according to the most recent analysis in 2000. Adjusted for inflation, this figure would equate to \$431.1 million dollars today.

#### \$3.1 million

Estimated economic impact of the 16 bands who marched in the 2009 IPL 500 Festival Parade in Indianapolis.

# **Race Day**

#### 292 million

Number of households the 2009 Indianapolis 500 reached due to it being televised to 213 countries worldwide.

#### 13 nationalities

Number of nationalities represented by the 33 drivers in the 2009 Indianapolis 500 race, yet the highest percent (33 percent) were from the United States.

# 1.3 gallons

Amount of fuel burned per lap at the Indianapolis Motor Speedway, equating to less than 2 miles per gallon.

## 18 pounds

Weight of a front tire for the IndyCar Series. The tires approach the temperature of boiling water (212 degrees Fahrenheit) on their tread area at full-speed. Therefore, the tread area actually becomes tar-like in consistency to help the tires and cars adhere to the track at speeds around 220 miles per hour.

## The Indy Racing League (IRL) fan profile

The Indianapolis 500 is part of the IZOD IndyCar Series, which is sanctioned by the Indy Racing League (IRL). In 2005, the typical IRL fan tended to be:

- Male (70 percent)
- Average age: 38
- Average income: \$68,000
- Attended College (62 percent)
- Married (70 percent)
- Have children (36 percent)

#### \$1 million

The value of the Borg-Warner trophy that represents the winners of the Indianapolis 500 race through sculpted faces affixed to the sterling-silver body. It currently stands at 5 feet, 4.75 inches and weighs 110 pounds. The champion driver and its winning car owner receive a "Baby Borg", which is an 18 inch replica of the trophy that the recipients can take home.

# **Pre-Race Day Events**

## 500,000

Hoosiers and visitors participated in the Indianapolis 500 festival events in 2009. Below is a breakdown of several of this year's 500 Festival events.

• 33 Festival Princesses: In 2010, 243 ladies throughout Indiana vied for an opportunity to serve as a 500 Festival Princess (chosen based on communication skills, poise, academic performance, and community and volunteer involvement). This year, the ladies represent 13 Indiana colleges and universities and 24 cities and towns across the state. They serve as an ambassador to the 500 Festival and the Indianapolis 500 by attending 500 Festival events and volunteer programs in the month of May.

- 35,000 registrants: Number of individuals who will run and/or walk in the 2010 500 Festival Mini-Marathon (13.1 miles), traditionally held the first Saturday of May as the "first major event" of the 500 festival. Deemed as the largest half-marathon in the nation, participants will come from 49 states and nine countries. The race reached capacity on December 14, 2009 (nearly five months prior to the event).
- **4,000 registrants:** Number of individuals who will participate in the Finish Line 500 Festival 5K (3.1 miles).
- **800** attendees: At the 500 Festival Breakfast at the Brickyard which featured mayors throughout Indiana, crowning of the 500 Festival Queen, tours of the garages, and Pole Day Qualifying for the Indianapolis 500.
- **30,000 attendees:** At the Chase 500 Festival Kid's Day, which is the state's largest free outdoor festival for children.
- 8,000 attendees: At the American Family Insurance 500 Festival Community Day located at the
  Speedway. The event offers free admission to the Indianapolis Motor Speedway Hall of Fame Museum
  and numerous other activities including a lap around the Speedway track in their own vehicle and driver
  autograph sessions.
- **1,000 attendees:** At the 500 Festival Memorial Service at Monument Circle to honor Indiana's military personnel.
- 19,232 fourth-graders: Will participate in the 500 Festival and Indianapolis 500 Education Program that teaches students about the significance of the 500 Festival and Indianapolis' 500 heritage and place in Indiana history.
- **7,000 volunteers:** Assist the 500 Festival in executing the above events.

Sources: Healey Motorsports Marketing, 500 Festival, RacingNation.com, www.1070thefan.com/indy500/500 festival, U.S. Census Bureau, and Indianapolis Motor Speedway.