



The logo features the word "NASCAR" in a stylized font with four stars above it, all within a red and white circular emblem. Below this, the word "CHICAGO" is written in large, white, sans-serif capital letters on a red banner. Underneath the banner, the words "STREET RACE" and "WEEKEND" are stacked in white, sans-serif capital letters on a red background.

NASCAR
CHICAGO
STREET RACE
WEEKEND

July 1-2, 2023



CELEBRATING CHICAGO

The Chicago Street Race Weekend is built to drive tourism back to Chicago

Ticket buyers currently represent **48 STATES & 12 COUNTRIES**

One of the most iconic cities in the country to debut NASCAR's first-ever street course race

NASCAR raced for 20 years outside of Chicago at Chicagoland Speedway in Joliet, IL

Total economic impact of at least \$113.8 MM anticipated to the City of Chicago in 2023 alone*





COMMUNITY IMPACT TO DATE

22k CPS 
K-12 STEM & STEAM STUDENTS
IN NASCAR DESIGN COMPETITIONS



21.4k
8th GRADERS
IN A NASCAR
THEMED
FORCE &
MOTION
MINI UNIT
CURRICULUM

\$50k 
DONATION TO
CHILDREN'S
HOSPITALS

SUPPORTED
MY CHI
MY FUTURE
SPRING BREAK
BASH WITH
700+
STUDENTS


10+
CHICAGO
BOYS &
GIRLS
CLUBHOUSES
IN DESIGN
COMPETITION
*AS OF 4/12/23

\$50k 
DONATION TO
CHICAGO
PARK DISTRICT
TEEN CENTERS


220
KIDS TO
SUMMER
CAMP


500 CPS STUDENTS
ATTENDING THE
FIELD MUSEUM
STEAM FEST

200 BIKES & HELMETS DONATED TO
8 CPS KINDERGARTEN CLASSES



200ft. MURAL PAINTED BY 15 TEENS
AT AFTER SCHOOL MATTERS 



MORE THAN A RACE...



Two-Day Event, July 1-2



Variety of Ticket Options & Experiences



Full concerts by The Chainsmokers, Miranda Lambert, The Black Crowes & Charley Crockett



50,000 Ticketed Attendees Daily (Saturday + Sunday)



Saturday "The Loop 121" NASCAR Xfinity Series Race



Vibrant Festival Atmosphere



Community Engagement Year-Round



Sunday "Grant Park 220" NASCAR Cup Series Race



Food, Culture, Merchandise, Partner Displays, Arts



Live television (NBC) & radio broadcasts (MRN) throughout weekend



Free experience in Butler Field

TENTATIVE EVENT SCHEDULE



Saturday, July 1

9am	Gates Open
10am - 2:30pm	Practice & Qualifying sessions
2:30 - 4:00pm	The Black Crowes Concert window (60 mins)
4:00 - 6:00pm	The Loop 121 NASCAR Xfinity Series Race
7:00pm (est)	The Chainsmokers Concert

Sunday, July 2

9am	Gates Open
12 - 3:30pm	Charley Crockett + Miranda Lambert Concert window (2.5 hours)
4:30 - 8:00pm	Grant Park 220 NASCAR Cup Series Race
8:00pm	Victory Lane Celebration

EVENT FOOTPRINT - JULY 1 & 2



FREE
EXPERIENCE

TICKETED
AREA



Pedestrian access to
dog park, skate park
& Museum Campus
will remain
throughout the
event

COURSE LAYOUT



Subject to change



GRANT PARK ACCESS

- Public access to Grant Park throughout the event is a priority
- Access to popular park features like Buckingham Fountain, Butler Field, and Lower Hutchinson Field will remain accessible to the public with minimal restrictions that equate to less than one-fifth of event operation days
- Free festival activities associated with the Chicago Street Race will be held on Butler Field, inviting the public to learn more about NASCAR without the price of admission
- Maggie Daley Park, Cancer Survivor's Garden, and the Museum Campus will remain accessible throughout the event

BARRIERS & FENCING

- The 2.2-mile course will be fully enclosed by a barrier & fence system widely used by street courses across the world
- The event footprint will be secured with an 8' outer fence, similar to what is used for other large events in & around Grant Park
 - Scrim will be affixed to all perimeter fences
- Sidewalk on west side of Michigan Ave. will remain open for pedestrians, residents & businesses
 - A minimum 15' sidewalk will be maintained along the West side of Michigan Ave between Balbo Dr. and Harrison St.
 - Sidewalk will be full width and unobstructed North of Harrison St.
 - NASCAR will have a strong security presence along this sidewalk to avoid any crowds gathering



TYPICAL TRACK WALL / FENCE SYSTEM





STREET CLOSURES



STREET CLOSURES

ON	FROM	TO	ANTICIPATED CLOSURE	ANTICIPATED OPENING
Balbo Dr	Columbus Dr	DuSable Lake Shore Drive	6/19/2023	7/13/2023
Balbo Dr	Michigan Ave	Columbus Dr	6/19/2023	7/13/2023
Congress Circle	Harrison St	Van Buren St	6/26/2023	7/6/2023
Ida B Wells	Michigan Ave	Columbus Dr	6/10/2023	7/10/2023
Jackson Dr	Columbus Dr	DuSable Lake Shore Drive	6/28/2023	7/10/2023
Jackson Dr	Michigan Ave	Columbus Dr	6/25/2023	7/7/2023
NB Columbus Dr	Roosevelt Rd	Jackson Dr	6/25/2023	7/10/2023
SB Columbus Dr	Jackson Dr	Roosevelt Rd	6/25/2023	7/10/2023
NB DuSable Lake Shore Dr	McFetridge Dr	Randolph St	7/1/2023	7/2/2023
SB DuSable Lake Shore Dr	Randolph St	McFetridge Dr	6/29/2023	7/4/2023
NB Michigan Ave	Balbo Dr	Jackson Dr	6/29/2023	7/4/2023
SB Michigan Ave	Jackson Dr	Roosevelt Rd	6/30/2023	7/2/2023
Roosevelt Rd	Columbus Dr	DuSable Lake Shore Drive	6/29/2023	7/4/2023
Roosevelt Rd	Michigan Ave	Columbus Dr	6/29/2023	7/3/2023

LOCAL ACCESS ONLY

ON	FROM	TO	ANTICIPATED ROAD CLOSURE	ANTICIPATED ROAD REOPENING
8th St	Wabash St	Michigan Ave	7/1/2023	7/3/2023
9th St	Wabash St	Michigan Ave	7/1/2023	7/3/2023
11th St	Wabash St	Michigan Ave	7/1/2023	7/3/2023
Balbo Dr	Wabash St	Michigan Ave	7/1/2023	7/3/2023
Harrison St	Wabash St	Michigan Ave	7/1/2023	7/3/2023
Ida B. Wells	Wabash St	Michigan Ave	7/1/2023	7/3/2023
Jackson	Wabash St	Michigan Ave	7/1/2023	7/3/2023
NB Michigan Ave	Roosevelt Rd	Balbo Dr	7/1/2023	7/3/2023
SB Michigan Ave	Monroe St	Jackson Dr	7/1/2023	7/3/2023
Van Buren St	Wabash St	Michigan Ave	7/1/2023	7/3/2023

Chicago Lakefront Bicycle Path (including Monroe St. to Roosevelt Rd) + Museum Campus access remains open throughout the event.

ALTERNATE ROUTES

North/South

- State St.
- Dearborn St. (NB)
- LaSalle St. (NB and SB)
- Wells St. (SB)
- Franklin St. (NB)
- Upper Wacker Dr. (NB and SB)

East/West

- Upper Wacker. (EB and WB)
- Randolph St. (WB)
- Washington. (EB)
- Madison Ave. (WB)
- Roosevelt Rd. (EB and WB)
- 18th St. (EB and WB)

Lower Wacker Drive will be promoted for through traffic.



UPCOMING COMMUNICATIONS

April, May & June

- 1:1 outreach continues with residents, businesses & organizations

April 11th

- Informational web site launched for residents & businesses by EOD (www.NASCARChicago.com/Localinfo)

April 12th

- Community Engagement Meeting

May & June

- Targeted marketing campaign promoting informational web site
- Informational brochure mailed to over 42,000 addresses in & around the course footprint
- Street Teams canvas local businesses & residences, distributing informational brochure with QR code for more info
- Coordination with local organizations & elected officials to distribute event info via their email lists
- One-on-one meetings with local residence buildings + businesses around the footprint to provide location-specific details
- Create route maps in conjunction with local businesses (Museum Campus, Art Institute of Chicago, Navy Pier, etc.) and post to www.NASCARChicago.com/Localinfo





WE WORK ALONGSIDE

- City of Chicago
- Chicago Park District
- Elected Officials
- Chicago Sports Commission & Choose Chicago
- City Agencies:
 - Department of Cultural Affairs & Special Events
 - Department of Business Affairs & Consumer Protection
 - Chicago Department of Transportation
 - Chicago Police Department
 - Chicago Fire Department
 - Office of Emergency Management & Communications





STAY CONNECTED



Scan the QR code for the latest information about
the NASCAR Chicago Street Race Weekend

www.NASCARChicago.com/localinfo

Email: info@nascarchicago.com

THANK YOU!