



**ATTESA**

**MEDIA KIT**

# ATTESA



## INTRODUCTION

Attesa is a unique recreation, commerce and residential destination centered around motorsports, advanced technology, sustainability and luxury near Casa Grande, Ariz. It will also include a hotel and convention center, private air strip and entertainment plaza to create a complete lifestyle experience.

A public racing circuit will provide an opportunity for small to medium sized manufacturers and educational institutions to get affordable track time for research, testing and product development. A significant amount of weekend track time will be devoted to sports car racing organizations and individuals.

A private club will provide the ultimate in driving experiences for amateur racers and enthusiasts. Members will have access to a world caliber circuit, club house, air park and residential real estate in an exclusive, luxurious setting.

The karting facility is designed to provide training opportunities for drivers as young as seven in an affordable environment. A driver experience center and industrial park complete the motorsports core.

Attesa is being developed by Danrick Builders of Chandler, AZ.

## ABOUT DANRICK BUILDERS

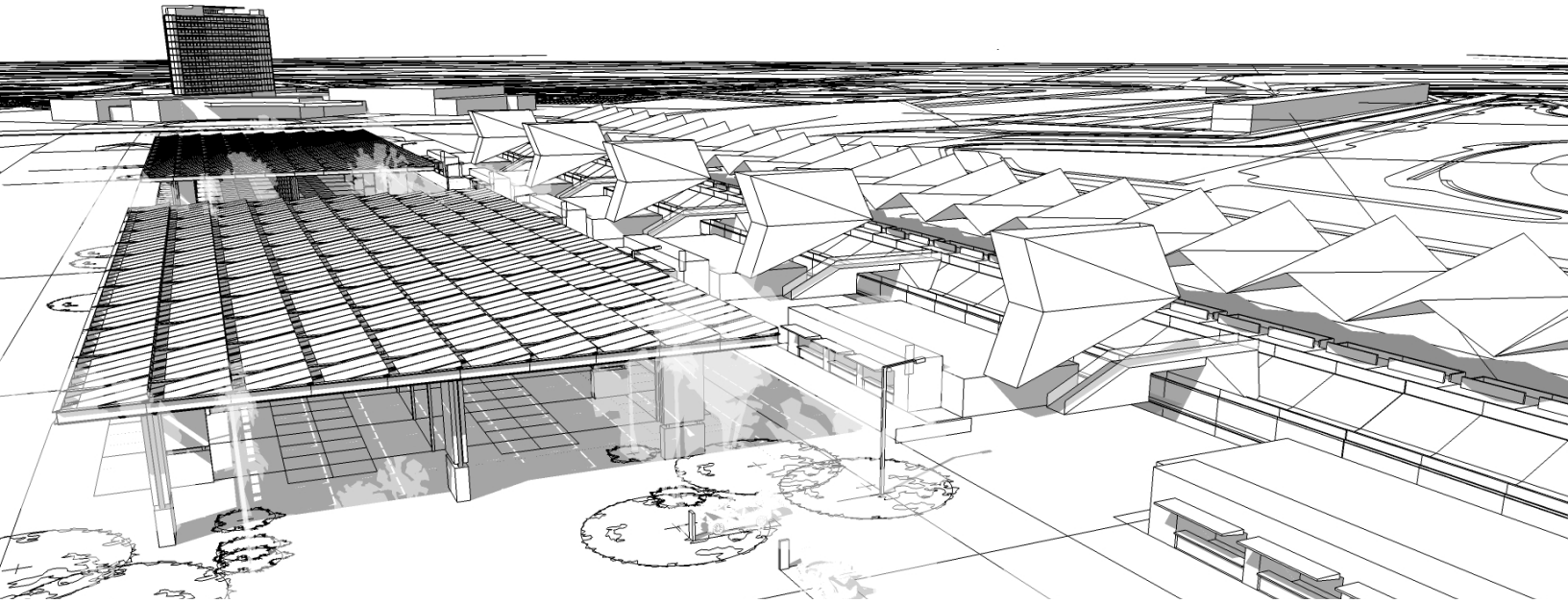
Danrick Builders creates communities designed for the future, specializing in unique, responsibly planned developments that feature ever-advancing technology, sustainability and renewable resources. Danrick's goal is creating lifestyle communities that satisfy the passions of its clients, residents, members and guests without compromise.



## UNIQUE RACING FEATURES

The tracks at Attesa are designed by Apex Circuit Design of England for optimal spectator, driver, team and manufacturer experiences. Through advanced engineering and modeling techniques, the Apex team has incorporated turn design, elevation changes and straightaway lengths to create circuits that promote close competition, increased passing opportunities, improved fan views and safety.

The surrounding earthen berms that mitigate noise will feature select areas of lush grass for festival seating within easy access to concessions and services.



## STEWARDSHIP

Danrick Builders has strived to completely mitigate the potential impact of the Attesa development regarding air, land, water, noise, and traffic. Biological studies have confirmed there are no at-risk plants or animals near the property. Sufficient water is available and the community will have its own wastewater treatment plant. All racing-related chemicals such as oil, fuel, and solvents will be captured toward recycling or disposal. Earthen berms surrounding the tracks and below-grade racing surfaces will drastically reduce noise levels outside the facility. Roads are being designed with reversible lanes to ensure easy access at all times but especially during events. The community will also have its own fire station and sheriff's sub-station.



# ATTESA

## LOCATION

One half mile south of Interstate 8 between Bianco and Montgomery roads; seven miles from Interstate 10 and downtown Casa Grande. Attesa is about an hour from both Phoenix and Tucson's largest airports.

## SIZE

2,360 acres

## MAJOR FEATURES

Two, 2.8-mile FIA 2/FIM A grade road racing tracks; one for testing and public events, the other for members of a private club

0.7-mile CIK karting track

129-acre driver experience center

23-acre multi-use area for concerts, dirt racing, motocross, etc.

6000-ft. private air strip and airpark

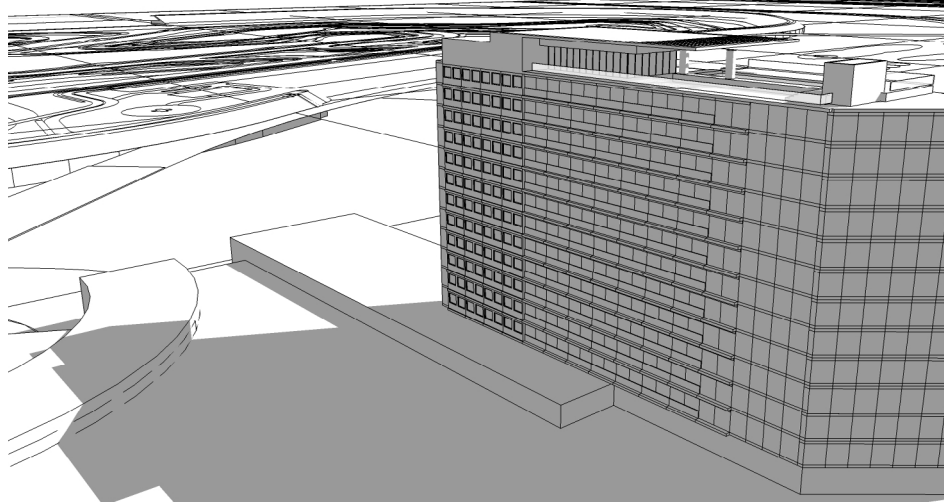
Hotel and convention center

Light industrial park

Residential areas

## AMENITIES

An entertainment district will be located near the hotel featuring fine and casual dining, shopping, etc.



## SMART FEATURES

All structures and infrastructure will be built according to the Sustainable Sites initiative and LEED certification. Homes, offices, commercial and industrial properties will feature the latest in wireless communications and security, thermal efficiency, energy storage and solar power.

## ECONOMIC IMPACT

Attesa will create a significant number of jobs, from STEM (science, technology, engineering, mathematics) opportunities related to motorsports to positions within the construction, hospitality, food service and entertainment, manufacturing and public service (fire and law enforcement). An upcoming economic impact study will provide more details including partnership options with universities, colleges and vocational schools.



## TIMING

Danrick Builders is completing the steps necessary for all entitlements and approvals, including environmental, flood planning, land planning, utilities, wastewater and water. The company expects final county approval for Attesa by late 2016.

## MEDIA INQUIRIES

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rachael@dracollective.com

For more information about Attesa:  
[www.attesa.com](http://www.attesa.com)  
602-707-7222

## STRATEGIC ALLIANCES



**AECOM**

### **Sound Engineering:**

AECOM, Los Angeles, CA

<http://www.aecom.com/>



**andersonbaron**

### **Landscape Architecture and Planning:**

AndersonBaron

<http://andersonbaron.com/>



**apex**

### **Race Track Design:**

Apex Circuit Design LTD, Buckinghamshire,

<http://apexcircuitdesign.co.uk/>



**CivitAZ**  
"Simple • Smart • Efficient"

### **Utilities:**

Civitaz Management Group,

Phoenix, Arizona



**CivTech**

### **Traffic Engineering:**

CivTech, Scottsdale, Arizona

<http://www.civtech.com/>



**D R A**  
COLLECTIVE

### **Public Relations:**

DRA Collective, Phoenix, Arizona

<http://www.dracollective.com/>



**Market Research:**

Elliott D. Pollack & Company,  
Scottsdale, Arizona

<http://www.edpco.com/content/default.aspx>

E·M·G

**Digital Marketing:**

EMG, Fargo, North Dakota

<http://energymediagroup.com/>



**Drainage Engineering:**

Erie & Associates, Inc., Phoenix, Arizona



**Utilities Development:**

EUSI LLC, Phoenix, Arizona



**Motorsports Property Development:**

Frost Motorsports, Wilmette, Illinois

<http://frostmotorsports.com/>

Future Cities

**Land Planning:**

Future Cities LLC, Venice, California and  
Scottsdale, Arizona

<http://www.future-cities.us/>



**Civil Engineering:**

HilgartWilson LLC, Phoenix, Arizona

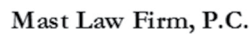
<http://www.hilgartwilson.com/>



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Hunden Strategic Partners,  
Chicago, Illinois  
<http://hundenpartners.com/>



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Mast Law Firm, PC, Phoenix, Arizona  
<http://www.mastlawfirm.com/>



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Snell & Wilmer, Phoenix, Arizona  
<https://www.swlaw.com/>



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**Hydrogeologics:**

Southwest Groundwater, Phoenix, Arizona  
<http://swgroundwater.com/>





## FREQUENTLY ASKED QUESTIONS

### **What other projects have Danrick Builders worked on?**

Danrick Builders is a new entity. Its principals include Dan Erickson, an entrepreneur and racer; and Pat Johnson, former owner of Phoenix International Raceway with decades of experience in construction, development and real estate.

### **What is on the site now?**

Corn and alfalfa. Most of the 2360-acre property is currently being used as farm land to grow feed for dairy cattle.

### **What are the approval steps necessary for the airport? Does the FAA need to approve it?**

The airstrip will be constructed to meet or exceed all FAA guidelines. As a private airport there is no formal FAA approval required beyond Pinal County. Attesa will develop the air park and runway in consultation with the FAA, Casa Grande and the Tohono O'odham Nation.

### **How many jobs and how much money will Attesa bring to the area?**

Danrick Builders has engaged Elliott Pollack and Company to provide a full economic impact statement. This report will be completed this summer and made available to the public at that time.

### **How can people apply for jobs?**

As track construction progresses Attesa will announce job openings and accept applications via its website. Applications for jobs related to other businesses within the development, i.e. the hotel, restaurants, retailers, industrial tenants and others will be handled by the companies that own and operate those businesses.

## **What are the steps for building the wastewater treatment facility?**

There are a number of permits that must be granted prior to engineering calculations necessary to determine the service area, water volume and types of uses. Upon all approvals and confirmation of how large the plant will be, construction will begin.

## **What are the next steps with the City and County?**

Danrick Builders is moving forward with the entitlement process. Final approval is expected in 2016.

## **How is Attesa being funded? Other investors?**

Danrick Builders, LLC is funding the project infrastructure and Motorsports Technology Core. Commercial and Residential parcels outside the core will be made available for purchase by qualified developers.

## **How much noise/environmental impact?**

The race track is being built below grade and will be surrounded by a 25-ft. high berm to contain the noise. A sound modeling study prepared by AECOM confirms exterior noise levels will not exceed 65 dBA, the county's daytime noise limit for rural-zoned land uses. A biological study has already confirmed the property where Attesa is being built offers no risk to protected animals or plants.

## **Construction timeline? When will people be able to begin racing at Attesa?**

Construction is expected to commence in 2017 with completion scheduled for early 2020.