QUALITY OF LIFE PROJECT INTRODUCTION

Kokomo Speedway

READI
REGIONAL ECONOMIC ACCELERATION & DEVELOPMENT INITIATIVE

Kokomo Speedway is a newly redesigned multi-property area. This project aligns with the "Quality of Life", one of the three READI 1.0 qualities. The park incorporates two of the READ 1.0 focus area: "Tourism, arts, culture and community projects", and "Capital/Infrastructure". The project is located in Kokomo, Indiana. READI Program invested $200,000 and the total matching amount from non-READI sources was $700,000. The total investment was approximately $900,000.

"The Kokomo Speedway is a quality of place, tourism attraction facility that supports talent attraction and retention within Howard County and the region. READI funds will be used to purchase and replace the existing grandstands. The project will expand and improve seating capacity within the facility. During COVID, Howard County saw an 18% decline in travel and tourism. The project is essential to the economic recovery of the venue which hosts 20 events per year. The Speedway owner/operator has committed $500,000 to improve facilities such as: grandstands and concession and restroom facilities. The City of Kokomo has committed $200,000 in public funds for public infrastructure improvements to be completed by mid-2024. The Speedway sought three quotes for a general manager for the construction work at the Speedway track including the: interior buildout; kitchen exhaust system, interior concrete; plumbing; electrical; restroom renovation; drywall; and exterior flatwork. Completion will be April of 2025."

Photos by Chuck Baldwin



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INDIANA FOR THE BOLD
Economic Development Corporation

QUALITY OF LIFE PROJECT OVERVIEW

Kokomo Speedway



READI funds supported improvements to the Kokomo Speedway in Kokomo, Indiana, including grandstand replacement and infrastructure upgrades, enhancing the facility's role as a regional tourism destination. The project represented an investment of approximately $900,000 and was completed in 2025.

BEFORE (January 1, 2023 - December 31, 2023)

AFTER (January 1, 2025 - December 31, 2025)

Unique Visitors

18,813

19,632 ↑ 4.35%

Total Visits

35,980

40,545 ↑ 12.69%

Most Weekly Visits

7,498 *Week of* August 21, 2023

8,285 *Week of* August 18, 2025



$700,000
Non-READI Sources

$200,000
READI Program Match

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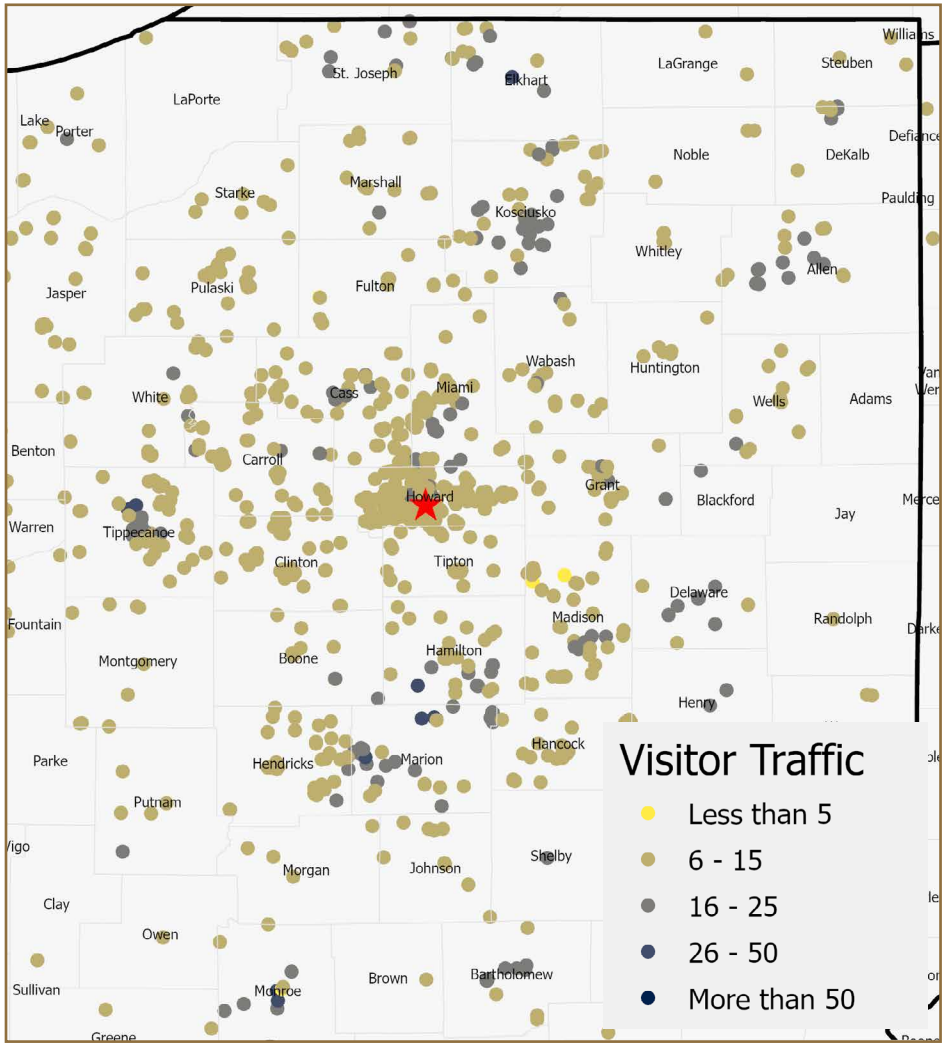
Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT VISITOR TRAFFIC

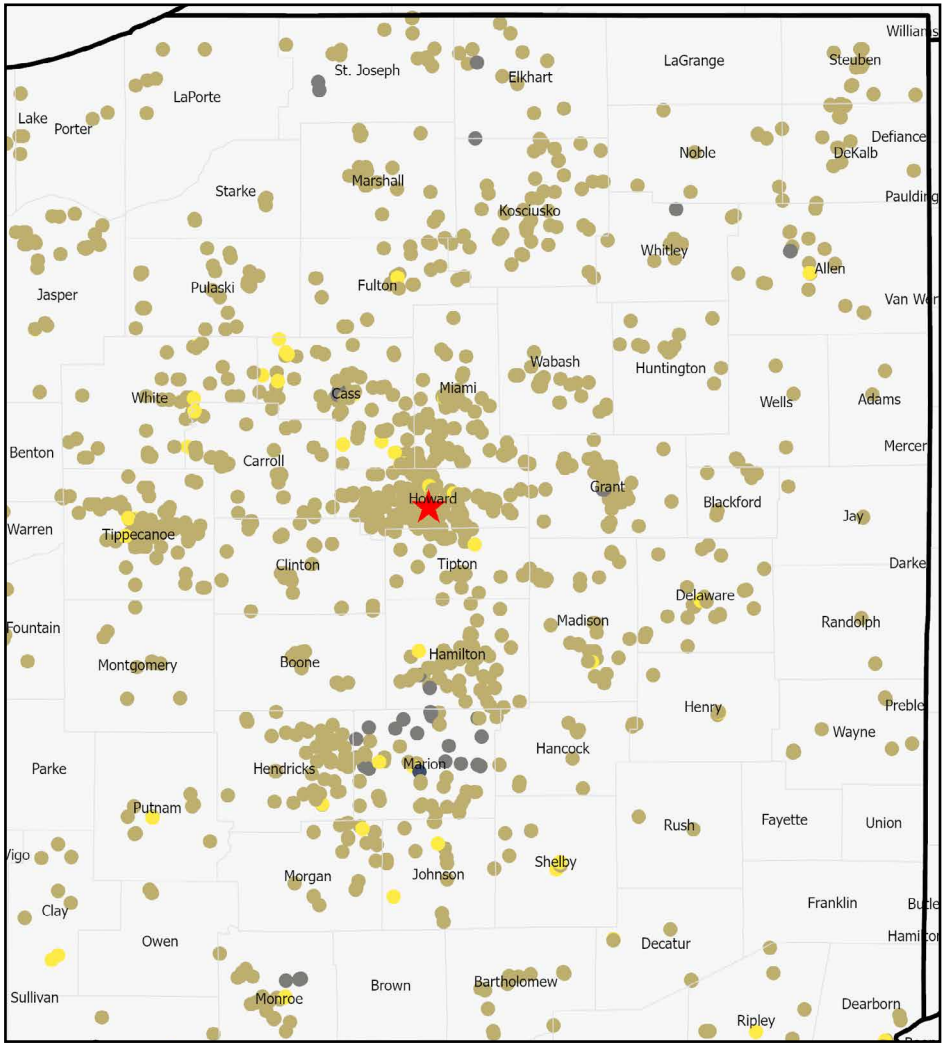
Kokomo Speedway



BEFORE (January 1, 2023 - December 31, 2023)



AFTER (January 1, 2025 - December 31, 2025)



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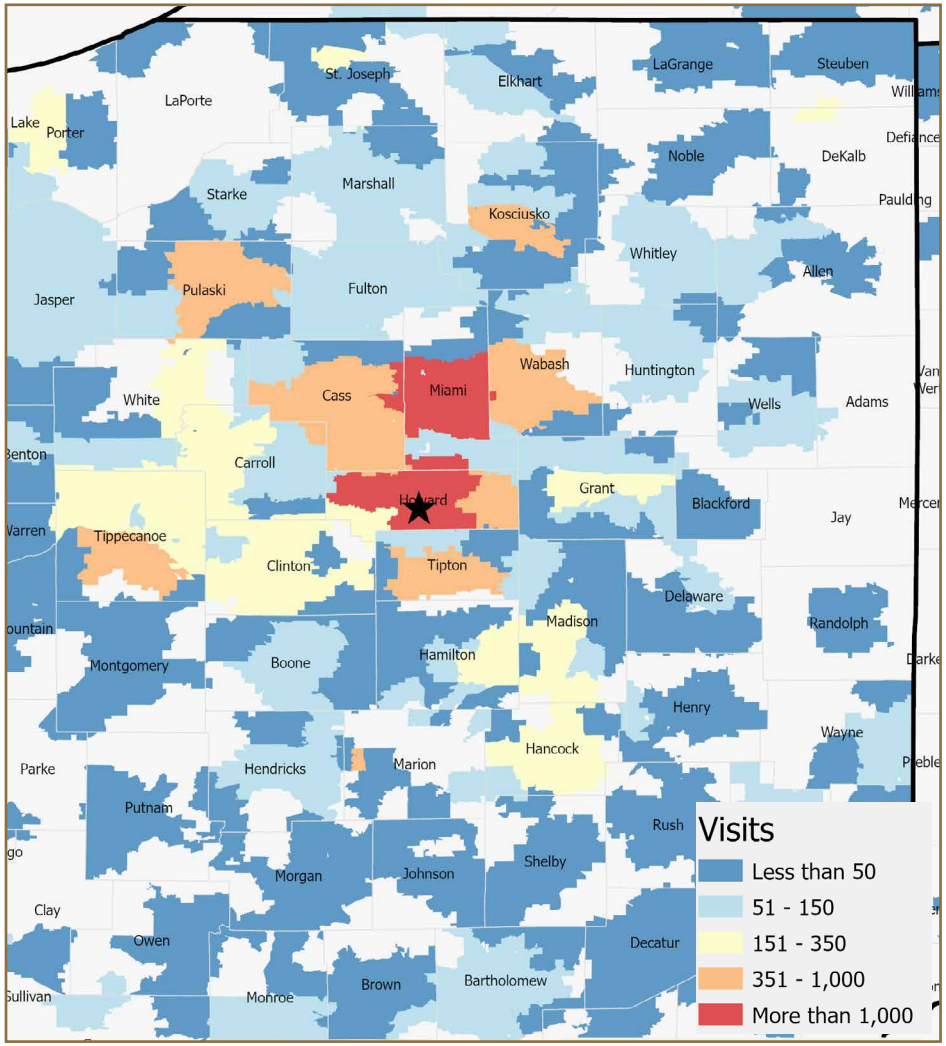
Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT VISITS

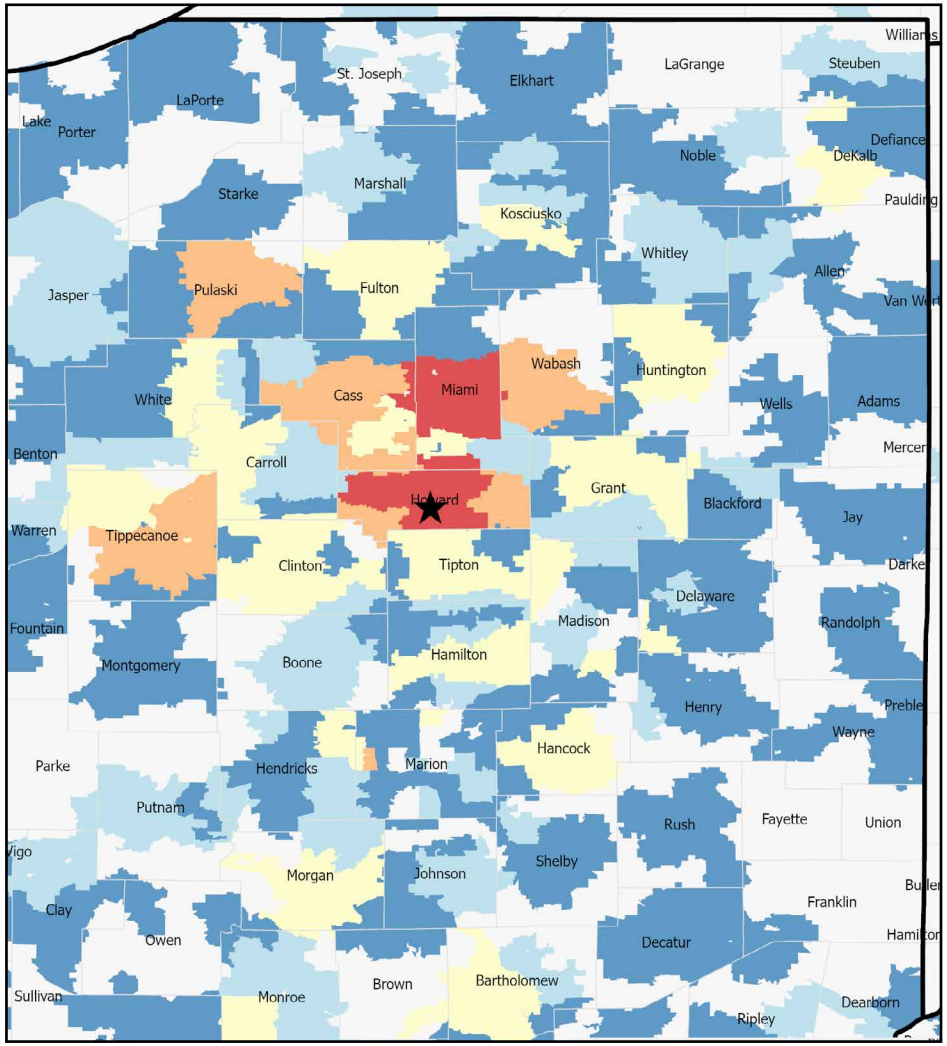
Kokomo Speedway



BEFORE (January 1, 2023 - December 31, 2023)



AFTER (January 1, 2025 - December 31, 2025)



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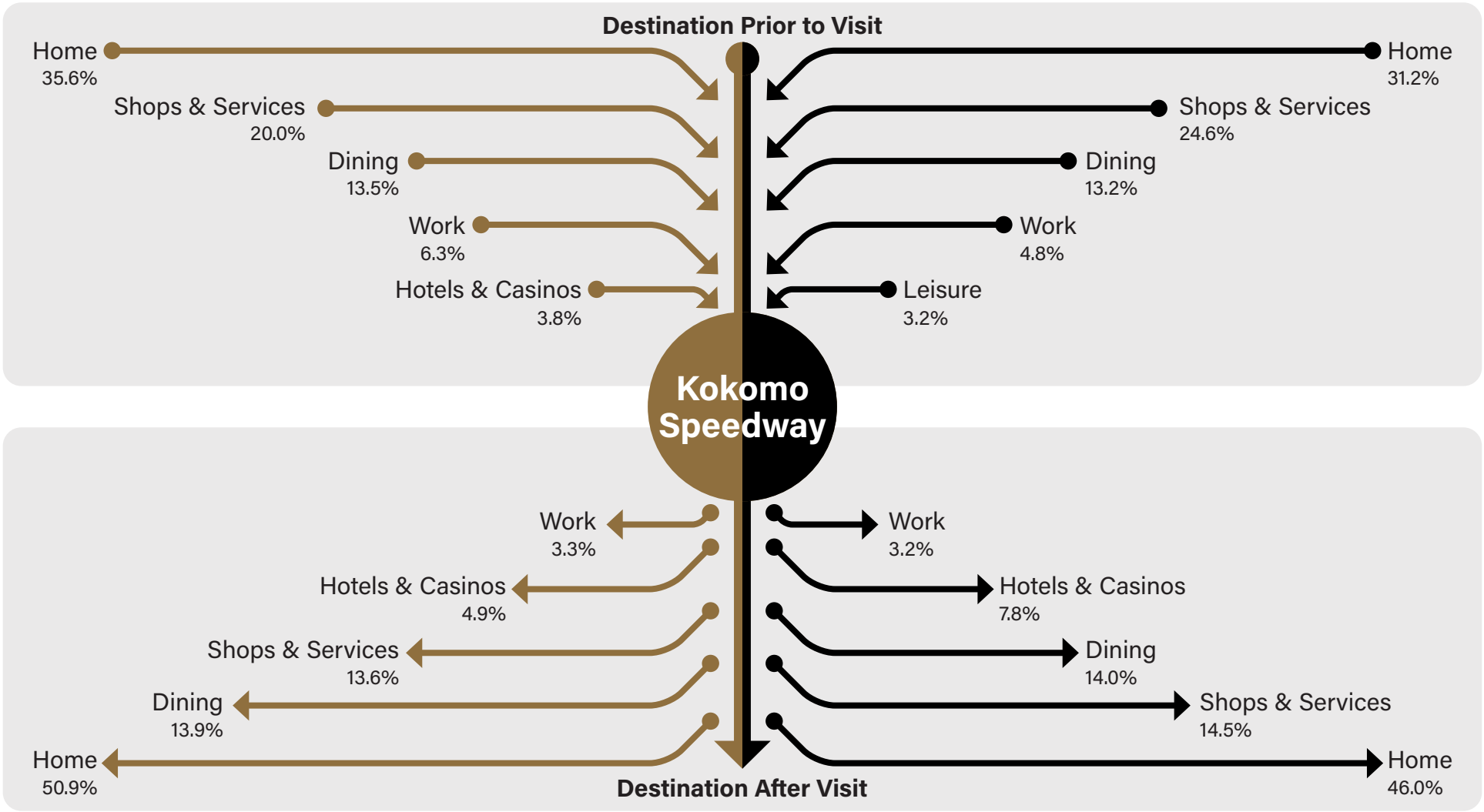
QUALITY OF LIFE PROJECT VISITOR JOURNEY

Kokomo Speedway



BEFORE (January 1, 2023 - December 31, 2023)

AFTER (January 1, 2025 - December 31, 2025)



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Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT DRILLDOWN

Kokomo Speedway



BEFORE (January 1, 2023 - December 31, 2023)

AFTER (January 1, 2025 - December 31, 2025)

Unique Visitors

Visit	35,980	→	40,545
Visit YoY	-0.9%	→	23.3%
Visitors	18,813	→	19,632
Visit Frequency	1.92	→	2.07
Panel Visits	2,785	→	4,542

High Frequency Visits

Days with over 10 visits	39	→	36
Days with over 50 visits	17	→	18
Days with over 100 visits	14	→	12
Days with over 500 visits	9	→	9
Days with over 1,000 visits	9	→	9

Visitor Journey

Prior: Most Place	Home (35.6%)	→	Home (31.2%)
Prior: Second Most Place	Shops & Services (20%)	→	Shops & Services (24.6%)
Post: Most Place	Home (50.9%)	→	Home (46%)
Post: Second Most Place	Dining (13.9%)	→	Shops & Services (14.5%)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Sunday (24%)	→	Saturday (32.9%)
Least Daily Visits	Wednesday (1.5%)	→	Wednesday (1%)
Most Hourly Visits	7:00PM (13.6%)	→	7:00PM (13.7%)
Average Visit Duration	267 min	→	251 min
Median Visit Duration	267 min	→	239 min

Demographic Characteristics

Median Household Income	$56,675.03	→	$59,087.57
Bachelor's Degree or Higher	22.90%	→	23.49%
Median Age	36.5	→	36.9
Most Common Ethnicity	White (77%)	→	White (76.1%)
Persons Per Household	2.27	→	2.38

Favorite Places

First Favorite Place	Markland Mall (3.2 mi)	→	Kokomo Shopping Center (3.1 mi)
Second Favorite Place	Kokomo Town Center (3.7 mi)	→	Markland Mall (3.2 mi)

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