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BT353 Project Management

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Revamping Old Bridge Township Raceway Park: New Jersey Raceway

Old Bridge Township “Raceway” Park is the largest, and most popular destination for auto racing. Currently, Raceway Park features two dragstrips, three motocross tracks, one road course, one autocross track, and a capacity of 30,000 spectators. It is one of the premier locations in the US for drag racing events, and is popular for being one of the only tracks in the area to host amateur events.

New Jersey Raceway:

Why:

Raceway Park is the largest motorsports destination in the Tri-State Area. It offers many options to spectators as well as professional and amateur drivers, but it has the potential to offer even more. The expansion of the park is limitless, as the only nearby competitor is Pocono Raceway in Pennsylvania, which is used almost exclusively for NASCAR and Indycar races.

What:

The plan to revamp Raceway Park and bring even more popularity to the location is as follows:

- Rebranding to New Jersey Raceway for a more nationally recognized image
- Add a third dragstrip, and expand the current area to allow easier queueing of cars
- Add a full length circuit track (3-4 miles), which can be used for amateur racing, as well as professional racing events

- Use the circuit track to host The Grand Prix of America, a Formula One race

Expand the autocross track to host the regional “Solo” Championship (Solo is the autocross series run by SCAA, the Sports Car Club of America)

How:

New Jersey Raceway will be the pinnacle of a motorsports paradise. Not only will there be nothing like it in the surrounding area, but it will be nationally recognized for the diversity of events held there, as well as the important national races.

Who:

There will need to be many different personnel to run all of the aspects of the organization. In addition to event day staff, there will have to be employees certified by the national organizations whose events we will be hosting, such as the SCAA and Formula 1.

Performance Matrix for New Jersey Raceway Staff

Superstars:

Organized: A superstar would need to work hard to keep their work organized. Depending on what role of the organization they fall in, they will need to be able to handle anything that comes their way, whether it be corporate situations or anything down to queueing up cars on the drag strips.

Adaptable: Staff members have to be able to adapt to changing situations. This is especially important with staff members for on site events such as races or drag racing events. Anything can happen when it comes to motorsports and the employees need to be ready for it.

Knowledgeable: Without a solid knowledge of what they are working with, employees will not be able to work effectively, and will also enjoy their job a lot less. When it comes to running events such as

these races, it is especially important for employees to be familiar with all of the guidelines set up by the governing bodies of these associations in charge of events.

Creative: New Jersey Raceway needs team members who can come up with creative ideas for promotion, events, and the new image of the organization. This is key to building a good audience, and maintaining a professional national image.

Non-Players:

Unmotivated: A worker who is unmotivated has no place in my team. They would not be interested in the project in general, and would not be able to provide satisfactory work interest, or ability.

Dishonest: Someone who constantly lies to the project leader, fellow employees, and customers cannot be part of a good working team. There is no reason why someone who is dishonest should be part of a team like this.

Bigoted: Someone who cannot get over their own viewpoints cannot be a good employee of New Jersey Raceway. They will be in constant contact with people from all different backgrounds, and will need to put aside whatever preconceptions that they have for the betterment of the project.

Need/Logic/Benefit

Need: There is a severe lack of racetracks that are available to amateurs to participate in or spectate in the New Jersey area, the only main tracks being Raceway Park itself, and Pocono Raceway. This leads to a lack in events that are open to the public, and limits the professional races that can be held in the area.

Logic: With the ever expanding autocross league, as well as the growing interest in Formula 1 racing in the United States, there is a clear need to expand the current tracks to hold more events, and more people. Raceway Park currently holds a small autocross course, and a small road course, as well as two dragstrips. It is well known in the area, and even known nationally for its excellent tarmacs on the dragstrips, which are often the preferred venue for setting new quarter mile records. By expanding this well known track to offer even more to its patrons, it can draw an even larger audience and even build an international following.

Benefit: The aftermarket automotive parts industry has reported over 10% growth for the past year, which translates into more people being interested in cars, and more people being interested in motorsports. By building upon an established audience, New Jersey Raceway can draw in those new to the genre, as well as those more veteran to the area. Things like the Formula 1 track would draw a huge audience, one of international scale.

PACT Couplets:

Victors vs. Victims: The success of individual trips depends on the dedication of the hosts. There are no excuses for the host to have a negative outlook on the project.

Gutsy vs. Gasconade: Sometimes it will take guts to make a call that benefits the team, and anyone not willing to take moderate risks will hold the team back.

Inspiration vs. Obligation: Team members should be proud of their job, and be inspired to work harder. Workers who focus only on obligation do not go the extra mile.

Focus vs. Fissure: Teams should be focused on the task at hand, and not let any individual problems get in the way of the project or worse, splinter into a larger problem.

This is Now vs. That was Then: This project is one that needs to evolve as the project grows, encouraging new ideas that have not been done before. The raceway will need to build off its past successes to build a successful future.

Quan-Com Factors:

Communication: A team is nothing without communication skills. Members must be able to communicate properly with their teammates, and be able to split up work effectively, and deliver it on time. If a team is organized and can communicate properly, projects can be completed in a timely and effective manner, which will help the team to succeed.

Perceptiveness: Team members need to be able to see a problem before it happens and be able to fix it.

Work Ethic: It is important for workers to have a strong and stable work ethic, so that as a project manager I can be sure that they are putting in quality work, and making myself and the program look good. The entire team relies on each individual to put in their fair share of work.

Key Components:

- World renowned drag strip that has some of the fastest times ever recorded
- Numerous types of professional events: Autocross, Motocross, Drifting, Formula 1, Circuit Racing, Road Racing, Drag Racing
- Addition of new amateur events: Drag events, Autocross events sanctioned by the SCAA, and more
- The building of an international brand by changing the name to New Jersey Raceway

Long Term Strategy:

The long term goal for the project is to turn what is currently the most popular motorsports attraction in New Jersey into a nationally and internationally renowned raceway, containing events of all types of motorsport, drawing visitors from across the globe. By incorporating different types of races such as Formula 1 and circuit races, the professional appearance and respect for the organization will rise. In addition to the professional races, the amateur events that will be offered will be unrivaled by anyone in the area, from autocross, to amateur circuit racing, to drag racing, New Jersey Raceway will have something available for everyone.