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Alpharetta CVB Excited About New Dawsonville Attraction

Having already received approval from the Dawsonville Planning Council for its motorsports complex, Atlanta Motorsports Park has now been fully approved by the Dawsonville City Council.

“We could not have received better news. I am ecstatic” says Jeremy Porter, founder of Atlanta Motorsports Park. “Now our dreams of bringing a performance driving country club to Dawsonville can be realized and we can move forward with the project.”

“With more than 300 attractions within a 50-mile radius, Alpharetta is the perfect home base for exploring all the area has to offer. This unique attraction will draw visitors from all parts of the country and we hope they will stay here and play anywhere,” adds Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau.

The 152-acre property off Duck Thurmond Road will be developed into a green or sustainable (the only sustainable motorsports park in the world) private motorsports country club where amateur or expert members can drive their high-performance automobiles, racecars, motorcycles and karts on a safe and specially designed driving courses. The current site plan also calls for a members-only lounge, a 10,000-square-foot clubhouse with lockers and shower facilities, a pool and hiking trails.

Highlights of the facility will include:

- Nearly three miles of high-performance road course
- Two straight-aways nearly 2,000 feet each
- More than 120 feet of elevation change
- 15 possible road course configurations
- Flexibility to operate three separate driving courses simultaneously
- Members will be able to participate in performance driving their cars or superbikes, supercar rentals, safe driver education programs and karting

“Each day on the course will be a new experience,” Porter adds. “At any one time, members could be enjoying time trials in their new sports car, watching a family member blaze through corners in a kart, or updating their driving knowledge in one of Atlanta Motorsports Park’s many drivers’ education programs.”

Several high-profile celebrities became founding members, even before the plans were approved, including actor Patrick Dempsey, Atlanta Braves Chipper Jones, Atlanta Falcons Michael Jenkins, road racing champions Jack Baldwin and David Murry, plus the SPEED Channel’s Bob Varsha. Mr. Varsha

will also serve as the “voice” of AMP as well as AMP spokesperson.

“These and our other founding members have had faith in the team and business from the beginning,” Porter says.

Contractors and strategic partners have already been selected in anticipation of the approval. They include the famed Tilke Architects Formula 1 track designers for the architecture and driving course design; RK Redding Construction for build-out; CW Matthews for the track paving; TS Racing as the karting retail sales; Global Marketing Giants Ignition Inc. & i3 Worldwide LLC as the sales and marketing team; Driving Impressions will be AMP’s sole racing apparel retailer.

For more information, visit www.AtlantaMotorsportsPark.com or call 678-513-FAST (3278).

Alpharetta offers 23 upscale and modern hotels, 150 dining options, seven unique shopping districts, and an abundance of family-friendly entertainment. Visit www.AwesomeAlpharetta.com for more information, including special package hotel rates.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit www.AwesomeAlpharetta.com for more information.

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