

**Contact:** Gentry Baumline-Robinson  
International Speedway Corporation  
386.681.6222, (cell) 386.631.2243  
[gbaumline-robinson@iscmotorsports.com](mailto:gbaumline-robinson@iscmotorsports.com)

May 12, 2016

**ONE DAYTONA ADDS FIVE FIRST-TO-MARKET TENANTS**  
*300,000-square-foot mixed-use project is under construction*

**DAYTONA BEACH, Fla.** – ONE DAYTONA, International Speedway Corporation's ("ISC") 300,000-square-foot master-planned retail, restaurant, entertainment and mixed-use destination located across from Daytona International Speedway, announced today that Guitar Center, Tervis, IT'SUGAR, Jeremiah's Italian Ice and Venetian Nail Spa have all executed leases for the project. ISC's Vice President of Corporate Development Jeff Boerger made the announcement.

"We are very pleased to be announcing these five outstanding tenants," said Boerger. "Our team, led by Legacy Development, continues to attract a great complement of best-in-class regional and national retailers, restaurants and entertainment tenants to ONE DAYTONA. We are delivering an environment and mix of uses unlike any other in the country."

The projected \$120-\$150 million development planned to open in fall of 2017 will include a 67,000-square-foot Bass Pro Shops Outpost, a 12-screen Cobb Theatre, a 144-room Marriott Autograph Collection hotel branded as The DAYTONA®, a 105-room select service Fairfield Inn & Suites by Marriott and a 268-unit luxury apartment community. Other tenants recently announced include P.F. Chang's, Kilwins Confections and Hy's Toggery, a nearly 50 year-old family-owned retailer specializing in southern outerwear, performance clothing and modern classics. The company's second location, ONE DAYTONA's 12,000 square-foot Hy's Toggery will showcase brands including Costa, Vineyard Vines, UGG, TOMS, Olukai, Yeti, Patagonia, North Face, Kuhl, Southern Marsh, Tommy Bahama, and Southern Shirt, Guy Harvey, Columbia Sportswear and Southern Tide among others.

"More than half of our tenants will be first-to-market," said Boerger. "We are building a very special community in a legendary location. The expectations are high for the physical environment and its connectivity to Daytona International Speedway and the diversity of our tenant mix, and we plan to over-deliver on all fronts."

Vertical construction has already begun on the 12-screen Cobb Theatres and Bass Pro Shops will begin construction on its building in the coming weeks.

-more-

## **About ONE DAYTONA**

Planned to open in 2017, ONE DAYTONA will feature a retail, dining and entertainment district, along with two hotels and residential space. The development boasts approximately 300,000 square feet and a projected investment of approximately \$120 - \$150 million. Lease agreements have been executed with Bass Pro Shops®, America's most popular outdoor store, and Cobb Theatres, the highly respected Southeastern-based exhibitor, as anchor tenants of ONE DAYTONA. Other announced tenants include P.F. Chang's, Hy's Toggery, Kilwins Confections, Guitar Center, Tervis, IT'SUGAR, Jeremiah's Italian Ice, and Venetian Nails.

ONE DAYTONA selected Shaner Hotels and PHG as its hotel partners. Shaner Hotels and PHG have confirmed an exclusive 144-room, full-service Marriott Autograph Collection® hotel, The DAYTONA®, and an approximately 105-room Fairfield Inn & Suites by Marriott. PHG is the confirmed residential partner and initial planning is underway for an approximately 268-unit rental apartment community including a four-story midrise campus and garden style complex.

Inaugural Partners include Toyota, Florida Hospital, Chevrolet and Sunoco.

ONE DAYTONA will quickly become synonymous with visitors, race fans and residents as the place to live, work, stay and play. For more information and the latest updates, visit [OneDaytona.com](http://OneDaytona.com), follow us on [Twitter](https://twitter.com/ONEDAYTONA) (@ONEDAYTONA) or [Facebook](https://facebook.com/OneDaytona) (OneDaytona).

ONE DAYTONA leasing efforts are managed by Legacy Development, a firm intensely focused on creating innovative destination retail and mixed-use projects. Amassing a national footprint and asset management expertise, Legacy is the ideal consultant to represent this unique address. For leasing inquiries, please contact Tiffany Ruzicka at [truzicka@legacydevelopment.com](mailto:truzicka@legacydevelopment.com) or 816-777-3500.

## **ABOUT ISC**

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation's major motorsports entertainment facilities, including Daytona International Speedway® in Florida (home of the DAYTONA 500®); Talladega Superspeedway® in Alabama; Michigan International Speedway® located outside Detroit; Richmond International Raceway® in Virginia; Auto Club Speedway of Southern California<sup>SM</sup> near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 Raceway<sup>SM</sup> near Chicago, Illinois; Homestead-Miami Speedway<sup>SM</sup> in Florida; Martinsville Speedway® in Virginia; Darlington Raceway® in South Carolina; and Watkins Glen International® in New York.

The Company also owns and operates Motor Racing Network<sup>SM</sup>, the nation's largest independent sports radio network, and Americrown Service Corporation<sup>SM</sup>, a subsidiary that provides catering services, and food and beverage concessions. In addition, the Company has a 50 percent interest in the Hollywood Casino at Kansas Speedway. For more information, visit the Company's website at [www.InternationalSpeedwayCorporation.com](http://www.InternationalSpeedwayCorporation.com).

-ONE DAYTONA-