



N1790 1000th St
Eau Claire, WI 54701

Dear Governor Evers,

Thank you for taking the time to read about the importance of motorsports with me. My name is Travis Hilton, and I am the General Manager of Rock Falls Raceway in Eau Claire, Wisconsin. My passion for motorsports has powered me for my entire life. I am fortunate to have grown up in a family that participates in motorsports, and since the age of twelve have worked in the industry. I have never held a position of work outside of this powerful industry and hope to carry that forward for many decades to come. That desire can be achieved with your support of AB 880/SB 872.

Rock Falls Raceway sits on 186 acres of property in the Chippewa Valley region. Founded on May 8th, 1969, the facility has operated consecutively for 56 years since that date. We are fortunate to have grown since those humble beginnings of a participant only track to one that services patrons across the United States and surrounding countries. Over the course of our racing season in 2025, which hosts events from late April until the middle of October, we are pleased to have hosted more than 30,000 guests across 22 states and three countries. Not only is this revenue generated by patrons who attend our events, but we also proudly support nearly 400 businesses and entities who we solicit services from annually. With over \$250,000 of wages through nearly 50 full-time and seasonal employees, Rock Falls Raceway has a vital impact on our economic community.

As with any seasonal business, the weekends that we operate are vital to bringing in revenue to continue improving our facility. While each of our roughly fifty events that we operate are important, there are some events that prove worth more than financial income. One that comes to mind is our annual CTech Manufacturing Badger Classic. For this annual event, we partner with a local charity within our community to raise money and awareness for those in need. We have proudly donated the income from this event to Joshua's Camp: a charity in our town that raises money for the families of children who have cancer. From the last four years, we are honored to have donated over \$130,000 and have seen firsthand the impact that motorsports can have for those that are in need. In addition to proudly hosting this annual event, we regularly open our gates to local law enforcement, medical, and fire personnel to do training exercises. This provides valuable assets to our community to protect what is most important—those that live in our immediate region.

Wisconsin's legacy is built around motorsports. This dates to 1878 when Wisconsin held one of the first accepted motorsports events, the 'Steam Wagon Race' where two powered vehicles, the Oshkosh and the Green Bay, competed in a race across a 200-mile



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competition. While the Oshkosh came out on top, it serves as the first chapter of motorsports in the long history of Wisconsin.

Leaping forward into present day, Wisconsin holds over thirty motorsports venues that operate throughout the given year. These facilities are an avenue in their respective communities to curtail dangerous street racing, providing an environment for folks as young as five years old to safely experience a culture like no other—one that supports helping your fellow competitor cross the finish line.

Motorsports are pivotal for the growth of our community. Through the efforts of facilities across our great state, money generated and spent at local business owners provide housing, meals, and revenue to grow and prosper. Our direct partnership with well over forty-five businesses shows that the commitment to growing and maintaining motorsports is not only within our own vision, but within the vision of other like-minded individuals.

We are proud of how Rock Falls Raceway has grown. In my two years of being the General Manager, we have seen a consistent 30% growth in spectator attendance, racer attendance, sponsorships, and marketing of the facility. In the last two years, we have sent over 100 racers to the NHRA West Central Division Regional Championships (up from an average of 20 per year), as well as having two racers win their respective categories at those events. In 2024, we were nominated by the NHRA as a 'Member Track of the Year' (finishing third in the votes). What was a hobby for most attendees is gradually turning into a passion, one that tens of thousands believe in for years to come.

Motorsports is more than a weekend adventure; it is an extended family for those that need support. As we tell our patrons often; the fences around our facility are a safety barrier, where you can leave your troubles—if only for a few days—to enjoy the passion that we all have for motorsports.

As we stand firm in our support of AB880/SB 872 and what it means for our community and those communities across Wisconsin, we would greatly appreciate your support of continuing motorsports in the state of Wisconsin for generations yet to come.

Travis Hilton

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