ONE DAYTONA Announces New Development Partner
Marriott International Approves Autograph Collection® for Boutique Hotel Property

DAYTONA BEACH, Fla. – ONE DAYTONA, the proposed premier mixed use and entertainment destination across from Daytona International Speedway, announced RED Legacy, a leading national development group, as its development consultant. Intensely focused on innovative destination retail and mixed-use projects, RED Legacy will work closely with ISC’s Development division. The RED Legacy team, led by Dan Lowe, is a natural fit for the partnership having served as the developer for Legends Outlets Kansas City, a mixed-used retail destination across from ISC’s Kansas Speedway. RED Legacy currently manages an existing Daytona Beach-based ISC asset, Volusia Point.

“We are thrilled to work with ISC again,” said Dan Lowe, Senior Managing Partner, RED Legacy. “ISC is forward-thinking and knows how to attract successful retail surrounding their racetracks. What they did in Kansas City is monumental and that potential exists here in Daytona Beach. We look forward to another successful partnership.”

RED Legacy creates developments that put the user experience at the forefront. They will help manage the overall project, including leveraging their leasing expertise.

“The addition of RED Legacy to ONE DAYTONA is a significant next step in the project’s development,” said ISC CEO Lesa France Kennedy. “Their national footprint and asset management experience are part of the natural progression as we continue to see momentum in tenant leasing.”

ONE DAYTONA’s hotel partners, Shaner Hotels and Prime Hospitality Group, also announced that Marriott International approved the exclusive Autograph Collection® brand for the project’s 145-room, full-service boutique hotel. The partners are presently working with a branding agency to create the property’s unique story.

Jacoby Development Inc. (JDI) and ISC have announced a change in their business relationship where ISC has assumed 100 percent interest in ONE DAYTONA. JDI remains involved in the project through a consultative arrangement.

About ONE DAYTONA
ONE DAYTONA is a premier mixed-use retail, dining and entertainment destination across from Daytona International Speedway serving East Central Florida. Phase one of ONE DAYTONA is scheduled to open with Bass Pro Shops®, Cobb Theatres ‘Daytona Theatre’, an exclusive 145-room full-service boutique hotel, distinct shopping, office space and residential units. Truly a destination unto itself, 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 project updates, visit OneDaytona.com, follow us on Twitter (@ONEDAYTONA) or Facebook (OneDaytona).
About International Speedway Corporation (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 CaliforniaSM near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 RacewaySM near Chicago, Illinois; Homestead-Miami SpeedwaySM 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 NetworkSM, the nation's largest independent sports radio network, and Americrown Service CorporationSM, a subsidiary that provides catering services, food and beverage concessions, and produces and markets motorsports-related merchandise. In addition, the Company has a 50 percent interest in the Hollywood Casino at Kansas Speedway. For more information, visit Internationalspeedwaycorporation.com.

About RED Legacy
Beginning in 1995 with RED Development, Dan Lowe and his team built a portfolio that includes 37 properties totaling more than 17 million square feet across 12 states. While RED Development now focuses on the acquisition of core commercial properties, RED Legacy continues to create developments with outstanding user experience. RED Legacy has a portfolio of 11 properties totaling nearly five million square feet, which the team leases, manages and/or is developing. Projects include Legends Outlets Kansas City where they worked alongside ISC’s development team at Kansas Speedway, the Streets of Brentwood in Brentwood, California, and Truman’s Marketplace in Missouri. For more information, visit RedLegacy.com.

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