

Atlanta Motorsports Park

Just another day at the park... at 100mph

By **BOB PEPALIS**
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Want to find out just how fast that sports car can handle a curve? Is the speed limit on Ga. 400 just too slow? Then consider joining the latest country club planned to open in 2009 in North Georgia, Atlanta Motorsports Park.

Cumming resident Jeremy Porter, whose brainchild is the motorsports country club, wants to put driving enthusiasts on a road course where testing and learning your limits and those of your vehicle are safer than on the open highway. The club is modeled after golf country clubs, with memberships. Members will just be reserving lap times instead of tee times.

Atlanta Motorsports Park will open to driving enthusiasts just a short drive up Ga. 400 to Dawsonville, and it might help its managing partner, Porter, from getting another speeding ticket.

The auto sports country club will cater to the driver, with no spectator events planned. Groundbreaking is planned for



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Jeremy Porter, managing partner of Atlanta Motorsports Park, explains the layout of the proposed road course, which is designed with large buffers to reduce the sound reaching neighbors.

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"I want to make an impact on the community, a place where kids go from karts, to cars and maybe out in the motorsports racing world," Porter said.

AMS is designed to be a place where families can get together and bond over a common interest and experience, he said. Too

many are split through participation in hobbies not conducive to families. Amenities planned to attract members include a clubhouse, pool, tennis courts, hiking trails, biometric fingerprint access so no keys are needed, the largest flat screen TVs that can be installed inside, lounge areas,

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Cumming resident fuels motorsports club

Dawsonville project requires rezoning

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Phase one of Atlanta Motorsports Park uses 200 acres of property that still requires rezoning. The project starts with a \$7 million investment, much of which could be spent on just paving the road course. Sponsorships from C.W. Matthews and Lafarge will help keep those costs down from the typical \$1 million per mile.

Jeremy Porter's company has an option on another 300 acres

of land adjacent to this section, owned by Ernie Elliott.

Dawson County's Development Authority director forecasts at least a \$4 million tax benefit to the county and city over the next 8 to 10 years. Charlie Auvermann said that figure is just for the first phase, which includes the road course and the clubhouse.

"I take a very conservative approach to this," he said.

"Four million dollars is probably now chump change for some

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