

2010 IN REVIEW AND THE ROAD TO 2011

We at Club Auto Sport would like to give thanks to all who have made 2010 a gratifying (if somewhat challenging) year.

Emergence of a Vital Business Community



2010 saw the successful expansion of Club Auto Sport's vibrant business community. Beginning with just a handful of businesses that wanted to be part of the club, the community has welcomed nearly three dozen auto-related and non-auto-related companies that are excited about the opportunity to market to the extraordinarily upscale traffic we attract. >>> [Read More](#)

TEAM Club Auto Sport Created a Connected Business Community

Another development in 2010 was the maturation of TEAM Club Auto Sport. Business members based at the club not only can make new business connections and network in innovative ways with fellow members, but they can also participate in joint marketing opportunities and even increase their exposure by contributing to the blog.



In addition, a few months ago Club Auto Sport took an enormous step forward, engaging Sterling Lanier - a credentialed chairman with Vistage International, the world's leading CEO organization - to conduct monthly TEAM Club Auto Sport meetings and enhance the leadership capabilities of members while encouraging the exchange of key ideas within a trusted, confidential setting. Mr. Lanier's guidance has been a big plus for the group. >>> [Read More](#)



Club Auto Sport Events Soar

Finally, 2010 saw Club Auto Sport emerge as a popular destination for all kinds of business, social and charitable events. By the end of the year, the club had hosted events by Apple, Google, the Kellogg School of Management, LinkedIn, the Sharks Foundation, and many more. >>>



EVENT CENTER

Events on the Grid

1/24	5:30pm	Sharks Foundation (private event)
1/28	6:00pm	TEAM Mixer
1/28	6:00pm	Music Series: Jazz Pizazz
2/5	TBD	Championship Game Party
2/12	5:00pm	80th Birthday (private event)
2/18	7:00pm	Dietsch Werks / Golden Gate Lotus Club party
2/20	TBD	Daytona 500
3/5	6:00pm	Engagement Party (private event)

Opening Doors. Opportunity Driven.

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In October, Club Auto Sport held the first of its own quarterly Music Series performances, which will bring a variety of bands drawn from a variety of musical genres to the club's spectacular 10,000 square foot clubhouse and lounge. *TEAM* Club Auto Sport members not only enjoyed the concert, but were also invited to meet their contemporaries from Borelli Investment Company's other Building Business Network teams - *TEAM* Christy and *TEAM* Junction - at a special mixer before the performance.



The Road in 2011

While our crystal ball isn't any better than yours, we have high hopes that the worst of the recession and painfully slow recovery is behind us - and that the business and personal tax benefits contained in the recently passed legislation help to further stimulate the economy.

EVENT CENTER

Bookings have been accelerating dramatically at the Club Auto Sport Event Center. We've seen some very big names including Google, LinkedIn, McLaren, eBay, InnVision, and Colliers International - just to name a few. And the Winter/Spring 2011 calendar is already filling up fast! Check the website calendar for all the details.

REAL ESTATE



The vibrant business community consists of several dozen automotive and non-automotive companies. These businesses enjoy the unique advantage of a built-in, upscale marketplace that includes not only members who regularly spend time at the club, but also thousands of guests who attend social and business functions held annually in Club Auto Sport's magnificent event center.

In this year's challenging real estate market, Club Auto Sport has already closed transactions with 11 new owners/tenants - bringing the number of businesses associated with Club Auto Sport to around 30 and total absorption to 65% of the 86,650 sq. ft. of space in Phase I of the project. Since November we have welcomed 5 new businesses; and this is just the beginning, interest is increasing and we will soon begin building out our middle drive aisle to accommodate this increased interest of new businesses.

A large number of the businesses that joined the Club recently are not related to cars in any way. These businesses are buying condos or leasing space at Club Auto Sport to take advantage of the unique market opportunities and other business and tax advantages.

WELCOME TO CLUB AUTO SPORT

Growth is everywhere and momentum is building. Club Auto Sport welcomed two new faces this fall: Alexandra Cunningham, who is the new Event and Hospitality Planning Manager, and Darla Arndt, who is in charge of Event Sales. Please extend them a warm "hello!"

MARKETING PARTNERS

We would like to extend a heartfelt "THANK YOU" to our marketing partners! Look for more activity on our various websites during 2011 as we build our new, highly interactive website!

Spartan Properties Sports
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