

THE AUTOMOTIVE HOSPITALITY DEFICIT

The Transition of the \$300B Motorsports
Economy into 365-Day Hard-Asset Real
Estate

AURELIAN WAYMARK HOLDINGS

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.....Establishing a Permanent Commercial Real Estate Asset Class

Jennifer Stormes
CEO & General Partner

To Our Industry Peers & Brand Partners,

*Commercial real estate development relies on recognizing massive economic gaps before the market catches up. Today, one of the most prominent **unexploited gaps** lies at the intersection of **high-net-worth capital**, high-performance motorsports, and luxury hospitality.*

*The global automotive culture drives an extraordinary concentration of private wealth, yet that capital is forced into temporary tents, disjointed trackside garages, and short-term event structures. When the race weekend ends, the capital leaves, and the municipality experiences **complete capital bleed**.*

*Aurelian Waymark Holdings was established to solve this structural flaw. By uniting high-performance automotive sanctuaries under Veloce Hotels with deep restorative wellness under The Heritage Collection, we are building the **permanent, 365-day infrastructure** this demographic requires.*

*Through architectural discipline, capital-efficient site control, and tier-one partner execution, we are not simply building luxury boutique properties—we are institutionalizing a **brand-new asset class**.*

Thank you for reviewing our industry outlook. We invite you to follow The Veloce Anthology as we design the future of experiential real estate..

Jennifer Stormes

CEO & General Partner

Aurelian Waymark Holdings



The Macroeconomic Disconnect

The global automotive enthusiast and motorsports sector represents a \$300 billion macroeconomic ecosystem defined by high high-net-worth (HNW) density. Yet this capital is currently captured by a fundamentally flawed model: ephemeral 72-hour event structures. There is a glaring absence of purpose-built, permanent luxury hospitality infrastructure designed to support and monetize this demographic year-round. Aurelian Waymark Holdings was formed to bridge this infrastructure deficit. By deploying a portfolio of automotive and restorative sanctuaries across high-growth U.S. corridors, we are transitioning transient race-weekend wealth into permanent, high-margin, asset-backed real estate.

The 72-Hour Paradox

A primary failure of traditional trackside development is the reliance on a **two-event annual calendar**. Aurelian Waymark Holdings reverses this vulnerability. We utilize major race weekends as **high-yield capital capture events**, but the properties are structurally engineered for the daily lifestyle of the regional High-Net-Worth (HNW) consumer. When the transient crowds dissipate, our **private club membership** and regional dining patrons reclaim the environment, transforming event infrastructure into a **year-round, high-margin social sanctuary**.



The Institutional Solution: A 365 Day Monetization

Veloce Hotels introduces a new asset class: **Motorsports-Anchored Luxury**. Rather than competing in the saturated traditional hospitality market, Veloce builds the permanent infrastructure for the automotive lifestyle, capturing high-margin revenue 365 days a year.



The Podium Suites

These distinct, purpose-built executive units command premium, **un-commoditized** Average Daily Rates (ADR) by solving the primary friction point of HNW automotive travel: allowing guests to maintain seamless visual and physical connection to their vehicles without compromising on five-star residential luxury.



The Paddock Vault

THE QUIET GALLERY & SECURE SOCIAL CLUB

Private Asset Sanctuary

Designed as a **climate-controlled** 50-car gallery integrated into the property footprint, eliminating trackside storage friction while showcasing rare collector vehicles.

Recurring Revenue Anchor

Transitions private storage into an **exclusive social club**, generating predictable **365-day membership yield** and keeping HNW consumers anchored in the ecosystem.

The Apex Club

HIGH-ELEVATION ENTERTAINMENT & PREMIUM HOSPITALITY



While the Vault provides restorative quiet, The Apex Club™ delivers **high-octane immersion**. Operating as an **elite, high-elevation entertainment venue**, the Club offers an unprecedented vantage point and shield for the HNW consumer. It captures the massive capital influx of race weekends and premium events by elevating the hospitality experience entirely above the noise and logistical vulnerabilities of ground-level crowds. The Apex Club is the ultimate architectural solution for **retaining high-margin culinary and entertainment spending** well beyond the 72-hour event window.

Premier Motorsports Campus



OUR PROPOSED FOOTPRINT ACTS AS A LOCALIZED HOSPITALITY SOLUTION UTILIZING STRICT VERTICAL DENSITY.

Designed as a 6-story entertainment shield wrapping the track in a U-shape, this proposed asset captures premium event hospitality while strategically bypassing local ground-level density. The architecture features the rooftop Apex Club, establishing an unprecedented vantage point for high-net-worth capital while optimizing the footprint for maximum yield and operational efficiency.





All-Day Culinary Anchors

The institutional model requires capturing the guest's attention from early morning until late evening. This is driven through highly curated food and beverage engines that transition the property's energy throughout the day.

Bombo & Blanc™ initiates the morning European espresso culture, blending seamlessly into the artisan offerings of **Bombolini's bakery**. As the day progresses, this energy transitions into the high-energy evening hospitality of the **two-story Octane Lounge™**.





For The Collector & The Enthusiast

This proposed Marriott Autograph development acts as the physical embodiment of the portfolio. Anchored by a Carlos Ott-inspired tiered plaza and an elevated IndyCar flame installation, the development integrates the full suite of Veloce amenities—from the Paddock Vault to the in-suite Podium studios—fully capitalizing on the region's massive automotive economic engine.



The Flagship

LOCATED IN INDIANA, THE 31 CORRIDOR SERVES AS THE FLAGSHIP DESTINATION FOR THE VELOCE HOTELS BRAND.

Culinary Art & High-Octane Theatre

FROM MORNING EUROPEAN ESPRESSO CULTURE
TO TRACKSIDE NIGHTLIFE MIXOLOGY

Our culinary ecosystem transitions seamlessly from morning to night. Bombo & Blanc™ captures high-margin early morning traffic with European artisan pastries and espresso, while The Octane Lounge™ anchors peak evening revenue through elevated mixology, VIP dining, and trackside theatricality.





The Duality Of The Luxury Consumer



The modern High-Net-Worth consumer demands a duality of experience. The high-octane energy of motorsports must be counterbalanced by absolute serenity and longevity-focused wellness.

Operating as a 365-day destination anchor, The Vitality Spa Club™ bridges the gap between high-performance driving and the \$5.6 trillion global wellness economy. By offering elite recovery protocols, thermal circuits, and PITFIT neurocognitive training, the Spa Club acts as a powerful regional draw—attracting day-guests and executive retreats from across the state and generating consistent, non-event foot traffic year-round.



Restorative Luxury & Conclusion

The Piedmont Mark™ serves as the flagship of the Heritage Collection. Positioned within a premier Southeast urban research and innovation corridor, this restorative luxury asset integrates regional history—including a restored Pullman train car coffee house and an adjacent 68-unit residential wrap—with wellness infrastructure.



Pioneering a New Asset Class

By executing this portfolio with architectural restraint, tier-one development partners, and institutional discipline, Aurelian Waymark Holdings is establishing the foundational infrastructure for the modern HNW lifestyle, uniting elite automotive hospitality with a premier regional hub for motorsports event infrastructure, advanced injury recovery, and technical innovation.





Aurelian Waymark Holdings

Execution & Governance:

Quarles & Brady

Russell Louderback

K2M Design

EXPLORE THE FUTURE OF MOTORSPORTS HOSPITALITY

CONNECT WITH OUR TEAM:



V
VELOCE
HOTELS

AURELIAN WAYMARK HOLDINGS

INDIANA, NORTH CAROLINA

H
HERITAGE
COLLECTION