

3.87 Acres

S 22nd Ave. E
Newton, Iowa 50208
www.cbre.com/desmoines

Commercial Land For Sale

- + 3.87 Acres
- + Commercial land
- + Asking Price: \$1,100,000
- + Convenient interstate I-80 access
 - 146,970 VPD @ I-80 and Iowa Speedway Dr,
 - 2,246 VPD at Iowa Speedway Dr and S 22nd St
- + Newton is located on Interstate 80 and near Interstate 35 in the "Crossroads of the Midwest"

Neighboring Iowa Speedway





August 01, 2023 | By INDYCAR

HY-VEE INDYCAR RACE WEEKEND DELIVERS INCREDIBLE RESULTS FOR 2023

Record attendance and Increased TV Viewership Highlight Memorable Event at Iowa Speedway

NEWTON, Iowa (August 1, 2023) — With amazing performances on track and on stage, the 2023 Hy-Vee INDYCAR Race Weekend delivered impressive results as the July 21-23 event featured record crowds in attendance at Iowa Speedway, along with tremendous television viewership and fan engagement across multiple platforms.

In its second consecutive year with Hy-Vee as the event's promotional partner and driving force behind the unique combination of premier live music and the only NTT INDYCAR SERIES doubleheader weekend of the season, Hy-Vee INDYCAR Race Weekend raised the bar even higher in 2023.

Surpassing total attendance numbers from the 2022 event at Iowa Speedway, Hy-Vee INDYCAR Race Weekend drew approximately 85,000 fans over the course of three days to the "Fastest Short Track on the Planet" – an all-time high for an INDYCAR event at Iowa Speedway. Both the Hy-Vee Homefront 250 presented by Instacart on Saturday, July 22 and the Hy-Vee One Step 250 presented by Gatorade on Sunday, July 23, surpassed a Total Audience Delivery (TAD) of over one million people, according to Nielsen ratings information. Highlighted by back-to-back days of live coverage on NBC and streamed live on Peacock, the 2023 Hy-Vee INDYCAR Race Weekend attracted a combined audience of more than two million and averaged a combined TAD of 1.121 million viewers, an increase of 31% from the 2022 INDYCAR doubleheader weekend in Iowa.

The world-class entertainment on the Hy-Vee stage before and after each NTT INDYCAR SERIES race featured unprecedented star power for fans on Saturday and Sunday in Iowa. Country music superstars Carrie Underwood and Kenny Chesney drew huge crowds with live concerts on Saturday while popular country performers Zak Brown Band and pop music icon Ed Sheeran rocked the stage on Sunday.

"We didn't know if it was possible to surpass the results we saw from the incredibly successful 2022 Iowa weekend but this year's Hy-Vee INDYCAR Race Weekend delivered even more entertainment for fans and impressive returns across the board," said Bud Denker, President of Penske Corporation, which owns INDYCAR. "Thanks to the support of our partners at Hy-Vee, the fans at Iowa Speedway and those watching on TV and online experienced one of the most exciting weekends of the INDYCAR season."

IOWA SPEEDWAY 2024 SCHEDULE

2024 SUMMER ARCA MENARDS SERIES RACE

June 14



2024 SUMMER XFINITY RACE

June 15



2024 SUMMER CUP SERIES RACE

June 16



HYVEE INDYCAR RACE WEEKEND

July 13 - 14



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