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[KemperSports revs up portfolio](#)

By Kristin Ely

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Firm will be management and sales partner to Circuit of the Northwest, a premier racing destination near Seattle.



CIRCUIT OF THE NORTHWEST, SEATTLE

[KemperSports](#) is driving its operations management expertise into the world of motorsports as the management and sales partner of the [Circuit of the Northwest](#), a premier racing destination near Seattle. Through this new partnership, KemperSports will lead membership sales and hospitality management for the 232-acre, 2.66 mile racing circuit and private club experience set among the natural terrain of the Olympic Mountain Range.

“We’re excited to partner with KemperSports, which helps support our vision to create an exceptional experience that connects the thrill of racing and motorsports with our members and their guests,” said Brian Nilsen, owner and founding member of the Circuit of the Northwest. “KemperSports’ expertise in the management and hospitality industry will prove beneficial as we secure members and create a world-class experience for our members.”

Designed by the world-renowned German Formula One driver and road course architect Hermann Tilke, the Circuit of the Northwest will deliver a best-in-class hospitality venue and unparalleled clubhouse amenities, including dining facilities, exercise center, spa, meditation facilities, airstrip, member lounge, member-only speakeasy, meeting spaces and road course simulators. The destination, which is projected to open in 2021, will also be home to an unrivaled technology lab, private garages, autominiums and STEM education center to further science, technology, engineering and mathematics curriculum through motorsports.

The Circuit of the Northwest will serve as a welcoming destination bringing together a network of members who are passionate about motorsports and technology, as well as racing participants, spectators and outdoor enthusiasts. The destination will also feature motocross and karting facilities, an indoor shooting range, RV Park, festival and event sites for public and private use – as well as a state of the art clubhouse overlooking the Olympic Mountain Range designed by Blue Architecture, which will provide a challenging track full of turns and up to an 80 foot change in elevation across the track design.

The Circuit of the Northwest has partnered with the Joel Cohen Group, LLC which specializes in professional consulting and executive management. The Joel Cohen Group brings an extensive history and high level of expertise to the project through its development and involvement in over 19 different motorsports projects across North America.

“The Circuit of the Northwest will be a gamechanger for racing enthusiasts across the Pacific Northwest, giving them a destination like no other in the country,” said KemperSports CEO Steve Skinner. “Our team is working with the ownership team to develop an unmatched racing experience and building the club membership while our sister-agency, KemperLesnik, is guiding the Circuit of the Northwest brand through public relations, sponsorship sales, branding and digital marketing strategies. We are very excited to work with world-class partners, Brian Nilsen and the Joel Cohen Group, to introduce the Circuit of the Northwest to the Pacific Northwest and the motorsports community.”

The Circuit of the Northwest hosted a historic ground breaking event in October to launch the new project and membership sales are underway. For more information about The Circuit of the Northwest or to purchase a membership contact info@circuitofthenorthwest.com.

Northbrook, Ill.-based KemperSports builds, owns, leases and manages golf courses, resorts, athletic clubs and lodging venues across the U.S. and Caribbean. The company manages an award-winning portfolio including nationally-ranked courses, private clubs, municipal courses and tournament venues such as Bandon Dunes Golf Resort, named the No. 1 Golf Resort in North America by Golf Digest and GOLF magazine; Streamsong Resort; The Glen Club; Desert Willow Golf Resort; Chambers Bay, host of the 2015 U.S. Open.

Overlooking the Olympic Mountain Range, Circuit of the Northwest will be a premier racing circuit and the first of its kind in the Pacific Northwest. Located in the Port of Bremerton, convenient to both downtown Seattle and Tacoma, the Circuit of the Northwest is home to the third Hermann Tilke circuit design in the U.S. The Circuit of the Northwest provides public and private opportunities to unite racing and motocross enthusiasts with the Olympic Mountain region. The destination will include state of the art motocross and karting facilities, shooting range, RV Park and indoor and outdoor event spaces for public and private use.

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