

2023-J1957

Senate Resolution No. 1957

BY: Senator GRIFFO

COMMEMORATING the 55th Anniversary of Unadilla MX
of New Berlin, New York

WHEREAS, Certain organizations empower communities to attract new visitors while capitalizing on local commercial and cultural value; Unadilla MX is one of those corporations that have had an economic impact on their communities; and

WHEREAS, It is the sense of this Legislative Body to recognize and support events of significance which contribute to the entertainment and vitality of the communities they serve and which exemplify the history and development of the State of New York; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 55th Anniversary of Unadilla MX of New Berlin, New York, to be celebrated in 2024; and

WHEREAS, In 1969, Ward Robinson had a vision to introduce European-style dirt bike racing to the Town of New Berlin, New York; utilizing a former dairy farm, with more than 55 acres of Central New York's countryside, rolling hills, and rugged terrain, he founded Unadilla, formerly known as Unadilla Valley Sports Center; and

WHEREAS, Unadilla's facility is surrounded by 550 acres; many of the

track's original features, such as Gravity Cavity and The Wall, remain although the race course has developed and improved over the years; four new sections and a few track revisions have been added for intensified racing and spectator experiences; and

WHEREAS, One spectacular section of the track, Sky Shot, has become one of the most iconic and most photographed jumps on the circuit; throughout its existence, Unadilla, the longest-running track on the Pro National circuit, has been challenged by every significant dirt bike racer in the history of motocross; and

WHEREAS, During the 55 years of its accommodations to excite racing fans, Unadilla has hosted the Trans-AMA (1970-1978), Trans-USA (1979-1981), and the 250cc USGP (1978-1992) series; the MX des Nations, the Olympics of dirt bike racing, first appeared in the United States in 1987, welcomed by this legendary course; and

WHEREAS, Recently, MX Rewind, an immensely crowd-pleasing vintage racing weekend, has been featured at Unadilla; additionally, numerous amateur racing events will excite spectators who travel across the United States to Chenango County's humble Town of New Berlin; and

WHEREAS, The United States Pro National Championship Series, a component of the SMX Championship, made its first appearance at Unadilla in 1989; this series includes 11 rounds, beginning in California, where two rounds are completed, and progressing through nine other states, including New York (Unadilla); and

WHEREAS, The Pro National round at Unadilla is the largest or second largest, drawing crowds of more than 25,000 motocross fans; spectators from 35 or more states in this Nation and 15-20 foreign countries travel to witness this exciting sport's monumental victories; in 2023, Unadilla

attained its largest attendance in its history, with attendees from more than a dozen countries and 34 American states, converging on the Town of New Berlin, New York; and

WHEREAS, More than \$25,000,000 of revenue will be generated by the famous Pro National Championship, culminated on Saturday, August 10, 2024; this series will attract many of the world's motocross racers and their fans to participate in this prodigious event which leads into the SMX three-round playoff series; and

WHEREAS, More than \$10 million in SMX prize money is disbursed among the victors; the overall winner will be awarded \$1 million of the winnings; the creation of the SMX Championship has rejuvenated professional motocross racing, and Unadilla benefits tremendously from increasing popularity among fans; this year's event is anticipated to be immensely successful; and

WHEREAS, Unadilla is presently a second-generation motocross racing venue, owned and operated by siblings, Greg and Jill Robinson, perpetuating their father's legacy since 2010; and

WHEREAS, It is the custom of this Legislative Body to recognize and commend those organizations that have brought entertainment and cultural enrichment to the citizens of the State of New York; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 55th Anniversary of Unadilla MX; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Unadilla MX.