

Talking Points for Our Messaging

Subject: Move the Pate Swap Meet to the East Side of TMS
by Bill Anderton, PateOnline of the Pate Swap Meet

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The Pate Swap Meet is moving 900-yards due east inside our traditional venue at Texas Motor Speedway. We are loaning our regular spot to the very large Denton County Vaccine Hub that is currently operating at Texas Motor Speedway. This Vaccine Hub is literally the largest in the country and has become the model for smooth and efficient operations. We are doing our civic duty for the good of public health so the Vaccine Hub can remain in full operations during the week of the Pate Swap Meet. Otherwise, the Vaccine Hub would have to close for seven to ten days and that could delay almost 100,000 vaccines being administered. With this one-time temporary move, the Pate Swap Meet is gladly making its small contribution to ending the COVID-19 in North Texas and helping our neighbors become protected. Rather than facing another postponement to the fall, we are moving the swap meet.

Everything else about the swap meet remains the same.

Talking Points

Listed below (in no order of importance, yet) are the talking points we will be using in our messaging to (1) the Pate Board of Directors, (2) our Pate Vendors, (3) the public, and (4) Pate Volunteers. These are bullet points now but will be turned into full text by Friday or Saturday.

- The Pate Swap Meet has been asked to help out with the public health and general well-being of North Texas by relocating the swap meet to another location on the Speedway so the TMS/Denton County Vaccine Hub can continue operations without interruption.
- The move of the Pate Swap Meet only became needed in the last week. Texas Motor Speedway and the Pate Swap Meet cooperated to organize the move quickly but also in a way to be as minimally disruptive as possible to all parties and stakeholders involved with the event.
- We have been in a serious global pandemic for over a year, but the United States now has three approved vaccines to combat COVID-19 and end the pandemic in our country.
- Vaccine shipments to Texas are now growing significantly each week as manufacturing of the vaccines ramp up.
- There is a real need to quickly get the increased supply of vaccine into the arms of people as fast as possible.
- The demand on all Vaccine Hubs will soon increase both as the vaccine supply increases but also as the number of Texans qualifying for vaccinations increases when Texas opens up vaccinations beyond the 1A and 1B groups.
- It is not a good time to have to pause the operations of what is literally the largest Vaccine Hub in the United States currently operating in the westside parking lot of Texas Motor Speedway.

- In addition to its current scope of its operations, it is anticipated that the scale of the Vaccine Hub will shortly be significantly expanded.
- The upcoming Pate Swap Meet on April 22nd – 24th has traditionally been held at the site where the Vaccine Hub is currently operating.
- Including Pate Swap Meet’s three days of public operations, when move-in, set up, tear-down and move-out are considered, we normally require eight days on the TMS venue.
- The twelve large structural tents for the Vaccine Hub, currently located in the parking lot of TMS will disrupt previously rented Vendor Spaces due to locations legs of the tents in the middle of Vendor Spaces and streets.
- To conduct the full operations of the Pate Swap Meet, the large structural tents would have to be taken down before the swap meet and replaced afterward.
- If we keep the swap meet in our traditional place, the Vaccine Hub operations would have to be paused up to 14 calendar days, that could mean over ~140,00 people or more would not otherwise be getting their shots during this time.
- **In the spirit of civic duty and public health, as well as to contribute to ending a pandemic and our national emergency, the Pate Swap Meet is moving the Pate Swap Meet from the west side of Texas Motor Speedway to its east side so the Vaccine Hub can continue without interruption.**
- Rather than postpone the Pate Swap Meet again (it was postponed twice in 2020) we eagerly supported moving operations of the swap meet to another part of the TMS venue.
- The move will involve all 8,500 Vendor Spaces currently rented by over 1,200 Pate Vendors. The Pate Vendor exhibition area consists, currently, of the entire west VIP Parking Lot and totals over 16-miles of Vendor Space facades.
- All Pate Swap Meet Vendor Spaces, Car Corral, Car Show, parking and their traffic flow will be moved in their entirety to the east side of the TMS property so it will not interfere or conflict with the operations of the Vaccine Hub.
- The management of the Pate Swap Meet will implement the relocation of Vendor Spaces and operations in a way to minimize disruption of all participants and the public.
- This is a one-time temporary re-location. In 2022, we will be back to our normal location.
- The areas on the east side of the Speedway are spacious and we can have more room.
- We have gone to great lengths to keep the Pate Vendor Space zones and blocks as intact as possible, along with the relationship among Vendor Spaces the same. However, there will be some minor changes due to the area’s geometry, but we have minimized disruptions as much as possible.
- There is enough paved area on asphalt to put about half of the Vendor Spaces. The other half will be on the gravel-and-grass parking lots on the east side of the venue.
- Public parking is ideally located to allow better access to the Vendor Spaces.
- Also, the move allows us to add more Vendor Spaces to the Pate Swap Meet. This is particularly helpful since we were almost sold out before the move.

- At the exact time of the public release of the announcement of the move, the PateOnline system and its geographic information system (GIS) will be fully updated with a new map that will show all Vendor Spaces in their new locations. Also, online sales of the additional spaces will resume immediately with an updated Space Selector. The publicly accessible Vendor Locator function in Pate Times Online will also be updated to show the location of all Pate Vendors in their new locations. All functions of PateOnline will not only continue to function normally with the new locations but we are also adding significant new function to assist Pate Vendors with finding and navigating to their new locations quickly and efficiently.
- The 2021 Pate Swap Meet will be the 50th swap meet we have conducted. Established in 1972, the event is operated by Pate Swap Meet, L.L.C. The Pate Swap Meet Association consists of the twelve largest car clubs in the State of Texas and the event serves the hobby of car restoration and collection of antique, vintage, collectible and notable automobiles and hot rods. The Pate Swap Meet is the largest event of its type in the Southwest and the second largest in the United States. The operations of the Pate Swap Meet have been at Texas Motor Speed since 1998.
- The Pate Swap Meet is happy that our event and our hobby can perform an important civic duty and contribute to ending a national and global health crisis.