

Date: January 17, 2021

To: CSCC Board

From: Monte and Victoria Saager, Chair
Cascade Geargrinders Road Rally Program

Subject: 2021 Geargrinders Budget Approval Request



Attached is the 2021 Geargrinders budget and the 2021 TSD Road Rally Schedule. This budget projects the season will finish with about \$500 profit. However, everything depends on attendance. More on that later.

Two big changes were made to the road rally program last season that enabled us to hold our events while most other activities were canceled due to the pandemic. We required online registration and virtual check-in, eliminating in-person on-site registration. And we implemented GPS timing and scoring, eliminating in-person checkpoints and scorecard interactions. End-of-event gatherings were replaced with emails announcing results and congratulating the winners.

Costs budgeted for those two changes were educated guesses in last year's budget. This year's budget reflects a much better understanding of those costs. The fee for online registration provided through MotorsportReg averages about \$2 per car for the Saturday rallies and \$5 per car for Mountains to the Sea. Of note, the Richta GPS Checkpoints app developer has generously offered to waive the \$3 per car fee for our Saturday rallies again this year. We will pay the app fee for Mountains to the Sea, as we did last year.

Event insurance has long been a major expense for the road rally program. Last year, insurance cost exceeded 40 percent of total expenses. We learned last season that the allocation of insurance cost is a lump sum, not determined by the number of events. However, the rally program tracks insurance cost by event. With nine events this season, the cost of insurance is \$187 per event. That cost averages about \$11 per car per event, equal to over half the \$20 entry fee for a club member.

Cascade's road rally program has benefited from the Board holding the allocation of insurance cost at \$1,680 for the last three years. The 2021 budget assumes that insurance cost remains steady.

Nine road rallies are planned for the 2021 season. The Rally School Rally starts the season in February. A virtual rally school will be offered prior to the rally. The Saturday Road Rally Series includes six events, one more than in the previous three seasons. Mountains to the Sea and Ghoul's Gambol round out the schedule.

This budget assumes 15 cars enter the Rally School Rally and Ghoul's Gambol, an average of 17 cars enter the nine Saturday Series rallies, and 25 cars enter Mountains to the Sea, for a season average of

17 cars per rally. We saw an average of 18 cars per rally in 2020, which was a dramatic increase over 2019's average of 14 cars per rally. Although our 2020 season attendance may have benefited from the cancelation of other events due to the pandemic, we are hopeful that the projection of an average of 17 cars per rally is achievable. As noted above, everything depends on attendance.

Essential to encouraging attendance is to ensure our events comply with all coronavirus safety restrictions. All events in 2021 will be TSsD (Time Speed social Distance) no-human-contact road rallies consistent with the Geargrinders Coronavirus Message. Online registration through MSR will remain mandatory. GPS apps will continue to provide event scoring. Participant and organizer safety is the top priority.

Keeping entry fees low also promotes attendance. Current pricing will be maintained for

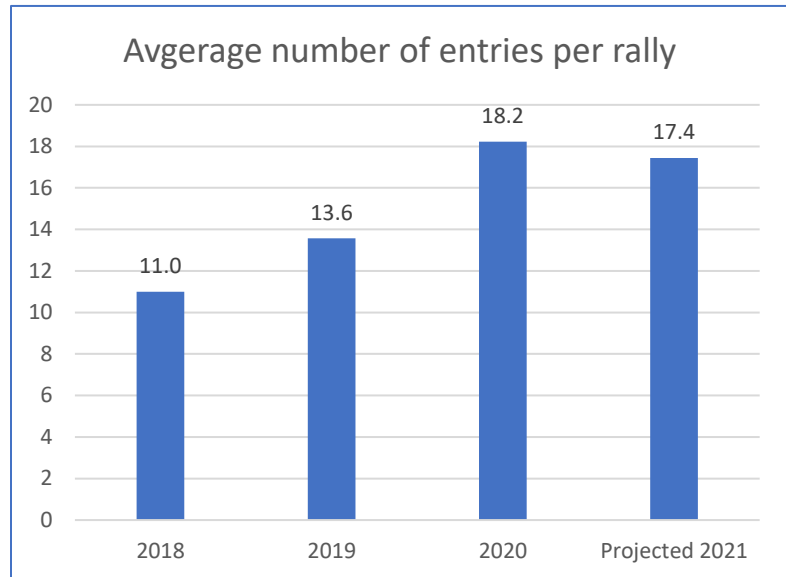
Saturday three- to four-hour rallies at \$20 per car for members and \$30 per car for nonmembers, and \$55 per car for members and \$70 per car for non-members for the all-day Mountains to the Sea rally. Cascade's road rallies should be affordable.

Last season's road rally program attracted a new audience of road ralliers. The goal this year is to encourage those new participants to return again this year. Direct outreach to this new audience, in the form of sending personal invitations and incentives, will hopefully bring them back to participate again this year.

Retention is essential to achieving sustained attendance. Retention is improved when the events are well constructed and designed to improve the participant's experience. Participants who complete a rally with the least stress and most fun are likely to return and try it again. To accomplish this, we'll work with rallymasters to ensure each event is free from errors and ambiguities and that all the events are consistent in style.

Outreach is essential to attracting new and prior participants. Promotion of Cascade's road rally events through email, social media, Auspuff, and the Cascade Geargrinders website will continue. We'll work with CSCC Marketing to identify new opportunities to improve rally event promotion.

You can help by sharing road rally event announcements and promotions. Let us know if you identify new audience opportunities.



You can help even more by personally contributing to road rally attendance goals by participating. Find a partner you like to spend time with who would enjoy a drive in the country, decide who drives and who navigates, and start the season with the Rally School Rally on Feb. 20. Then make a date for one Saturday a month to play the game that takes you places.

Cascade board members, directors, conference reps, race officials, and committee chairs are offered half off the entry fee for the Rally School Rally.



The sustainability of the Cascade Geargrinders Road Rally Program depends on attendance. Over the last three years, attendance went from a season average of 11 cars per rally in 2018 to an average of over 18 cars per rally last year. We've previously noted that a season average of 20 cars per rally would provide a financially sustainable program. We are moving toward that goal.

Also essential to sustaining the program is consistent leadership and administration. We became Geargrinders Chair early in 2018, at a time when it seemed the program might vanish from lack of volunteers and participants. This coming season will be our fourth year as chair. It is time to start thinking about who will carry on after us.

One season of understudy would be advantageous for a new chair. If finding rallymasters to write road rallies is any indication (e.g., needle in a haystack), then finding an understudy for the Geargrinders Chair position may be a challenge. Recruitment for our replacement is underway.

We request the Board's approval of the 2021 Geargrinders Budget.

Thank you for your support!

Monte and Victoria Saager

2021 Geargrinders Budget

updated 1/13/21

Season Expenses (overhead) **Budget** **Per event**
(9 events)

ICSCC Insurance	\$1,680	\$187
Rally Season Overhead		
Publicity and marketing (print flyers, cards)	\$50	
Road Rally Rules (printing as needed)	\$50	
Championship Trophies	\$420	
CSCC Perpetual Trophy engraving	\$40	
Miscellaneous supplies - operations	\$50	
Rally Season Overhead Expenses (w/out insurance):	\$610	\$68
Total Season Expenses (with insurance):	\$2,290	\$254

Rally School Rally (virtual rally school)

projecting 15 cars

Revenue:	Number	Each	Total
Entry fee (non-members)	8	\$30	\$240
Entry fee (members)	7	\$20	\$140
Less MSR fees	15	(\$1.93)	(\$29)
Total Revenue:			\$351

Expenses:

Rally school materials	\$0
Class room rental	\$0
Route instruction printing	\$0
Rallymaster fuel stipend	\$40
Richta app fee (\$3/car for non-member entry)	\$0
Total Expenses:	\$40

no charge this year

Season expenses w/out insurance (per event, above)	\$68
Net Rally School Profit/Loss w/out insurance	\$243

Season expenses with insurance (per event, above)	\$254
Net Rally School Profit/Loss with insurance	\$57

2021 Geargrinders Budget

updated 1/13/21

Saturday Road Rally Series (6 events)

projecting average of 17 cars per rally

Revenue:	Number	Each	Total
Entry fee (non-members)	9	\$30	\$1,620
Entry fee (members)	6	\$20	\$720
Less MSR fees	17	(\$1.93)	(\$491)
Free entry (coupon)			
Series Pass (full rate)	1	\$100	\$100
Series Pass (rallymaster rate)	1	\$80	\$80
Total Revenue:			\$2,029

Expenses:

Route instruction printing	\$0	\$0
Rallymaster fuel stipend	\$40	\$240
Event awards	\$50	\$300
Total Expenses:		\$540

Season expenses w/out insurance (per event, above)	\$68	\$407
Net Saturday Series Profit/Loss w/out insurance		\$1,082

Season expenses with insurance (per event, above)	\$254	\$1,527
Net Saturday Series Profit/Loss with insurance		(\$38)

Mountains to the Sea (1 day)

projecting 25 cars

Revenue:	Number	Each	Total
Entry fee (non-members)	15	\$70	\$1,050
Entry fee (members)	10	\$55	\$550
Less MSR fees	25	(\$5)	(\$112)
BBQ			\$0
Total Revenue:			\$1,488

No BBQ this year

Expenses:

Route instruction and rules printing	\$0
Rallymaster fuel stipend	\$100
Awards, perpetual trophy engraving	\$550
Richta app fee (\$5/car)	\$125
Total Expenses:	\$775

Season expenses w/out insurance (per event, above)	\$68
Net Mountains to the Sea Profit/Loss w/out insurance	\$645

Season expenses with insurance (per event, above)	\$254
Net Mountains to the Sea Profit/Loss with insurance	\$459

2021 Geargrinders Budget

updated 1/13/21

Ghouls Gambol (1 event)

projecting 15 cars

Revenue:	Number	Each	Total
Entry fee (non-members)	8	\$30	\$240
Entry fee (members)	7	\$20	\$140
Less discount in lieu of Sat Series event awards			
Less MSR fees	15	(\$1.93)	(\$29)
Free entry (coupon)			
Total Revenue:			\$380

Expenses:

Route instruction printing	\$0
Rallymaster fuel stipend	\$40
Event awards	\$50
Richta app fee (\$3/car for non-member entry)	\$0
Total Expenses:	\$90

Season expenses w/out insurance (per event, above)	\$68
Net Ghouls Gambol Profit/Loss w/out insurance	\$222

Season expenses with insurance (per event, above)	\$254
Net Ghouls Gambol Profit/Loss with insurance	\$36

2020 Geargrinders Net Profit/Loss w/out insurance **\$2,193**

2020 Geargrinders Net Profit/Loss with insurance **\$513**

Total expense	\$3,735
Total revenue	\$4,248
Net	\$513



CASCADE SPORTS CAR CLUB GEARGRINDERS

2021 Road Rally Schedule*

as of 1/13/20

Saturday Road Rally Series

- March 20** Saturday Series rallies are beginner-friendly time-speed-distance road rallies, starting and ending in the Portland area. Rallies take three to four hours to complete.
- April 17**
- May 15** First car starts: 10:01 am
- June 12** Entry fee:
CSCC members **\$20 per car**
Non-members \$30 per car
- July 17**
- August 21** Save with a Series Pass. \$100 for 6-event Series Pass. Run the same car number each rally. Available to members only. CSCC membership is [available online](#).



Special Events

February 20 – Novice or Nervous Rally School – Start the new season with a virtual classroom review of time-speed-distance road rally rules and procedures. Then run a practice road rally to test your team's navigational knowledge and driving skills. \$20 per car for CSCC members, \$30 per car for non-members.

September 18 – Mountains to the Sea – 56th anniversary of Cascade's classic rally. Full-day beginner-level tour-style time-speed-distance road rally, offering an all-paved scenic route that is fun to drive, starting in Portland and ending at the Pacific Ocean.

October 30 – Ghouls Gambol – A Cascade tradition, this Halloween road rally explores the autumn colors around Portland's foothills and farmland. Caution: May include frights.

*For all 2021 Cascade Geargrinders road rallies:

- Entry requires a street-legal vehicle, a licensed and insured driver, a navigator, and a smart device (e.g., cell phone or tablet) running the [Competitor Richta GPS Checkpoints app](#) (app is free).
- For the duration of the coronavirus pandemic, events will be conducted in compliance with the [Cascade Geargrinders Coronavirus Message](#).
- Online registration is required: [MotorsportReg.com](#).



Enjoy a fun drive in the country. Come play the game that takes you places.

www.cascadegeargrinders.org

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[f](#) #CSCC Road Rally