

Date: November 20, 2024

To: CSCC Board (old and new)

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

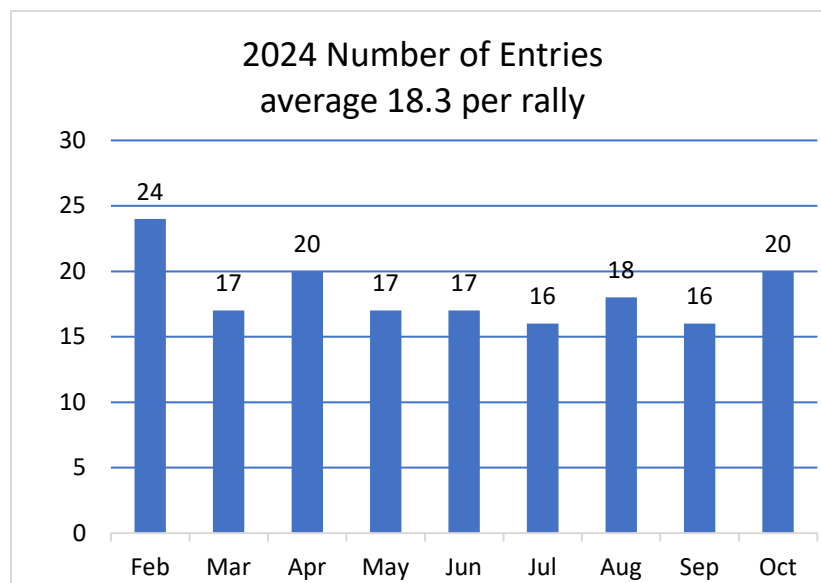


Subject: Geargrinders 2024 Report to the Board and 2025 Budget Approval Request

2024 Report

In 2024, the Geargrinders Road Rally Program put on nine road rallies and averaged **18.3 entries per rally**, slightly fewer than the goal of 19.8.

The attached Geargrinders Budget 2024 yearend actual report shows that the season ended with a **loss of \$191**, a bit into negative territory compared to the budget expectation of a \$108 profit. Slightly lower than hoped for attendance and a bit more expense contributed to the small loss.



Looking back

Procedures implemented during the pandemic were continued through the 2024 rally season.

Online registration using MotorsportsReg is required. Check-in is virtual, using SpeedWaiver to sign required waivers, and email to distribute rally information.

The Richta GPS Checkpoints app provides timing and scoring.

Season Tickets continued to be

very popular in 2024. A Season Ticket included entry in all nine rallies. Eight teams purchased Season Tickets. In addition, the club donated one Season Ticket as a raffle prize, so nine teams held Season Tickets. Three teams purchased a Series Pass, which included entry in all six Saturday Series rallies plus the Rally School.

The savings and other incentives (same car number and start time at each event) made the Season Ticket and Series Pass very popular. These prepaid entries provided a guaranteed number of entries, and they promoted club membership since club membership is required to purchase one.

The three events with the most entries were the first, third, and last of the season. The Rally School in February had 24 entries. The April Saturday Series Rally and the Ghouls Gambol Rally each had 20 entries. The six events in the Saturday Rally Series averaged 17.5 entries per rally.

The Mountains to the Sea Rally drew only 16 teams in 2023. We hoped that presenting awards at the Seaside Mo's followed by complimentary s'mores around the beach fire on Saturday evening, plus a

bonus rally on Sunday, would increase the appeal of this event in 2024. Result: Only 16 teams entered in 2024. Mountains to the Sea used to be the rally program's revenue generator. The last couple of years it has barely broken even. We will continue to work on increasing the entries to this event.

Overall, 2024 was a successful season for the Geargrinders Road Rally Program. Slightly lower attendance produced slightly less revenue, which combined with slightly higher expense, resulted in a small loss. The program remains stable and sustainable.

2025 Request

Attached is the proposed 2025 Geargrinders budget and the tentative 2025 Road Rally Schedule. This budget projects the season will end with a small loss (\$68). However, everything depends on attendance. More on that soon.

Nine road rallies are planned for the 2025 season. The season starts with Rally School in February. The Saturday Road Rally Series includes six events, March and April and then June through September. The Mountains to the Sea Rally is moved from September to May, in hopes of improved attendance, and Ghoul's Gambol remains on the last Saturday in October.

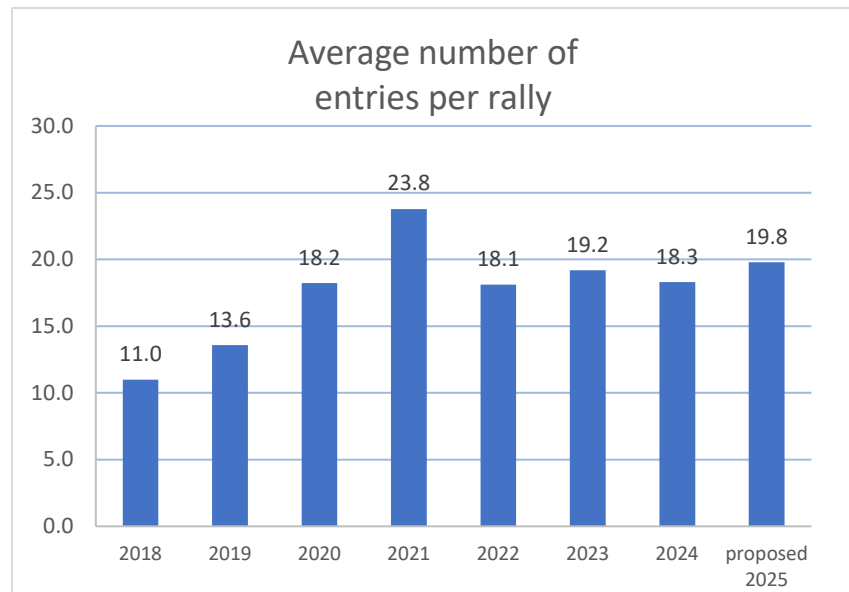
Event dates are selected to avoid conflicts with Cascade races and other supported events, local TSD rallies, and regional stage rallies.

The goal for 2025 continues to be to make sure Cascade rallies are affordable, easy to enter, and fun to run. Events will be well constructed, consistent in style, free from errors and ambiguities, and designed to provide a positive experience.

The 2025 budget assumes a season average of 19.8 entries per rally. For 2024 we projected an average of 19.8 and ended the season with an average of 18.3 teams per rally. We believe the attendance expectation for 2025 is achievable. But much will depend on outreach, as well as fuel costs, and competition from other activities.

Attendance started to decrease late in the 2021 season and continued to decline in 2022. Rally competed with many more activities as COVID restrictions decreased. High fuel prices as well as continued public health concerns also may have affected participation.

Essential to encouraging attendance is making sure our events continue to address recurring public health concerns. Opportunities for gatherings at the beginning and ending locations as well as breaks during the rally are provided, but these gatherings are optional and are not requirements for participation in the rally. Award of prizes on site at the rally end, restarted in 2024, will continue to be the norm in 2025.



Online registration through MSR remains mandatory. Check-in is virtual (via email). And GPS apps will continue to provide event scoring. These systems offer value to both participants and organizers.

Keeping entry fees low also promotes attendance. Last season, after many years of no change, rally entry fees increased by \$5 per entry. Member entry is now \$25 per entry for members and \$35 per entry for non-members. Mountains to the Sea entry increased by \$10. Member entry is \$60 and non-member entry is \$85. Although attendance did decrease slightly in 2024, we believe Cascade's road rallies remain accessible and affordable, so entry fees will remain unchanged in 2025.

For Cascade members, there are two other ways to make rally more affordable. The \$150 Series Pass includes entry in the Rally School and all six of the Saturday Series rallies – seven rallies for the price of six. The \$210 Season Ticket includes entry in all rallies in the Series Pass plus entry in the Mountains to the Sea Rally and Ghouls Gambol.

The Series Pass and Season Ticket packages not only make rally more affordable, they also offer benefits attractive to contestants. Register just once to be automatically entered in the rallies. Receive event notices and rally materials before other contestants. Run the same car number with the same start time at each rally. These prepaid rally packages also benefit the club, since club membership is required to purchase one.

When asked about Saturday Series rally prizes, our rally teams have told us that candy, specifically chocolate, is an appropriate rally prize. Gift cards for coffee shops were also suggested.

In 2024 we awarded Saturday Series Rally winners a car wash coupon and a Dutch Bros coffee card, plus candy bars. Winners of Ghouls Gambol received commemorative refrigerator magnets and candy bars.

In 2025, we plan to continue these prizes. The taste of victory is always sweet!

Rallymasters are essential to the rally program. We continue to recruit rallymasters. Of the nine rallies in 2024, we (Monte and Victoria) wrote four of them – two fewer than the six we wrote in 2023. We invite any rallier who is interested in learning to write a rally to contact us.

We already have rallymaster commitments for six of the nine rallies in 2025. That's a big improvement!

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.

Sustaining attendance is the key to sustaining the road rally program. We've told you in past years that a season average of about 20 cars per rally would support full reimbursement of all rally-related expenses. With expenses creeping up, we might now increase that to an average of closer to 22 cars per rally.



An average of 25 cars per rally might fund some upscaling, such as real rally awards for competition class winners and maybe dash plaques for all participants. We continue to work toward this goal.

You can help by sharing road rally event announcements. And let us know if you identify new audience opportunities.

You can help even more by personally 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. 8. 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. Contact rally@cascaadesportscarclub.org to get your discount.

To reiterate, the sustainability of the Cascade Geargrinders Road Rally Program depends on attendance.

Also essential to sustain 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 eighth year as chair. We must start training those who will carry on after us.

Any help at all in 2025 would be most appreciated. How can you help?

- Event promotion: Promote rally events with email and social media.
- Registration: Manage event registration and virtual check-in using MotorsportReg, Excel and email.
- Prizes: Acquire event prizes and season awards, arrange perpetual trophy engraving.
- Rally financials: Report entry fee revenue and submit expense reports to the club treasurer.

We would love to focus more on rally routes and less on administrative tasks such as above. Can you help? Apply within. rally@cascaadesportscarclub.org

And we would love to see even more Cascade members come out and rally. That's why you belong to a car club, right? You enjoy driving your car. Road rally is a fun way to enjoy driving your car in the country. Affordable fun for a carful. Play the game that takes you places.

Please let us know what questions you have about the Geargrinders Road Rally Program.

We request the Board's approval of the 2025 Geargrinders Schedule and Budget.

Thank you for your support!

Monte and Victoria Saager, Chair
Cascade Geargrinders Road Rally Program
www.cascadegeargrinders.org
rally@cascaadesportscarclub.org

Geargrinders 2024 Yearend Report	updated 12/1/23			updated 11/17/24		updated 11/19/24			
	Approved	2024 Budget	Per event	2024 Actual	Per event	Proposed	2025 Budget	Per event	
Summary:		Avg cars/event	19.8	Avg cars/event	18.3		Avg cars/event	19.8	
Net revenue from entry fees (less MSR)		\$4,648		\$4,352			\$4,690		
Expenses									
Insurance		\$1,600		\$1,650			\$1,650		
Printing, supplies, misc.		\$150		\$175			\$225		
Tropies, engraving, prizes		\$2,100		\$2,016			\$2,175		
Rallymaster fuel stipend		\$525		\$525			\$525		
Richta app fee		\$165		\$177			\$183		
Total Expenses		\$4,540		\$4,543			\$4,758		
Net Profit/Loss		\$108		(\$191)			(\$68)		
Budget Detail:	9 events	Avg cars/event	19.8	Avg cars/event	18.3	9 events	Avg cars/event	19.8	
Season Revenue (prepaid entry fees)	Number	Each	Total			Number	Each	Total	
Series Pass (full rate)	3	\$150	\$450			4	\$150	\$600	
Series Pass (rallymaster rate)	1	\$125	\$125			1	\$125	\$125	
Less MSR fees			(\$20)					(\$25)	
Season Ticket (full rate)	7	\$210	\$1,470			4	\$210	\$840	
Season Ticket (rallymaster rate)	3	\$185	\$555			5	\$185	\$925	
Less MSR fees			(\$64)					(\$56)	
Entry Discount	10	(\$10)	(\$100)			10	(\$10)	(\$100)	
Total Season Revenue (prepaid entry fees):			\$2,417	\$269	\$1,925	\$214		\$2,310	\$257
Season Expenses (overhead)									
ICSCC Insurance			\$1,600	\$178	\$1,650	\$183		\$1,650	\$183
Rally Season Overhead									
Publicity and printing (print flyers, cards)			\$50		\$0			\$50	
Championship Trophies			\$350		\$378			\$375	
CSCC Perpetual Trophy engraving			\$50		\$48			\$50	
Miscellaneous supplies - cling car numbers			\$100		\$175			\$175	
Rally Season Overhead Expenses (w/out insurance):			\$550	\$61	\$601	\$67		\$650	\$72
Total Season Expenses (with insurance):			\$2,150	\$239	\$2,251	\$250		\$2,300	\$256
Rally School Rally		# of cars	25	# of cars	24	# of cars	25		
Revenue:	Number	Each	Total			Number	Each	Total	
Entry fee (non-members)	7	\$35	\$245			10	\$35	\$350	
Entry fee (members)	4	\$25	\$100			1	\$25	\$25	
Less MSR fees	11		(\$23)					(\$24)	
Series Pass	4	\$0	\$0			5	\$0	\$0	
Season Ticket	10	\$0	\$0			9	\$0	\$0	
Total Revenue:			\$322		\$376			\$351	

Geargrinders 2024 Yearend Report				updated 12/1/23		updated 11/17/24		updated 11/19/24							
Approved 2024 Budget				Per event		2024 Actual		Per event		Proposed 2025 Budget				Per event	
Expenses:															
Rallymaster fuel stipend				\$50		\$50				\$50					
Richta app fee (\$3/car for non-member entry)				7 \$3 \$21		\$30				10 \$3 \$30					
Total Expenses:				\$71		\$80				\$80					
Saturday Road Rally Series (6 events)															
				Avg cars/event 18		Avg cars/event 17.5						Avg cars/event 19			
Revenue:															
				Number Each Total Per event		Total Per event		Number Each Total Per event							
Entry fee (non-members)				3 \$35 \$630		\$1,085		4 \$35 \$840							
Entry fee (members)				1 \$25 \$150		\$125		1 \$25 \$150							
Less MSR fees						(\$71)									
Series Pass				4 \$0 \$0		\$0		5 \$0 \$0							
Season Ticket				10 \$0 \$0		\$0		9 \$0 \$0							
Free entry (discount)						\$0									
Total Revenue:				\$772		\$1,139		\$190		\$979					
Expenses:															
Rallymaster fuel stipend				\$50 \$300		\$300		\$50 \$300							
Event awards				\$150 \$900		\$880		\$150 \$900							
Richta app fee (\$3/car for non-member entry)				\$3 \$54		\$93		4 \$3 \$72							
Total Expenses:				\$1,254		\$1,273		\$212		\$1,272					
Mountains to the Sea (1 day)															
				# of cars 20		# of cars 16						# of cars 18			
Revenue:															
				Number Each Total				Number Each Total							
Entry fee (non-members)				5 \$85 \$425		\$510		7 \$85 \$595							
Entry fee (members)				5 \$60 \$300		\$120		2 \$60 \$120							
Less MSR fees						(\$31)									
Season Ticket				10 \$0 \$0		\$0		9 \$0 \$0							
Total Revenue:				\$694		\$596				\$685					
Expenses:															
Rallymaster fuel stipend				\$125		\$125		\$125							
Awards, perpetual trophy engraving				\$600		\$657		\$650							
Richta app fee (\$3/car)				\$20.00 \$3 \$60		\$36		18 \$3 \$54							
Total Expenses:				\$785		\$818				\$829					
Ghouls Gambol (1 event)															
				# of cars 25		# of cars 20						# of cars 21			
Revenue:															
				Number Each Total				Number Each Total							
Entry fee (non-members)				10 \$35 \$350		\$210		9 \$35 \$315							
Entry fee (members)				5 \$25 \$125		\$125		3 \$25 \$75							
Less MSR fees						(\$20)									
Season Ticket				10 \$0 \$0		\$0		9 \$0 \$0							
Total Revenue:				\$444		\$315				\$365					
Expenses:															
Rallymaster fuel stipend				\$50		\$50		\$50							
Event awards and treats				\$200		\$54		\$200							
Richta app fee (\$3/car for non-member entry)				\$10.00 \$3 \$30		\$18		9 \$3 \$27							
Total Expenses:				\$280		\$122				\$277					

TENTATIVE until Board approval



CASCADE GEARGRINDERS

2025 Road Rally Schedule

as of 11/19/24

Register: MotorsportReg.com

Cascade Sports Car Club's Road Rally Program (aka Cascade Geargrinders) organizes time-speed-distance road rallies in and around Portland, Oregon.

What is TSD road rally? A scenic drive on country roads. A game that takes you places.
A fun autosport competition for beginners and experienced rally teams.

Saturday Road Rally Series

- Feb. 8** **Rally School** – Start the season with a virtual review of time-speed-distance road rally rules and procedures on Friday evening. Then run a practice road rally on Saturday morning to test your driving skills and navigational knowledge.
- March 1** **Saturday Series** rallies are beginner friendly TSD road rallies, starting and ending in the Portland area. Rallies take three to four hours to complete. First car starts at 10:01 a.m.
- April 19**
- June 7**
- July 19** Entry fee: \$25 per car for CSCC members, \$35 per car for non-members
- August 2** **Save with a Series Pass.** \$150. Includes entry in Rally School and all 6 Saturday Series rallies. Register just once to enter all 7 events. Run the same car number with the same start time each rally. Available to CSCC members only. CSCC membership is [available online](#).
- Sept. 27**



Play the game that takes you places

Special Events

- May 10** **Mountains to the Sea** – 60th anniversary of Cascade's classic rally. Full-day tour-style time-speed-distance road rally, offering a scenic route that is fun to drive, starting in Portland and ending at the Pacific Ocean (this year, Newport area).
Entry fee: \$60 per car for CSCC members, \$85 per car for non-members
- Oct. 25** **Ghouls Gambol** – This daytime Halloween-themed rally explores autumn colors around Portland's foothills. Optional decorated car show. Caution: May include tricks and treats.
Entry fee: \$25 per car for CSCC members, \$35 per car for non-members

Save more with a Season Ticket. \$210 for 9-event Season Ticket. Includes all benefits and events in the Series Pass, plus entry in Mountains to the Sea and Ghouls Gambol. Available to members only. CSCC membership is [available online](#).

For all 2025 Cascade Geargrinders road rallies:

- Online registration is required: MotorsportReg.com.
- Entry requires a street-legal vehicle, a licensed insured driver, a navigator, and a smart device (e.g., cell phone or tablet) running the [Competitor Richta GPS Checkpoints app](#) (app is free).
- Rallies are conducted in accordance with the current [Road Rally Rules](#).



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

www.cascadegeargrinders.org

rally@cascadesportscarclub.org

[f](#) #CSCC Road Rally