



**SCCA NATIONAL
CONVENTION**
January 17-19, 2019

Creating Opportunity



As Presented by:

Washington DC Region

Regional Executive

Wayne Armbrust



CREATING OPPORTUNITY

OUR GOALS TODAY

- Determine how we are doing as a Region
- Looking at our history
 - Membership
 - Activities Offered
 - Participation
- Create and implement ideas for exposure and growth opportunity
- Measure Success
- *“Offer people a place to play that is fun and affordable, and make them feel wanted, respected, and appreciated doing so”*



Creating Opportunity

- Why do we need to grow?



We have to Grow to hold Status Quo

sta·tus quo [ˌstādəs ˈkwō]
NOUN (*the status quo*)
1.the existing state of affairs.



- 1) Where have we been?
- 2) Where are we now?
- 3) Where are things headed?
- 4) Where do we want to be?
- 5) What can we do to influence direction of trends?





Sports Car Club?

Far more than a
Car Show,
We create opportunities
to make your car go!

Our purpose is to create and offer
opportunity to put our car passion
in motion.

SCCA offers a wide buffet of choices
for people to develop the full
experience of driving sports cars to
the limit of performance for the
driver and the car.



AUTOCROSS

ROAD RACING

TRACK EVENTS

TIME TRIALS

RALLYCROSS

ROAD RALLYE

HILL CLIMB

iRACING LEAGUE



... But wait, there is more:

In addition to, or instead of, driving the wheels off of your car, you can be a part of the action as an official.

Administrative

Stewards

Registration

Technical Inspections

Flagging and Communications

Pit Management

Grid Organizers

Timing and Scoring

Support Personnel

All are up close to and part of the action.

These are the people from the organization that makes things happen.



... But wait, there is more:

In addition to, or instead of, driving the wheels off of your car, you can be a part of the action as an official.

Administrative

Stewards

Registration

Technical Inspections

Flagging and Communications

Pit Management

Grid Organizers

Timing and Scoring

Support Personnel

All are up close to and part of the action.

These are the people from the organization that makes things happen.



So, How did we get here?

Where is here?



Region
Membership

Offered
Events

Participation

Accounting

Planning



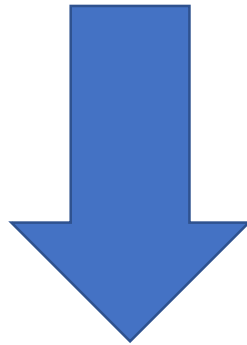


Let's get started



How did we get here?

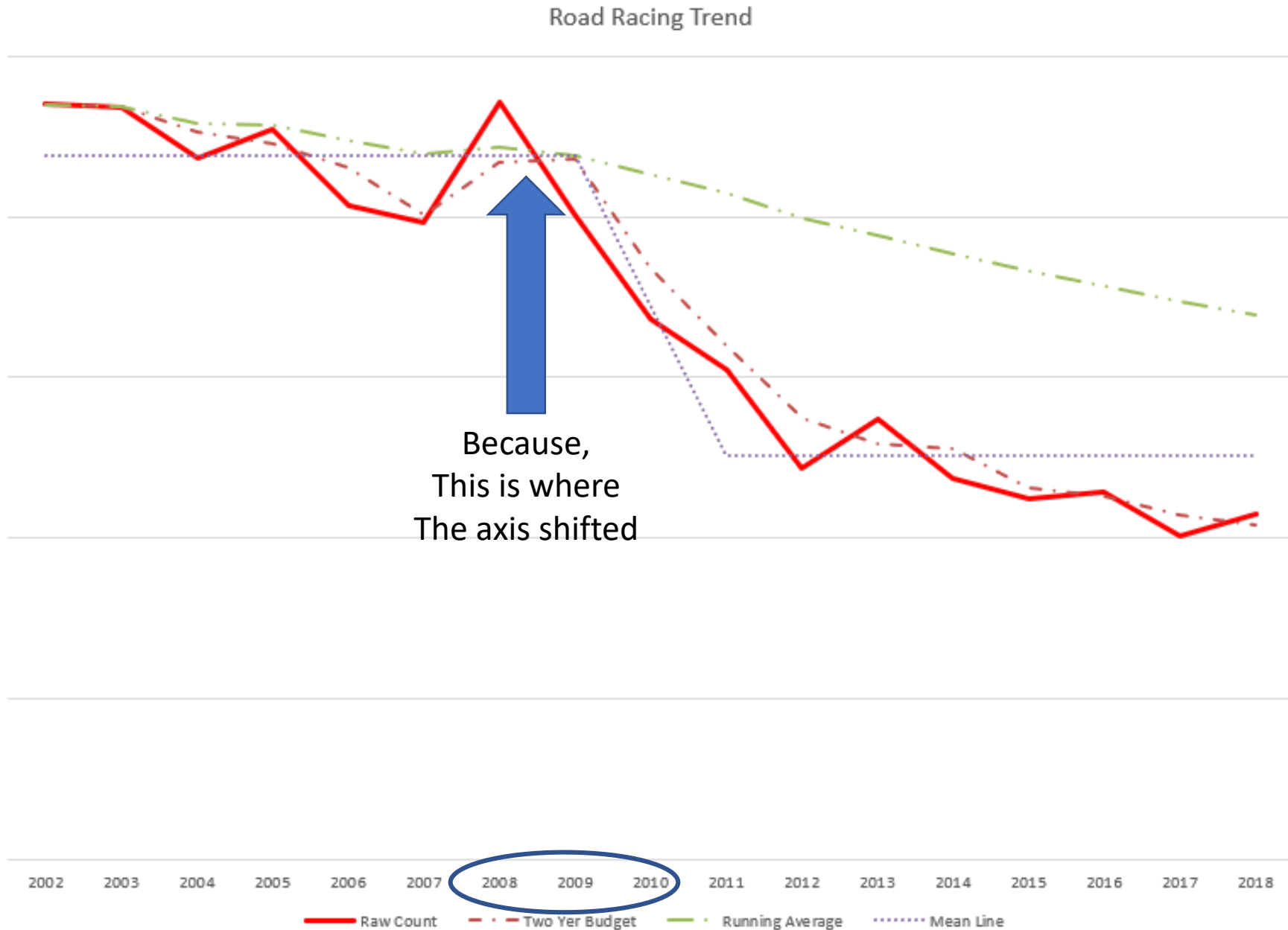
Following Trends Leads Us To:



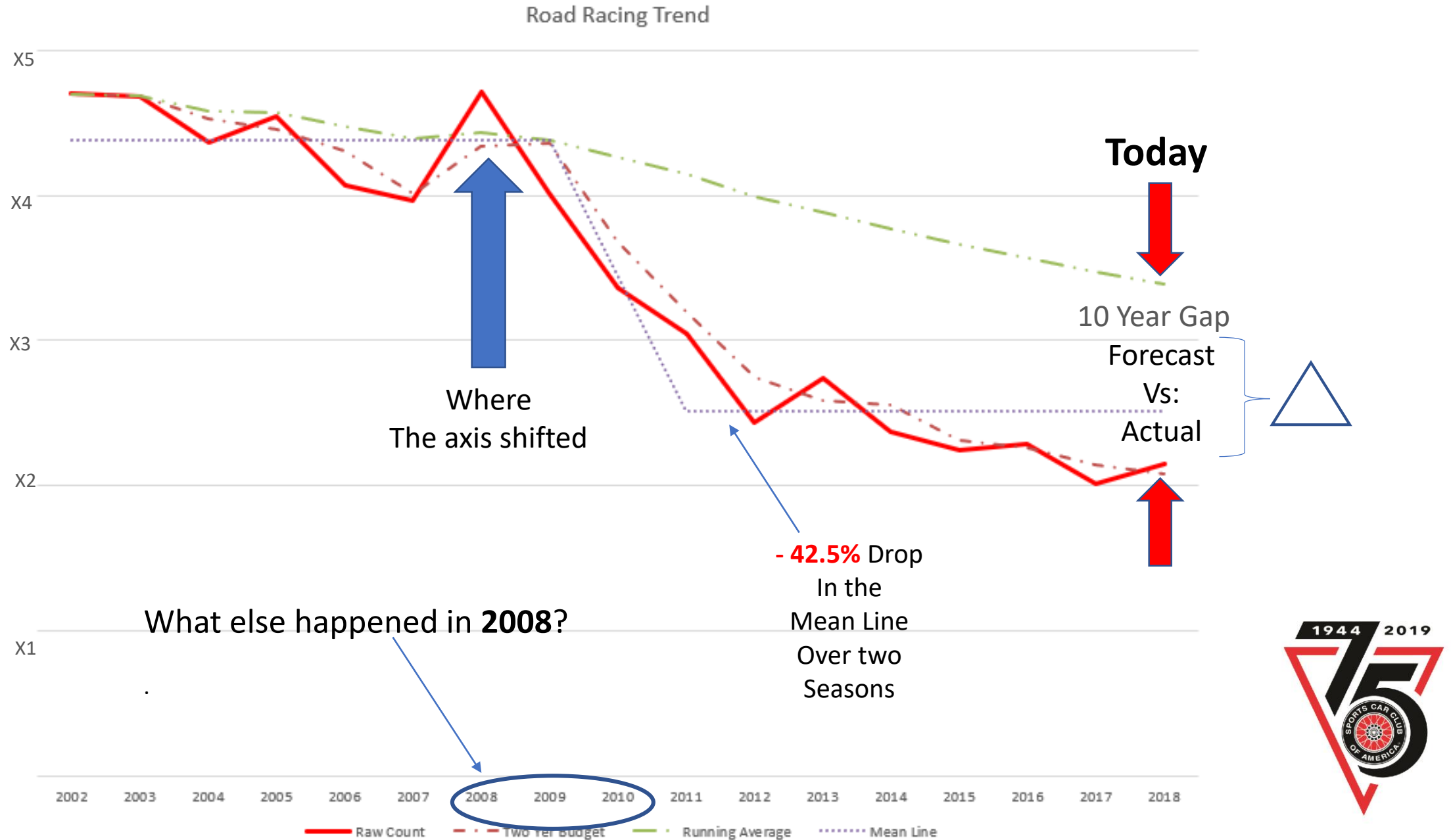
You are Here



Why pick **2008** as a starting point for trends?

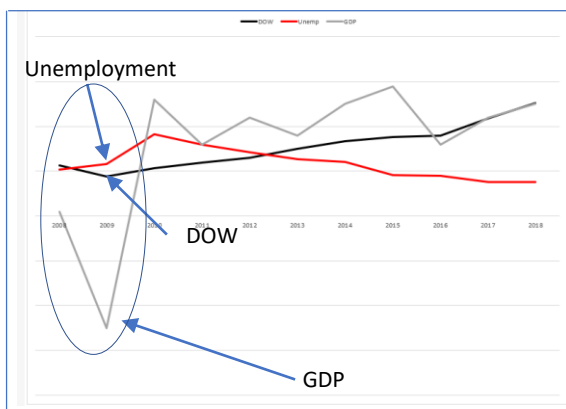


Why pick **2008** as a starting point for trends?



So; What Happened in 2008?

1.



General Economic
Downturn hit in the
2008-2009 era.

2.

Major New Motorsports Park with Road Racing Circuit was commissioned. The new facility was centered close to our home track within a neighboring Region's territory.

3.

Track Events development of the former *PDX* program began in earnest through the 2008 season. Track events uses the same track facilities as the Road Racing Program.



REGION MEMBERSHIP



Region

Membership Actual and Trends

X5
X4
X3
X2
X1

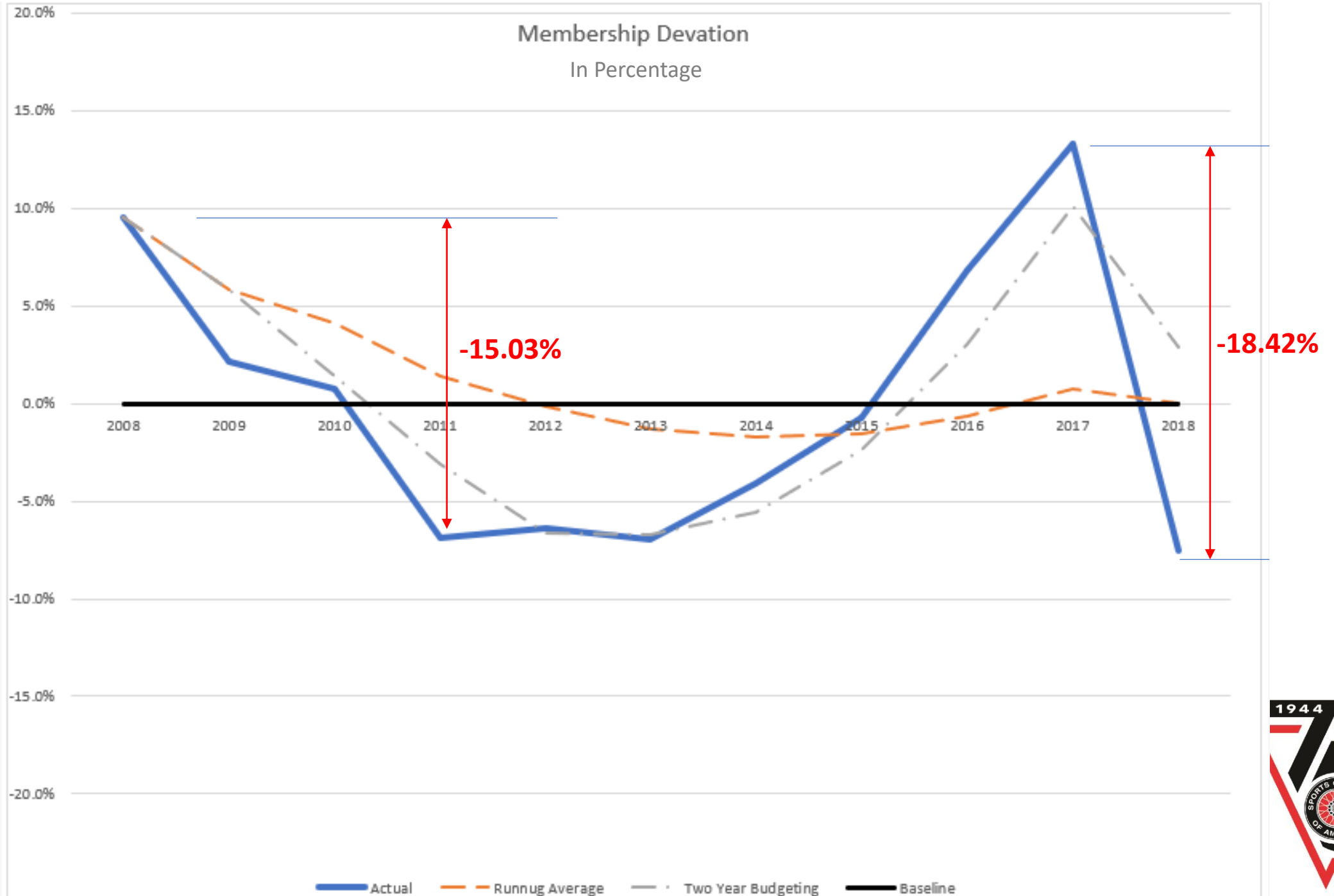
2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Actual 11 Year Average Running Average Two Year Budgeting



Membership Deviation

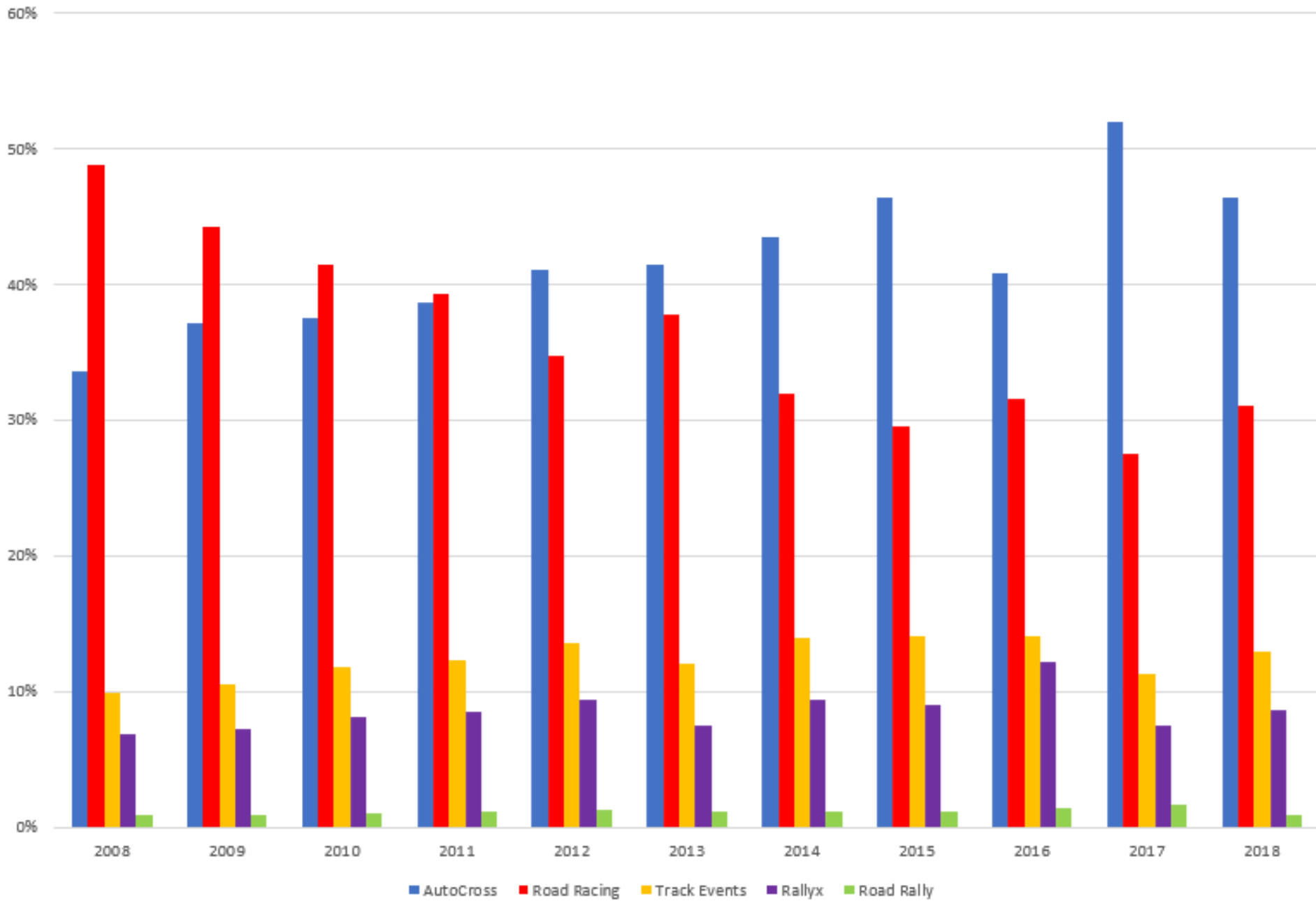
In Percentage



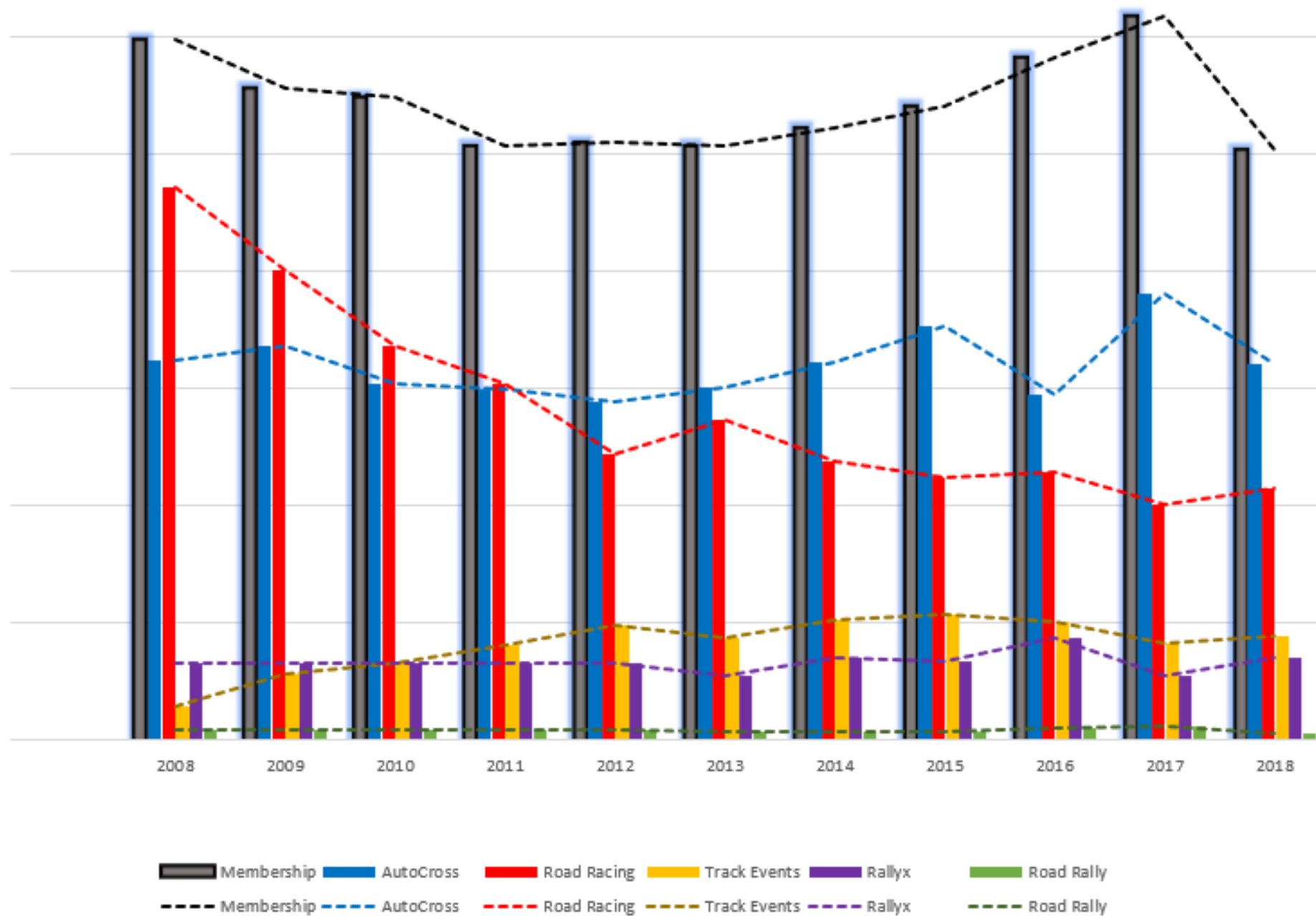
EVENT PARTICIPATION



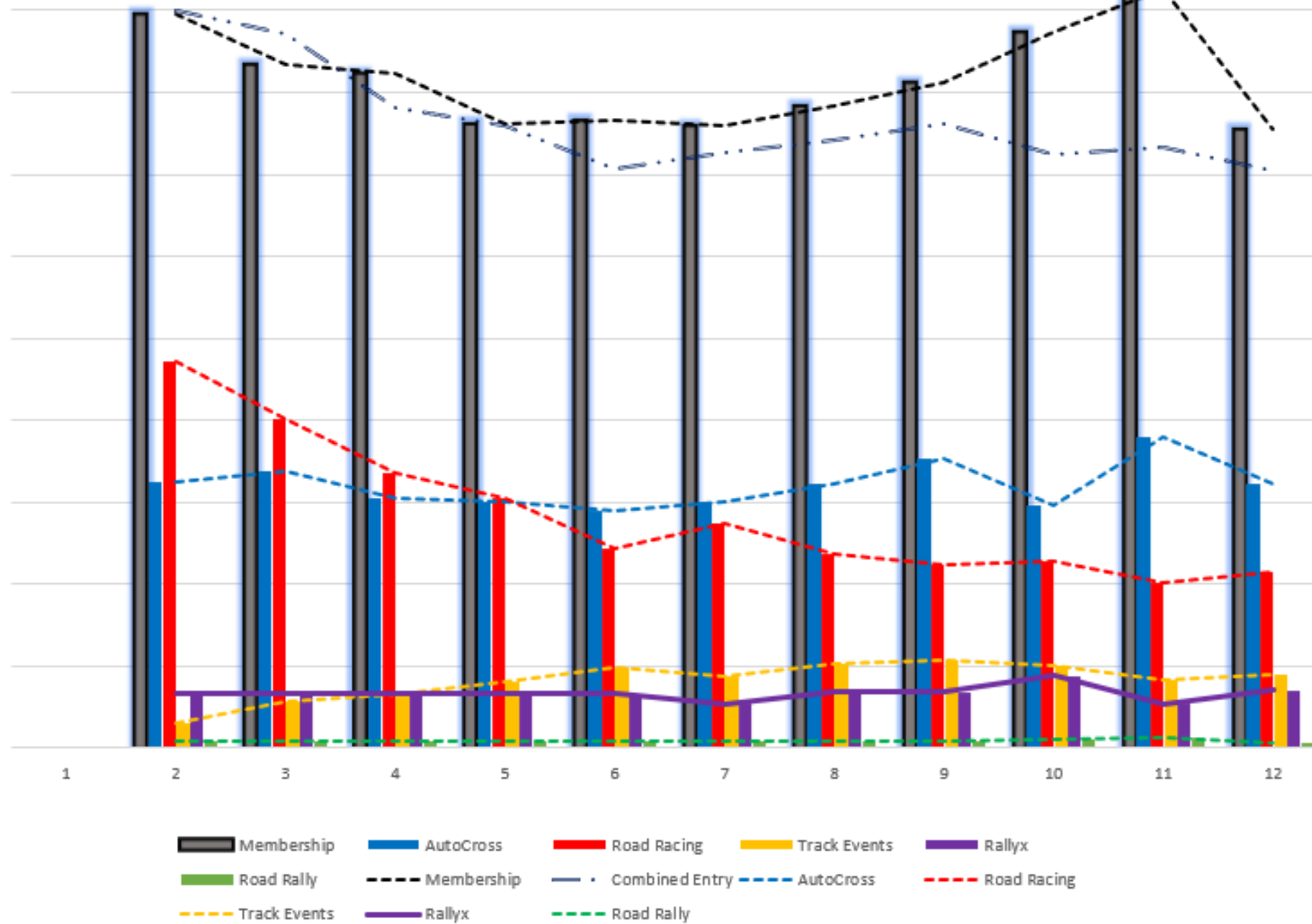
Entry Percentage by Program

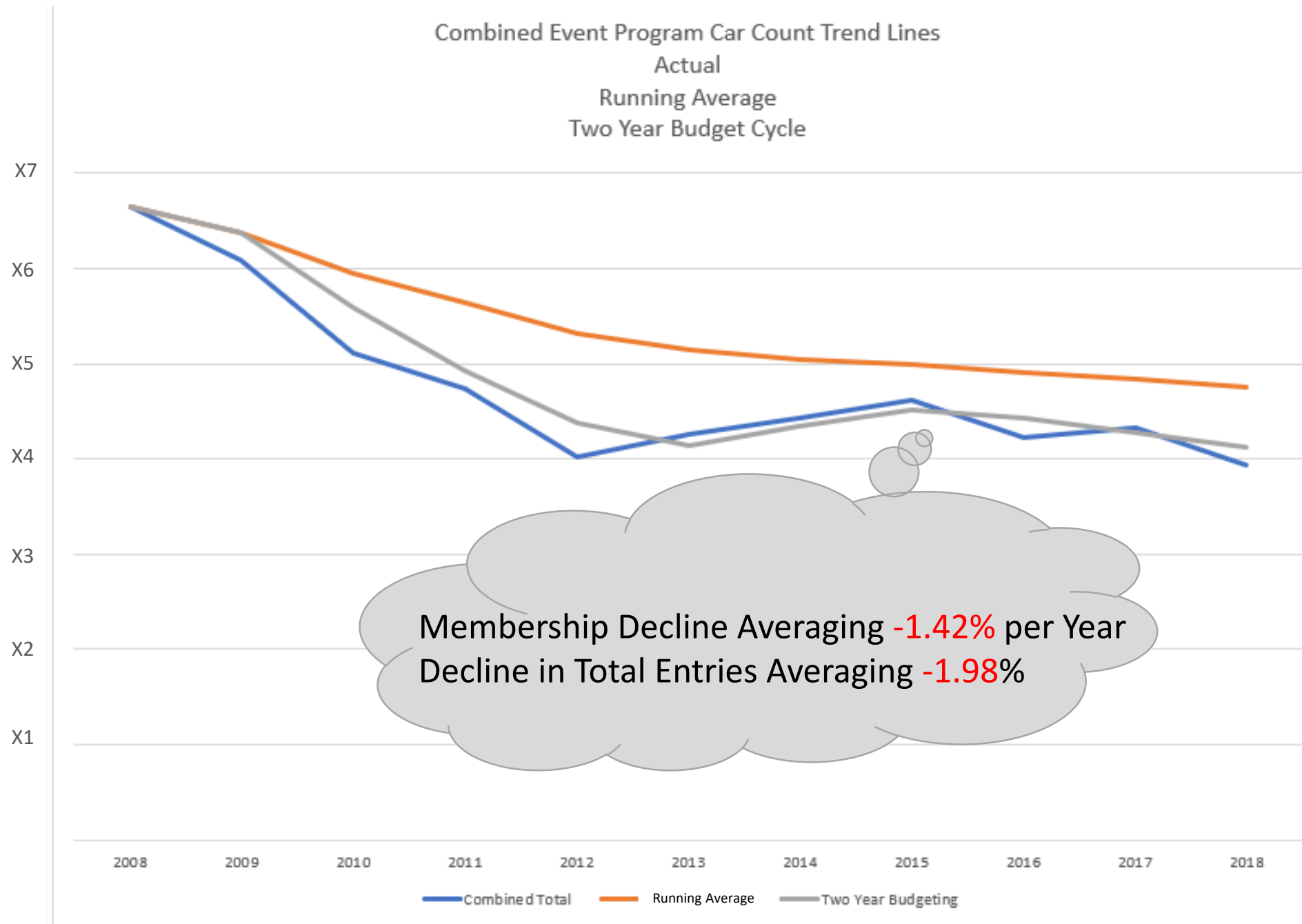


Membership and Participation Relationship



Membership and Participation Relationship with Combined Entry





Quote from *Mike Snyder*, Washington DC Board of Directors Member and Treasurer.

“My thoughts for the “reason” for the declining membership tend to lean towards two areas.

1) High cost of racing (notice the lower cost Programs lost less and recovered more as the economy improved).

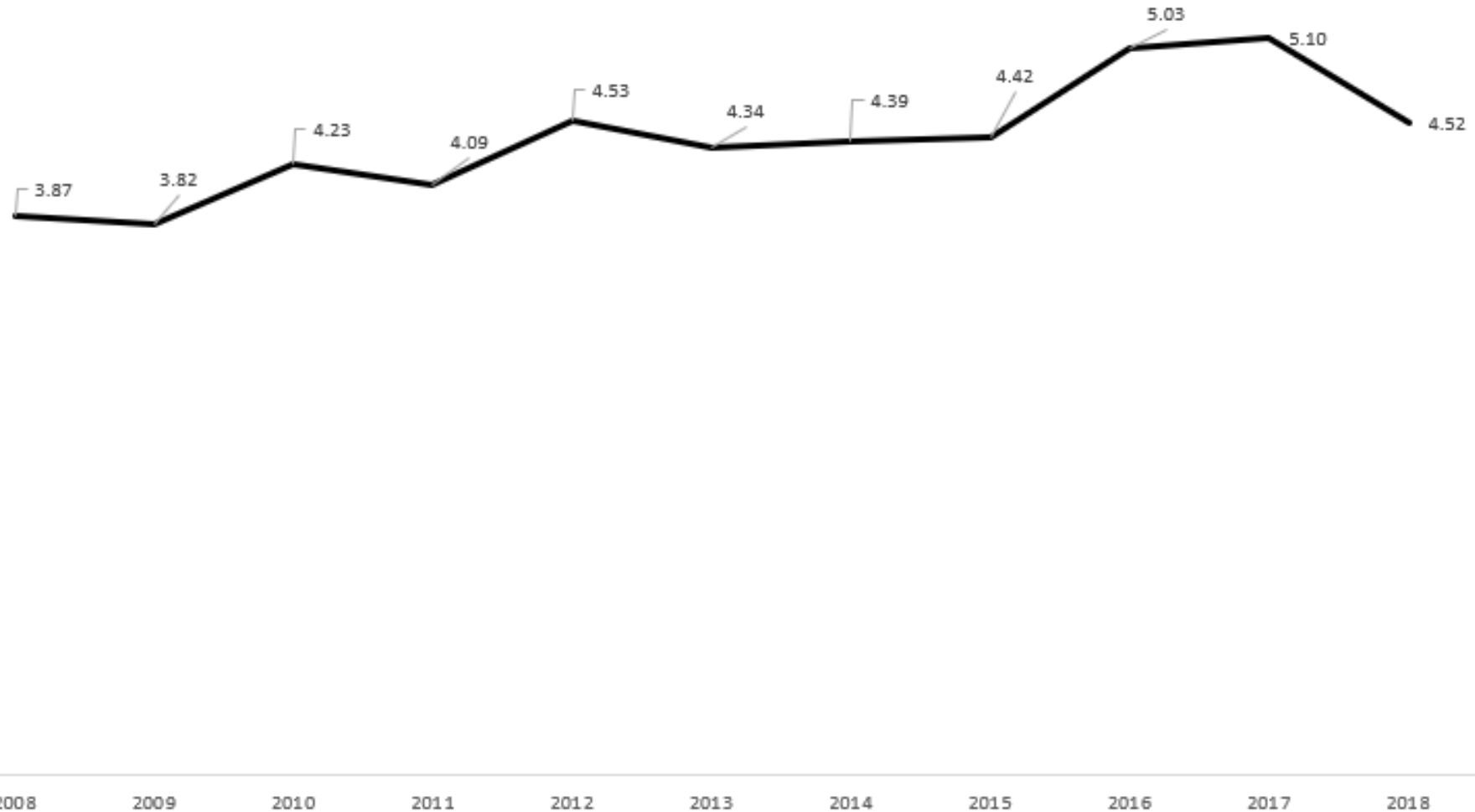
2) Time commitment to stay “competitive”, leading to people to prefer less “serious competition”. There are many competing activities for people’s choice for discretionary spending.”

“We need to give people a place to play that is fun and affordable, and make them feel wanted, respected, and appreciated doing so.”

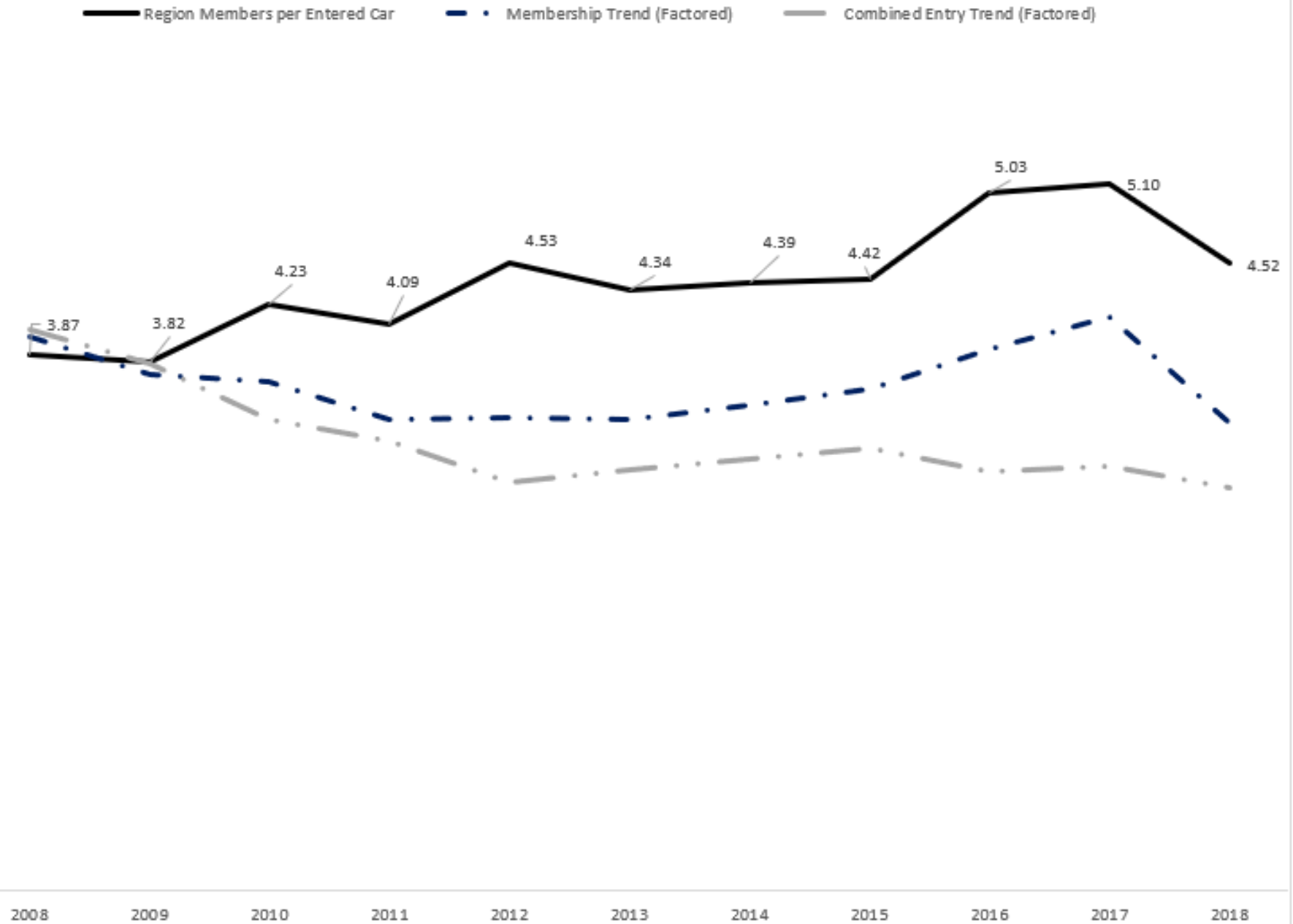


Region Members per Entered Car

Introducing Another Way of Looking at Things...



Membership per Entry



CREATING OPPORTUNITY

In addition to regular sanctioned events,
Washington DC Region places emphasis
on areas that contribute to the
programs and membership in general.

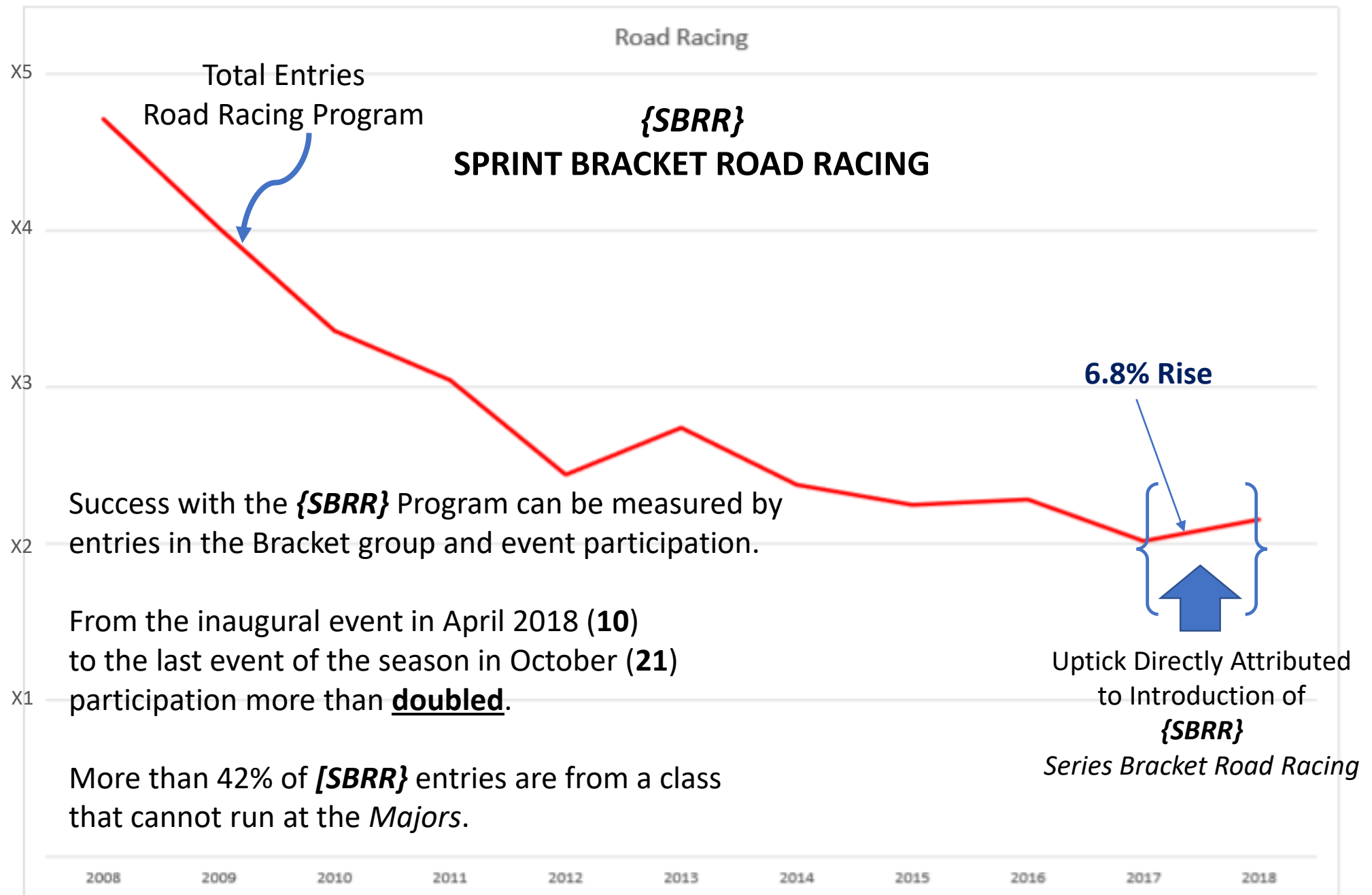
SUCH AS:



Creating Opportunity

- {Bracket} Racing Experiment
- Commercial Radio Advertising Spots
- Incorporating ***Track Night in America***
- iRACING League
- Car Club Outreach – Invites marque clubs to attend races, bring their pride and joy cars out for parade laps.
Goodies and Gifts
- Veterans Day Event
- News Articles in local outlets
- Radio talk shows
- Chapter Creation







{SBRR} April 2018

{SBRR} October 2018



**Being open to ideas is being open to risk.
Edison-esque testing success may apply;
Each idea that doesn't work is a success in learning what not to do.**



A single season experiment in running radio spot advertising specifically for *Road Racing* events resulted in some interesting measures of outcome.

Part of the program was set up with a no gate fee entrance to SCCA Road Racing events. Spectator traffic was usually sparse but, measurable. Track management maintains an entry count that distinguishes spectators from SCCA Members.

After a full season, including pre-season radio spots:
TOTAL Radio Impressions: **5,370,300** (listening audience)





RADIO RESULTS WERE NOT WELL RECEIVED

If we attributed Overall **PER EVENT** increase in non-SCCA spectator gate entry over the season to the **Radio project**; That would add up to about 22 spectators added to each event.

Net gain in Race Specialty **Volunteers** = 1 (total gain)

In terms of project cost:

Spectator **ENTRY COST** to the Region: \$260 each!

Note: Gate entry is free to spectators.





SCCA **Track Night in America** offers a huge opportunity for initial contact. **TNiA** is not just a National Program, it is an opportunity for each Region to get involved at the “Grassroots” entry level. Each Region has the choice of being present and representing the SCCA as a club with a broad selection of car events.

With each **TNiA** event, the Washington DC Region is represented by the presence of one or more of the Regional Board members. We have an opportunity to speak directly to the entrants as a group and explain the Region’s offerings. We remain available through the event to answer questions and aid in pursuing any interests.

We are also in a position to offer **TNiA** participants a discount their first entry into our Track Events Programs.



iRacing fills the off season gap.



An average of 34 participants each week through 2018 resulted in ultra-competitive fields.
SYMtv's live/play broadcast <https://youtu.be/jicUo24Q> Wednesdays at 8:15 November through December.

219 "Hands On" participants over 7 weeks through the event presentations this year.
1,997 Total event views of the events on You-Tube through season.

VirtualMARRS <https://virtualmarrs.com>.



CAR CLUBS

Car Clubs from within the region are directly contacted and invited to come and set up a mini-show / Rallye type of meeting at Road Racing events. Special areas are set aside for their arrival.

Region members meet and greet the group as they come in and get parked in their reserved area. Region members also remain on hand to answer questions and explain Road Racing and other available SCCA events.



Mid-Day the Clubs are offered an opportunity for parade laps behind a pace car with their own special cars.

Clubs and unique car invitations sometimes include weekends dedicated to countries of origin: Italian, German, and European, Miata Clubs, etc.

These visits have been well received and attended.





Helments off to Heros

A Track Events Program dedicated to Active Duty and Military Veterans each **Veterans Day**

No cost entry strictly for Military and Veterans is sponsored by individual businesses and people in the surrounding community.



Through a serendipitous offering, the Region was able to step in and take the responsibility for keeping up a tradition of offering Veterans on opportunity to experience a little track fun.

Instructors help the Veterans learn how to handle their cars through the day and give them solo track sessions after lunch.



Chapter Creation

SCCA is divided into Regions across the nation. Within each region there are groups interested in autosports but do not necessarily have access to the resources of the SCCA or Regions.

In some cases the Regions can offer unique support in aiding these groups organize into a beneficial and effective association with the SCCA.

SCCA offers access to resources as insurance, sanctions, advice and guidance, volunteers, etc.



NEWS OUTLETS

Print and Social Media

- Contributed news articles in local papers
- Calls to sports section editors
- Invite local reporters to events
- Social Media Manager for the Region – Feed from all events.

Radio Talk Shows

- Call into local car talk radio shows.
- Invite local radio hosts or reporters to events
- Produce a radio talk program



Example: WVLT New Jersey
Tuesday evening Talk Radio
"The Racing Line"



Where do these ideas come from?



Opportunities

Let's Make Something Happen





Please complete your evaluation of this session
on your
SCCA Convention App

Presentation by:

C.W. Armbrust
Regional Executive
Washington DC
Region

Contact Info available
through:

WDCR-SCCA.ORG
Contacts Page

