

President's Update – March 2015

During my first two years as President of the Canadian Association of Rallysport, the CARS board and I have worked hard to deliver on our Vision, Objectives and Goals. Some of our key achievements in 2014 include;

1. Implementation of Re-Start rules.
2. Implementation of Speed Factors.
3. New Rally Cross Rules.
4. New Rally Sprint Rules.
5. Final changes to eliminate Grp 5 and consolidate into 2WD.
6. A significantly improved media presence from 2013 to 2014.
 - a. 100% increase in Facebook followers.
 - b. 600% growth in Facebook views.
 - c. 400% growth in You Tube views.
 - d. 700% increase in video minutes watched.
7. Over 25,000 people attending the 6 national events in 2015, as volunteers, competitors and spectators.
8. Introduction of our new "inside the CRC" series with 50 videos in 2014.
9. Six world-class TV shows on RDS, TSN1 & TSN2 with over 120 airings total.
10. Six TV shows posted on-line, two weeks after the premier airing on the TV, providing international exposure to the Canadian Rally Championship.
11. A balanced operating budget.
12. Renewal of both Subaru and Yokohama as Presenting Sponsor and Supporting Sponsor respectively.
13. Implementation of an event Documentation and Communication policy that serves as our management system to ensure that the CARS directors are aware of the regional rally activity and that sanctioned events comply with the CGR's, NRR's and minimum safety requirements.
14. Redistribution of management roles and agreements particularly in regard to sponsorship.

The only change to our elected Board of Directors for 2015 was Ivan Butikofer stepping down and Max Méconse taking over as the CARS Regional Director for RSQ.

The 2015 CARS Directors are

Martin Burnley – RPM & Treasurer
Eric Grochowski – RW
Peter Watt – RSO
Max Méconse – RSQ
Clarke Paynter – ARMS & Vice President

2015 Activity

Heading into 2015 we plan to continue working on a number of important projects. Following is a summary of items that the CARS board is working on, or have plans for in 2015.

Sponsorship Committee Activity

Recently Bowes Media have hired a marketing manager who will dedicate 50% of his time to CARS marketing and promotion in support of Warwick Patterson and the CARS Sponsorship Committee. He starts working for Bowes Media on April 1st.

Late in 2014 Ian Wright also joined our sponsorship committee to help with marketing and sales in the Ontario region.

Our plans for 2015 are to sell more advertising space and work hard to establish additional sponsor relationships. This is a multi-year project with 2014 being the year we ramped up exposure and the quality of our product. In 2015 we will continue with the rapid fire, high quality video productions, timely TV and work hard at capitalizing on the commercial value of the championship exposure.

Technical Rules Committee

The Technical Rules Committee is working on a few outstanding items that they plan to deal with during 2015.

DOT stud use

The TRC received a request to allow the use of DOT studs at national events. The Committee will and make a proposal to the CARS board.

Production class rules.

Late in 2014 we received a request for some specific changes to the production class technical rules. The board determined that before we make any changes to the production rules we needed to articulate a production class intent statement. The TRC will then review all of the production class rules against the intent before making any proposals for change.

New noise level rule review.

The Technical folks collected both stationary and transit noise level data at Tall Pines. The TRC intend to review the recently implemented noise level rules in light of the data to make sure that the rules are making sense.

Administrative Rules Committee

Recce Rules

The Admin Rules Committee is currently developing some draft recce rules for use by CRC national events. Recce is one aspect of National events that doesn't have a rule set and tends to be an area of risk for events. We would like to establish a common approach to recce methodology and penalties.

Shakedown Rules

The Admin Rules Committee is currently developing some draft shakedown rules for use by CRC national events. Once again an area where we feel a set of minimum requirements are necessary for the safety of all involved.

Safety Plans

In 2014 we updated section 4 of the GCR's placing more emphasis on the documentation and communication that is needed between the events and the Regional CARS Director. Terry is leading an effort to produce a set of standardized safety plan templates for the various types of rally sport. The intent is to simplify the safety plan development for event organizers by having a consistent safety plan template that outlines the minimum requirements.

2015 Projects

CARS / CRC Website

Currently we have a team developing the functional spec for a new website with the goal of having an upgraded website in place by late 2015. The plan is to have a competition centric CRC home page that will give competitors and spectators alike clear and straightforward access to the information about upcoming and current competition. We are aiming at the CRC website being the go-to place for all rally related information in Canada. Our intent is to provide access to all of our Regions, Clubs, Organizer and some of the independent's websites through the CRC/CARS website. We will include a CARS home page that will focus on the business of CARS, but not be front and center.

Vehicle Tracking

A team have reviewed and weighted the functionality requirements for a vehicle tracking system to be used in all CRC national events and possibly many of the regional events.

The next step is for the CARS Board of Directors to decide if the functionality requirements proposal is acceptable. After which we will request proposals from various suppliers to determine a real cost of implementation of vehicle tracking, comparing the options available from various suppliers on an apples to apples basis.

With a clear view of functionality and cost of implementing the CARS board will then make a decision regarding the implementation of a vehicle tracking system.

Production Class rules

Currently the CARS Board is clarifying the intent of the production class and will provide the updated intent statement to the Technical Rules Committee. The Technical Rules Committee can then conduct a review of the production rules to ensure that they meet the clarified intent. This effort has been brought about because of a few inconsistencies within the current production rules warranting a full review.

Stewards manual

Terry is leading a review of the Stewards manual to update and ensure that it fits our current rules.

RSQ/CRQ negotiations

In Quebec, RSQ have a contract with CRQ to promote and run the Quebec Regional Championship. The contract between RSQ and CRQ is currently up for renewal. CARS will participate in these negotiations as they move forward. The logic is that CARS have delegated the sanctioning authority for regional rallysport events to RSQ. However since RSQ are effectively further delegating some of those responsibilities to CRQ, the CARS board needs to be part of the approval process.

NARC

The North American Rally Cup branding belongs to CARS and over the years has been used to promote and enhance cross border competition. In recent years there has been a decline of interest in the NARC by US & CDN competitors and our US sanctioning body partner. As such we have formed a team to develop alternative plans for the use of the brand. The focus is on using the NARC brand to increase the interest and excitement around cross border competition.

An early suggestion coming from the team is to have a NARC East and a NARC West that might help increase cross border interest regionally, since East/West continental travel is difficult for most teams in North America, it might be significantly more appealing to have a North/South championship in the East and the same in the West.

Currently the team is looking for input and ideas on how this could be managed, how could be do a NARC East vs a NARC West playoff round for an overall NARC champion maybe.

Rally Moto

CARS received a request from the CRQ to include a trial Rally Moto segment in one of their upcoming regional rallies. The CARS board gave the concept tentative approval but did ask that details such as Motorcycle versus Rally Car separation, organizational details, Rally Moto sanctioning and Rally Moto event Insurance details be reviewed with the board before final approval.

WRC Studs

CARS received a request from the CRQ to allow for a trial use of WRC studs on three rally cars in an upcoming snow and ice rally. The CARS board gave support to the trial and is asking for performance and road damage details from the organizer.

Attached are the CARS goals for 2015

GOALS FOR 2015

RULES

1. Technical Rules Committee (TRC) will meet on a routine basis to research, review and propose technical rule changes including;
 - i. Address request for use of studded tires in national events **0%**
 - ii. Review the recent noise rules to determine if they are working **0%**
 - iii. With clarified "production" intent from the board, review the P4WD and P2WD technical rules and propose any required changes to meet the CARS intent for these classes. **10%**
2. Administrative Rules Committee (ARC) will meet on a routine basis to research, review and propose administrative rule changes including;
 - i. Produce a safety plan templates for use by Rallysport event organizers. Including National & Regional Performance rallies, Rally Sprints, Rally Cross & Rally Test Days **20%**
 - ii. Develop recce rules **0%**
 - iii. Develop Test Day Rules **0%**

iv. Develop Shakedown Rules 0%

SAFETY

1. Continue review of the Safety Guidelines. Identify required safety practices and recommended updated safety guidelines by YE 2015 (Ross) 50%
2. Review & update the Stewards manual by June 2015 (Terry) 0%
3. Update the Stewards list complete with experience. (Terry)
4. Determine the specifications for a vehicle tracking system in Canada by March 2015. (Board appointed team) 80%
5. Identify available vehicle tracking systems that can meet the specifications by April 2015 (Board appointed team) 50%
6. Issue RFP to vehicle tracking vendors by May 2015 0%

COMMUNICATION

1. Develop and Implement a new CRC/CARS website with the new home page and basic functionality by YE 2015. 10%
2. Issue quarterly communications from the President. 25%
3. Communicate TV airing times on both RDS and TSN in advance (Warwick) 0%
4. Continue move towards near real time or even real time scoring published on our web site and through social media channels.
5. Develop a website scoring format so as to have data be it from rallyscoring.com or Paul Westwick's system provide a consistent view of the results data on our website.
6. Maintain a current speed factor list, updated prior to each CRC event, post on the web site.
7. Maintain the CRC standings and publish to the website updated standing within 2 weeks of CRC event.
8. Develop a social media plan, including a negative response guideline by March 2015 (Dean Campbell)
9. Use the CRC social media outlets for current updates at all events throughout 2015.
10. Develop mailing list for video/news mail for all partners & stakeholders by March 2015 (Warwick)

PROMOTION & SPONSORSHIP

1. Develop a generic promotional package that outlines the value proposition for current and potential sponsors and supporters of the Canadian Rally Championship, the Event Organizers and our

Competitors. Show the value of supporting one, two or all levels of the sport by March 2015 (Warwick)

2. Develop targeted promotional packages aimed at specific sponsor targets as required throughout 2015. (Warwick)
3. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following through 50 online videos, 6 TV shows and social media outlets releasing throughout 2015 (Warwick & Chris)
4. Add corporate sponsorship in 2015 to allow for improved promotion and growth of Canadian Rally. (Sponsorship Committee & Sales)
5. Provide value data to sponsors that includes the exposure numbers, growth and value/cost (Warwick)
6. Implement a media exposure and engagement dashboard by May 2015 (Warwick)
7. Simplify and clarify footage sales to competitors by March 2015 (Warwick & Chris)
8. Develop a licensing rate sheet for purchase of CARS footage By May 2015 (Sponsorship Committee & Warwick)

GROWTH

1. Generate income in excess of that needed to fund the promotional and broadcast material, allowing for selective growth and improvement related spending in accordance with the capital plan.
2. Achieve a more evenly distributed Canadian Rally Championship event calendar ... too many events in October/November, too few in first half of the year. Work to have one event in the March thru June time window.
3. Encourage new & existing competitors to rally;
 - i. Increase overall entry levels through better promotion of the sport.
 - ii. Promote Rally Cross events.
 - iii. Promote Rally Sprint events.
 - iv. In all decisions be mindful of the cost to competitors and organizers
4. Help CRC events gain from the promotional assistance provided by CARS;
 - i. Providing on-stage advertising space to ensure online and TV exposure.

- ii. Provide valuation of TV advertising so that organizers are able to negotiate (Sponsorship Committee & Warwick)

FINANCES

1. Achieve a balanced budget in 2015
2. Maintain the capital planning process
3. Manage the CARS insurance interface to be cost neutral
4. Provide quarterly financial reports to the CARS board