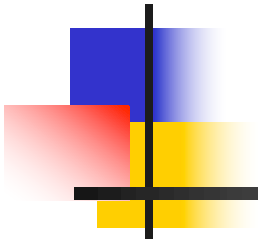


SCCA Road Rally Program 2017 Participation Study



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Background

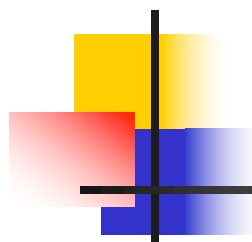
This presentation is the sixth annual analysis of participation data examining region participation focusing on the number of road rally events and entry counts from 2016 and 2017.

The source of the data was the Road Rally Audit spreadsheet from SCCA Headquarters.



2017 Key Results

- 39 SCCA Regions hosted one or more Road Rallies in 2017. This was up from 33 Regions last year.
- One third of SCCA Regions have a Road Rally program.
- The number of entries was down 13% in 2017 compared to 2016, but remained 12% higher than 2015.



Participation by Region

Region	# rallies		# cars		Change
	2016	2017	2016	2017	
FINGER LAKES	8	9	145	181	36
NORTHERN NEW JERSEY	5	5	126	138	12
DETROIT	7	7	122	123	1
MILWAUKEE	7	6	145	118	-27
NEW ENGLAND	6	4	178	111	-67
CAL CLUB	16	16	140	100	-40
TEXAS	6	4	139	92	-47
WASHINGTON DC	1	2	29	52	23
ATLANTA	0	2	0	50	50
INDIANAPOLIS	8	7	59	48	-11
SOUTHERN INDIANA	8	7	49	42	-7
PHILDELPHIA	6	4	122	41	-81
HAWAII	0	1	0	38	38
CHICAGO	3	2	0	37	-11

Region	# rallies			# cars		Change
	2016	2017		2016	2017	
GLEN	1	1		43	36	-7
ARCTIC ALASKA	2	3		12	33	21
KANSAS CITY	3	2		38	29	-9
CINCINNATI	3	4		43	28	-15
ALLEGHENY HIGHLANDS	1	1		30	27	-3
LAND O'LAKES	7	3		69	25	-44
ST. LOUIS	7	4		68	24	-44
SOUTH JERSEY	3	2		39	23	-16
STEEL CITIES	1	2		7	22	15
MISERY BAY	2	2		24	21	-3
ARIZONA BORDER	4	2		20	20	0
CENTRAL PENNSYLVANIA	1	1		22	20	-2
OHIO VALLEY	0	1		0	19	19



Participation by Region (cont)

Region	# rallies		# cars		Change
	2016	2017	2016	2017	
MOHAWK HUDSON	0	2	0	19	19
SAN FRANCISCO	3	2	26	17	-9
CONTINENTAL DIVIDE	2	2	21	13	-8
OZARK MOUNTAIN	1	1	15	12	-3
SOUTHWEST LOUISIANA	0	1	0	11	11
LONE STAR	0	1	0	9	9
NORTHEASTERN OKLAHOMA	0	1	0	8	8
PAN AMERICAN	0	1	0	7	7
NEOHIO	1	1	16	7	-9
LAKE SUPERIOR	1	1	13	6	-7
SAGINAW VALLEY	0	1	0	4	4
CENTRAL FLORIDA	0	1	0	3	3
DES MOINES VALLEY	1	0	5	0	-5
OKLAHOMA	1	0	5	0	-5
WESTERN OHIO	1	0	9	0	-9
OREGON	1	0	15	0	-15



2017 SCCA National Championship Events

Touring rally series: 21 events

7 Nationals (+2), 14 Divisionals (-5)

Course rally series: 14 events

10 Nationals (+2), 4 Divisionals (-2)

GTA rally series: 7 events

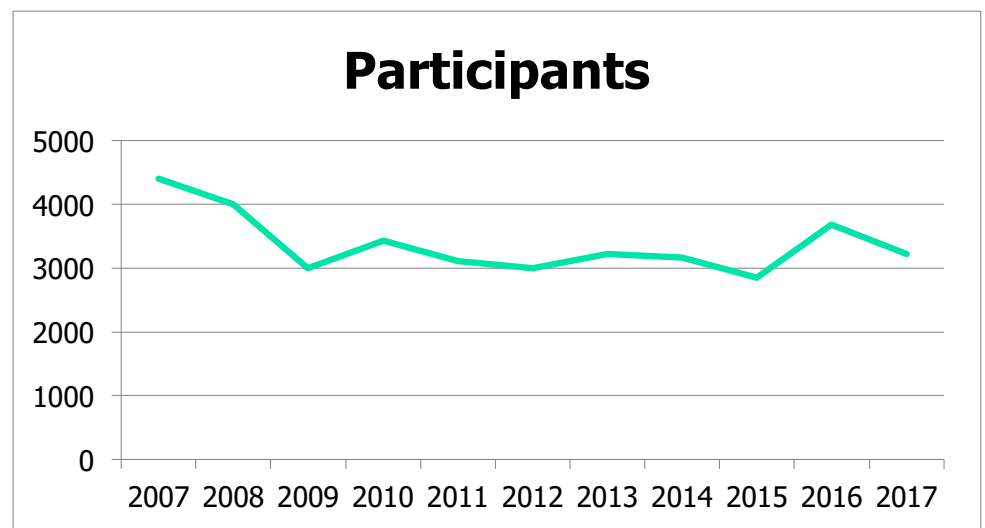
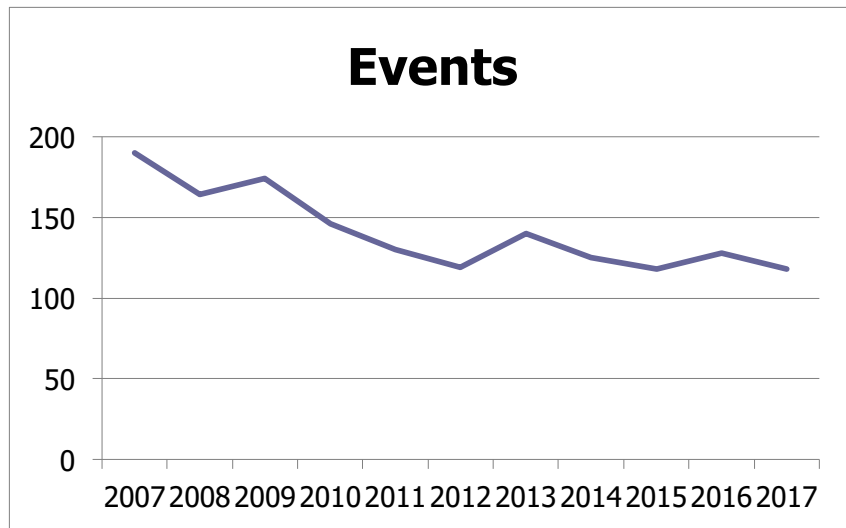
1 Nationals (-1), 6 Divisionals (-5)



United States RoadRally Challenge

- The 2017 USRRC was a successful break from the traditional format of 3 National rallies.
- Event was held on the Kenai Peninsula in Alaska.
- Rallymaster: Cheryl Babbe
- A destination-event emphasizing phenomenal scenery and social activities.
- A successful event with 27 cars and multiple, external media coverage and entries from Cheverolet.

Long Term Trends



1. 2016 was notable for its 26% growth in participation.
2. 2017 was down 13% compared to 2016, yet still 12% higher than 2015.
3. Number of events stable at ~115 to 125. 2017 had 118 events.
4. Average of 13.5 cars/event is stable



What's working

- Outreach to individual rally organizers. Let them know that they are appreciated.
- Emails to rally organizers and contestants to keep them informed.
- Managing the rules change process with transparency and actively soliciting community input.
- Enthusiasm is the foundation of every volunteer organization. We need to continue to show our gratitude to our organizers and contestants while at the same time stimulating their enthusiasm.



What's working (continued)

- Divisional rallies. Removing all regional events from the National Championship has allowed Regions to select the emphasis of their events as competitive, social, or a blend of the two.
- Regional Development. 39 Regions had a road rally program in 2017, up from 33 Regions in 2016. This will remain a focus item for the 2018 RRB.