

PRESENTATION

Jim Rowland | Midwest Division RallyCross Steward
JimR20@outlook.com



RallyCross Growth and Development

**Getting Started in RallyCross and
Building Existing RallyCross Programs**

Introduction

Something for Everyone



Topics for both new and experienced organizers:

BUILD

 Guidance for startup regions.

GROW

 Ideas for existing regions.

Introduction

Sneak Peek!



 TinyURL.com/RXFieldGuide



Introduction

RallyCross Toolkit



tiny.cc/rxtoolkit



SCCA RallyCross Toolkit

An unofficial guide to hosting and competing in Sports Car Club of America RallyCross events.



Know the Sport



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Know the Sport

RallyCross in a Nutshell



BUILD



Race the clock on variety of unpaved surfaces.



Every run counts. Like Solo on dirt, but with new driving techniques and strategies.

GROW



Travel out-of-region. Observe all aspects of the experience and bring ideas home.

Know the Sport

Why RallyCross?



BUILD



Fun new challenges and experiences for your existing members.



Reach audience not reached by existing programs.

GROW



Vehicle to try new things in your region: special events, multi-day events, RallyTrials, RallySprints.

Know the Sport

RallyCross Within Reach



BUILD



Sanction discounts for new regions, sites.



Can co-opt much of Solo equipment.

GROW



Take advantage of digital resources (social media, forums) and experience at divisional, RXB level.

Build Your Team



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Build Your Team

It's All About the People



BUILD



Core roles: chairperson, safety stewards, course designers, registrar, equipment chief, media & promotion.



Make-or-break: having enough help.

GROW



Have a solid succession plan. Cross-train at every event.

Build Your Team

Seeking Volunteers



BUILD



Use social media, local events, club meetings, and car meets to enlist volunteers.

GROW



Keep building from outside and developing internally. Have strong group independent from other programs to prevent burnout.

Build Your Team

Making the Case to Region



BUILD



Growing program, youngest demographic.



Hook for your club: exposure, volunteers, crossover participation.



Sanction discounts for startup regions reduces financial exposure to region.

GROW



Advocate for improvements: trophy funding, separate equipment pool, standalone schedule, etc.

Find the Site



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Find the Site

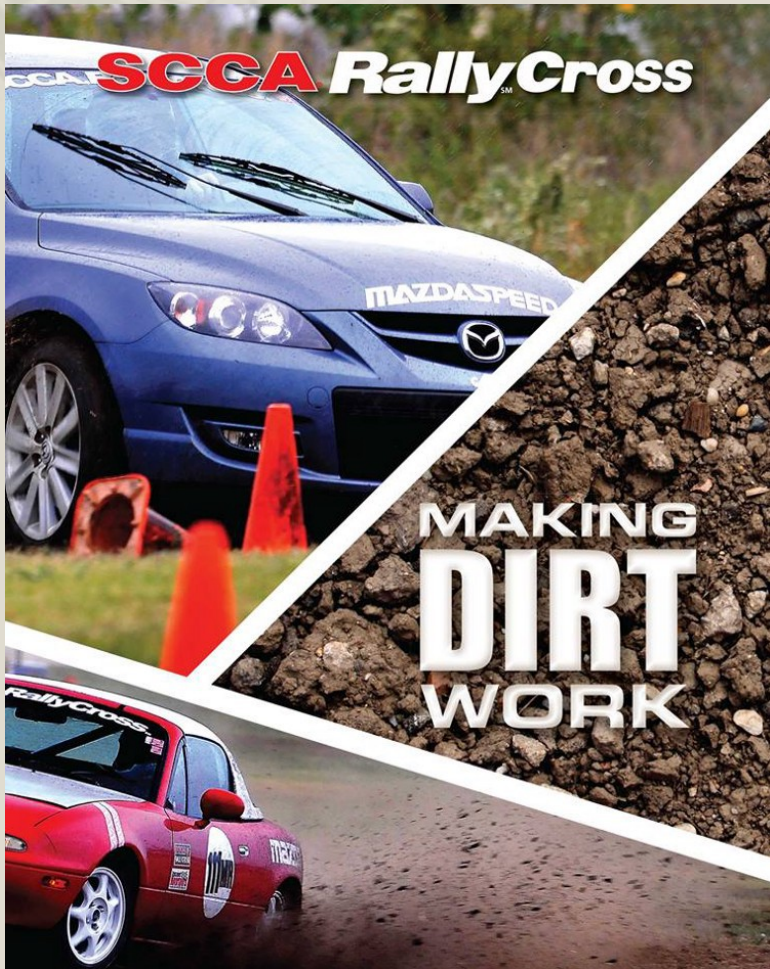
Potential Site Ideas



- Property of local racers.
- Grounds of permanent racing facilities.
- Underutilized event grounds: fairs, rodeos, etc.
- Off-Road Parks.
- Seasonal parks: ski resorts, state parks, etc.
- Schools, military, institutions.
- Farms.

Find the Site

Site Acquisition



- SCCA RallyCross *Making Dirt Work* acquisition materials.
- Make a proposal template for your region.
- Non-racers may have little or no concept of how RallyCross works, so be illustrative (video, pictures).
- Know local ordinances, note amenities.

Find the Site

Site Usage Planning



BUILD



Scout and note hazards. Rotate course areas and venues to spread wear.



**Access to tractor for mowing, blade work?
Make a silt-dragging implement?**

GROW



Balance site quality and population proximity.



If no food near site, consider grilling and food trucks.

Gear Up



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Gear Up

Timing and Scoring



BUILD

🔺 Digital timing not mandatory, but widely expected. Learn and use Solo equipment?

🔺 Secondhand timing systems, budget options.

GROW

🔺 Hoses versus beams?

🔺 Redundant systems.

🔺 Ready to fix on the fly.



Gear Up

Well-Stocked Equipment



BUILD



RX-specific items: contractor flags, shovels, gear for dust and mud.



Confirm supplies: forms, armbands, etc.

GROW



Label, laminate pictures, organize.



Trailer maintenance/cleaning party.



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Plan the Event



SCCA RallyCross®

RALLYCROSS SANCTION APPLICATION

SANCTION NUMBER: (Assigned by National Office)

Use this application for an event after March 1, 2018

For sanctioning purposes, the sanction/insurance form and the RallyCross safety plan must be submitted a minimum of 14 days prior to the event or a late fee will apply. No prepayment fee is needed.

Late Fees for sanctions under 14 days: \$25

1) Event date: 2) Region/Event name

3) Location/Address of event:

Is this a new site? ☐ Yes ☐ No

Is this a new program for your region? ☐ Yes ☐ No

EVENT OFFICIALS:



Chairman:
(Must be current adult annual SCCA member)

SCCA Member #



Plan the Event Scheduling



BUILD

-  Avoid nearby RX date conflicts to maximize volunteer, competitor turnout.
-  Coordinate with Solo, RoadRally, Race groups in-region, and talk to neighbors.

GROW




-  Maintain and share digital calendar.
-  Build in backup dates into schedule.

Plan the Event



Sanction Requests



BUILD

-  Sanction Request and Safety Plan forms available on [SCCA.com → Downloads](https://www.scca.com/downloads).
-  Divisional Steward reviews and signs off.
-  Coordinate with Divisional Steward if new region or venue to get discount.

GROW




-  Submit full season at once, get visibility.
-  Save templates for frequently used sites.

Plan the Event



Event Preparation



BUILD

-  If surface blading necessary, perform well in advance. Coordinate mowing if needed.
-  Scout local service (fuel, food, parts) to share with entrants.
-  Determine porta-john provider drop off.

GROW

-  Photo and video coverage. Hire pro?
-  Invite local media.

Plan the Event

Course Design



BUILD



Course design key to safety and fun. Start designer selection process early.



Roger Johnson [Solo Course Design](#) handbook has portions useful for RX, too.

GROW



Study readability, variety, flow at out of region and incorporate best at home.



Coordinate wear across multiple events.

Excerpt from Roger Johnson's *Solo Course Design* handbook. ▼

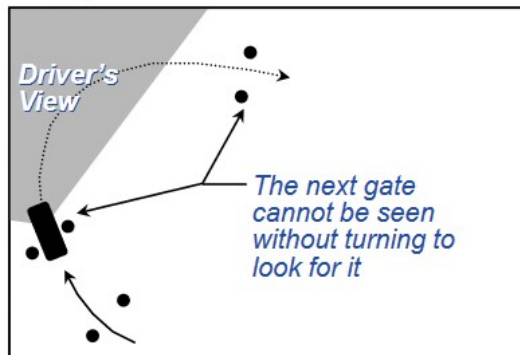
Plan the Event Course Design



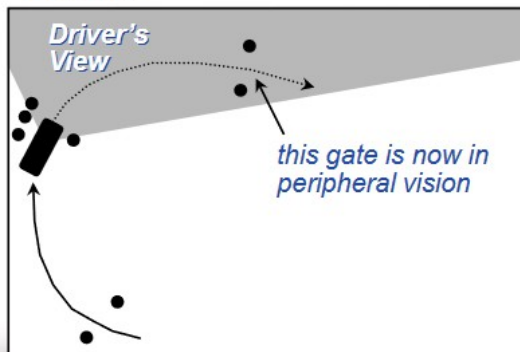
10 Basic Concepts - Make the Course Flow

Line of Sight and Gate Positioning

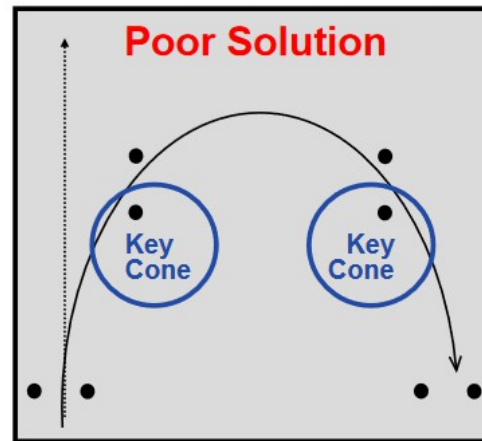
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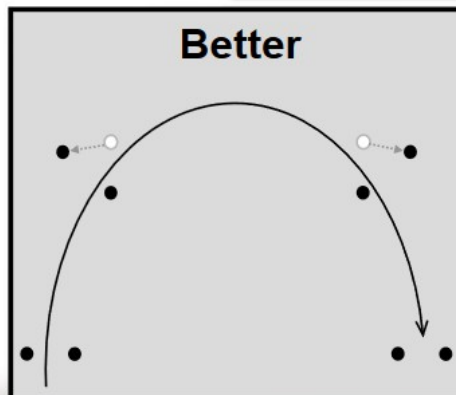
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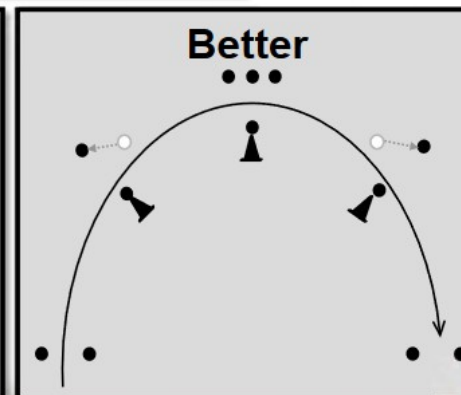
Poor Solution



Better




Better




Promotion





https://www.facebook.com/events/1586240214802200/





 Jim


Home

 1









JAN 6

New Year's RallyCross


Public · Hosted by **Detroit Region SCCA**


★ Interested


✓ Going


...

Related Events [See More](#)

**The Central Car Club Hosts W...**
Sat Feb 3 EST at 2250 N Clarwin...
258 guests
Interested · Going

**8th Annual Ann Arbor City Dod...**
Saturday EST at 2552 N Maple R...
39 guests
Interested · Going



**2018 Keweenaw Winter Rallye**
Sat Mar 10 EST at Copper Harbo...
421 guests
Interested · Going

**2018 Furrin Group Ice Trials #2**
Sunday EST at Turk Lake Resta...
469 guests
Interested · Going



Promotion Registration



BUILD

-  Online registration is a promotion opportunity, not just benefit to registrar.
-  “Sell” event, explain vehicle eligibility, provide event info/directions/amenities.



GROW

-  Can open registration for entire season.
-  Seeing others registered: bandwagon effect. Offer pre-registration discount?



Promotion Social Media



BUILD

-  Have social media presence. “Keep lights on.” Create groups, share, answer questions.
-  Get word out early, make revolving reminders.

GROW

-  Consider paid promotion of key links.
-  Sharp graphics, video attract attention.
Pics and video at events feed future promos.

Social Media



Video link: [AHR SCCA RallyCross 2017](#)



Video link: [ARSCCA RallyCross](#)

SCCA DIRT FISH
WEST RALLYCROSS
NATIONAL CHALLENGE

2,859 Views

DirtFish with SCCA Inc..

Promotion

Novice Guidance



BUILD



Describe what RX is and isn't. Be brief and illustrative using videos and pictures.



Novice first contact may come from web site, registration page, or social media. Make sure each outlet is instructive, welcoming.

GROW



Create novice handout that guides from the waiver station at the gate to the end of the day.



Spectator-specific handout. Friends and family will show up to watch: keep them safe, sell them on RX.

Execute



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Execute Event Setup



BUILD



Be on time, stay on schedule, disciplined changeovers.



Upbeat at waiver, registration. Engage. Make sure everyone is having fun, not lost.

GROW



Set paddock boundaries first to prevent parking stragglers. Manage lanes to course.





Novice mentor as work assignment? Mark club regulars with hats, shirts, buttons, etc.

Execute



Course Setup



BUILD

-  Pre-drive course area to check conditions.
-  Set start and finish first to aid timing team, RXSS. Safe shutdown and buffers.



GROW

-  Maximize your site access by setting contractor flags before equipment arrives.
-  Manage gawkers until course finalized.
Lead novice course walk to cover basics.



Execute Post-Event



BUILD

-  Announce results. Have a memento (trophy, magnet, etc.) if budget allows.
-  Get your SCCA audit form filled out with payment. Thank the site owner. Post results.

GROW

-  Dole out media (pics, vids, etc), tag competitors on social media. Viral capacity.
-  Maximize the opportunity to build excitement for your next event.



Let's RallyCross!

What do you think?

Growth and Development of a RallyCross Program

<http://www.scca.com/lsss>

Want to talk RallyCross?

JimR20@outlook.com