



# CHICAGO REGION SCCA



12 January 2004

## STRATEGIC PLAN 2004 – 2009

The following document is the Chicago Region SCCA Strategic plan. This document is intended to be a guideline for our activities and efforts for the next several years. It is also a living document, and will be amended as conditions change or new opportunities/focus's emerge.

### Breakdown of Key Areas for 2004 – 2009

- **Products** - Regional racing, June Sprints (our only national,) Solo, Rally, Rally Cross, Member Retention, Member Recruitment, FirstGear.
- **Market Competition** - SCCA Pro, other regions, other sanctioning bodies.
- **Race Tracks** -Road America, Rt. 66/Chicagoland Motor Speedway, Blackhawk Farms, GingerMan, Autobahn.
- **Race Related Business** - Race Management, Contract Support, Track Management, Track Ownership, Driver School, Solo School, Car Control Clinics, Worker Schools, Sponsorship/contingency.

### Region Goals for 2004 – 2009

- More members of all ages involved at all levels
- Cohesive membership
- Continued close relations with other regions
- Fund club activities
- Strengthen financial position
- Align programs with new generation
- Website participation
- Embrace technology
- Continue close relations with RA
- Explore new Chicago area race tracks
- Provide value to business partners
- Actively recruit young people to management positions
- More "fun" events
- Expand current marketing to include regional races and other activities such as solo/rally.
- Attract drivers and cars from other marque type racing organizations: PCA, BMWCCA, Viper racing league, etc.
- Improve regional racing program, bring up counts, bring in new cars, classes and drivers. Pull drivers who only do nationals back into regionals.



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**Focus Areas for 2004-2009**

Website	Leadership Training
Piston Patter	June Sprints – Drivers
Sports Compacts	June Sprints – Spectators
Rally Program	FirstGear
Operations Manual	Member recognition
Solo Facility	Car Control Clinics
Office Systems	Membership Demographics
Online registration	Regional racing
Rallycross	

**Suggested Focus Areas for 2004 – 2009 Plan**

Technology & Communications (Website & Piston Patter)  
Marketing (Sponsorship & Products)  
Business Office (Bookkeeping, Record Keeping, Bill Paying)  
Technology & Communications (infrastructure enhancements to make our systems share info)

Scott Sanda  
RE, Chicago Region SCCA