

## 2018 VP PERFORMANCE DIRECTOR'S REPORT

With the 2018 competition season in the books, I look back on what was a year of some great successes even though we had a slight decline in participation over 2017. This year represented the third year of the ECRC and again Ontario events saw Quebec entries seeking championship points.

This year we had 31 down from 37 teams compete in the various rounds of the championship and the same number of competitors year over year compete in 3 or more rounds. The overall number of teams competing has declined yet the frequency in which they compete is relatively stable which is the inverse of last years statistics. In 2017 we saw the loss of one of the rounds of the championship thus leaving us with only 2 stand-alone events plus the three piggy back national events within the championship. This has provided an opportunity for the championship to provide an enhanced quality product for the competitors. The Growth of the sport in Ontario continues to struggle and 2019 presents itself with opportunity in the form of rejuvenated grass roots efforts to rebuild the once great regional championship. The Growth committee itself has struggled over the past two years to come up with growth initiatives to help bring new competitors to the sport and retain the ones we have. We are all hopeful that the efforts to build the feeder events will create the base we need to rebuild the competitor base we once had in the region. With the additional financial support for 2019 from two sponsors for the series we hope to see some increased incentives for the grass roots development and support of our entry level competitors. The rally sprint events in 2018 saw some success with their entries and the continued success of the Rally Cross series and individual Rally Cross events have helped with the exposure of our sport to many more enthusiasts than ever before. In 2019 we will see the all new Rally sprint series launch which will aid in the rejuvenation process. KWRC and MLRC have both built substantial momentum with their Rally cross events, MCO launched their rally cross series in 2018/2019 and as such we are seeing the efforts engaging the entry level platforms incrementally assisting in the rebuilding process. In 2017 we had a new club develop in the Ottawa region the Ottawa Sports Car Club and we hope for good things to come from this club as it has a strong rally contingent of members and their involvement with the most popular OPRC event on the calendar Lanark Highlands Forest Rally bodes well for the event and the championship.

One of the challenges that we will always face is exposure. We continue to work on ways to bring back the on-line video coverage of the series but continue to lack funding for this venture. That said, in 2017 the growth committee decided to inject energy into the development of the CDN rally live program which we further developed in 2018 and partnered with the National broadcast team which serves the CRC. This partnership at RTP 2018 has development prospects for 2019 which may include further stops on the national calendar which will further promote the sport regionally.

In 2018 we encountered great difficulty with the transportation and event allocation of EZ track. We have worked closely with the service provider for 2019 and will thankfully be able to serve the OPRC with vehicle tracking for 2019 and beyond. Vehicle tracking through EZtrack continues to be a great success and has become an invaluable tool for organizers; with CDN rally assuming the management of the system we are just scratching the surface of the promotional possibilities of this platform. With some enhancements coming for the future we will see even

more capabilities from the EZtrack system. These efforts don't happen without their own challenges, the main one being the sponsorship drive to pay for the production and support of the programs themselves. This is an area which the growth committee will be working on for 2019.

Having rallied across the country and more recently off our continent, I can without any question say that SPDA, and MLRC put on three of the best events bar none, run on some of the most technically challenging roads in any championship. Year after year these clubs and their individual members seek creative ways to improve their events and continue to get competitors to return. These events make the OPRC what it is and in many ways are the unsung heroes of our sport. A huge thank you goes out to the organizing committee for Lanark Highlands Forest Rally, Tyler Letofsky for the Black Bear Rally, BGilles Lacroix, and Louis Montpellier for Rally Defi, Cedric Tanguay for Rally Perce Neige and Ian Wright for the Lincoln Electric Rally of the Tall Pines three amazing double billed events OPRC/CRC, and their entire organizing committees. As I mention every year the RSO BOD works diligently to ensure that the promotional channels remain open and provide the necessary support to ensure that results are achieved. Knowing that we need to continue to seek new and exciting ways to bring our sport to the forefront the following are some areas where we will put our energies into for 2019.

Key areas of opportunity:

- Auto shows and club car events.
- Continue to encourage and support participation in Rally Cross and Rally Sprint series events within the region.
- Enhance and nurture growth initiatives
- Continue to seek corporate partners
- Continue to work with our promotional partner CDNrally to enhance the promotional opportunities for the sport in our region with the use of EZ track and its promotional possibilities.
- Rejuvenate efforts to promote and develop OPRC.ca.
- Continue to broaden our reach for competitors.

Congratulations to Jean Sebastien Besner for his performance to capture the overall driver championship. Jean Sebastien has been a staple competitor in National Rally for a number of years and the OPRC is grateful to have him as our champion for 2018! Additionally a huge congratulations to Philippe Benoit for his overall 2wd win for 2018, in the face of some new competition the 2019 championship season has great potential to be extremely competitive. 2019 rings in a new year of competition and will continue to present us with similar challenges to the last few years but I am confident that with the ground work that has taken place and continues to happen, our sport will persevere and we will see increased participation.

It has been my pleasure to serve our sport in this capacity for the past 8 years. I look forward to 2019 and beyond, I firmly believe that we provide unbeatable quality and value in our events. Bring on 2019!

Warren Haywood

Vice President RallySport Ontario .perf.

