

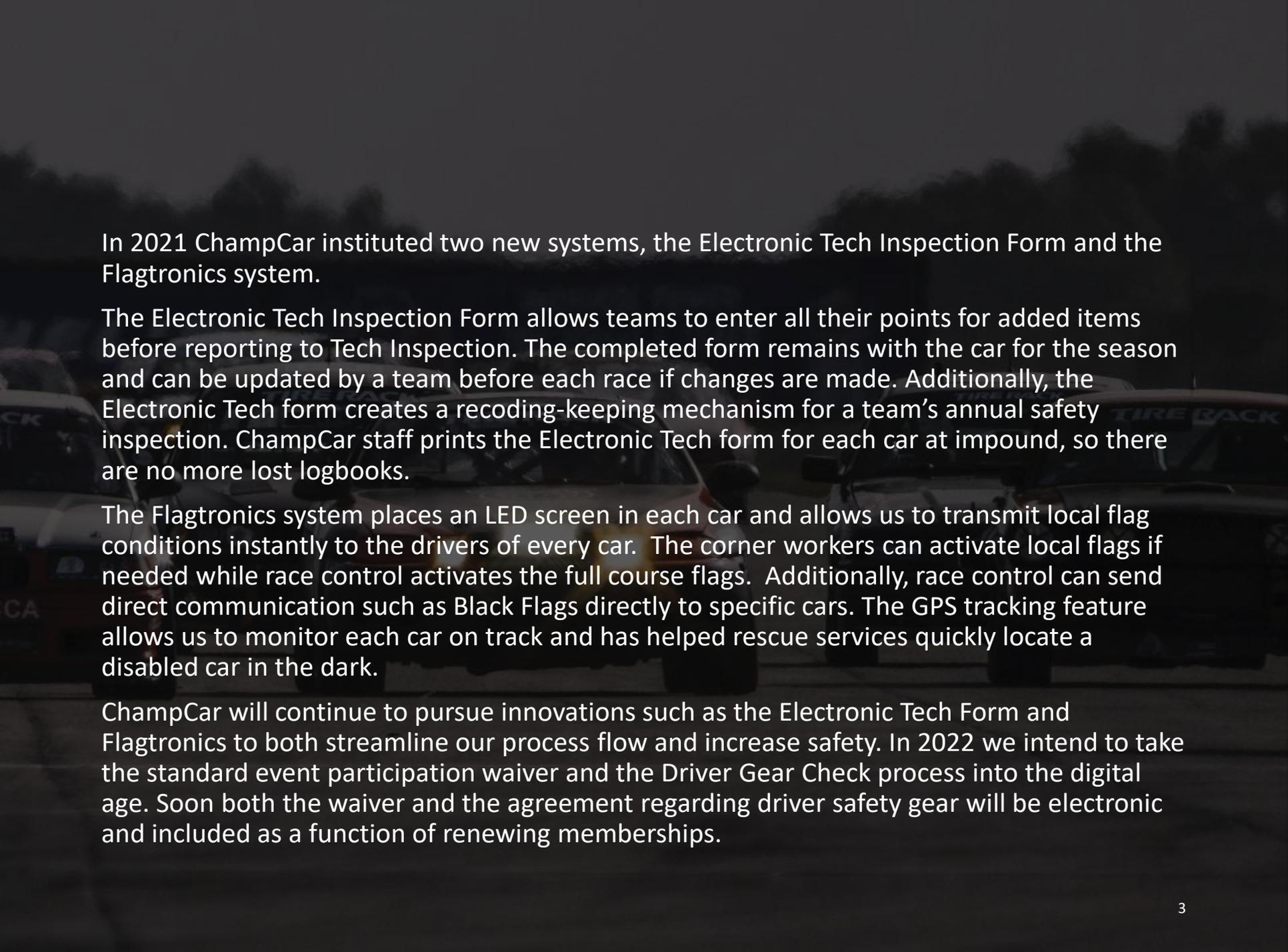


**2022 ChampCar  
Endurance Series  
Annual Board of  
Director's Meeting**

# From the CEO Dana Morrison

Greetings Fellow ChampCar Members,  
Simply stated, 2021 was an excellent year for ChampCar. We ran all of our scheduled events in the U.S. and both Canadian races. Thanks to the turnout and participation of our members, ChampCar closes 2021 in a strong financial position. In fact, 2021 was one of the most financially successful years in the club's history and we are well placed for 2022.





In 2021 ChampCar instituted two new systems, the Electronic Tech Inspection Form and the Flagtronics system.

The Electronic Tech Inspection Form allows teams to enter all their points for added items before reporting to Tech Inspection. The completed form remains with the car for the season and can be updated by a team before each race if changes are made. Additionally, the Electronic Tech form creates a recoding-keeping mechanism for a team's annual safety inspection. ChampCar staff prints the Electronic Tech form for each car at impound, so there are no more lost logbooks.

The Flagtronics system places an LED screen in each car and allows us to transmit local flag conditions instantly to the drivers of every car. The corner workers can activate local flags if needed while race control activates the full course flags. Additionally, race control can send direct communication such as Black Flags directly to specific cars. The GPS tracking feature allows us to monitor each car on track and has helped rescue services quickly locate a disabled car in the dark.

ChampCar will continue to pursue innovations such as the Electronic Tech Form and Flagtronics to both streamline our process flow and increase safety. In 2022 we intend to take the standard event participation waiver and the Driver Gear Check process into the digital age. Soon both the waiver and the agreement regarding driver safety gear will be electronic and included as a function of renewing memberships.



Beyond the physical racing at the track, the ChampCar iRacing League continues to provide great virtual racing. We have begun awarding additional Race Credits to iRacing winners to make it easier for members to take their iRacing skills to the track.

We continue to balance events at large “bucket list” tracks and local tracks close to home. Our goal is to provide accessible close-to-home racing for our members. As we begin thinking ahead to 2023 we plan to maintain that balance with a mix of large venue events and revisiting some tracks we have not been to in some time.

ChampCar remains the only amateur club owned by its members. The organization exists for the purpose of providing a simple and welcoming path to affordable safe racing.

Sincerely,

Dana Morrison

Chief Executive Officer

ChampCar Endurance Series



E. Tyler Pedersen  
Board Chair



Chris Huggins  
Vice President



Tiffany Alexander  
Secretary



Rodger Coan



Ray Franck



Justin Andress



Frank Rehelt

# Meet your Board of Directors



## BOARD OF DIRECTORS

# Your Board of Directors

The Board's role is to manage the Club's activities and affairs including but not limited to:

- Overseeing the Club's CEO
- Monitoring the Club's financial health
- Ensuring member safety
- Writing and amending the Club's rules



## BOARD OF DIRECTORS

# Mission Statement

ChampCar Endurance Series is organized exclusively for pleasure, recreation, and other nonprofitable purposes within the meaning of Internal Revenue Code section 501(c)(7) or the corresponding provision of any future United States internal revenue law, where substantially all of the corporation's activities are for such purposes, and no part of the net earnings of the corporation inures to the benefit of any private shareholder.



# Marketing Efforts Digital Media

In 2021 our marketing efforts continue to focus on digital marketing, including social media, digital video media, and a return to print media at the end of 2021. The focus was to maintain the market share we had in the east and boost the car entry numbers in the west. Bill Strong attended every race weekend except for Autobahn and the Canadian races due to schedule conflict and the border crossing closure due to the pandemic.

Social media exposure and sharing allowed us to build our following by almost one-third more interactions. In addition, the socials would enable us to develop more viewers for the ChampCar.Live shows. ChampCar's most significant shows were Road Atlanta, Daytona, Watkins Glen, VIR24, Barber, and Sebring.

25 of 28 ChampCar race weekends were broadcast on YouTube. However, ChampCar still had issues with some tracks, not allowing media access due to the pandemic.

Some highlights were hiring legendary Formula 1 broadcaster Bob Varsha for our season opener at Road Atlanta and back for the end-of-season race at Barber Motorsports Park.



## Marketing Efforts Partners

ChampCar marketing worked to bring AutoZone back in 2021 as an advertiser on the ChampCar.Live YouTube show. AutoZone offered racers discount codes for in-store discounts.

In addition, ChampCar worked with Alarm.com to sponsor the Southeast Championship in 2021, increasing marketing revenue and product to hand out to teams.

ChampCar also secured the Mazda and Nissan contingency programs for 2021. Nissan was again handing out prize money to Nissan podium winners.

Maxxis wanted to offer discounts to members buying Maxxis VR-1 tires. We invited Maxxis marketing and technical engineers to attend the Willow Springs race, where they could meet and talk with our racers about their tire needs and concerns. They were appreciative of being allowed to do that and impressed at how organized the ChampCar events were.

Grassroots Motorsports Magazine continued to offer free subscriptions to ChampCar members.



# Marketing Efforts Partner Development

Bill Strong was able to represent ChampCar at SEMA and AAPEX trade shows in Las Vegas. We are visiting face-to-face with our current sponsors and working to secure new sponsors and advertisers.

He also attended the Chattanooga Motorcar Festival to promote ChampCar racing to race fans and racers.

In addition, ChampCar marketing again worked with our sponsors as they participated in online virtual trade shows, helping to spread the work of the virtual trade shows, and assisting with event images.

# 2022 Marketing Goals

The marketing department of ChampCar is focused on five areas for 2022.

- Increase marketing on the social media platforms to include an increase in print media.
- Increase race central swag store offerings, to include select event t-shirts.
- 2022 website completed and registration integration complete. Continue integration of website marketing to the new and existing members.
- Continue to advertise “Arrive and Drive Teams,” providing ready-made racing solutions for members.
- Continue to support and provide a racing platform for education and veteran-focused programs.



# ChampCar iRacing Series

## Support and Growth Initiatives

### Background

- Founded in 2019 on the back of an initiative from Doc Waldrop, we engaged Team HughJass to administrate a ChampCar iRacing series due to their history and experience within iRacing
- Each championship year features 16 rounds, with the best 12 scores counted for each competitor. The schedule is based on the real world CCES race calendar with realistic tracks and cars
- Series is single-class, fixed setup racing to enable accessibility to drivers of all experiences

Participation Metric	2019	2020	2021
Average # Competitors per Round	19	28	30
Average # YouTube views per Round	102	134	140

### 2021 Statistics

- Participation has steadily increased throughout the operation of the CCiS, with championship rounds averaging 30 competitors in track (of a typical maximum capacity of 60)
- All championship rounds are broadcast live on YouTube by HJBC, with two commentators and a producer in attendance – live viewership per round averages 140 in 2021
- Overall champion was Mark McCormack - a west-coast racer with no prior ChampCar experience. He will be using his prize to drive at the 2022 VIR 24 with Visceral Racing Group
- \$5,325 in ChampCar credit from CCES to fund both season prizes and admin/broadcast costs

#### CCiS Broadcast Information

HJBC

<https://www.youtube.com/c/HughJass>

### 2022 Growth Initiatives

- Continued support from CCES to fund prizes and administration/broadcast costs with CC credit
- Explore possibility of specific event partnerships with CCES sponsors and affiliates
- CCiS promotional one-pager to be included in all event supplement docs for CCES races to further outreach to ChampCar competitors who may not be active on the forums
- Collaboration with ChampCar.Live to promote both series in their respective broadcasts
- Regular promotion of CCiS progress and events to be included on ChampCar social media accounts and website to drive engagement with community and raise awareness of the series

#### CCiS Admin Information

Tom Ellison

[thomasellison86@gmail.com](mailto:thomasellison86@gmail.com)



# 2021 ChumpCar International, Inc. Financial Statements

# 2021 ChumpCar International, Inc.

## Balance Sheet as of December 31, 2021

	Total	
	As of Dec 31, 2021	As of Dec 31, 2020
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
Total Bank Accounts	\$122,632	\$100,616
Other Current Assets		
Payroll and other	\$12,346	\$1,394
Total Accounts Receivable	\$12,346	\$1,394
Total Current Assets	\$134,977	\$102,010
Fixed Assets		
Vehicles	\$45,232	\$34,794
Accumulated Depreciation	-\$19,863	-\$16,490
Equipment	\$154,809	\$154,809
Accumulated Depreciation - non auto	-\$135,945	-\$112,267
Total Fixed Assets	\$44,232	\$60,847
<b>TOTAL ASSETS</b>	<b>\$179,210</b>	<b>\$162,857</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Total Credit Cards	\$0	\$0
Other Current Liabilities		
PayPal Wrkg Cap Loan	\$0	\$0
Current portion-Note Payable, former founder	\$30,000	\$30,000
Total Payroll Liabilities	\$1,400	\$976
Total Other Current Liabilities	\$31,400	\$30,976
Total Current Liabilities	\$31,400	\$30,976
Long-term portion-Note Payable, former founder	\$25,000	\$57,500
Total Liabilities	\$56,400	\$88,476
Equity		
Opening Balance Equity	\$74,752	\$103,607
Net Income	\$48,059	-\$29,227
Total Equity	\$122,810	\$74,380
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$179,210</b>	<b>\$162,857</b>

# 2021 ChumpCar International, Inc.

## Income Statement as of December 31, 2021

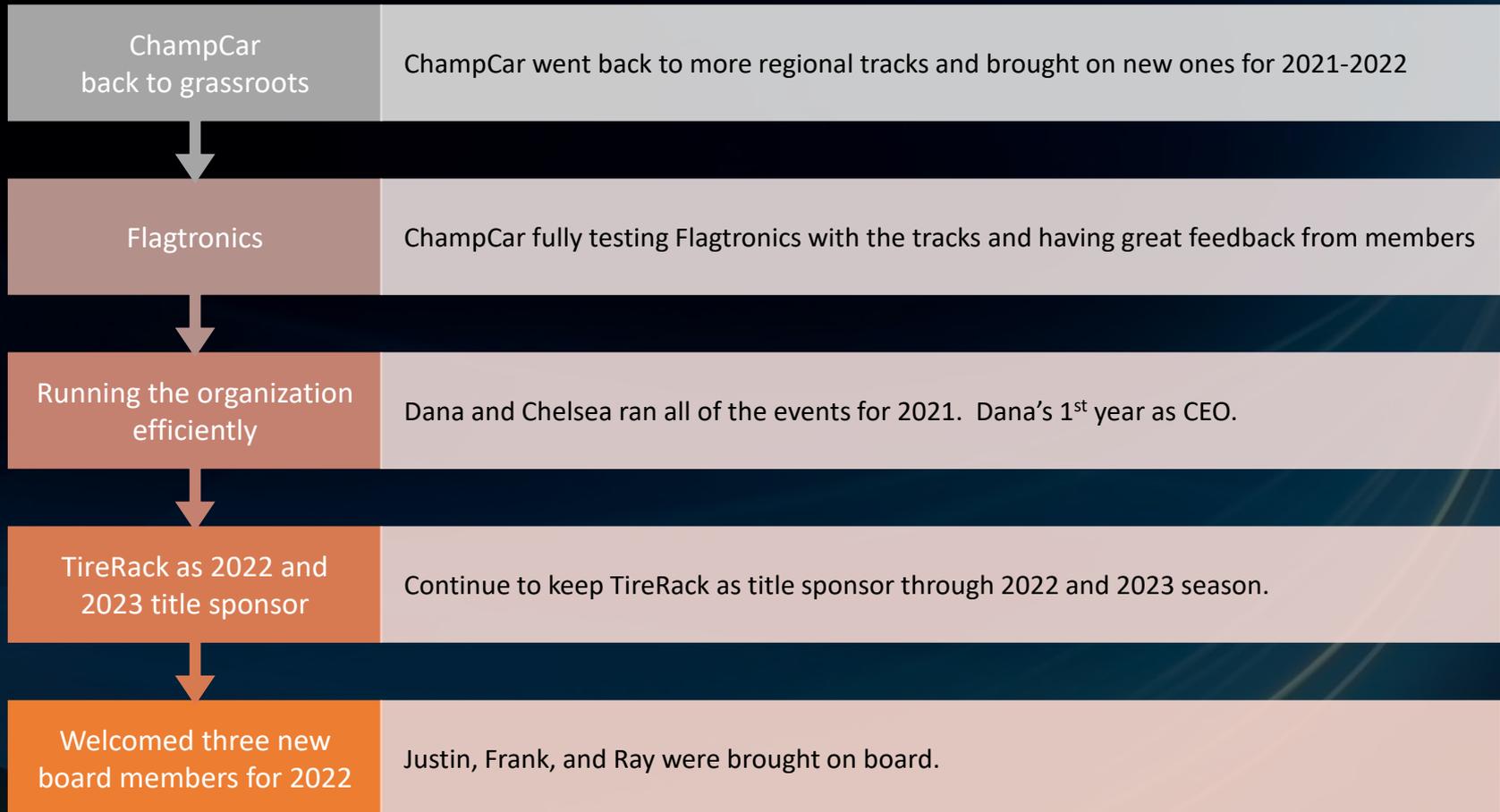
			2021	2020
Event income				
		Event Registration, net	\$1,671,739	\$1,516,841
		Garage Rental	\$2,050	\$4,420
		Pit Passes	\$10,245	\$7,292
		Other income	\$2,456	\$5,115
		net event income	\$1,686,490	\$1,533,669
		Membership Income	\$185,130	\$173,740
		Sponsorship Income/Product sales	\$137,783	\$140,763
Total Income			\$2,009,402	\$1,848,172
Costs				
	event expenses			
		track rental	\$937,576	\$981,261
		labor, workers/staff	\$474,408	\$539,435
		travel expenses	\$245,426	\$147,900
		event supplies, hospitality	\$66,652	\$34,075
		emergency services	\$9,151	\$8,762
		insurance	\$28,719	\$33,440
		track damages	\$26,483	\$5,830
		other event expenses	\$7,394	\$22,623
		event expenses, net	\$1,795,808	\$1,773,325
Gross profit			\$213,595	\$74,847
General and Administrative				
	Marketing/Media			
		Advertising	\$16,001	\$16,064
		Marketing expense	\$2,625	\$2,700
		forum expense/live broadcast	\$34,180	\$37,288
		total Marketing/Media	\$52,806	\$56,052
	Office and other expenses			
		payment/credit card fees	\$50,067	\$49,456
		outside services-contract/other	\$301	\$5,000
		depreciation	\$33,616	\$24,892
		accounting/legal	\$8,056	\$7,976
		postage	\$2,817	\$6,086
		dues and subscriptions	\$791	\$1,395
		phone/internet/computer	\$13,976	\$7,824
		other misc expenses	\$3,105	(\$54,607)
		Total-Office and other	\$112,730	\$48,022
Total General and Administrative			\$165,536	\$104,074
Net Income			\$48,059	(\$29,227)

# 2021 ChumpCar International, Inc.

## Cash Flows as of December 31, 2021

	2021	2020
<b>Operating Activities</b>		
Net Income	\$48,059	-\$29,227
Sources (uses) of cash provided by operations:		
Accounts Receivable	-\$10,952	-\$1,394
Depreciation Expense	\$33,616	\$24,892
Credit Cards Payable	\$0	-\$1,464
Accrued liabilities	\$423	-\$4,578
Total sources/uses of cash provided by operations	\$71,146	-\$11,771
<b>Investing Activities</b>		
Fixed Asset additions	-\$10,438	\$0
Disposition of vehicle	-\$6,192	\$0
Total uses of cash provided by investing activities	-\$16,630	\$0
<b>Financing Activities</b>		
Payments on Note Payable, founder	-\$32,500	-\$27,500
Total uses of cash provided by financing activities	-\$32,500	-\$27,500
Net Cash increase:	\$22,016	-\$39,271
Cash at the beginning of the year:	\$100,616	\$139,887
Cash at the end of the year:	\$122,632	\$100,616

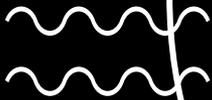
# 2021 Goals vs Accomplishments





## 2022 ChampCar Updates

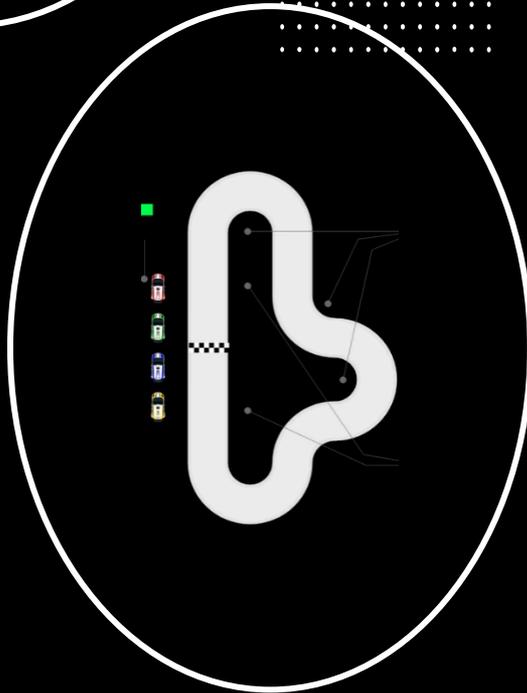
- Continued to work with racing venues to bring more racing to everyone within ChampCar. Twenty-nine events in North America for 2022.
- The club is working hard at increasing club membership throughout North America.
- We held the TireRack.com National Championship at a brand-new facility. The Ozarks International Raceway proved an exciting and challenging location for our racing teams.



# 2022 Technology Goals

## Flagtronics

- Continue the full deployment of the Flagtronics in-car and trackside flagging system.



## Online waiver & gear check

- Deploy an electronic waiver for annual participation and gear check.

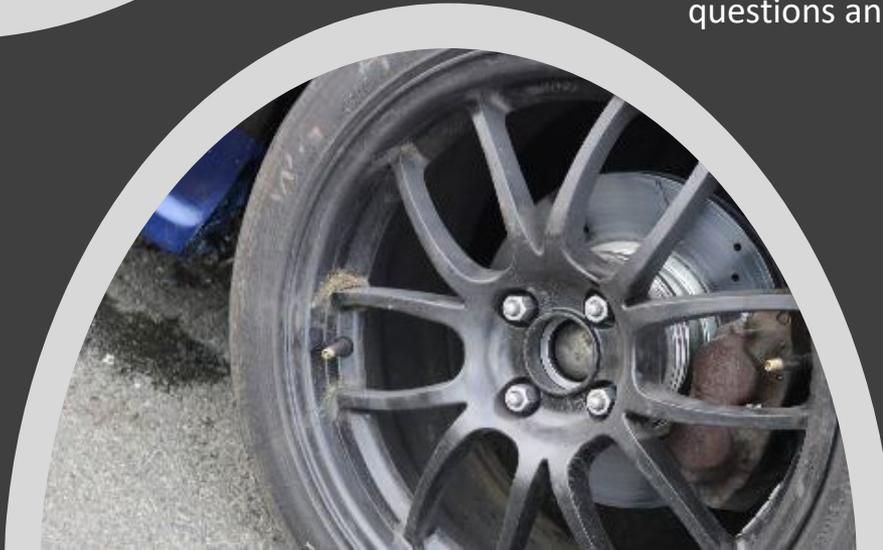


# Technical Advisory Committee **TAC**

The TAC is a group of volunteer ChampCar racers who support Tech and the BOD by providing technical expertise and advice.

For 2022 Chris Huggins was designated as the TAC Chairman, to interface between the TAC and the BOD, and to provide direction to the TAC.

Our primary mission is providing research and guidance on new VPI assignments, supporting TECH with challenging or complex Tech Desk questions and assisting the BOD with petitions.





## Technical Advisory Committee **TAC**

Earlier this year, we asked the membership for volunteers, and selected two new TAC members.

These members are all highly knowledgeable racers and experts at one or more makes.

In addition, they are friendly and helpful, and will not hesitate to give anyone advice or answer questions. Please feel free to reach out to us via the Tech Desk or at the track.

- Chris Huggins – TAC Chairman, BMW E30 team owner
- Andrew Johnson – Honda team owner, Rbank Racing
- Grant Beaty – Mazda Miata Team Owner, Flatout NEMESIS Racing
- Rob Greenwood – Mazda Miata team owner
- Ben Schaut – BMW team owner, Nissan Engineer
- Evan Horner – Aerodynamics Engineer, Owner Wingman Wings
- Mike Coppola – Cage fabricator, Team Viper, Ford Focus SVT team owner
- Joshua Jach – TouchStone Racing Team Owner

# 2023 BCCR Petitions

30 petitions submitted by 15 different members.

52 members (out of 4430) submitted comments on the petitions.  
That's 1.15% of the club.

Of the 30 petitions, 7 were approved.

Significant decrease in petitions for 2023 than we had for 2021 and 2022 BCCR.

5 petitions dealt with tires and wheels

5 petitions dealt with fuel and fuel cell items

As always, **safety, enforcement, and impact** to the club were all considered.

*"I want to thank all of you for your efforts in making our series a truly fun place to race."*

**YES outright**

**#10 – Fuel Cell FIA/SFI Certification**

**#12 – Headlight, taillight, and brake light requirements**

**#16 – Restrict tire changes to using battery-operated tools**

**#23 – Swap VPI language in the BCCR**

**#26 – 300-point class**

**YES, with a disclaimer**

**#22 – Limit number of tire changing tools – Board approved but wanted to add that you can have 1 battery operated tool, 1 jack, and 1 torque wrench over the wall at one time.**

## NO, with disclaimers

- #2 – Viewing digital logbooks – BOD agreed to let the tech sheets be available at the events for members to come request and look at versus having them accessible online 24/7
- #8 – EC clarification – TireRack is very specific on their banners, but BOD is going to look at possibly adding a decal on the front of the car (bumper) and possibly color-coding these for each class
- #25 – Gallon stickers – BOD feels this could be better utilized put on the tech sheet versus on the car.

## Tires and Wheels

- ~~• Board Petition – Limit Tire Width – BOD wants to limit the tire width to 285.~~



## ***ChampCar.Live*** **Doc Waldrop**

2021 saw the passing of long-time ChampCar racer, Brewe Krew Racing team owner, ChampCar Board of Director, and ChampCar.Live color commentator Doc Waldrop. His passion from an early age was racing cars and motorcycles with which he would forever tinker or modify. However, concrete, asphalt, dirt, or the mere semblance of a trail or road never deterred him from testing his limits or how many bones he could break on anyone encountered with said surfaces.

We dare anyone to find someone who lived a more exciting life than Doc. His adventures were genuinely legendary, and his name should be listed as the best example ever of “living life to the fullest.” But most of all, he was the most blessed man on earth due to the extraordinary number of friends he amassed over the years. His notorious wit, quick quips, and ready smile won over all who had the pleasure of his presence. We should all be as lucky as Doc to have so many who love and adore him!



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# Documents

- 2023 BCCR Petition PDF - <https://tinyurl.com/3yc54fkr>
- ChampCar International, Inc - ByLaws - <https://champcar.org/web/pdf/ChampCarBylaws.pdf>
- Current 2022 BCCR [https://champcar.org/web/pdf/2022bccr/2022bccrv1/2022\\_BCCR\\_V1.0.pdf](https://champcar.org/web/pdf/2022bccr/2022bccrv1/2022_BCCR_V1.0.pdf)



# Questions?

- You can email the BOD your questions to [board@champcar.org](mailto:board@champcar.org)
- Event operations questions can go to [info@champcar.org](mailto:info@champcar.org)
- Tech questions can go to the TechDesk at <https://champcar.org/tech>



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