



2018-03-13

To: LORC Member Clubs

I writing to you on behalf of the LORC Executive for 2018 as part of LORC's goal of better communication between LORC and its member clubs. The intent is that this will be the first of several communications to the clubs.

Last season was a difficult for everyone involved in sailing. With that and the difficulty in maintaining participation in sail boat racing, LORC is developing a plan to raise the profile of racing in LORC Club events.

Initiative: LORC eNewsletter

LORC's goal is to publish an eNewsletter every month and LORC will include items about any member club's racing activities. Provided that is, clubs submit material for the LORC eNewsletter.

eNewsletter details include:

1. Submission deadline is the 15th of each month; to news@lorc.org
2. Publication targeted for the weekend after the 15th
3. An URL to the archive web version of the published eNewsletter will be available several days after publications so that member clubs could include the link in their eNewsletter

Actions by member clubs:

- Send email address to receive URL if they want to include the link to LORC's eNewsletter in theirs; to news@lorc.org
- Submit articles for inclusion in the LORC eNewsletter by the monthly deadline; to news@lorc.org . THIS IS CRITICAL AS WE NEED MATERIAL AND IT MIGHT AS WELL BENEFET YOU! If possible, send in TIFF or GIF format and *not* pdf.
- We are willing to promote your club's events provided that they are open to non-members regardless of whether they are part of the LORC Racing schedule.

Initiative: Social Media & Web Site Redesign

To improve the online reach of LORC, there will be revamping our Social Media footprint. Scott Lyons and Jim McGuinness are undertaking this for 2018. The Facebook page will continue to be an important gateway for the latest news of LORC events and competitors.

A new web site is underway with the look and feel to be in line with current practices, including better support for mobile devices. Scott is undertaking this facelift in cooperation with John Crawley. John has managed lorc.org faithfully for many years. John and Scott have begun this process with a target of 2019 as there are many years of results to address. We would appreciate input from the member clubs on the redesign.

Initiative: LORC Financial Management

The annual financial information for LORC was distributed to the member clubs as part of the Notice of the Annual General Meeting.

Several years ago, LORC had accumulated a surplus far greater than was reasonably needed for a contingency reserve fund. At that time, the LORC Executive decided to operate at a loss and reduced the percentage that LORC took from the registration fee to 15%. LORC could only operate in this manner for so long before it ran into a financial crunch.

That point is fast approaching. This forced the LORC Executive to examine the overall financial management of the Council. LORC income is from three resources:

- Membership fees
- A portion of the registration fee from the registration it processes
- Ancillary revenue such as advertisement fees with respect to its web site

The services that LORC does or provides which costs money to do include:

- Advertising and promotion undertaken by LORC
- Web site
- Registration handling
 - Registration software services
 - Banking and credit card fees, i.e., these aren't passed long to the clubs
 - Effort of the registrar
 - Managing the registration process from input to what's needed on the water takes considerable time and effort on the part of the registrar, especially with the individual handling and contact need for many of the registrants
- Scoring
 - Timely consistent scoring of all LORC events with dedicated time by the scoring
 - Handling of overall and series results

- Submission of results to the various handicapping authorities
 - Submission of results for various Boat of the Year
- Newsletter
 - Newsletter software services
- Social Media
 - Social Media software services
- Annual Awards and Awards Event
 - Trophy maintenance costs
 - Annual awards
 - Awards Event
- Administrative support for LORC
 - Administrative support
 - Book keeping

When LORC was cash rich, there wasn't much need for LORC to focus on cost containment and value for money. As the situation has changed, these key management practices will be a very high focus of the LORC Executive.

In that vein, the LORC Executive decided to:

- Reduce the annual deficit and eliminate it over the next several years, while maintaining a contingency close to one year's operating costs
- Actively solicit auxiliary revenue WITHOUT infringing on the clubs' ability and scope to obtain ancillary revenue for clubs and clubs' events jointly organized with LORC. Sponsorship and donations for Open Regattas are solely the purview of the club organizing the Open Regatta. This is to prevent conflicts amongst sponsors and allow clubs to grant exclusivity for their own event
- Maintain the membership fee at its current level
- Tie LORC's income from the registration to be in line with the costs to LORC to provide its services and its efforts in this area.
 - This means decoupling what LORC collects from what a club collects for its Open Regatta. What a Club needs to collect relates to the services and social amenities they provide and their other revenue sources. It's possible that a club could be in a situation where they only need to collect a small registration fee. If LORC applied a fixed percentage to this low fee, it might be that LORC costs to service that regatta weren't covered and either the other clubs ended up subsidizing LORC costs for that one Open Regatta or LORC would be in a deficit. Neither of which is a very good situation, especially once LORC reaches financial stability.
 - To that end, the LORC Executive determined the following flat fees, instead of a percentage, will be added on top of the fee that each club wants to net this year
 - \$15.00 for a one-day registration exclusive of HST
 - \$25.00 for a two-day registration exclusive of HST

Our goal is keep the member clubs better informed of LORC activities in a timely manner.

To this end:

- We would appreciate each member clubs' comments, feedback questions at any time
- The minutes of each LORC Executive Meeting will be distributed to all delegates and Flag Officer in charge of racing at each member club
- If your club hasn't completed the attached form, please do so and return it to chair@lorc.org

Yours truly



Graham Dougall (QCYC), Chair

chair@lorc.org

And the LORC Executive of

Scott Lyons (OC), Vice-chair

vicechair@lorc.org

Anne Sanderson (PCYC), Secretary/Treasurer

secretary-treasurer@lorc.org

Wendy Loat (ABYC), Newsletter Editor

news@lorc.org

Janet Geisberger (NYC), Past Chair

Doug Farrand (RCYC), Director

Jim McGuinness (HYC), Director