



South Eastern Collegiate Cycling Conference (SECCC) 2017 – 2018 Financial Report

Introduction

This document will serve as the financial overview for the 2017/2018 academic season. The information highlighted within is as accurate as the data that was provided to the Board. Items such as entry fees collected, and event expenses were collected from race promoters following the event. Some promoters either didn't collect information to populate certain fields or didn't have to budget for those expenses.

Host School Financial Report

Entry fees collected from each promoter per season is highlighted in **Table 1**. The mountain season was the only season where promoters reported open income separately from collegiate only income. Certain events did not have open events in conjunction with collegiate events.

The expenses spent by each promoter for each season can be found in **Table 2**. This data was collected from a questionnaire completed by the promoters and was followed up by an interview with Conference staff. The officials' fees for the mountain season are rough estimates and are likely underestimated, however some officials gave discounts to promoters for hosting collegiate events. Expenses for the road season where Topview was promoting the event has a redaction of itemized expenses. These expenses are covered by Topviews flat rate fee of \$3500 to host schools.

Net income reported is the approximate income to each promoter after expenses. These are not reported values but are based on the revenue and expenses reported.

Conference Financial Report

The Conference income is based entirely on Conference fees collected from event promoters during each season as highlighted in **Table 3**. For the 2017/2018 season there was a variable breakdown of Conference fees. Those fees are as highlighted below:

- Mountain - \$2/rider/day
- CX - \$1/rider/day
- Road – \$1/rider/day w/Topview present, \$2/rider/day w/o Topview present

Conference fees go toward paying for Season Coordinators, the Beginner Racing Program (BRP), travel expenses for Conference Staff, and other out of pocket expenses and supplies to operate the Conference. A breakdown of those expenses is shown in **Table 4**. The season coordinators for the mountain season and the BRP Director were supplied with a \$500 stipend/event. That stipend was used to cover all their expenses including travel, food, and lodging. The Conference Director is reimbursed for all out of pocket expenses, but not supplied with a stipend. As Topview was operating as the Season Coordinator for the road season, events where they were present saw a reduction in their Conference fees to accommodate for already paying for their services.



Net income is representative of the cash flow of the Conference after income and expenses are considered. Negative values indicate that the Conference is spending more cash on a given weekend than it is taking in. The “difference” is net cash flow of Season Coordinators or the BRP Director. Positive values indicate a net gain and negative values a net loss in out of pocket to those individuals.

2018/19 Forecast and Changes

During the spring and summer of 2018, the Board reviewed these documents and identified a few key takeaways based on the summary highlighted in **Table 5**. The summary highlights 3 breakdowns: Total Event Cashflow, Conference Cashflow, and 2018/19 Forecasted Cashflow.

The Total Event Cashflow shows that teams generally make money hosting events. For mountain and cyclocross events this is related to the reduced costs associated with event promotion. Road events however are much more variable because of expenses such as road permits, police, barricades, and etc. For road events to be profitable there is a significant reliance on “open” category participation. Without participation from non-collegiate riders, the entry fees would not be enough to put on the event. On average events pulled in \$2100 net income across all 3 seasons totally to more than \$32k throughout the year.

Conference cashflow is a very different story. The mountain season was the only season to “break-even” with both the cross and road season resulting in a total net loss of \$1955. A significant portion of that loss is from the road season accounting for \$1645 of the excess expenses. A portion of the excess is related to the addition of the BRP. This program was added to the Conference schedule this year to help educate new riders and facilitate their retention year over year. In some other Conferences, this program is charged to those riders, similar to an entry fee. As opposed to burdening new riders with yet another expense, this program was covered partially by a stipend from USA Cycling and partially by the Conference.

For the 2018/19 season, the Board has determined that the path the Conference is on is unsustainable. Road event entry fees are too low, as well as the Conference fees throughout the year. To simplify the fee structure to a single fee would provide significant benefits to the managing and tracking of income, as well as offset some of the seasonality of the participation and expenses within the Conference budget. To accomplish this, the Board has passed 3 changes that were made public before the beginning of the 2018 season.

- 1. Conference fees are going to increase to \$2.50/rider/day and be applied to each event promoter.*
- 2. Road entry fees are going to increase to \$18/rider/day for the 2019 season and \$20/rider/day for the 2020 season.*
- 3. To account for the increase in fees, the top 85% of rider participation is going to count towards overall and team omniums. For a 6-weekend season, this would mean the top 5 race weekends would count towards the omnium.*

The result of the Conference fee change can be seen in the forecast for the 2018/19 season. The change from \$2 to \$2.50 should increase the Conference’s revenue by ~\$3000. This should make up the deficit that resulted from the previous year as well as provide a buffer for any increases in



expenses. Event promoters will notice only a slight bump in their expenses because of this change; 3-10% (\$80-\$150) depending on if the event is a road or mountain event.

Increasing the road entry fees should reduce the reliance of road promoters on open category fields to supplement their income and help ensure that all events put on will net the host program some money. In many cases, these events are the only fundraising that a program does during the season. Increasing entry fees may lead to programs traveling to more events now that they have additional funds to do so, as well as introducing new events to the calendar as hosting events becomes more lucrative for those programs.

Conclusion

The 2018/19 season will be the first year that the Conference has seen changes to its fee structure after several years of remaining stagnant. For the Conference to become self-sufficient, it is imperative that the operating expenses from the programs provided do not exceed the income from the Conference fees collected. It is our goal to provide programs that create value for riders in our Conference to ensure that they stay in our sport and continue to ride and race. Providing new ways for riders to get to those events is an ongoing objective. As the Conference proceeds through this new year, the Board will continue to evaluate how the changes that have been made impact the Conference and the riders/teams within it.



Income			
MTB 2017	Collegiate Entries	Open Entries	Total Entries
Auburn	\$2,914	\$368	\$3,282
Brevard	\$5,760	\$0	\$5,760
Lees McRae	\$4,564	\$192	\$4,756
Georgia Tech	\$6,150	\$180	\$6,330
Lindsey Wilson	\$4,244	\$0	\$4,244
King	\$7,084	\$0	\$7,084
	\$30,716	\$740	\$31,456

CX 2017			
	Collegiate Entries	Open Entries	Total Entries
SCAD - SAV	\$624		\$624
King	\$816		\$816
LMC	\$896		\$896
GT	\$784		\$784
	\$3,120	\$0	\$3,120

Road 2018			
	Collegiate Entries	Open Entries	Total Entries
Auburn			\$14,900
Lindsey Wilson	\$4,128		\$4,128
Georgia Tech			\$18,500
Milligan	\$3,584	\$900	\$4,484
Clemson			\$11,384
			\$53,396

Table 1: Host School income breakdown per season



Expenses											Total	Expenses -	Net
MTB 2017	Insurance	SECCC	Topview	Permits	Officials	Police/EMS	Restrooms	Facilities	Misc	Expenses	SECCC	Income	
Auburn	\$683	\$326	\$0	\$35	\$250	\$0	\$0	\$0	\$0	\$1,294	\$968	\$1,989	
Brevard	\$1,125	\$578	\$0	\$160	\$1,000	\$0	\$200	\$0	\$0	\$3,063	\$2,485	\$2,697	
Lees McRae	\$1,200	\$640	\$0	\$195	\$200	\$200	\$0	\$0	\$350	\$2,785	\$2,145	\$1,971	
Georgia Tech	\$956	\$606	\$0	\$105	\$250	\$100	\$500	\$1,000	\$300	\$3,817	\$3,211	\$2,513	
Lindsey Wilson	\$731	\$390	\$0	\$25	\$500	\$0	\$0	\$0	\$0	\$1,646	\$1,256	\$2,598	
King	\$1,020	\$544	\$0	\$410	\$200	\$0	\$0	\$250	\$750	\$3,174	\$2,630	\$3,910	
	\$5,715	\$3,084	\$0	\$930	\$2,400	\$300	\$700	\$1,250	\$1,400	\$15,779	\$12,695	\$15,677	

CX 2017	Insurance	SECCC	Topview	Permits	Officials	Police/EMS	Restrooms	Facilities	Misc	Total	Expenses -	Net
SCAD - SAV										Expenses	SECCC	Income
King										\$0	\$0	\$624
LMC		\$112								\$112	\$0	\$784
GT		\$98								\$98	\$0	\$686
										\$210	\$0	\$2,910

Road 2018	Insurance	SECCC	Topview	Permits	Officials	Police/EMS	Restrooms	Facilities	Misc	Total	Expenses -	Net
Auburn		\$277	\$3,500							Expenses	SECCC	Income
Lindsey Wilson	\$968	\$0								\$968	\$968	\$3,161
Georgia Tech		\$221	\$3,500							\$14,300	\$14,079	\$4,200
Milligan	\$975	\$448			\$1,050	\$650			\$150	\$3,273	\$2,825	\$1,211
Clemson	\$964	\$257	\$3,500							\$8,865	\$8,608	\$2,519
	\$2,907	\$1,203	\$10,500	\$0	\$1,050	\$650	\$0	\$0	\$150	\$39,906	\$38,703	\$13,491

Table 2: Host school event expenses per season



Income			
MTB 2017	2017 Forecast	Actual	2018 Forecast
Auburn	\$326	\$326	\$408
Brevard	\$578	\$578	\$723
Lees McRae	\$640	\$640	\$800
Georgia Tech	\$606	\$606	\$758
Lindsey Wilson	\$390	\$390	\$488
King	\$544	\$544	\$680
	\$3,084	\$3,084	\$3,855
CX 2017	2017 Forecast	Actual	2018 Forecast
SCAD - SAV	\$0	\$0	\$131
King	\$0	\$0	\$131
LMC	\$112	\$112	\$140
GT	\$98	\$98	\$123
	\$210	\$112	\$525
Road 2018	2018 Forecast	Actual	2019 Forecast
Auburn	\$277	\$277	\$693
Lindsey Wilson	\$0	\$0	\$623
Georgia Tech	\$221	\$221	\$553
Milligan	\$448	\$448	\$560
App State	\$0	\$0	\$303
Clemson	\$257	\$257	\$643
	\$1,203	\$1,203	\$3,373

Table 3: Conference income breakdown per season



	Out of Pocket Expenses				Conference Expenses						
	Travel	Hotel	Food	Total	Supplies	CD	SC	BRP	Total	Difference	Net Income
MTB 2017											
Auburn						\$0	\$500	\$0	\$500		-\$174
Brevard						\$0	\$500	\$0	\$500		\$78
Lees McRae	\$151	\$0	\$78	\$229	\$80	\$0	\$500	\$0	\$580	\$351	\$60
Georgia Tech	\$153	\$167	\$49	\$370		\$0	\$500	\$0	\$500	\$130	\$106
Lindsey Wilson	\$333	\$257	\$65	\$655		\$0	\$500	\$0	\$500	-\$155	-\$110
King	\$147	\$226	\$56	\$429		\$0	\$500	\$0	\$500	\$71	\$44
	\$783	\$651	\$248	\$1,682	\$80	\$0	\$3,000	\$0	\$3,080	\$398	\$4
CX 2017											
SCAD - SAV	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
King	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LMC	\$129	\$0	\$8	\$137	\$0	\$137	\$0	\$0	\$137	\$0	-\$25
GT	\$131	\$158	\$0	\$290	\$0	\$290	\$0	\$0	\$290	\$0	-\$290
	\$260	\$158	\$8	\$426	\$0	\$426	\$0	\$0	\$426	\$0	-\$314
Road 2018											
Auburn	\$144	\$67	\$60	\$271	\$0	\$0	\$0	\$500	\$500	\$229	-\$223
Lindsey Wilson	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Georgia Tech	\$223	\$0	\$24	\$247	\$0	\$0	\$0	\$500	\$500	\$253	-\$279
Milligan	\$489	\$351	\$110	\$950	\$0	\$568	\$0	\$500	\$1,068	\$119	-\$620
App State	\$366	\$0	\$87	\$454	\$0	\$199	\$0	\$500	\$699	\$246	-\$699
Clemson	\$0	\$0	\$0	\$0	\$0	\$81	\$0	\$0	\$81	\$81	\$177
	\$1,222	\$418	\$281	\$1,920	\$0	\$848	\$0	\$2,000	\$2,848	\$928	-\$1,645

Table 4: Conference expenses per season



	MTB	CX	RR	Total
Total Event Revenue	\$31,456	\$3,120	\$53,396	\$87,972
Total Event Expenses	\$15,779	\$210	\$39,906	\$55,895
Net Event Income	\$15,677	\$2,910	\$13,491	\$32,078
2017/18 Conference Revenue	\$3,084	\$112	\$1,203	\$4,399
2017/18 Conference Expenses	\$3,080	\$426	\$2,848	\$6,354
2017/18 Net Conference Income	\$4	-\$314	-\$1,645	-\$1,955
2018/19 Forecasted Conference Revenue	\$3,855	\$525	\$3,373	\$7,753
2018/19 Forecasted Conference Expenses	\$3,203	\$443	\$2,962	\$6,608
2018/19 Forecasted Conference Income	\$652	\$82	\$412	\$1,145

Table 5: Summary table for events and the Conference