

BMW CAR CLUB OF AMERICA





JOIN THE EXPERIENCE

2019 CHAPTER CONGRESS





AGENDA OVERVIEW

1. ***BMW CCA Strategic Plan***
2. ***Historical Perspective***
3. ***A Plan for the Next 50 Years – Reducing the Workload and Increasing the Quality of Operations***



STRATEGIC PLAN

Mission: *The mission of the BMW Car Club of America is to enhance the BMW experience through camaraderie, education and social responsibility.*

Vision: *The premier car club member experience.*

Values:

- *Appreciation for the marque and its heritage.*
- *Camaraderie and recreation among members.*
- *Sharing of knowledge and expertise.*
- *Motoring citizenship, lifelong driving skills and social responsibility.*



STRATEGIC PLAN GOALS





JOIN THE EXPERIENCE

STRATEGIC PLAN GOALS





JOIN THE EXPERIENCE

National 2017 Financial Results

	<u>Jan - Dec 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Total Income	<u>5,481,121.37</u>	<u>5,677,832.19</u>	<u>-196,710.82</u>	<u>96.54%</u>
Chapter Dues Rebates	<u>914,122.80</u>	<u>936,168.75</u>	<u>-22,045.95</u>	<u>97.65%</u>
Total - Direct Costs	<u>1,248,576.96</u>	<u>1,313,501.75</u>	<u>-64,924.79</u>	<u>95.06%</u>
Gross Profit	<u>4,232,544.41</u>	<u>4,364,330.44</u>	<u>-131,786.03</u>	<u>96.98%</u>
Total Expenses	<u>4,621,766.68</u>	<u>4,396,097.45</u>	<u>225,669.23</u>	<u>105.13%</u>
Net Ordinary Income	<u>-389,222.27</u>	<u>-31,767.01</u>	<u>-357,455.26</u>	<u>1,225.24%</u>
Net Other Income	<u>52,640.39</u>	<u>32,500.00</u>	<u>20,140.39</u>	<u>161.97%</u>
Net Income/Loss	<u>-336,581.88</u>	<u>732.99</u>	<u>-337,314.87</u>	<u>-45,919.03%</u>



National 2018 Financial Results

Jan - Dec 18

Ordinary Income/Expense

Total Income \$ 6,075,110

Chapter Dues Rebates 874,803

Total - Direct Costs \$ 1,245,959

Gross Profit 4,829,151

Total Expenses \$ 4,959,830

Net Ordinary Loss \$ (130,679)

Net Other Income (Sale of Condo) \$ 394,343

Net Income \$ 268,664



National 2018 Financial Results

Jan - Dec 18

Cash/Savings \$ 1,686,373

Total Assets \$ 5,518,582

Total Liabilities \$ 3,796,097

Total Equity 1,722,485

Total Liabilities & Equity \$ 5,518,582



BALANCING THE 2019 BUDGET

- Greater push to sell raffle tickets
- All compensation frozen in 2017 (some 2016)
- Staff reduction
- Starting in 2020, 2 less issues of Roundel

- Further cuts in services and benefits likely unless revenue improves

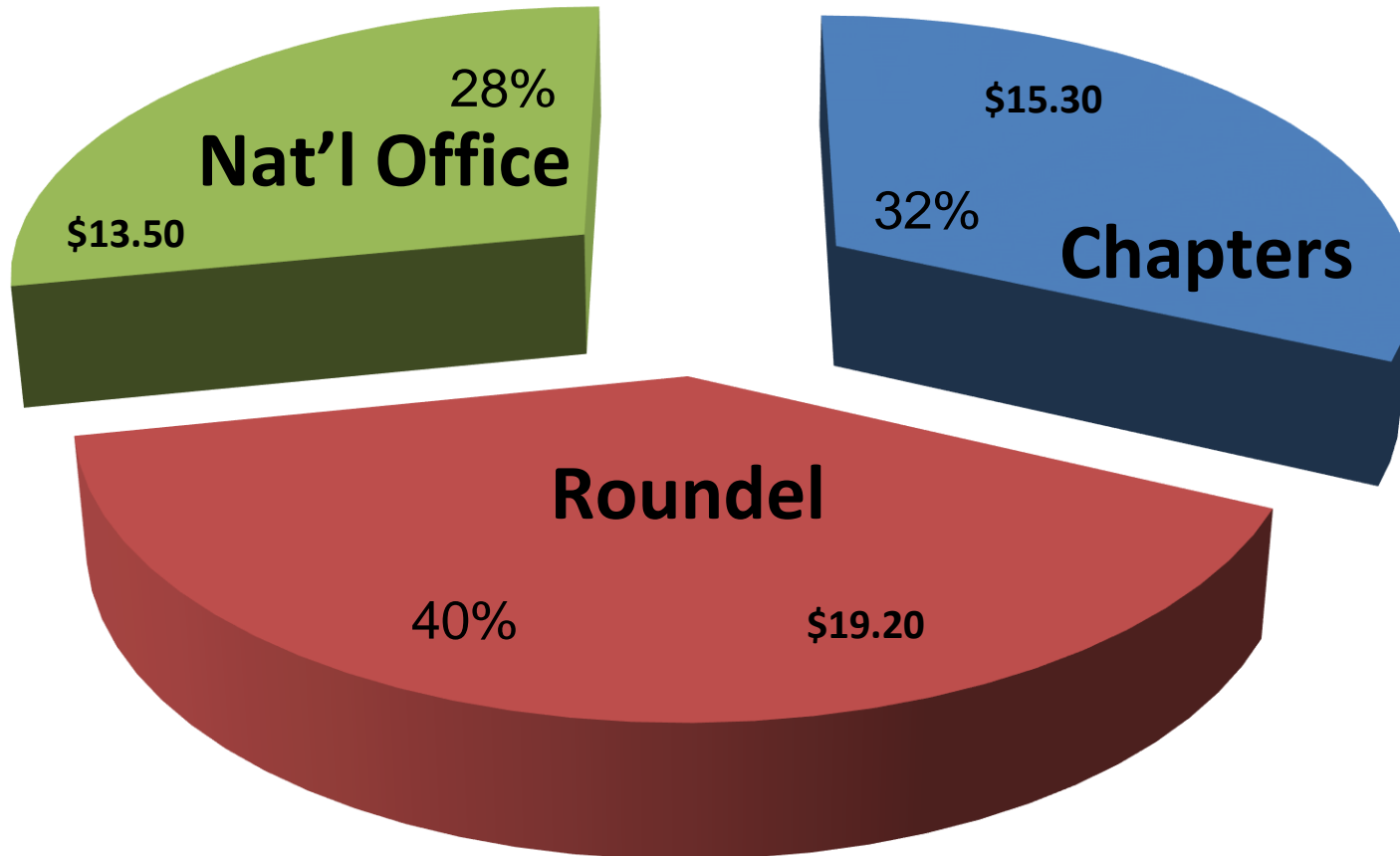
National 2019 Financial Results

	<u>Jan - Sep 19</u>
Ordinary Income/Expense	
Total Income	3,494,888
Chapter Dues Rebates	675,844
Total - Direct Costs	<u>983,083</u>
Gross Profit	2,511,805
Total Expenses	<u>3,419,594</u>
Net Ordinary Income	<u>-907,779</u>
Net Other Income	<u>15,803</u>
Net Income/Loss	<u>-891,976</u>



JOIN THE EXPERIENCE

WHERE DOES MY \$48 GO (WITH ZERO DISCOUNT)





WHAT WE DO NATIONALLY

- Provide Member Support
- Support Chapters
- Administer BMW Rebate Program
- Maintain IT Infrastructure (Member Database & Website)
- Publish *Roundel*, BimmerLife, & Regional Calendars
- Arranging and providing sponsorship for regional and chapter events
- Recruiting new members
- Deliver discounts (ex. 15% off at Performance Center)



WHAT WE DO NATIONALLY

- Provide and support various tech advisors, Ombudsman, etc.
- National Recognition Program
- Event Planning, Execution, and Support (Oktoberfest, Major Regional Events, IMSA Corrals, Etc.)
- Membership Recruitment and Retention at Events and via nationally driven ad placement
- Membership Retention via multiple year membership promos (ex. Grill Badge Offer) and discounts and promos with vendors/sponsors
- Insurance Discounts



Chapters

Half of rebate spent on newsletter, on average.

Roundel

2011: Roundel was budget neutral, considering budget allocation

2019: Additional subsidy of \$254k for total loss of \$754k

National Office

Discounted membership comes from this portion

Hard cost for membership renewals include ID cards, mailings.

Net member revenue of \$39.72/year, effective portion to National Office currently \$5.22.



Reorganization Committee Recommendations

- Change the rebate from \$13.30/year to \$8/year.
- Consolidate underperforming chapters.
- Change the word rebate to allocation.



Current Rebate \$15.30/year

Less: General liability insurance (\$2.00/year)

Effective rebate: \$13.30/year

\$8.00 for new allocation

\$5.30 less allocation from current

Requirements Removed from Chapters

- D&O Insurance Paid by National organization
- Removing Newsletter Requirement
 - Reduced printing and postage cost
 - Reduced effort in editing content



New Dues Structure

(Effective February 1, 2020)

1 Year Membership \$58

3 Year Membership \$174

5 Year Membership \$270

Lifetime Membership \$1,750

Associate Membership \$10/year