



How to Find an AutoX Site

(PCA AutoX Committee)

Things an Organizer should consider:

1. Find if there are already AutoX (autocross) event sites being used by other local groups?

- Work out a mutually beneficial relationship with those clubs to share their site contact with you.
- Establish ground rules with the current club (You will run Saturdays if they run on Sundays; they get first dibs on schedule choices, etc.).
- Find synergy with the current club (share monthly cost of porta-potties; share lot cleaning duties; Original club might be seen favorably by the lot owner since they brought in more rental business, etc.).

2. If no existing sites are found, form a site-search-committee and provide them a requirements list.

- Ask your whole membership to help identify a potential large parking lot, with acceptable pavement, minimal obstructions (islands), and that can safely control access from the general public. Do they have a connection to the owner?
- Search *Google Earth* for suitable paved lots with minimal obstructions that are not used on weekends or are “extra” lots. *Google Maps* has a tool (right click) that can measure lot so you can compare to know size lots that work for AutoX events. *Google* can be used to search for the lot owner, or contact the town to find the owner.
- Look for empty malls, movie facilities, or sporting facilities.
- Ask your state or local government (high schools, state or community colleges, airport authorities, etc.).
- Check with Better Business Bureau, economic development commissions, or businesses that may benefit from bringing in more customers.

3. Negotiate with a Real Estate Agent to help find a lot

- Any members who are real estate agents?
- Negotiate for x hours to search, and a success bonus
- Provide them with the search criteria: Lot size, lot condition, access control, lack of islands, next to facilities, etc.

4. Make your site owner contact plan.

- Have the committee tell you about potential lots to let you contact the lot owner. You only get one chance for a good first impression.
- Do your homework on what motivates the site owner. Supplemental revenue? Increased foot traffic? Look at their web-site and social media for clues. Why would they say “yes” to

your proposal? Are they a car enthusiast? Do they support a special charity, veterans, and teen-driving programs?

- Ask your club if anyone has a connection to the owner, or ask the local Chamber of Commerce, or Business Development Counsel, to act as an ambassador for the economic benefits to local businesses (food, gas, hotels, car shops, etc.).

5. Prepare for your first contact

- Craft a concise email or letter introducing yourself and your region, explaining the purpose of your letter, requesting a brief meeting in person, and identifying any connection or high level benefit that would entice the owner to agree to meet.
- For example: “As a member of the AX Region of the Porsche Club of America, we have been hosting safe car related events in the area since 1955. We are searching for a large parking lot such as yours at Bestfield Mall to hold a teen driving safety course. We noticed that you also have supported the local food bank and we would like to use our event to help raise additional donations for them. Betty Business from the Chamber of Commerce recommended that I contact you to discuss this. As a 501c charitable organization we take civic responsibility seriously and strongly believe in improving teen and general driving safety to make our roads safer. We would provide all the logistics, advertisement, and insurance coverage to run this event. Please contact me at _____ to set up a brief meeting at your earliest opportunity to discuss further and hopefully run the event in _____(give about a month).”

6. Prepare for your meeting

- Make or borrow a short video showing what an AutoX event is (or teen driving school as an ice breaker). One example: <https://www.youtube.com/watch?v=Af2zJAOAgWQ>
- Focus on benefit to site owner: Their employee’s teens get enrolled free; Local Vets get in for free: supports local college *Formula SAE* team to prepare for national competition, etc.
- Pro-actively address potential concerns (noise, safety).
- Show the good work your region does for local charities and that you are mature, responsible adults running the event to *PCA* national requirements and standards.
- Show how these kinds of events have been successfully run for years nearby.
- Bring a copy of *PCA* Certificate of Insurance showing liability limits.
- Point out safety measures (drivers meeting, wrist bands, waivers, tech, flag stations, emergency preparations, course boundaries away from anything. Low speeds (1st and 2nd gear), skilled Instructors, etc.
- Show positive economic impact (food, gas, hotels, charity donations, etc.)
- Provide a proposed event schedule and estimate of participants.
- Ask to use site for free, or negotiate rental fee. Make fee proportional to attendees if needed to cover risk. Better to get a reasonable fixed fee if possible since you are a not-for-profit grass-roots club.

- Hopefully close the deal and follow up with a written summary of the event and agreed items. You'll need owner's information as they wish it to appear on the COI. Make it clear you are looking for a good, mutually beneficial, long term relationship.

7. Stay in touch as the event gets near and follow up afterwards

- Exchange contact info for owner and event chair
- Work logistics for opening gates or facilities, delivery of porta-potties, etc.
- Plan course to be sensitive to not marring lot with tire marks in high visibility areas. Let owner know there may be temporary rubber marks until a good rain or two.
- Leave the lot cleaner than you found it. Take out your own trash if that would be a cost or disruption to the owner.
- Thank the owner with a nice letter, email, or social media post favorable to them. Tout benefits, such as money or food raised for charity, number of teen drivers educated, etc. immediately address any issues and make it right for the owner (pay for pavement patching you caused, etc.).
- Have your members and charity thank the owner in person, or on social media, to show they are appreciative of the support.