

Jaguar Clubs of North America

2022 Annual General Meeting

March 26, 2022, Milwaukee, Wisconsin

JCNA International Jaguar Festival Organizing Committee Report

**Mark Mayuga, Chairman**

The International Jaguar Festival Committee is responsible for providing information, guidance, and event structure to this annual North American event. The committee chairman, Mark Mayuga, did accomplish this task with the 2021 IJF Hosting Club, Jaguar Club of Southwest Florida since 2019. Due to the COVID-19 Pandemic the event had to be rescheduled to 2021. Phil Mannino, event Chairman, used the format and event outline that was available from the 2018 IJF Santa Barbara Festival. Phil literally used the promotional programs, event formats, event organization, sponsor recruitment, hotel venue negotiations, and other details to successfully stage the 2021 event.

The results were a well-attended event with just under 200 participants, 100 Jaguars, and great Florida weather. There were some glitches that were handled but, in all fairness, given the challenges of the COVID-19 Pandemic, mask mandates, large group restrictions, the rescheduling of the event by one-year, the Jaguar Club of Southwest Florida did a commendable job for a club that was only 5 years old. They did get support from other Florida clubs in the areas of concours, rally, and touring. And, to this I would recommend that future IJF events continue to include sister clubs to support the host club's overall responsibility. This sharing of event responsibility is also an opportunity for those clubs to gain experience and maybe volunteer to host a Regional or IJF event in the future.

The next International Jaguar Festival will be 2022 hosted by the **Jaguar Association of North Texas, J.J. Keig event chairman, October 12-16, 2022, in Dallas Texas**. Mark Mayuga has participated in several phone conferences with J.J. Keig and Dave McDowell and has provided information regarding event organization, sponsorship recruitment, and event promotions. Once again, the 2018 Santa Barbara format was recommended to this committee as a base outline for the overall organization of their events. The Texas committee has negotiated a hotel, event dining facilities, special events, and the concours venue. They are still in the process of identifying the slalom area and the route of the rally, which is being organized by the San Antonio Club. J.J. Keig and Dave McDowell have a business plan in progress and should be finalized by the 2022 AGM. The biggest challenge they face is recruiting sponsorships this late in the calendar year. Most potential sponsors have already committed their budgets to specific events. Even with electronic advertising, budgets will be slim. Mark recommended that the Texas committee consider more hands-on participation by the sponsors and to feature them at each event. This in-person

promotion allows them to talk about their business and to answer questions and requests from the audience. This format was very successful in 2018 IJF and was responsible for more than 60% of the sponsorship revenues. I have confidence that this team will produce an event that will be successful and will continue the traditions of International Jaguar Festivals.

**Recommendation:**

The **International Jaguar Festival** is a major undertaking by any club. There is also another reality that JCNA must consider. Because of our 501c7 status we are limited to the general automotive industry for sponsorship. Even more challenging is that we are a niche market for any restoration services, parts, and routine services businesses. This limited pool of sponsorship can only be tapped so many times then we wear-out the welcome mat. Going to the same dollar well every year becomes a burden to that business. It is strongly recommended by this chairman that we consider changing the format of the IJF to every other year. This would also give organizing clubs more time to execute an event. With limited financial resources and, more importantly, limited experienced manpower available the IJF will eventually cease to be attractive to clubs. To put this burden on just a few large clubs is not conducive to success. To go to the same sponsors year after year is also a challenge at best unless the event generates increased revenues immediately.

If JCNA wants to continue the IJF Event, it should consider alternative solutions that help the host clubs, and our industry business sponsors to realize mutual benefits. We are in a changing world, the pandemic has created new routines and new ways of doing business, member socializing, and a serious look at our priorities. Jaguar Land Rover has made it very clear that we are on our own as an organization. They have simply become another advertiser in our Jaguar Journal. We must reconsider doing business differently as they have. The dealerships are also evaluating car sales as we transition to electric Jaguars, is there a place for us in their business portfolio or are we just a group of folks with old cars. We need to become a sales force for JLR and the dealer network. Both as a spokesperson, a social networking group, and a generator of potential car sales. JCNA must change like JLR has changed, for the best or the worst, it's not for us to judge at this time, but we must consider the results if we continue as we are, hanging on by our collective fingernails. **Change is inevitable, how we change is the most important challenge going into 2022.**

Respectfully submitted,

Mark Mayuga, Chairman, IJF Organizing Committee