

CORA TOWN HALL

- Event Economics, Sustainability, and Club Realities
- Erik Ages (CORA & FGPC /Victoria)

THIS SESSION WILL:

- Operational frameworks
- Race economics
- Safety & risk
- Creative development
- Volunteer fatigue
- Promotion

A STORY ABOUT EVENTS

- Events are built, not given
- Sometimes furnished, sometimes assembled
- Races work the same way

SENSE OF OCCASION

- Events create meaning before arrival
- Equipment, people, logistics = value
- Experience is engineered

CORE PRINCIPLE

- Events have real cost
- Understand cost before pricing
- Participants should pay fair share

COST STRUCTURE

- Base operations
- Equipment amortization
- Rentals
- Labour
- Volunteers
- In-kind contributions

EXAMPLE

- $\$14,000 / 400 \text{ paddlers} = \35
- Add reserve + risk $\rightarrow \sim \$40$
- $\$240$ per crew

DECISION

- Charging less = subsidy
- Subsidy must be intentional
- Clarity = better decisions

SAMPLE RACE BUDGET (HIGH

REVENUE	
Entry Fees	
Sponsorships	
Grants	
Merchandise	
Total Revenue	
COSTS	
Fixed Costs	
Variable Costs	
Volunteer Value	
Total Costs	
Risk + Reserve (10–20%)	
Net Position	