

# VKA Business Plan



## The Vintage Karting Association A Nevada Corporation

The VKA, as a corporate entity, has obligations to its constituents which include establishing long range goals and strategies in order to propagate the sport of Vintage Karting and continue the association. This document is that means to extend the working life-span of the corporation through the establishment of definitive near and long-term goals.

Near term and long-term goals shall be established yearly by the VKA Board of Directors and voted into operation as a strategy to be met.

Near term goals are those achievable in the successive calendar year and are set after deliberation relative to the long-term goals. Near term goals are the stepping stones necessary to making the VKA into an effective Vintage Kart ruling body. The ultimate effort is to meet the long-term goals which, by definition, are achievable beyond the forthcoming year but within a five-year span. Each year the VKA Board of Directors is to review the long-term goals and set new objectives to meet or approach optimum implementation.

### **2007 Near Term Goals**

- Refine existing VKA Operations Manual
  - The Vintage Karting Association
    - Mission Statement
    - Vision Statement
  - VKA Overview
  - The VKA Organization
  - Event Guidelines
  - Event Flow Chart
  - Event Pocket Guide
  - Membership
  - Member Input
  - Board Meeting Minutes
  - Coordinators Check List
  - Business Plan
  - Briefing Guide
  - Board Minutes



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- Analyze Budget history
  - past years data
  - Number of events
  - Trend of attendance chart
  - Add or subtract events?
    - Review attendance at all events
    - Select key events to promote
    - Optimize number of yearly events
- VKA sponsored events
  - Use of logo
    - Only at true VKA events
    - Those following current guidelines
  - Assign VKA Coordinator for key vintage events
    - Event Coordinator mandatory for VKA event
    - Follow VKA Coordinator's Checklist
    - Conform to VKA Briefing Guide
- Discuss being the Sanctioning body for vintage events
  - Make VKA Events more closely run according to rules
  - Establish 'return policy' on gate receipts

## Long Term Goals/Five Year Plan

- Achievable within five years
  - Review VKA kart inclusion criteria
    - Maintain collective data for analysis
    - Plot trends
- Become the primary resource for Vintage Karters
  - Increase services offered to members
  - Monitor member feedback
- Ensure continuity of the VKA