



2021 USATF South Carolina Annual Meeting Open/Masters T&F Committee Report

Chair/Officer Title:	Open/Masters T&F Chair
Chair/Officer Name:	Jeff Jacobs
Reporting Period:	September 2020 - September 2021
Report Date:	September 6, 2021
Committee:	Steve Mullaney, Susan Heiser

SE Masters Super Meet

I worked closely with Bill Murray, SE Masters Chair from December 2020-March 2021 to bring a Masters event to Myrtle Beach to be held in conjunction with our Visit Myrtle Beach Club Challenge the weekend of June 4-6, 2021. In the beginning this was challenging with the uncertainty of where we would be with the status of COVID 19 infection rates, vaccine availability and who would actually be vaccinated by the time the event occurred. As well as how the sanctioning and event protocols would be put in place. Also consideration was made in scheduling to have any Masters events held separately from any of the Youth events which would mean holding the meet over a 3 day period. While an agreement in principle was reached along with a tentative schedule for what was to be termed the USATF Masters Super Regional, the USATF Masters committee declined to move forward with the event by the April 5 deadline to release the meet info. The main objection unfortunately was due to a dramatic increase in hotel rates for that weekend due to very high demand as Myrtle Beach became a prime travel destination in the US as COVID restrictions loosened more and more people became vaccinated and comfortable with traveling again. Unfortunately this was a very unique supply and demand market influence on hotel rates that was beyond our control. Hotel rates have continued to hold at an all-time high all summer long in Myrtle Beach. After USATF pulled the meet to another location on the same weekend, we decided it was in the best interests of the City of Myrtle Beach both from a safety concern and a viability standpoint that we would keep the VMBCC event to a Youth only meet for 2021. We are certainly open to including a Masters/Open Division as a part of the Visit Myrtle Beach Club Challenge on June 4-5, 2021 (tentative schedule would start 8am Saturday and Sunday mornings) and having the designation of the USATF Masters/Open Championship.

2021 USATF-SC Open/Masters Track & Field Championships

The committee partnered Jim Roberts and GTC (Greenville Track Club) to combine the USATFSC Open/Masters meet with the GTC Open/Master meet. We worked with Jim to create a workable schedule and to secure Officials.

20 South Carolina Athletes participating in the meet provided a USATF membership number
13 of those athletes had a current USATFSC membership number (3 Open, 10 Masters)
(2 of these athletes renewed their membership at the site.)
1 of those athletes had a lapsed USATFSC membership
3 of those athletes, though residing in South Carolina, are actually members of USATF Georgia
3 of the membership number provided could not be found in USATF Connect

Overall, it was a good meet. However, we need a better vision for the future.



USATFSC provided the Officials and paid the stipends, and provided snacks and beverages for the USATFSC Officials. GTC provided meals for our Officials.

All entry fees went to GTC; USATFSC received no entry fees. It should be noted that GTC also paid the facility rental and paid for the timer.

It should be noted that even if USATFSC would have received all of the registration fees for the thirteen current USATFSC athletes, that would have still only been \$260 (\$12 x 13 athletes). It would have made offset the USATFSC expenses some (\$1050 in stipends alone: \$75 x 14 Officials), but we would have still lost money.

It is not clear what, if anything can be done in the future. With the low numbers of participation, the USATFSC Open/Masters meet does not generate a profit. Even though the USATFSC Association expects to lose money on the event, we are required to have the meet to maintain accreditation. The best option at present is to continue to partner with another meet. The ultimate goal of course, is to increase participation to at least reach a breakeven point through increased memberships.

2020 USATF-SC Open/Masters XC Championships

As with the Open/Masters Track & Field meet, current low participation levels do not justify hosting a stand-alone event. As with the last several years, we partner with the USATFSC Association Junior Olympic Cross Country Champions. Such an arrangement means we provide the USATFSC Association Open/Masters XC Championships for zero cost to the Association.

We have been trying to increase the participation. In 2018 there were 0 participants, in 2019 there were 7, and in 2020 there were 10. It is slow, small growth, but it is growth. Our goal for 2021 is 12-15 athletes and 15-20 by 2022. A major challenge and competition is there are still quite a few road races in SC in November.