



## Community Sailing Success Stories Questionnaire

### Nantucket Community Sailing

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Prepared by

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#### 1. Describe your program start up, date, location:

Nantucket Community Sailing (NCS) is an educational non-profit organization providing affordable public access to sailing and other water sports (foiling, kayaking, paddle boarding). Our programs aim to foster positive lifelong skills, while continuing to strengthen our island's historical connection to the water. In 2019, we instructed over 1,000 students in youth and adult programming. We provided \$90,000 in scholarships to Nantucket resident-youth.

NCS was founded in 1994 in Nantucket, Massachusetts because children growing up on the island did not have access to the water. Originally offering programming at a single location (Polpis Harbor) with a handful of instructors and six boats, NCS has grown to offer programming at two locations with 30 certified instructors and over 100 sailboats and other watercraft. Our mission is to engage people of all ages in the joy of sailing, offering access to all Nantucket's youth, and teaching every participant in our programs enduring life and leadership skills, with a deep respect for the marine environment.

Please visit our website: [www.nantucketcommunitysailing.org](http://www.nantucketcommunitysailing.org) to learn more about NCS.

#### 2. Describe your venue, service area, include wind, water conditions, environmental setting, etc.:

Nantucket Community Sailing operates sailing programs out of two locations: Polpis Harbor and Jetties Beach. Our beachfront facilities are modest.

In Polpis Harbor, a small protected harbor on Nantucket's north shore (inner harbor), we teach our youngest students ages 4 -12 years. We have flat water and generally see 8-12kts (or more) of breeze from the Southwest and occasionally Northeast. We operate out of a Town landing (lease with the town) and keep a small storage shack on abutting private property (lease with the owner). All other equipment is stored on floats and moorings offshore. The harbor is protected, surrounded by wetlands, conservation property and a handful of private homes. It is an ideal location for beginner sailors.



At Jetties Beach, an exposed northeasterly facing beach on Nantucket's north shore (between Nantucket's two harbor jetties), we teach group and private sailing lessons to students ages 5+ years through adult; operate our rental site (open to members and the public); and work with various community groups to provide free sailing and watersports. We operate on town property (lease with town) on a dune, with 2 small storage sheds and a tent, keep boats both on the beach and on moorings, and usually see 10-15kts of breeze (if not more). This site is more exposed and to the northeast of our mooring field, lies the ferry channel. This can be a challenging area to sail, and we often have to rescue small boats that have capsized or have veered too close to the commercial ferry traffic.

We also run a joint All-Island Opti Race Team with Nantucket and Great Harbor Yacht Clubs; this team is run out of Nantucket Yacht Club.

Finally, we have a Main Office in a leased space in Nantucket's downtown (in the historic Admiral Sir Isaac Coffin School building, built in 1851), a new 5,000 square foot maintenance facility on 2.7 acres in the center of Nantucket (building owned by NCS, on property leased from the Town), and an new 18-bed dormitory for seasonal staff housing mid-Island (on property owned by NCS). NCS has a year-round staff of five employees, and a 24-person board of directors.

### **3. Describe your facilities, & services provided at your location(s):**

We offer 10+ unique scheduled programs (many offered twice daily) over 8-9 weeks of seasonal programming from June through August, for ages 2 through adult. Our programs include:

Tiny Salts - Ages 2-3 - Jetties Sailing Center

Guppies - Ages 4-5 - Polpis Harbor

Whalers - Ages 6-8 - Polpis Harbor

Opti Green - Ages 8- 10 - Polpis Harbor

Opti Blue - Ages 9-11 - Jetties Sailing Center

Opti Race - Ages 9-14 - Jetties Sailing Center/Nantucket Yacht Club

Teen Green/420 Blue - Ages 12-18 - Jetties Sailing Center

420 Development/420 Race - Ages 13-18 - Jetties Sailing Center

Women's Clinic - Ages 18+ - Jetties Sailing Center

Private Lessons - Ages 5+ - Jetties Sailing Center

Sailboat, Paddleboard Kayak Rentals - Ages 5+ - Jetties Sailing Center



We additionally have many special events, including the Family Sails to Coatue, the Coffin Cup (youth regatta), an All-Island weekly Opti and 420 Race Series, and [Nantucket Race Week](#) in August.

NCS Program Descriptions:

[http://www.nantucketcommunitysailing.org/page/programs/class\\_descriptions](http://www.nantucketcommunitysailing.org/page/programs/class_descriptions)

We additionally work with the following Nantucket organizations, as part of our community outreach:

Nantucket Boys and Girls Club - for sailing and watersports - Jetties Sailing Center (twice weekly)

Nantucket S.T.A.R. (Sports Therapeutic Accessible Recreation) - for watersports - Jetties Sailing Center (weekly, with two 5-day camps at the end of the summer)

Nantucket Adam's Camp (accessible recreation) - for watersports - Jetties Sailing Center (one week in June)

PASCON (hospice) - for sailing - Jetties Sailing Center (scheduled as needed)

Saltmarsh Senior Center - for sailing - Jetties Sailing Center (6-8 sails over the summer)

Fairwinds (youth and family counseling) - for watersports - Jetties Sailing Center (free vouchers for community members)

NCS Community Outreach:

<http://www.nantucketcommunitysailing.org/page/programs/outreach>

**4. Outline your fleets of boats, why you chose them, your rotation schedule for old boats:**

Nantucket Community Sailing's fleet is often in flux, but we have approximately:

27 Optis - We aim to buy 6 new boats every 3 years. We keep 6 off-island in Hyannis on a trailer for our racing team.

12 Sail Cubes - We anticipate buying 6 new boats every 6 years.

6 RS Quests - New in 2017, we anticipate replacing the fleet in 10-12 years.

16 420s - We aim to buy 3 new boats every 3 years. This fleet is also used for the Nantucket High School Sailing team. We keep 3 boats off-island in Hyannis on a trailer for our racing team.



9 Rhodes 19s (CB) - These were all donated to NCS. We will continue accepting donations of these boats and have no rotation program. We will retire boats as-needed.

3 foiling boats - 2 WAZSPs and 1 UFO. This is a new fleet, donated to NCS.

6 SUPs - We aim to buy 2 new every 2 years.

12+ kayaks - We accept donations and buy ~6 new every 4-5 years.

4 windsurf boards and rigs - In the past, we have replaced these every 3-5 years. The future of this program is currently uncertain.

2 Marshall Cat 15s - These were donated to NCS. We will continue accepting donations of these boats and have no rotation program. We will retire boats as-needed.

2 J/105s - These were both donated to NCS and sail suites have been acquired through donations. Since ~2009, we have run youth programs and community outreach on these boats. In 2020, these boats were not used and the boats are currently for sale.

20 skiffs - Approximately - Maritime (10), Boston Whaler (3), AB Inflatable (1), Novurania (2), and Zodiac (3), most with 4-stroke YAMAHA engines. One Zodiac is kept off-island on a trailer for off-island travel teams. Many of these boats were donated to NCS. We aim for about 6 years/engine, and buy about one engine/year.

40 trailers - Approximately, some of which are used only as boat stands. We have stackable trailers for some of the Optis and 420s.

2 vehicles - We have one truck on lease (kept on-island) and a 12p Ford van kept off-island for travel and high school teams (owned by NCS).

**5. Provide a description of the programs your program provides to the sailors in your area:**

All program descriptions can be found here:

[http://www.nantucketcommunitysailing.org/page/programs/class\\_descriptions](http://www.nantucketcommunitysailing.org/page/programs/class_descriptions)

Please note, at the time of filling out this form, our program offerings were more limited than usual due to COVID-19.

**6. Discuss what obstacles you have faced in getting your program to where it is today:**

- Fundraising continues to be the biggest obstacle we face. In 2019, we offered \$90k in scholarships to island resident-children through programs and community outreach. To read more about our scholarship program, please read along here:



<http://www.nantucketcommunitysailing.org/page/programs/scholarship>. We have a \$1,600k operating budget: two thirds of this budget is fundraised annually. Operating on the island is very expensive.

- Providing housing to ~1/2 of our 30+ seasonal instructors has been a long-time challenge. In years past we rented properties on Nantucket for these instructors. This was challenging on a number of levels -- the cost to rent and the difficulty in finding suitable housing. In 2018, we built an 18-bed dorm (opened in Summer 2019) that eliminated the need to secure this housing annually. Having our own dorm not only gives us access to housing, but at about half the annual cost we were spending on rental houses.
- Securing the leases to operate on town and private property is an on-going challenge. We work incredibly hard to maintain a good relationship with the Town of Nantucket, its residents and our neighbors in order to maintain our leased property and continue to operate.
- We continuously address quality in our programs. We are always looking for new ways to improve and in the last ~8 years have turned our focus from quantity to quality. COVID-19 restrictions allowed us to re-focus in 2020, and in 2021 we again plan to offer fewer programs with smaller groups of children.
- Providing access to Nantucket residents and visitors. We are constantly looking for ways to increase access, especially to low-income islanders and ESL families. We have grown our community outreach in the past few years.

**7. Outline successes, awards, commendations, etc. your program has achieved:**

We are an Accredited US Sailing Community Sailing Center (2016). NCS was honored to be recognized as the “Outstanding Seasonal Community Sailing Program” in the country by US Sailing in 2010 and again in 2014 for its “Outstanding Outreach and Inclusion.” NCS has also been recognized by Sailors for the Sea for our gold-level Clean Regattas program for 13 years.

**8. Discuss the establishment of any partnerships you have built in the process of developing your program operations:**

We work with the following local groups in our community to provide additional access for children and adults to sailing and water sports activities:

Nantucket S.T.A.R. (Sports Therapeutic Accessible Recreation) - children with disabilities

Nantucket Boys and Girls Club

Adam’s Camp - children with disabilities

PASCON (Palliative and Supportive Care On Nantucket) - hospice care



Saltmarsh Senior Center

Nantucket High School - high school sailing team

Egan Maritime Institute - maritime education

Maria Mitchell Foundation - science and sailing education

More information about these programs and how we work with them can be found here:

<http://www.nantucketcommunitysailing.org/page/programs/outreach>

In addition, we work with Next Level Watersports, a kiteboarding school, to offer our sailors access to kiting. We have also acquired 3 foiling boats (2 Waszps and 1 UFO) and have offered foiling lessons to our constituents.

- 9. Describe your financial development program. How have you raised money, i.e. community events, grants (don't need to provide your proprietary sources), auctions, raffles, etc.:**

We fundraise two-thirds of our \$1,600k operating budget annually. This is done through various appeals (annual, boats and equipment, membership); [Nantucket Race Week](#) corporate and individual sponsorship; grants; and we are occasionally the beneficiary of events we co-host in the community.

We recoup one-third of our operating budget through program revenue and rental site income.

In 2019, in recognition of NCS's 25th Anniversary, we established the NCS Youth Scholarship Endowment Fund, our first endowment fund. While the endowment fund is only \$200K now, the intent is for the endowment to grow over time to support our youth scholarships and community outreach programs.

- 10. Describe what your cost structure is for membership or sailing lessons:**

Our group sailing classes cost \$385 for 12.5 hours of instruction/week. Additional fee structure information can be found on our website:

Programs: [http://www.nantucketcommunitysailing.org/page/programs/prgm\\_schedules\\_fees](http://www.nantucketcommunitysailing.org/page/programs/prgm_schedules_fees)

Membership: <http://www.nantucketcommunitysailing.org/page/rentals/landing>

Rental Site: <http://www.nantucketcommunitysailing.org/page/rentals/landing>

- 11. Describe the marketing/outreach strategies you have implemented to bring new members/customers into your program:**



We have used social media, radio, and print-based advertising. We also use mailings, campaign mailings, e-blasts, etc. We publish a regular newsletter to our participants, which reaches about 2500 people. We have partners (described above) in our community outreach and have worked with different members of the community to translate our scholarship application into Spanish and Portuguese.

**12. Describe how COVID-19 affected your programming, and any outcomes from the programming you were able to offer:**

In the spring of 2020, we made the decision to reduce program offerings to roughly 30% capacity in order to adhere to local, State and Federal guidelines. With new protocols in place, we had a very successful shortened 5-week season out of one location (the Jetties Sailing Center). We learned a good amount by streamlining and working on a very tight budget with only 12 instructors. We gave far more private lessons than anticipated and had much more interest in our rental site. We look forward to building upon our successes in Summer 2021.