

2021 Association Report - June

Topics	Comments	Status
Financial Metrics – Financials are based on May numbers.		
Revenue	<p>May Revenue of \$1,399K was 78.0% or \$612K above budget of \$787K</p> <ul style="list-style-type: none"> • \$429K of favorable variance in Public Support due to strong contributions • \$224K of favorable variance due to timing of Sponsorship payment (\$230K received in early May for April Billing) • \$90K Unfavorable \$Variance in Program Revenue <p>YTD Revenue \$4,661K was 2.4% or \$110K above budget of \$4,551K</p> <ul style="list-style-type: none"> • \$107K or 12.3% unfavorable variance in Program Revenue YTD • Sponsorship & Membership revenue flat to budget • \$63K or 5.8% favorable variance in Public Support YTD • \$164K or 181% favorable variance in Net Publication sales YTD 	Green
Expense	<p>May Expense of \$872K was 15.2% or \$157K below budget of \$1,028K</p> <ul style="list-style-type: none"> • Total variance driven by \$84K in Logistics, \$67K in Travel, 25K in IRD Expense, and 25K in Meetings & Events <p>YTD Expense of \$4,032K was 14.7% or \$696K below budget of \$4,727K</p> <p>Total variance driven by \$214K in travel, \$100K in IRD, \$90K in Logistics, \$68K in S&B, \$50K Multimedia/Photography, \$47K in Meetings & Events, & \$32K in SW and SW Dev.</p>	Green
Net	<p>May surplus of \$527K vs budgeted deficit of \$241K</p> <p>YTD surplus of \$629K vs budgeted deficit of \$176K - \$805K ahead of plan</p>	Green
<p>Membership & Retention</p> <p>'21 Year End Goals</p> <p>Active Members – 39,500 members</p> <p>Retention – 72%</p> <p>Recruiting – 28.6%</p> <p>Acquisition – 2,500 members (Skill Up focus)</p> <p>Revenue – \$2,079,946</p>	<p>Membership as of May</p> <ul style="list-style-type: none"> • Active Members: 41,232 (5/21) vs 41,998 (5/20) • Retention of Existing Members: 59% • Recruiting/New Members: 38.7% • Acquisition: 474 Skill Up memberships processed in May. YTD total of 942 toward 2,500 goal. <p>Revenue</p> <ul style="list-style-type: none"> • Month: May '21 - \$180,533 vs Apr '20 \$175,863 • YTD: '21 \$867,044 vs '20 \$892,662 (-2.9% variance) 	

Key Priorities Update

Membership:

Retention

- Youth focused emails in final review before going live at the end of June. Customized to speak to Skill Up sailors and parents.
- Aligning the imagery and content of the revised retention emails to align with the brand campaign.
- Signing on a new member benefit provider, PerkSpot who will provide exclusive discounts from top brands.

Skill Up

- Onboarding 38 organizations in Stage 2. By the end of June, we'll have processed close to 2k youth memberships.

MVP

- Sent quarterly MVP credit email to all participating organizations, encouraging use of credits to cover instructor course registration, attendance for a race management or Safety at Sea seminar and purchase sailing program materials, supplies and prizes.

Advertising

- Our first 3 months of advertising ended at the beginning of the month. We're relaunching the general awareness and targeted ads in June to run through the summer. The ads will use A/B testing with imagery created by Feathr and our brand campaign imagery.

Adult:

Adult Program Course Progress

	Goal	Candidate Completions YTD (May 31, 2021)	Registrations 1/1-12/10/2021 (includes May YTD)	Number to Meet Goal
Keelboat Instructor (all Levels)	100	61	97	3
Powerboat Instructors (all Levels)	75	45	62	13
Adaptive Instructors	25	12	44	Exceeded
Safety At Sea Coastal Online Courses	150	174	n/a	Exceeded
Offshore Online Part One*	1500	464	n/a	1036
Offshore Online Part Two*	1500	209	n/a	1291
Basic Keelboat Online	300	112	n/a	188

*Safety at Sea Online Courses are slightly behind budget projections, however store sales of codes for both Parts One and Two of the Offshore online courses are robust and will be steady through the summer in response to scheduled offshore race safety requirements and will continue into the fall/winter seasons as Hands On courses come onto the calendar to fill the demand for the International Offshore certificates from postponed courses that has arisen due to effects of the pandemic. Timing is the reason for the variance.

Keelboat and Powerboat Programs are ahead of budget for revalidations (instructors recertifying). Publication sales are very strong with powerboat nearly hitting 88% of total year numbers at month's end (only 8K behind total budget for 2021). Keelboat sales are also very strong and by end of May, we are at 59% of total year numbers and are just entering the busy season for keelboat schools and student level courses.

Adult Championships

The first of eight US Sailing National Championships has concluded. The US Singlehanded Championship was held on June 18-20 hosted by Big Blue Sailing Academy at Old Dominion University, in collaboration with Norfolk Yacht and Country Club and the Lower Chesapeake Laser Fleet 12. The US Sailing Championship was embedded within the 2021 ILCA National Championships. Rob Hallawell, winner of the ILCA fleet took the US Singlehanded title to win the O'Day Trophy while the women's title went to Hallie Schiffman who finished 5th overall in the mixed ILCA 6 (radial) fleet, taking home the Hanley Trophy for top female American! The event had more than 200 sailors participating.

Applications for Team Racing and Offshore close in early July. Invitations to apply to the 2021 Championship of Champions are being issued weekly to winner of National, North American and World Champions of one design classes who are Americans or permanent residents of the USA. Invitations have been sent out for all 10 slots in the US Women's Match Racing Championships, and qualifiers are well underway for the Open Match Racing Championship.

One Design Sailing

The first of a series of One Design specific Starboard Portals was held, sparked by the active One Design Committee. This dedicated group along with many One Design sailors are committed to grow OD sailing and participation along with class associations. The June issue of the One Design Line focused on Team Racing, with the upcoming July issue to feature tips by our Tokyo Olympians to One Design sailors across the country.

Adaptive Instructor Workshops

Four Adaptive Instructor Workshops posted on the US Sailing calendar for 2021. Three have been completed by 22 participants at course held at Pleasant Bay Community Boating on Cape Cod, MA; Hudson River Community Sailing in NYC; and at West Michigan SAIL in Pentwater, MI. The fourth course will take place in San Francisco in July at BAADS and South Beach YC with 22 folks already registered. It is impressive to see the interest growing in inclusive/adaptive sailing nationwide. Many thanks to the dedicated folks who help make a difference in the lives of sailors with challenges here in the USA.

Youth:

Small Boat and Reach Course Progress

	Student Goal	Students YTD (May 31, 2021)	Registrations 1/1-12/10/2021 (includes May YTD)	Number to Meet Goal
Sailing Counselor	126	0	100	26
Reach*	72	19	19	53
Level 1 Instructor Online Section	1250	1044	1352	Exceeded
Level 1 Instructor In Person Section (includes 2020 Backlog)	1928	606	1404	524
Level 2 Instructor	160	48	140	20
Level 3 Head Instructor*	48	29	29	19
Level 3 Coach	32	0	10	22

*Summer Reach Courses just scheduled and enrollment is open.

	<p>*Summer and Fall Reach and Level 3 HI Courses to be scheduled soon.</p> <p><u>Reach</u></p> <ul style="list-style-type: none"> • 2021 Grants – 10 recipients were selected from the grant application pool this week and will be notified June 22 with a press release to follow. <p><u>Community Sailing</u></p> <ul style="list-style-type: none"> • Site visit with Park City Sailing Association (UT) Board President and Executive Director, interest in becoming a Keelboat school. • Presentation to the American Camp Association community – 30 attendees. <p><u>Siebel Program</u></p> <ul style="list-style-type: none"> • The summer season kicked off for the Siebel Program the week of June 14th in the Midwest and PNW Regions. NorCal begins June 21st and the Mid-Atlantic joins at the start of July. Florida takes a break over the summer because they run all winter! MacKenzie will be traveling to multiple regions to assist other Siebel Programs, in addition to representing us as a coach at the RS Feva North Americans in July. <p><u>Championships</u></p> <ul style="list-style-type: none"> • Junior Women’s Clinic West- June 16-18- Alamitos Bay Yacht Club- Long Beach, CA <ul style="list-style-type: none"> ○ We had 20 boats and 29 girls in attendance at ABYC. They had three great days on the water, led by Allie Bleacher and Carolyn Smith. • 8 teams are ready to compete for the Rose Cup at the US Youth Match Racing Championship, taking place June 23-27 in Rochester, NY.
<p>Offshore:</p>	<p>Nathan Titcomb has moved on to a new job outside of US Sailing, after 14+ years of service to our organization. We are very grateful for Nathan’s contributions, and sad to see him go, but happy for the next phase of his career to take shape.</p> <p>An interim staff team is working hard to meet surging demand for ORC Certificates for the Chicago-Mac and Bayview-Mac races. The ORC has provided access to their technical staff in Europe to assist with processing new ratings, and the US Sailing staff is working hard to pull the necessary information from US Sailing’s systems.</p> <p>A full report will be given by Matt Gallagher, Chair of US Sailing’s Offshore Committee, and staff during the upcoming board meeting.</p>
<p>Race Administration:</p>	<p>Race Official Training – we are entering the slow season, as sailors and race officers are out sailing rather than training. YTD metrics:</p> <ul style="list-style-type: none"> • Basic Race Management Seminar - 16 courses (55% to goal); 226 students (45% to goal) • Advanced Race Management – 2 courses (22%); 28 students (18%) - (under construction) • Club Judge - 6 courses (40%); 76 students (50%) • Advanced Judge – 3 courses (50%); 55 students (79%) • Umpire – 1 course (17%); 20 students (33%) • Continuing Education courses – 10 courses (142%); 152 students (230%) • Race Officer Roundtable in beta testing – plan to offer widely in September • Advanced Race Management Seminar under construction; anticipate beta in August • Planning for return to some in-person courses in September; anticipate a mix of in-person and virtual going forward to accommodate needs of students <p>Other Projects -</p> <ul style="list-style-type: none"> • One or two candidates for international certification to be presented at the July meeting

	<ul style="list-style-type: none"> Completed clean-up of SafeSport training and background checks for race officials – official who have refused or not completed have been deactivated Race Official Reports and Complaints policy submitted for BOD review during the upcoming board meeting.
<p>Education:</p>	<p>Educational Operations</p> <ul style="list-style-type: none"> Online Small Boat Level 1 courses are scheduled through the end of the year; more will be added to the course calendar in the next few weeks. As the demand for courses decreases slightly due to the start of programs, our focus turns to process improvements and enhancements. New Covid Guidelines will impact most disciplines starting July 1, updates and notifications will go out before month’s end to web pages, instructor trainers and registered participants. We are updating the Instructor/Seminar Trainer pages on our website to make the interface more user friendly and help the people teaching our courses get to what they need more quickly. Selection of Level 1 Instructor Trainers is nearing completion with two courses slated to occur (fall 2021 and spring 2022). We are reviewing potential timing (for other Instructor Trainer courses). <p>Product Development (<i>Projects in process</i>)</p> <ul style="list-style-type: none"> Evaluation and selection of Learning Management System for Journey-based courses Advanced Race Management Seminar Online Basic Keelboat Instructor Online Safety at Sea Seminar Online (Modules 1-15) content review, editing and prep for migration to forthcoming Learning Management System Update to Racing Rules of Sailing app to reflect new hearing form and functional index. <p>Other Notes</p> <ul style="list-style-type: none"> Preston Anderson has joined the Education Department as an intern. He is the Undergraduate Chair for the ICSA’s TIDE Group and was featured in a great Scuttlebutt article written by Kimball Livingston. During his internship he will focus on DEI initiatives and work with the Youth Advisory Council. Bradley Schoch, this year’s CREW Award winner and our very talented Instructional Designer, will be participating in a Starboard Portal on 6/30 that will focus on pathways for LGBTQ+ sailors in the sailing industry. Don’t miss it!
<p>USST & ODP:</p>	<p>1 week until first group departs to Japan! All athletes will be in Japan by July 13.</p> <p>Tokyo2020's continually changing COVID mitigation measures have greatly impacted our logistical and operational planning. Athletes are wrapping up European training and coaches regattas and are now home for final rest period, focusing on fitness and final Games prep.</p> <p>Looking forward 2024</p> <ul style="list-style-type: none"> Received confirmation June 10 of the 2024 10th medal from the IOC that they are splitting the kites into two medals, men’s and women’s. This immediately had a trickle-down effect to the Youth Worlds being held in Oman in December, now offering a medal for both boys and girls. ODP, ran a successful Formula Kite Training camp at Sherman Island, CA. Charlie McKee coached top talent, educating them on teamwork and sharing ODP best practices. <ul style="list-style-type: none"> Fall/Winter training camp planning for 2024 campaigners is underway. Marseille planning and recon Staff and volunteers working together on newly formed Technology Advisory Committee

ODP

- Sport Science camp at IMG in FL after a successful Nacra 15 camp, rebooting the class. The Sport Science camp has strong takeaways for Paul and Leandro that will be implemented with the US team.
- Summer racing and training in CA and RI with the beginning qualifications of the Youth World Team.

Marketing & Communications

Communications – May 2021

- 21 - Email Campaigns: Press releases/announcements, Event news, Regatta coverage, e-Newsletters to members and subscribers, Starboard Portal promotions, Program reports
- 915 New Social Media followers on US Sailing and US Sailing Team Facebook, Instagram, Twitter.
- 6 videos created for social media, Starboard Portal, US Sailing Team, Education/Programs.
- Primary Comms implementation:
 - Ostfield CEO member letter comms
 - West Marine US Open Sailing Series comms and planning
 - Starboard Portal: DEI, AdventureSail
 - US Sailing Team: Event and athlete coverage - Finn Fold Cup, ILCA Euros; Olympic Team announcement; OLY Games planning
 - Daily Instagram focused content
 - Membership campaigns comms: Weekly Lift e-Newsletter support
 - One Design Line e-Newsletter for OD sailor resources and stories
 - Quarterdeck e-Newsletter support for organizations
 - Reach Impact Report

Product, Program & Services Marketing

- Introduced tracking URLs to the 2021 Brand Campaign (will allow us to see what communication method performs best)
- Distributed “swag” to all SkillUp organizations who have paid and submitted their list of members.
- Begun development on master marketing deck that will feature modular sections of each of US Sailing’s core products, programs, and services, and the corresponding activation opportunities. This deck will be designed to be a turnkey solution for creating custom sponsorship decks and may be used for additional purposes such as pitching programs to potential industry partners and organizations (ie: possible keelboat schools)
- May Social performance broken down by program:

1.News	20	20%	323,942
5C.Adult Racing	18	18%	118,497
5D.Championships	17	17%	97,961
5B.Youth Racing	15	15%	88,069
4.Olympics	7	7%	86,024
4A.Tokyo	6	6%	58,850
3.Education	8	8%	32,358
5A.OCR	4	4%	18,475
3E.Starboard Portal	3	3%	14,919
2.Siebel	2	2%	9,553
3A.Small Boat Instructor	2	2%	7,433

Brand Marketing

- Soft launch of Brand Campaign
 - Flip of website homepage from tiles to width-width sliders
 - Header images on select landing pages
 - Development of ribbon ads for newsletters, and other digital promotion assets
- West Marine US Open West Coast – San Diego execution

	<ul style="list-style-type: none"> ○ Communications and Media – USS & USST Instagram/FB, daily content, Live morning interviews, daily recap videos, event recap, photo library, sponsor and media requests ○ Branding – on land/water banners & signage, bow stickers, pinnies ○ Partnership Integration – West Marine, Yeti, MarkSetBot ○ Olympian/Olympic Hopeful panel at West Marine San Diego store – live streamed through Facebook ○ VIP Boat for West Marine, Olympic/USS personnel, Regatta Management ○ Coordination with West Marine – comms, in-store branding, in-store events ○ Coordination with Host Clubs – Sponsor integration/support, comms plan, on-site plans ● Diversity, Equity & Inclusion Starboard Portal <ul style="list-style-type: none"> ○ Representatives from US Sailing DEI Committee, ICSA/TIDE Task Force, U.S. SailGP Team, Hampton University (HBCU) and moderated by Blair Overman, Siebel Sailors Program Manager ○ LGBTQ+ panel planned for June 30th ○ Women in Sailing panel planned for mid-July ● Feathr direct marketing Membership Campaign report (March-May) ● Strategy development in progress to continue engagement with warmed audience and develop more direct messaging. <p>Total Impressions: 428,123 Reach: 65,262 Total Clicks: 1,347 # of Campaigns: 7 Media Spend: \$3,503.48 Click-through rate: .31% Tracked Conversions: 236 ROI: \$15,340.00</p>
Foundation:	<p>Raised more than \$14,850,000 to date: One \$7,500,000 pledge to be paid over five years One \$2,000,000 pledge to be paid over four years Two \$1,000,000 pledges to be paid over two years Five \$500,000 pledges to be paid over five years One \$300,000 pledge to be paid over three years One \$250,000 pledge to be paid in full this year Three \$100,000 pledges to be paid over four years Many pledges less than \$100,000</p>