

## 2021 Association Report - July

Topics	Comments	Status
<b>Financial Metrics – Financials are based on June numbers.</b>		
<b>Revenue</b>	<p>June Revenue of \$1.0MM was 31.1% or \$243K above budget of \$780K</p> <ul style="list-style-type: none"> <li>• \$219K favorable variance in Sponsorship- Kilroy</li> <li>• \$28K favorable variance in Misc Income (Boat Sales)</li> <li>• \$24K favorable variance in Publication Sales (Yth/RA)</li> <li>• \$22K favorable variance Public Support</li> <li>• \$70K Unfavorable variance in Youth Program Revenue</li> </ul> <p>YTD Revenue of \$5.7MM was 6.6% or \$353K above budget of \$5.3MM</p> <ul style="list-style-type: none"> <li>• \$234K or 20.7% favorable variance in Sponsorship YTD</li> <li>• \$185K or 59.4% favorable variance in Publication Sales YTD</li> <li>• \$85K or 7.1% favorable variance in Public Support YTD</li> <li>• \$45K favorable variance in Misc Income YTD (Boat Sales)</li> </ul>	Green
<b>Expense</b>	<p>June Expense of \$928K was 22.7% or \$272K below budget of \$1,200K</p> <ul style="list-style-type: none"> <li>• Total variance driven by \$114K down in Travel, \$65K down in Coaching &amp; Instructor Fees, \$50K down in Consulting &amp; 30K down in IRD Expense.</li> </ul> <p>YTD Expense of \$5.0M was 16.3% or \$967K below budget of 6.0MM</p> <ul style="list-style-type: none"> <li>• Total variance driven by \$328K down in travel, \$130K down in IRD, \$102K down in Logistics, \$80K down in S&amp;B, \$60K down in Multimedia/Photography, \$58K down in Meetings &amp; Events, &amp; \$45K in SW and SW Dev.</li> </ul>	Green
<b>Net</b>	<p>June surplus of \$95K vs budgeted deficit of \$420K</p> <p>YTD surplus of \$724K vs budgeted deficit of \$596K - \$1.3MM ahead of plan</p>	Green
<b>Membership &amp; Retention</b>  <b>'21 Year End Goals</b>  <b>Active Members –</b> 39,500 members  <b>Retention – 72%</b>  <b>Recruiting – 28.6%</b>  <b>Acquisition – 2,500</b> members (Skill Up focus)  <b>Revenue – \$2,079,946</b>	<p>Membership as of June</p> <ul style="list-style-type: none"> <li>• Active Members: 42,778 (6/21) vs 41,864 (6/20)</li> <li>• Retention of Existing Members: 60.2% - flat to 2020</li> <li>• Recruiting/New Members: 55.8% vs 27.9% in 2020</li> <li>• Retention increase associated with acquisitions: 1,199 Skill Up memberships processed in June. YTD total of 2,141 toward 2,500 goal.</li> </ul> <p>Revenue</p> <ul style="list-style-type: none"> <li>• Month: June '21 - \$182,553 vs June '20 - \$177,386</li> <li>• YTD: '21 \$1,049,598 vs '20 - \$1,070,048 (-1.9% variance)</li> </ul>	Green  Yellow  Green  Green   Yellow

**Key Priorities Update**

**Membership:**

Retention

- Began implementation process with Perkspot to develop communications to launch this new member benefit. The benefit will launch in mid-August.

Skill Up

- Processed 1,199 memberships for youth sailors from 25 organizations. More than 80% of the way towards the 2,500 member goal for 2021.

MVP

- Joined the Accredited Keelboat School monthly call on 7/15/21. Reviewed the MVP program and brainstormed how this program could be structured to be of value to our school network. Two takeaways were to continue to develop the membership value for cruising sailors and highlight this in a one-page value proposition sheet.
- Brainstorming with a few clubs how we can continue to leverage the MVP program and promote US Sailing membership to active sailors to encourage broader US Sailing membership.

**Adult:**

Adult Courses	Goal	Candidate Completions YTD (June 30, 2021)	Registrations 1/1-12/10/2021 (includes June YTD)	Number to meet Goal
Keelboat Instructor (all Levels)	100	83	113	exceeded
Powerboat Instructor (all Levels)	75	50	60	15
Adaptive Workshop Participants	25	22	46	exceeded
Safety at Sea Coastal Online	150	224		exceeded
SAS Offshore Online Part One	1500	578		922
SAS Offshore Online Part Two	1500	277		1223
Basic Keelboat Online	300	212		88

Notes on above table:

- Powerboat Instructors should meet or exceed goal for the year based on anticipated courses this fall.
- Online courses, indicated in red above, reflect number to meet YE goal. Timing is the biggest differentiator in these numbers.
  - BK Online will exceed projections
  - SAS Offshore Online Part One will exceed projections
  - SAS Offshore Online Part Two is biggest question due to timing and demand

Program Revenue (Net):

- Powerboat is 31% ahead of budget
- Keelboat is 78% ahead of budget
- SAS is 15% behind budget due to timing of Hands-On courses and online training

Adult Championships (each US sailor must be a US Sailing member):

- US Singlehanded Championship, June 18-20. Norfolk, VA. 56 sailors
- US Women’s Match, Aug. 19-22. San Diego, CA. Fully Subscribed 40 sailors
- US Para Championship, Aug. 24-29. Newport, RI. 25-30 sailors
- Championship of Champions, Sept. 17-19. Pontiac, MI 60 sailors
- US Offshore, Sept 24-26. Annapolis, MD. Fully Subscribed 80 sailors
- US Team Racing, Sept. 24-26. Bristol, RI. Oversubscribed 26 teams/156 sailors
- US Match Racing, Oct. 1-3. Long Beach, CA. Fully Subscribed 70 sailors
- US Adult Championship, Oct. 22-24. Kemah, TX. Max.poss.teams 20/80 sailors
- US Multihull Championship, Nov 1-5. Corpus Christi, TX 76 sailors

Approximately 553 Total Sailors

One Design Classes:

- OD saw an increased presence on the One Design Class finder page this week with 4 new class profiles posted bringing total to 91 classes.
  - OD Committee is seeking assistance with a communications platform that MarComm is researching at the present time.
  - Planning underway for follow-up Starboard Portal sessions for One Design.
  - One Design Line Newsletter: Special Edition – Tips from Tokyo Bound Sailors. Sailing tips written by Olympians for all One Design sailors.
- Safety at Sea:
- 9 in-person courses on the current calendar posted from July 1 forward.

**Youth:**

	Student Goal	Students YTD (June 30, 2021)	Registrations 1/1-12/31/2021 (includes June YTD)	Number to Meet Goal
Sailing Counselor	126	87	114	12
Reach Educator	72	19	22	50
Level 1- Online Section	1250	1306	1409	Exceeded
Level 1- In-Person Section (includes 2020 Backlog)	1928	1327	1621	307
Level 2 Instructor	160	115	143	17
Level 3 Head Instructor	48	29	29	19
Level 3 Coach	32	9	10	22

Notes on Above Table

- Reach and L3 Head Instructor Online Courses will be offered this fall.
- L2 and L3 Coach courses are also offered in December.

Reach

- USSOS Long Beach –
  - o Clean-up with 15 junior sailors, 4 coaches, and 6 JIs at Long Beach Yacht Club.
  - o Site Visit to the Aquatics Sea Base - Boy Scouts of America Long Beach Chapter.
  - o Outreach to LSOs, Volunteers, and Board members at social events.
- USSOS San Francisco – Community Sustainability Day and outreach are in planning stages with Kilroy (Justine).

Community Sailing

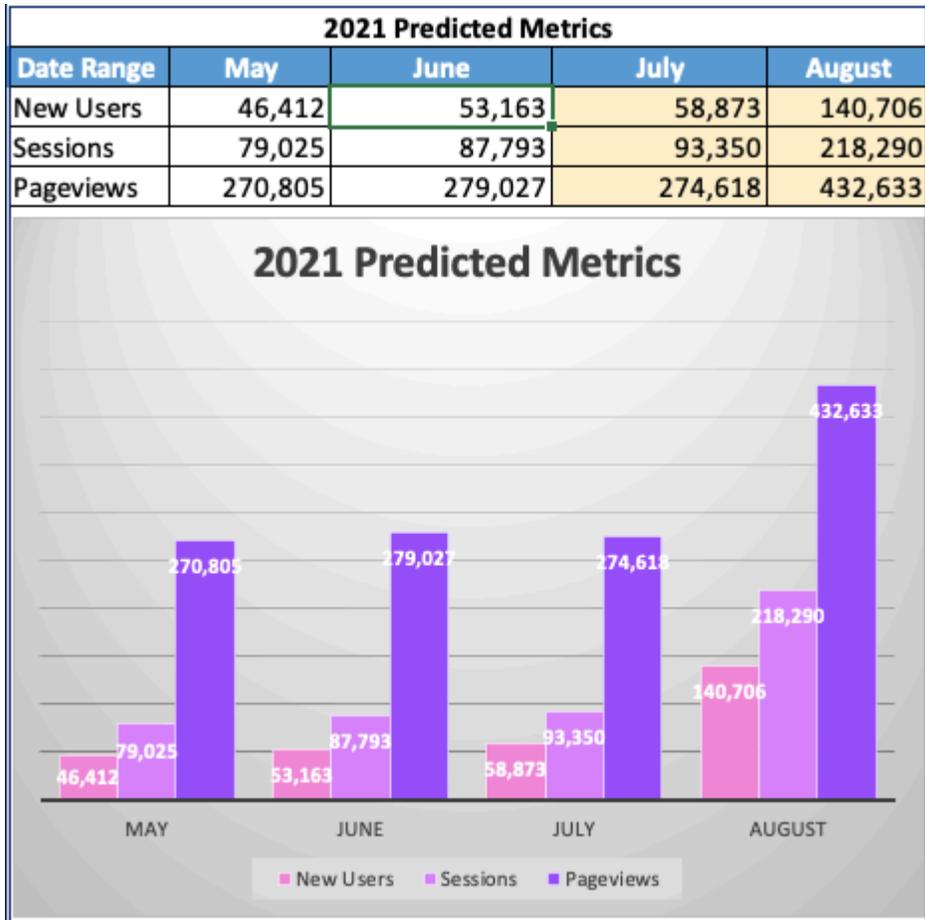
- Award nominations for 2021 Community Sailing Awards is open, please promote.

Championships

	<ul style="list-style-type: none"> <li>• Junior Women’s Clinics- the clinics have wrapped for the summer. A total of 150 girls participated over the 6 regions. Lead by an excellent group of 13 talented women coaches.</li> <li>• Youth Match Racing Championship for the Rose Cup ended on June 27<sup>th</sup>. Jeffrey Peterson and his crew Max Brennan, Reade Decker, and Samantha Hemmans won.</li> <li>• Chubb Junior Championship- Eastern Yacht Club is hosting the championship August 9-13<sup>th</sup>. It is the 100<sup>th</sup> anniversary of the Sears Trophy, which was originally held at Eastern Yacht Club.</li> <li>• US Youth Championship- The application period for the Youth Champs is open until August 17<sup>th</sup>. Classes competing at this year's event are the ILCA 7, ILCA 6, 29er, i420, Nacra 15, iQFoil.</li> </ul> <p>Siebel Program</p> <ul style="list-style-type: none"> <li>• Alan Ostfield, Rich Jepsen and Renee Wetterland paid Blair Overman, Meredith Dart and Karen Harris a visit at the Jackson Park Yacht Club Foundation Siebel Program in the Southside of Chicago on Wednesday, July 14<sup>th</sup></li> <li>• US Sailing account social media takeovers happening for the next 4 weeks from each individual Siebel Program on Wednesdays – keep your eyes peeled!</li> <li>• All Regions in active summer programming that will conclude before Labor Day</li> <li>• Siebel Team will meet for the first time in person in Bristol the week of Labor Day to team build, collect and assess all Summer Data (tracking our annual goals) which we’ll make available after that week</li> </ul>
<p><b>Offshore:</b></p>	<p>Offshore Department Staffing:</p> <ul style="list-style-type: none"> <li>• Nathan Titcomb moved on to a new job outside of US Sailing on June 4<sup>th</sup>. Eric Baittinger remains as Chief Measurer and we have an interim staff team of John Pearce (Director of Sport Development), Mason Sheen (Offshore Programs Assistant – Summer 2021) and Hannah Freeman (Offshore Program Intern – Summer 2021) working hard on Offshore Department programs this summer. The timing of this transition has been very difficult, due to the summer busy season.</li> </ul> <p>Rating Certificates:</p> <ul style="list-style-type: none"> <li>• Transpac, Chicago-Mac, Bayview-Mac, NYYC Annual, ORC East Coast Championship are just a few of the major regattas taking place over the last six weeks, keeping the Offshore Department interim staff team very busy.</li> <li>• 335 ORC Certificates have been issued since June 1<sup>st</sup>, as well as many certificate amendments.</li> <li>• Many thanks to the ORC and ORA organizations and staff for their assistance issuing ratings certificates during this transition. Dobbs Davis and Matteo Zuppini from the ORC and Jim Teeters from the ORA have put in long hours to ensure that we are able to provide certificates in time for major regattas.</li> </ul>

<p><b>Race Administration:</b></p>	<p>Courses YTD (6/30):</p> <ul style="list-style-type: none"> <li>• Basic Race Mgmt. – 19 seminars (66% to goal); 262 students (53% to goal)</li> <li>• Adv. Race Mgmt. – 3 seminars (33% to goal); 44 students (29% to goal)</li> <li>• Club Judge – 6 seminars (40% to goal); 76 students (50% to goal)</li> <li>• Adv. Judge – 3 seminars (50% to goal); 55 students (79% to goal)</li> <li>• Umpire – 1 seminar (17% to goal); 20 students (33% to goal)</li> <li>• Continuing Ed – 9 offerings (129% to goal); 143 students (217% to goal)</li> </ul> <p>Preparation to resume courses in the fall:</p> <ul style="list-style-type: none"> <li>• Completely rebuilt, more interactive, broader scope Advanced Race due for beta in late August/early September</li> <li>• All match and team race Umpire test questions being reviewed and updated by Peter Wilson and David Pyron</li> <li>• Judie and Matt defining and communicating procedures for return to some in-person seminars – health guidelines, updating host orgs and instructors on new course procedures – for distribution in August</li> </ul> <p>Two candidates for WS international officials before the BoD this month</p> <p>Policies to define required personal attributes and procedure for complaints about race officials before the BoD this month</p>
<p><b>Education:</b></p>	<ul style="list-style-type: none"> <li>• Currently working with IT on several improvements to our course registration process. These include adding the ability for students to self-transfer between like courses and automatically enforced pre-requisites (i.e., precluding a candidate from signing up for the in-person Level 1 section before they've signed up for the online section).</li> <li>• EDU operations team is assisting the fulfillment team in processing Basic Keelboat student tests and the administrative elements for Plan of Improvement (POI), including logging certification and submitting payments.</li> <li>• The EDU development team completed a review of Safety at Sea Online modules 1-10 and are working with our marketing team on video edits.</li> <li>• Selection of a Learning Management System is nearing completion. The selected platform will host our journey-based (i.e., self-guided) courses, while our instructor-led courses will remain on our Canvas platform.</li> <li>• The Youth and Education departments will be having a strategic planning session the first week of August to review several programs and initiatives including student level programming, coaching education, and skill up.</li> <li>• A new update for the Racing Rules app is being released shortly. It will feature the new hearing form and a functional index.</li> <li>• As noted in the Race Admin update below, updates have been made to several products including the team racing and match racing tests and Advanced Race Management Seminar, the latter of which will be completed in the fall.</li> </ul>
<p><b>USST &amp; ODP:</b></p>	<p>June was a great month for ODP.</p> <p>Skiff NA's in Roger Williams had 41 total teams with 23 teams in 29ers. Great coaching. Top 8-9 teams are highly skilled.</p> <p>US Open Series Long Beach-Men's Kite squad really coming together under coach McKee. 8-10 solid campaigners. Clinic for three days prior to event</p>

	<p>Laser North American Championship at St. FYC. Radial Clinic with top female radial sailors coached by Anna Tobias.</p> <p>All these clinics and racing events are a solid base of structure from which to cultivate our young talent. I was pleasantly surprised with all these activities and the quality of our coaching.</p> <p>SF Coaches were Anna, Caleb Paine, Leandro, Chris Barnard. Hard to find better in the world!</p> <p>8 ODP athletes, Charlie McKee, Anna and Leandro off to Marseilles for 9 days of recon July 19-29.</p>
<p><b>Marketing &amp; Communications</b></p>	<p><b><u>Communications – June 2021</u></b></p> <p>36 - Email Campaigns: Association and Team Press news and announcements, NSPS news and updates, US Open and US Sailing Championship coverage, One Design e-Newsletter, Quarterdeck e-Newsletter to organizations, Starboard Portal promotions - One Design, Program reports, Rules survey, targeted department outreach, Team auction launch comms, Tokyo Athlete Send Off communications, Youth Sailing Summer Preview, Team Kilroy news</p> <ul style="list-style-type: none"> <li>• 1,226 - New Social Media followers on US Sailing and US Sailing Team Facebook, Instagram, Twitter.</li> <li>• 12 - videos created for Social Media featuring US Sailing Team, US Open, Siebel, Starboard Portal</li> <li>• Primary Communication implementation: <ul style="list-style-type: none"> <li>○ West Marine US Open San Diego news and content</li> <li>○ Starboard Portal promotions: One Design</li> <li>○ US Sailing Team: Event and athlete coverage – Santander Invitational</li> <li>○ Team Spring Virtual Auction promotions</li> <li>○ Cascais 49er &amp; 49erFX Championship</li> <li>○ Allianz Regatta news</li> <li>○ Kilroy Team sponsorship news</li> <li>○ Team Oro Sports news</li> <li>○ Women’s Kiteboarding news and response</li> <li>○ Youth Worlds Team news</li> <li>○ U.S. Youth Match Racing Championship coverage</li> <li>○ U.S. Singlehanded Championship coverage</li> <li>○ One Design Line e-comms</li> <li>○ Membership campaigns comms: Weekly Lift e-Newsletter support</li> <li>○ One Design Line e-Newsletter for OD sailor resources and stories</li> <li>○ Quarterdeck e-Newsletter support for organizations</li> </ul> </li> </ul> <p><b><u>Product, Program &amp; Services Marketing</u></b></p> <ul style="list-style-type: none"> <li>• Drafted program content for the deck that will feature overall information for all of US Sailing’s Products, Programs, and Services. This modular deck will allow the sponsorship team/others to quickly pull information and templates to populate pitch decks more seamlessly. Wet departments will review content next week, following edits, we will begin to draft the actual slides.</li> <li>• Created projections for traffic to the US Sailing website for the duration of the Games (based on 2016) - note: yellow highlighted cells are projections; white cells are actuals from the last two months</li> </ul>



### **Brand Marketing**

- Soft launch of Brand Campaign
  - Added homepage sliders
  - Additional header images on select landing pages
  - Development of ribbon ads for newsletters, and other digital promotion assets
  - Develop other ad asset library
- West Marine US Open West Coast – Long Beach execution (July 9-11)
  - 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
  - Race Committee Recognition event at West Marine San Diego store – Food, Beverage, Yeti Gift, and remarks from US Sailing/Team/West Marine reps
  - 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
  - US Sailing Team Send-Off Event at Alamos Bay Yacht Club
- Diversity, Equity & Inclusion Starboard Portal - LGBTQ
  - Representatives from US Sailing, College Sailing, Racing and Sailmaking, and Jr. Programs, moderated by Blair Overman, Siebel Sailors Program Manager
  - Women in Sailing panel planned for July 21<sup>st</sup>
- Feathr direct marketing Membership Campaign report (March-May)

	<p>Strategy development in progress to continue engagement with warmed audience and develop more direct messaging.</p> <p><b>Total Impressions:</b> 428,123  <b>Reach:</b> 65,262  <b>Total Clicks:</b> 1,347  <b># of Campaigns:</b> 7  <b>Media Spend:</b> \$3,503.48  <b>Click-through rate:</b> .31%  <b>Tracked Conversions:</b> 236  <b>ROI:</b> \$15,340.00</p>
<b>Foundation:</b>	<p><b>Raised more than \$15,096,000</b></p> <ul style="list-style-type: none"> <li>• One \$7,500,000 pledge to be paid over five years</li> <li>• One \$2,000,000 pledge to be paid over four years</li> <li>• Two \$1,000,000 pledges to be paid over two years</li> <li>• Five \$500,000 pledges to be paid over five years</li> <li>• One \$300,000 pledge to be paid over three years</li> <li>• One \$250,000 pledge to be paid in full this year</li> <li>• One \$200,000 pledge to be paid over four years</li> <li>• Three \$100,000 pledges to be paid over four years</li> <li>• Many pledges less than \$100,000</li> </ul>