

2022 Association Report - July

Topics	Comments	Status																				
Financial Metrics – Financials are based on June numbers.																						
Revenue	<p>YTD Revenue \$10.8MM vs budget of \$10.4MM</p> <ul style="list-style-type: none"> • Revenue is \$391K ahead of budget or 4% ahead of plan • \$1.3MM positive variance associated with Public Support (\$5MM Schoonmaker Endowment) • Investment income YTD \$480K below budget (\$417K Loss YTD) • Sponsorship \$1.4MM vs budget of \$1.8MM (\$411K) • Program Revenue \$1.2MM vs budget of \$1.4MM (\$194K): <ul style="list-style-type: none"> ○ NSPS \$94K below budget due to cancellation ○ Offshore \$168K below budget on certificates issued ○ Adult \$16K below budget various courses ○ Youth \$100K above budget due to Level 1 	Yellow																				
Expense	<p>YTD Expense of \$6,294K vs budget of \$7,699K was \$1,796K or 18% below budget:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #003366; color: white;"> <th style="text-align: left;">\$V to Budget</th> <th style="text-align: left;">Comment</th> </tr> </thead> <tbody> <tr><td style="text-align: right;">312,615</td><td>Travel (NSPS & Olympics)</td></tr> <tr><td style="text-align: right;">255,261</td><td>Salaries & Benefits - Open Roles</td></tr> <tr><td style="text-align: right;">209,848</td><td>Coaching (timing, not savings)</td></tr> <tr><td style="text-align: right;">139,140</td><td>Consulting in Oly, timing not savings</td></tr> <tr><td style="text-align: right;">127,358</td><td>Sponsorship fulfillment</td></tr> <tr><td style="text-align: right;">110,617</td><td>Meetings (NSPS)</td></tr> <tr><td style="text-align: right;">104,635</td><td>Supplies (timing Oly & Siebel)</td></tr> <tr><td style="text-align: right;">68,658</td><td>Athlete grants, timing</td></tr> <tr><td style="text-align: right;">49,597</td><td>SW, in Fundraising & offshore (timing)</td></tr> </tbody> </table>	\$V to Budget	Comment	312,615	Travel (NSPS & Olympics)	255,261	Salaries & Benefits - Open Roles	209,848	Coaching (timing, not savings)	139,140	Consulting in Oly, timing not savings	127,358	Sponsorship fulfillment	110,617	Meetings (NSPS)	104,635	Supplies (timing Oly & Siebel)	68,658	Athlete grants, timing	49,597	SW, in Fundraising & offshore (timing)	Green
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Net	<p>June Cashflow -\$87K vs estimated loss of \$226K</p> <p>Net Cashflow YTD -\$184K vs estimated loss of \$613K</p>	Green																				
Key Priorities Update																						
Membership & Retention	<ul style="list-style-type: none"> • New Membership team staffers! Molly Gregory and Mitchell Riel – Both will play major roles in reimagining our membership programs and communications. • YTD Memberships purchased are behind -12.7% over 2021. We believe that this is mostly due to the decrease in Skill Up participation which is being addressed. Note: revenue impact minimal as these units represent \$10 memberships. • 3-Year Family Memberships are behind -49% vs 2021. This is likely due to the lack of targeted communication to the multi-year constituent base which leads to lack of awareness that the membership has lapsed. We are actively re-engaging with these members. • YTD Retention is at 64% and MVP Memberships have the highest retention rate over all other categories at 94% . • Revenue: June \$183,663.16, YTD \$1,089,278 • Revenue YTD is ahead of budget by 4.0% • Total Members: 43,728 • Total Memberships: 35,533 • Member total is behind year end by -3.7% mostly due to Skill Up and 3-year Family memberships as noted above 	Yellow																				

<p>Adult:</p>	<p>Safety at Sea</p> <ul style="list-style-type: none"> 2347 SAS certificates have been generated by the office to date. This is nearly double the 2021 YE data. 47 SAS courses on the calendar have been run so far through the end of June. There are currently 6 on the calendar for the second half of the year, with more to come. We are at 89% of Net YE Budget with more revenue to be received in Q 3 and 4. <p>Keelboat and Powerboat</p> <ul style="list-style-type: none"> We are close to reaching our goal of 100 Keelboat Instructors for the year (92 End of June). We will meet and exceed that for the year. We have acquired 6 new schools as of the end of June and have several others in the queue. Junne KB figures are above budget with recertifications, course registrations, and publications well ahead of budget. KB is 29% ahead of budget We are 2/3 of the way to our PB Instructor goal for the year. June PB figures are slightly budget with peak season just starting. Recertifications are on budget with course registrations about one full course behind. With some marketing and promotion help with the new MarCom team, we intend to raise publication sales throughout the season. <p>Adaptive</p> <ul style="list-style-type: none"> Lots of interest in hosting courses, but slow registrations. U25 Youth Para Sailing World Championship scheduled for July in the Netherlands was postponed until 2023. We hope to promote this well for 2023 and intent to field a team to this inaugural event. US Sailing supported a Para Kites and a Coach to the inaugural Paralympic Development clinic for Para Kiteboarding at Lake Garda, Italy in June. Frances Rivera worked with Allison Chenard to take over our social media accounts to help cover the event <p>Membership related to Adult Programs</p> <ul style="list-style-type: none"> Membership retention for Basic Keelboat Members is 13.20 for May and 7.7% for June. Working with Membership Dept to increase that retention rate To date, 254 memberships have been generated through Safety at Sea packages at end of June, but we expect the year-end number to exceed 500. We have held 6 US Match and Women’s Match Racing Qualifiers and 1 USWMRC Qualifier this year. One Open qualifier is on the calendar for August. To date, we have had 306 sailors compete. 41 renewed their membership specifically to sail in these events. 44 new first-time members or members that have lapsed more than 5 years.
<p>Education:</p>	<ul style="list-style-type: none"> The search continues for a new Education Coordinator to replace Laurieanne Sarro, who departed from US Sailing on June 1. Andi Barton and Peri Burns have done an outstanding job keeping things moving forward while we’re shorthanded, and Judie McCann has kindly help support our department as well. Our team has exceeded our annual goals for scheduling courses in the following areas: Level 1 online, Level 1 in-person, Level 3 Coach and Basic Keelboat Instructor. As we move into the summer and the demand for courses has decreased slightly, the focus in the scheduling space has shifted more to policy and process enhancements/ improvements for 2023. We are working with our accredited keelboat schools and subject matter experts on updates to <i>Basic Keelboat</i> and the related standards. A draft version of updated Coastal Navigation standards has been circulated to our instructors and accredited schools. Small boat Level 2 Instructor course materials are being reviewed with the intent of updating them for 2023. The updated format will mirror work that was done for the Level 1 Instructor course.
<p>Offshore:</p>	<ul style="list-style-type: none"> The Offshore team is in place with Head of the Offshore Office Jim Teeters, Head Measurer Chris Tutmark, Office Coordinator Sydney Hough and interns Hannah Freeman and Tyler Miller.

- To date we have run 385 ORR certificates and trials, and close to 880 for ORC, either already run or in the queue. This exceeds our forecasts, perhaps in part due to the pent-up demand for offshore racing from cancelled events during the covid 19 pandemic.
- We are reviewing our PHRF rating services for the Mid Atlantic fleet and pursuing new initiatives to better service PHRF fleets nationally. These include an updated online database (affectionately known as the Red/White/Blue Book) as a resource for both sailors and handicap authorities.
- Portsmouth Yardstick has moved to an online service hosted by the Royal Yachting Association. We are working with them to make this service (still undergoing development) available to US fleets.
- The Offshore team has learned a great deal about the pros and cons of our current certificate processing systems and will be engaging with our “vendors” to have much better tools for 2023.

Race Administration:

- Courses held and scheduled through 12/31/2022:

Course	Students	% to Goal
Basic Race Management	355	71%
Advanced Race Management	80	53%
Club Judge	29	19%
Advanced Judge	20	29%
Umpire	47	78%
All Continuing Education	147	222%
- The Race Administration Division has nominated one National Race Officer for MNA endorsement to World Sailing as an International Race Officer.
- An International Race Management Seminar is scheduled for September 23-25 in Los Angeles and an International Measurers Seminar is scheduled for November 18-20 in Annapolis.
- In June we completed an update and rebranding of *Join the Race Committee Team*, the primary student text for the Basic Race Management Seminar. The text is also available as a member benefit in the Racing Rules of Sailing app as well. Special thanks to Stu Gilfillen and the Education Department for helping to get the project done.



Siebel:

- RFP Boat Manufacturer Partners Process: first round of reviews by Siebel Team, questions for clarification sent to Manufacturers from Siebel Team / Partnerships
- Center Applications: Siebel Team review halfway complete; goal for full review completion by the end of July
- Northern CA, Mid-Atlantic, Midwest Regions are wrapping up final season of programming this summer for this first three-year grant cycle
- Southern FL and PNW Regions will complete Fall Programming

<p>Youth:</p>	<p>Small Boat</p> <table border="1" data-bbox="386 214 1370 711"> <thead> <tr> <th></th> <th>Student Goal</th> <th>Students YTD (6/30/22)</th> <th>Registrations 1/1- 12/31/2022 (includes 6/30/22 YTD)</th> </tr> </thead> <tbody> <tr> <td>Sailing Counselor</td> <td>126</td> <td>94</td> <td>111</td> </tr> <tr> <td>Reach Educator</td> <td>64</td> <td>31</td> <td>36</td> </tr> <tr> <td>Level 1- Online Section</td> <td>1440</td> <td>1443</td> <td>1499</td> </tr> <tr> <td>Level 1- In-Person Section</td> <td>1500</td> <td>1228</td> <td>1494</td> </tr> <tr> <td>Level 2 Instructor</td> <td>160</td> <td>132</td> <td>148</td> </tr> <tr> <td>Level 3 Head Instructor</td> <td>48</td> <td>27</td> <td>27</td> </tr> <tr> <td>Level 3 Coach</td> <td>32</td> <td>18</td> <td>22</td> </tr> </tbody> </table> <p>Reach</p> <ul style="list-style-type: none"> • Grantee site visit to Bellingham, WA. <p>Youth Racing:</p> <ul style="list-style-type: none"> • Implementation of the Youth Racing Task Force Recommendations: <ul style="list-style-type: none"> ○ The “Youth Performance Pathway” diagram and communications campaign is being soft-launched at US Sailing events this summer and will be publicly launched in September. ○ The 2023 US Sailing Championships plan is being finalized with collaboration from US Sailing Committees and other stakeholders, based on the Task Force Recommendations. This plan will be publicly released in September. ○ The pilot of the new USA Junior Olympic Sailing Festival was held at Pensacola Yacht Club on June 10-12. Participants were rotated through five boat types (29er, windsurf, wingfoil, VX One, O’Pen Skiff). Coaching was provided by sponsors Cabrinha and Starboard. Feedback from sailors and parents was enthusiastic, and this new format will be scaled up in 2023. • After gathering feedback and comparing to other major regattas, entry fees for several US Sailing Championships have been reduced significantly, especially for doublehanded and triplehanded teams. <ul style="list-style-type: none"> ○ US Youth Champs doublehanded team reduced from \$750 to \$450 ○ US Junior Womens doublehanded team reduced from \$700 to \$450 ○ Chubb US Junior Champs triplehanded team reduced from \$900 to \$550 		Student Goal	Students YTD (6/30/22)	Registrations 1/1- 12/31/2022 (includes 6/30/22 YTD)	Sailing Counselor	126	94	111	Reach Educator	64	31	36	Level 1- Online Section	1440	1443	1499	Level 1- In-Person Section	1500	1228	1494	Level 2 Instructor	160	132	148	Level 3 Head Instructor	48	27	27	Level 3 Coach	32	18	22
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<p>Events:</p>	<p>Sailing Leadership Forum</p> <ul style="list-style-type: none"> • The “Call for Proposals to Present” was sent to all past attendees, featured in Weekly Lift and Quarterdeck, and promoted in Scuttlebutt. Submissions are starting to trickle in, and the staff agenda task force has commenced to build the schedule • Registration opened July 11th with a limited number of tickets (100) released at the 2018 registration rate of \$375. <p>Stakeholders Summit</p> <ul style="list-style-type: none"> • Southern Yacht Club has agreed to host the 2022 Stakeholders Summit • A block of rooms at a reduced rate is currently being negotiated at a downtown New Orleans hotel. Information will be sent to the Board on how to book once available. <p>125th Anniversary Celebration</p> <ul style="list-style-type: none"> • 125 days of celebrating 125 years of US Sailing kicked-off June 27th with the first video of our video series, <i>The Racing Rules</i>. The campaign also launched with an editorial from Rich Jepsen expressing what 125 years of US Sailing means to him. • July will feature video 2, <i>Legends of Sailing</i>, as well as editorial and social media content. 																																

<p>HR:</p>	<p>Staffing:</p> <ul style="list-style-type: none"> • New hires: Sophie Timm (Partnership Marketing Coordinator), Molly Gregory (Membership Accounts and Programs Coordinator), Mitchell Riel (Membership Communications Coordinator), Henry “Sam” Magee (Business Development Coordinator) • Open positions: Education Coordinator, Marketing Communications Director, 4 Marketing /Media interns <p>DEI</p> <ul style="list-style-type: none"> • Created all staff town hall monthly DEI meeting for any optional attendees (have had 22-28 each time) - received great feedback about the opportunity for a place to share ideas/brainstorming and update progress. This is followed a week later with a DEI working group to take action on these ideas. Group has grown from 4-10 people • DEI intern working on updating DEI page on the website • Completed DEI review by Inclusion Playbook – diving in to the report and acting on the top priorities <p>Team Building</p> <ul style="list-style-type: none"> • Wednesday night sail nights at Bristol Yacht Club to get more people opportunities to work in varied groups and to sail (some for the first time ever!)
<p>IT:</p>	<ul style="list-style-type: none"> • Vendor demonstrations for products to replace Sailor Base completed in June. Working to narrow the choices from 4 → 2 vendors. Once the 2 vendors have been determined we will move forward for deeper analysis/consideration • The IT team continues to work on the US Sailing’s Platform Modernization with Envision, with the initial priorities focused on security, moving to a zero-trust environment, and then moving data into a cloud-based storage environment and moving away from the reliance on physical servers.
<p>Marketing & Communications:</p>	<ul style="list-style-type: none"> • Communications job description updated to Marketing Communications Director and interviews ongoing • Content Planning calendar being created with system wide input- both short term and to include 2023 (tied to MarCom director arrival) • Development of 125th Anniversary videos (Legends, Technology, Olympics, etc.) • Updated deck for Business Development efforts being finalized • Streamlined outreach (Weekly Lift and Quarter Deck) with Membership department
<p>Partnership Marketing:</p>	<p>West Marine US Open Sailing Series – San Diego & Long Beach</p> <ul style="list-style-type: none"> • Activated for multiple partners throughout event <ul style="list-style-type: none"> ○ West Marine, Gill, YETI, New England Ropes, Regatta Craft Mixers, Gowrie Group w/ on-site branding, in-person panel events, social and multimedia content and hospitality ○ Kilroy Sea Change Festival (Long Beach) ○ Sustainability festival on the beach, partner activation, Youth Education program, content creation/social distribution, Sustainability panel, Kilroy hospitality ○ Planning for West Marine US Open event-SF ○ Planning for Chubb Jr Championships <p>Rolex</p> <ul style="list-style-type: none"> • Signed five-year partnership agreement extension – through end of 2026 <p>Gill Marine</p> <ul style="list-style-type: none"> • Public consumer US Sailing Team merchandise collection created • Partner and Donor gift collection ordering process underway • US Sailing Team Athlete performance gear and athlete/coaches kits created • Royalty agreement finalized • Initial discussions regarding US Sailing consumer line

	<p>Regatta Craft Mixers</p> <ul style="list-style-type: none"> • Siebel CCV program up and running <p>Bonnier (Sailing World/Cruising World)</p> <ul style="list-style-type: none"> • Building out a comprehensive strategic media partnership across the organization <p>The Sailing Museum</p> <ul style="list-style-type: none"> • Working to develop a strategic partnership agreement <p>Miscellaneous</p> <ul style="list-style-type: none"> • Partnership Marketing Coordinator to start July 11th (Sophie Timm) • Building Partner Activation tracking documents and processes • Building Partner Support processes to support US Sailing and Team programs
<p>Foundation:</p>	<ul style="list-style-type: none"> • 2022 Total Raised in Pledges, Conditional Pledges, and Verbal Commitments toward Year-end goal of \$15,773,000: \$9,582,000 raised so far. • 2022 Total Cash Received, including pledge payments and new gifts: \$2,887,000 • Raised funds for Project Pinnacle. Year-end goal: \$4,000,000. Raised \$1,834,000 so far. • Raised funds to match the James M. “Ding” Schoonmaker II Project Pinnacle Endowment Fund Challenge of \$500,000. Raised \$56,000 so far. • Raised funds to meet the dollar-for-dollar match offered by Tom and Stacey Siebel for the Siebel Sailors Program. Year-end goal: \$5,000,000. \$278,266 raised so far. • Held first Trustee and Founder Stewardship Event.
<p>USST/ODP:</p>	<ul style="list-style-type: none"> • Produced HPP for Board Approval • Posted Various selection procedures including 2024 Olympic. • West Marine US Open San Diego and Long Beach. Training camps at both, Gorge, Hawaii for IQ Foil • Skiff Europeans: not stellar • Marseille Training camp • Pre worlds at The Hague • Skiff Worlds Halifax • Raising money