

2022 Association Report – December

Topics	Comments	Status																				
Financial Metrics – Financials are based on October numbers.																						
Revenue	<p>YTD Revenue of \$14.9MM vs budget of \$18.8MM is \$3.9MM or 20.7% below budget:</p> <p>Public Support \$3.2MM below budget due to Siebel miss (revenue not cash)</p> <p>Investment Income YTD \$523K below budget (\$421K Loss YTD)</p> <p>Program Revenue \$1.6MM vs budget of \$1.8MM (\$280K):</p> <ul style="list-style-type: none"> -NSPS \$94K below budget due to cancellation (expense savings outweigh revenue loss) -Offshore \$173K below budget on certificates issued, this is partially timing related. Should be ~\$50-60K improved as we move thru Q4 <ul style="list-style-type: none"> • Membership \$1,815K vs budget of \$1,758: 57K ahead of plan 	Red																				
Expense	<p>YTD Expense of \$11,393 vs budget of \$13,283 is \$1,899 or 14.2% below budget: Main drivers below:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><u>\$V to Budget</u></th> <th style="text-align: left;"><u>Comment</u></th> </tr> </thead> <tbody> <tr> <td>595,327</td> <td>Salaries & Benefits (Open Roles Overall)</td> </tr> <tr> <td>342,403</td> <td>Travel (NSPS & Olympics)</td> </tr> <tr> <td>257,094</td> <td>Coaching (timing & VIK Savings)</td> </tr> <tr> <td>179,180</td> <td>Sponsorship fulfillment (Savings)</td> </tr> <tr> <td>164,040</td> <td>Consulting (Timing Oly)</td> </tr> <tr> <td>89,575</td> <td>Meetings (NSPS)</td> </tr> <tr> <td>171,939</td> <td>Supplies (Timing Oly & Siebel)</td> </tr> <tr> <td>106,216</td> <td>Charter Fees (Timing Oly)</td> </tr> <tr> <td>1,905,774</td> <td>TOTAL</td> </tr> </tbody> </table>	<u>\$V to Budget</u>	<u>Comment</u>	595,327	Salaries & Benefits (Open Roles Overall)	342,403	Travel (NSPS & Olympics)	257,094	Coaching (timing & VIK Savings)	179,180	Sponsorship fulfillment (Savings)	164,040	Consulting (Timing Oly)	89,575	Meetings (NSPS)	171,939	Supplies (Timing Oly & Siebel)	106,216	Charter Fees (Timing Oly)	1,905,774	TOTAL	Green
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Net	<p>October Cashflow (\$79K) vs estimated loss of (\$313K)</p> <p>Net Cashflow YTD (\$342K) vs estimated loss of (\$3.3MM)</p>	Green																				
Key Priorities Update																						
Membership	<ul style="list-style-type: none"> • 2023 Organization membership renewal campaign launched 11/15 and will run through the first two weeks in January 2023 • Website updated to reflect organization membership changes and upgrades • Identifying key 2023 Priorities (Executing on the Plan and retention efforts) • Assess and explore Powerboating membership opportunities • As of 10/31/2022 we have 34,571 active memberships which is behind 2021 YE by 6.3% • As of 10/31/2022 we have 43,643 active members which is behind 2021 YE by -5.3% 																					

<p>Adult:</p>	<ul style="list-style-type: none"> • Year to date: Safety at Sea had 2955 online users with the office generating 3328 certificates. • Year to date: 455 US Sailing memberships/renewals have been generated due to Safety at Sea package pricing. • So far in 2022, 10 Accredited Keelboat Schools have been added to the fold. • In the most recent Keelboat Stakeholders meeting, a taskforce was put together to review the Keelboat Certification System. A review has not been done since the inception of the Keelboat Program in 1995. • Championship Wrap Up- we had 407 participants across our Adult Championships. 176 Females, 231 Males, 32 New Members because of the events and 64 renewals because of adult events. • Working to finalize the 2023 Adult Championship Calendar, 90 % there. Almost all championship chairs are hosting end of year meetings this month. • A deep dive into the U.S. Adult Sailing Championship/Mallory Trophy is being organized to increase participation and bring the event back its glory. • New for 2022- USSA US Match and Women’s Match Racing Qualifiers were tracked and vetted. We had 8 qualifiers with 231 sailors, 61 Females, 170 Males. With 28 new Members and 36 sailors renewing for the qualifiers. • One Design Classes and Sailors: both the Individual and the Class Tracking Survey’s close on December 6th. We have over 2,024 Individual responders to date and 55 classes have responded out of the 120+ classes we work with to date. Reminders were sent out today to the class leaders and also in the Lifts. • One Design Award Nominations continue to roll in- Nominations close on November 30th – we have 4 OD Awards. • Adaptive Sailing – Adaptive Sailing Award Nominations close for the Gay S Lynn and the Robbie Pierce awards November 30th. We have Nominations for each award to present to the committee for review. • World Sailing US Sailing Board Approval of 2023+ events. A reminder went out to all Class Leaders to submit World or North American events being held in the U.S.A. Charlie Arms has been notified of the new additions to the list from various classes. These events will go before the Board for Approval at the December meeting. All new entries afterwards will be presented for approval as they come in during 2023.
<p>Education:</p>	<ul style="list-style-type: none"> • A draft update of the <i>Safe Powerboat Handling Instructor Manual</i> was completed. Further review will be completed by the National Faculty before the public launch. • Jessica Yorke and Brad Schoch attended a National Faculty meeting in Seattle, WA in mid-November which focused on providing major updates to the <i>Basic Keelboat</i> textbook. Our thanks go out to the Center for Wooden Boats for being a gracious host and to Karen Prioleau, Jeanne Walker Sinclair, Nancy Haberland, Ray Wichmann and Margaret Pommert for providing their time and expertise to the project. • A separate National Faculty meeting focused on Navigation standards will be occurring in late December at Orange Coast College, in Costa Mesa, CA. As NOAA will be sunseting paper charts in January 2025, it is both a timely and important topic for US Sailing to address. The Subject Matter Experts will come from both the powerboating and keelboat domains with the applications extending into all areas of our educational programming. • The Education Department is continuing our search for an Education Coordinator. In the interim, Stu Gilfillen and Judie McCann are splitting the responsibilities of that role. Stu is also assisting with reorders and inventory management for our eStore while the search for the Merchandise specialist continues. • We are continuing the necessary work to make part one of our Level 1 course completely self-guided (I.e. all online, no instructor). Ultimately, students will register at US Sailing’s website and be automatically enrolled in our online learning management system, First

	<p>Tack. However, we expect that there will be a period of time where the staff will have to manually account for the enrollment, so we're setting up a process to account for that.</p>																																
<p>Offshore:</p>	<ul style="list-style-type: none"> • The certificate production "high" season has ended with what must be a record number of offshore measurement rule certificates issued. • The office is developing data input/management/validation tools to streamline our certificate processing for 2023 and to help identify any data errors. • Sydney and Chris have both attended a recent World Sailing International Measurers training seminar. 																																
<p>Race Administration:</p>	<ul style="list-style-type: none"> • 2022 Seminar numbers: <ul style="list-style-type: none"> ○ Race Management: 40 seminars; 584 students ○ Judge: 10 seminars; 97 students ○ Judge Continuing Ed Events: 12 offerings; 147 students ○ Umpire: 7 seminars; 58 students ○ Totals: 69 offerings; 886 students • Advanced Race Management Seminar completely rebuilt and beta tested; now in production mode • Publications: reprinted RRS, <i>Dave Perry's Understanding the Racing Rules</i> and Protest Procedures card; completed a full update of <i>Join the Race Committee team</i> in 2022 • Major projects for 2023: <i>Race Management Handbook</i> reimagined and revised; recognition program for race officials; continuing education of race officials on insurance coverage 																																
<p>Siebel:</p>	<ul style="list-style-type: none"> • The initial three regions (Mid-Atlantic, NorCal and Mid-west) have successfully completed three years of grant participation as of the end of Summer 2022. • The regions Florida and Pacific Northwest have completed their three years as of Fall 2022. <ul style="list-style-type: none"> ○ Final paperwork is being completed and grant assets are being transferred to these centers. • All Center Interviews for the next phase of the program have been completed. All centers which will be part of the next phase of the program will be confirmed in January. 																																
<p>Youth:</p>	<p>Small Boat</p> <table border="1" data-bbox="376 1249 1398 1755"> <thead> <tr> <th></th> <th>Student Goal</th> <th>Students YTD (October 31, 2022)</th> <th>Registrations 1/1- 12/31/2022 (includes YTD)</th> </tr> </thead> <tbody> <tr> <td>Sailing Counselor</td> <td>126</td> <td>106</td> <td>110</td> </tr> <tr> <td>Reach Educator</td> <td>64</td> <td>56</td> <td>57</td> </tr> <tr> <td>Level 1- Online Section</td> <td>1440</td> <td>1584</td> <td>1613</td> </tr> <tr> <td>Level 1- In-Person Section</td> <td>1500</td> <td>1350</td> <td>1407</td> </tr> <tr> <td>Level 2 Instructor</td> <td>160</td> <td>132</td> <td>154</td> </tr> <tr> <td>Level 3 Head Instructor</td> <td>48</td> <td>27</td> <td>47</td> </tr> <tr> <td>Level 3 Coach</td> <td>32</td> <td>23</td> <td>47</td> </tr> </tbody> </table> <p>Reach</p> <ul style="list-style-type: none"> • Grant reports have come in and an impact report for 2022 is coming soon. • Two 2022 grantees leveraged their initial Reach funding to garner support from other donors and grow their programs. 		Student Goal	Students YTD (October 31, 2022)	Registrations 1/1- 12/31/2022 (includes YTD)	Sailing Counselor	126	106	110	Reach Educator	64	56	57	Level 1- Online Section	1440	1584	1613	Level 1- In-Person Section	1500	1350	1407	Level 2 Instructor	160	132	154	Level 3 Head Instructor	48	27	47	Level 3 Coach	32	23	47
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	<p>Community Sailing</p> <ul style="list-style-type: none"> • Award nominations are low, and the window closes at the end of November – nominate a person or program today. • One new Accredited program, Lake Minnetonka Sailing School. <p>USA Junior Olympic Sailing Festivals</p> <ul style="list-style-type: none"> • Unfortunately the River Romp USA Junior Olympic Sailing Festival hosted by Edison Sailing Center in Fort Myers, Florida was cancelled due to damage done by Hurricane Ian. Please consider supporting the sailing center’s rebuild with a donation: https://www.gofundme.com/f/help-edison-sailing-center-rebuild • The final USA Junior Olympic Sailing Festival of 2022 will be held December 2-4 at the US Sailing Center Martin County in Jensen Beach, FL. and a foiling windsurfing fleet has been added to the event for the first time. Windsurf and Wingfoil demos scheduled for Friday afternoon are also sold out. <p>US Sailing’s Youth Performance Pathway was released in October, and stakeholder webinars have been well attended by parents, coaches, and LSO representatives. Pathway communications will shift to social media in 2023, focusing on highlighting the individual paths of role model sailors.</p>
<p>Events:</p>	<p>Sailing Leadership Forum</p> <ul style="list-style-type: none"> • The schedule is nearly complete with a few sessions/keynotes to finalize: https://sailingleadership.org/forum-schedule/ • Registration is below YTD of previous SLF events by about 25%. Optimistic December will close that gap. • There are many opportunities for Board involvement at SLF, please reach out to Katie O. if you’d like to explore more. <p>Association Awards and Rolex Y of Y</p> <ul style="list-style-type: none"> • This event will be held in conjunction with SLF on the evening of Feb 2 at the SLF host hotel. • US Sailing perpetual trophies will be presented along with the live announcement of the 2022 Rolex Yachtsman and Yachtswoman of the Year award. • Stay tuned for more information on how to RSVP. <p>Training and Community Sailing Awards</p> <ul style="list-style-type: none"> • These awards will be presented at a luncheon on the Saturday of SLF, February 4th. You are encouraged to book your SLF travel allowing you to stay for this inspiring award ceremony. This event is included in the SLF registration fee for all attendees to join.
<p>HR:</p>	<ul style="list-style-type: none"> • Holiday fun calendar for engagement and team building both remote and in person Event Calendar.pdf • Multi-state tax and year end compliance audits in progress • Completed development project with entire senior leadership team called 9-box to identify development opportunities and talent strengths across total team
<p>IT:</p>	<ul style="list-style-type: none"> • Merged ussailing.org and ussailingteam.org Google accounts. This long and involved process will simplify management and save US Sailing over \$8,000 per year. • In the process of implementing data feeds and workflows to outsource new member card packages to Prism for physical fulfillment. • Made many changes to our membership purchase process to support new Corp and Org membership offerings, as well as membership kits. • Tracked down the cause of several database connection outages for our website, due to pushed updates from new security services, planning proactive measures to prevent outages. • Provided data and analysis for various functions across the organization, order info by state for Finance, analysis of reliable constituent emails for Membership communication changes, Biographical info to update user records in Raiser’s Edge for Development, etc.

<p>Marketing & Communications:</p>	<p><u>Content</u></p> <p>Culminated US Sailing’s 125th birthday concluded with the final two videos in our series produced and released, as well as a story featuring interviews with the sailing community on what the next 125 years of sailing will look like</p> <p>Our team covered and created content for four Adult Championships; (Championship of Champions, U.S. Match Racing Championships, U.S. Adult Sailing Championship and the U.S. Team Racing Championships</p> <p>DEI Stories in October centered around Hispanic Heritage Month and featured stories about 3 Hispanic sailors: Diego Escobar, Quemuel Arroyo, and Lou Sandoval</p> <p>Created a Veteran’s Day story and post featured Valhalla Sailing Project</p> <p>Covered four World Championships in October for the USST: Formula Kite World Championships in Poetto, Italy; the ILCA 6 World Championship in Kemah, Texas; iQFOiL World Championships in Brest, France; and the 470 World Championship in Sdot Yam, Israel.</p> <p>Worked with Team USA to complete a story on teammate Daniela Moroz (https://www.teamusa.org/News/2022/November/16/As-Kitesurfing-Nears-Its-2024-Olympic-Debut-American-Daniela-Moroz-Is-Coming-In-Hot)</p> <p>Working with OLY to create a content capture plan for the Dec Team camp in Florida</p> <p><u>Partner Activation</u></p> <p>Coordinated athlete presence at the Gill VIP event as well as the Newport Boat Show and a Gill “Gear through the Years” article</p> <p><u>Social</u></p> <p>We’ve been seeing excellent engagement in our “Explained” post series on Instagram: carousels of 10 images and text explaining each topic (adult championships, SLF, specific concepts in sailing, etc), which were created as a reaction to the recent followers we’ve gained who are new to US Sailing as well as the sport itself</p> <p>Tremendous growth in our social channels recently due to many factors, but especially our popular Instagram Reels and collaborations with influencers including our most watched social media post ever- Hinman Team racing Champs with over 1.8 milion views! https://www.instagram.com/reel/CkliCYwihGs/?igshid=YWJhMjlhZTc=</p> <p><u>Misc</u></p> <p>Our team released and promoted the 2022 One Design Survey encouraging members of all one design classes to give their feedback to help US Sailing support one design sailing</p> <p>Our team created a new USST Communication Strategy to ensure appropriate coverage of team members, ODP, and other Americans competing in events</p> <p>Promoted the 470s program resulting in receiving 77 applicants, a promising response for the program</p> <p><u>2023</u></p> <p>Marketing/Communications plans are being made focusing on a rebrand, website navigation and architecture clean-up</p> <p>US Sailing brand project to begin in Q1/2</p>
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Partnership Marketing:	<p><u>Partner highlights</u></p> <p>West Marine US Open</p> <ol style="list-style-type: none"> 1. Met with West Marine new leadership/2023 renewal proposal is pending <p>Rolex</p> <ol style="list-style-type: none"> 2. Development of new Rolex webpage (in conjunction with Rolex)-12/1 launch 3. Opened Nominations for 2022 Rolex Yachtsman & Yachtswoman of the Year Awards <p>Kilroy</p> <ol style="list-style-type: none"> 4. Released 4-part collaboration video series against Kilroy pillars (Leadership, Sustainability, Innovation, Teamwork/Community) 5. Planning for January video shoot 6. Developing Line and Sails recycling program <p>Gill</p> <ol style="list-style-type: none"> 7. Audit and analyzation of 2022 (first year) VIK usage 8. Developing 2023 VIK usage plan (Olympic and non-Olympic needs across the organization) 9. Collaboration on athlete high performance gear <p>Gowrie-Chubb</p> <ol style="list-style-type: none"> 10. Discussions ongoing <p><u>Championships</u></p> <ol style="list-style-type: none"> 11. Activated for partners at all fall champs <p><u>Boat Shows</u></p> <ol style="list-style-type: none"> 12. Attended Newport, Annapolis, and Ft. Lauderdale Boat Shows for partners including: Gill, West Marine, New England Ropes, Harken, Gowrie Group <ol style="list-style-type: none"> a. Supported partner events (e.g., Gill VIP event at Newport store, Presented at West Marine seminar) and athlete appearances at partner booths <p><u>Strategic Partnerships</u></p> <ol style="list-style-type: none"> 13. Working to finalize organization-wide comprehensive strategic media partnership with Bonnier (Sailing World/Cruising World) 14. Continue building relationship with Sailing La Vagabonde (YouTube influencers with 1.8 Million subscribers) to promote US Sailing programs and leverage partnership opportunities <ol style="list-style-type: none"> a. Released collaboration on Safety at Sea episode on YouTube - https://youtu.be/8gOLKOTgOTw b. 200K views in first 3 days. Currently over 350K views <p><u>Miscellaneous</u></p> <ol style="list-style-type: none"> 15. Development of End of Year recaps for partners 16. Building partner activation tracking processes for 2023
Business Development:	<ul style="list-style-type: none"> • New business development prospects pending include: Bermuda Tourism, Suntex, B&G Navico and The Moorings, • Additional conversations of note include: Gosling’s Rum, Maui Jim, Vineyard Vines, CDW, Fidelity, and a number of wineries. • Gowrie discussions ongoing • Ongoing discussions and proposal with other insurance brokers including: Brown/Brown, Gallagher, AON, Marsh and WTW. • West Marine renewal presentation in negotiation • 3rd party sales organization hired (Vertica Group) and in market • SLF 2023 sales continue to pace well • Developed Olympic Sailing Trials deck to share with the USOPC and then potential partners • Upcoming meeting with NBC Sports to explore potential coverage of our Olympic Trials

	<ul style="list-style-type: none"> • Working with the OLY team to finalize the commercial athlete agreement as it pertains to corporate partners • Discussions continue with RWU & Bonnier re joint business development ideas including the youth events at Roger Williams
Foundation:	<ul style="list-style-type: none"> • 2022 Total Raised in Pledges, Conditional Pledges, and Verbal Commitments toward Year-end goal of \$15,773,000: \$10,434,400 raised so far. • 2022 Total Cash Received, including pledge payments and new gifts: \$4,678,500 • Raised funds for Project Pinnacle. Year-end goal: \$4,000,000. Raised \$2,969,600 so far. • Raised funds to match the James M. “Ding” Schoonmaker II Project Pinnacle Endowment Fund Challenge of \$500,000. Raised \$156,000 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. Raised \$920,000 so far. • Forecast for Siebel Sailors through 12/31/22: 3-5 potential commitments of \$50,000 or more with a likely total additional raised of \$150,000-\$200,000. • Year End Appeal - letter in homes now, email campaign ongoing through December 31st • Giving Tuesday – email and Social Media campaign Nov. 22nd – 30th • Siebel Wish List – Print, Email and Social campaign Dec. 1st – Dec. 31st • Planned Giving Strategies Year End Email - Dec. 3rd • Stewardship activities for New Year: <ul style="list-style-type: none"> • Olympic Donor Event – Confirmed for January 14th to be hosted by Bill Koch at his home. • Team New Year’s video to OLY Donors • Donor Impact in 7 photos email • Jill’s last day was October 27th, and the team continues to execute the Appeals and Communications plan that was in place prior to her departure. We will be meeting during the first week of December to plan 2023 Appeals and Communications.
USOPC Audit	<ul style="list-style-type: none"> • USOPC audit is on track and maybe a little ahead of schedule. Justin, Heather, and Alan have had weekly calls with the USOPC since the early October. • Everything is on track and there have been no major surprises. There will be minor policy and operational updates that Justin will share/manage at the appropriate time. • The initial audit phase is expected to conclude in the next few weeks, after which the USOPC will issue a preliminary audit report. We expect to have the initial report before the end of the year
USST/ODP:	<ul style="list-style-type: none"> • 2nd All Team Camp being held December 2-19 • Working on 2023 budget • Re writing Athlete agreements • Working on MOU’s with US Olympic Trial hosts • Working on LB training sites • Raising money