

2022 Association Report – January

Topics	Comments	Status																				
Financial Metrics – Financials are based on November numbers.																						
Revenue	<p>YTD Revenue of \$15.6MM vs budget of \$21.6MM is \$6.0MM or 28% below budget:</p> <p>Public Support \$5.5MM below budget due to Siebel miss (revenue not cash)</p> <p>Investment Income YTD \$408K below budget (\$294K Loss YTD)</p> <p>Program Revenue \$1.6MM vs budget of \$1.9MM (\$274K):</p> <ul style="list-style-type: none">-NSPS \$94K below budget due to cancellation (expense savings outweigh revenue loss)-Offshore \$174K below budget on certificates issued, this is partially timing related. Should be ~\$50K improved by December Year End <p>Membership \$1,997K vs budget of \$1,937: 59K ahead of plan</p>	Red																				
Expense	<p>YTD Expense of \$12,403 vs budget of \$14,409 is \$2,006 or 13.9% below budget: Main drivers below:</p> <table><thead><tr><th>\$V to Budget</th><th>Comment</th></tr></thead><tbody><tr><td>651,424</td><td>Salaries & Benefits - Open Roles</td></tr><tr><td>311,349</td><td>Travel (NSPS & Olympics)</td></tr><tr><td>295,677</td><td>Coaching</td></tr><tr><td>201,817</td><td>Supplies</td></tr><tr><td>180,886</td><td>Sponsorship fulfillment</td></tr><tr><td>154,965</td><td>Consulting in Oly</td></tr><tr><td>80,607</td><td>Meetings (NSPS)</td></tr><tr><td>73,355</td><td>SW, in Fundraising & offshore</td></tr><tr><td>1,950,080</td><td></td></tr></tbody></table>	\$V to Budget	Comment	651,424	Salaries & Benefits - Open Roles	311,349	Travel (NSPS & Olympics)	295,677	Coaching	201,817	Supplies	180,886	Sponsorship fulfillment	154,965	Consulting in Oly	80,607	Meetings (NSPS)	73,355	SW, in Fundraising & offshore	1,950,080		Green
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Net	<p>November Cashflow (\$150K) vs estimated loss of (\$280K)</p> <p>Net Cashflow YTD (\$491K) vs estimated loss of (\$3.7MM)</p>	Green																				
Key Priorities Update																						
Membership	<ul style="list-style-type: none">Hiring for new Director of Membership underway2023 Organization membership renewal campaign launchedFinalizing timelines for 2023 individual membership launch (2/6 target)Individual and Organization T&C’s developedCrafting outbound membership comms planWorking through operational issues with PrismWorking with New Start re 2023 Skill up planningLooking to develop exclusive “members only” contentBegin assessment of US Powerboating platform in late q1As of 11/30/2022 we have 34,571 active memberships which is behind 2021 YE by 6.3%, but above budget of 32,154 by 7.5%As of 11/30/2022 we have 43,643 active members which is behind 2021 YE by –5.3% but above budget of 41,381 by 3.0%																					

Adult:	<ul style="list-style-type: none"> • Revenue reporting plan being developed. Looking to develop exclusive content behind the paywall. • Begin assessment of US Powerboating platform in late Q1 • 7 of 9 championships locked in for 2023. Should have the last two confirmed by the end of the month. • Women's Match Racing Qualifiers are posted and the Open Qualifiers are being worked on. • David Storr's Match Racing Grant applications opened January 15th • Four One Design Awards and two Adaptive Sailing Awards will be presented at the Sailing Leadership Forum. • The two One Design Sailor and Classes Surveys Results will be presented and released to the public during the Sailing Leadership Forum. The One Design Class Committee will meet February 1st in ST. Pete Beach to hold a reception for any attendee just prior to the opening reception. Open floor format. • Will continue to remind One Design Class Leaders to submit forms for Board review of their World Events being held in the USA. • A reminder that the Keelboat Stakeholders are meeting at the Sailing Leadership Forum at 13:00 ET on February 1st.
Education:	<ul style="list-style-type: none"> • Small Boat Level 1 Instructor Online and 3 day In-Person was launched in late December. Online is working as a self-guided course. We've encountered a few technical hiccups as we've got live with our online course, but thanks to the support of the IT Department (and Andrew Ewing specifically) we've been working our way through them. • <i>Small Boat Level 2 Instructor Manual</i> is in production with the goal of a March launch. • The development team will be focusing on updating <i>Basic Keelboat</i> again starting in Q2. • National Faculty meeting focused on Navigation standards occurred in late December at Orange Coast College, in Costa Mesa, CA. NOAA is sunsetting paper charts in January 2025, so the focus of the group centered around the transition to electronic navigation while potentially still providing opportunities for "legacy" paper chart training. • Preparations for the Sailing Leadership Forum are well underway. Prior to SLF there will be a Level 1 Instructor Trainer course, a Race Admin National Faculty meeting and update meetings for both Level 1 Instructor Trainers and all Instructor Trainers. • Work is underway to begin promoting and selling the supporting documents for the National On-Water Standards, which is a program US Sailing has been involved with for several years. • EDU is continuing to search for an Education Coordinator. Currently, we are averaging about 18-20 requests per week to host courses, and the team is working diligently to keep up. Most requests are for Level 1 courses. • The National Faculty launched a new version of the Night Operations certification. We are in the process of updating our schools and instructors.
Offshore:	<ul style="list-style-type: none"> • The Offshore Ratings Office is starting to issue certificates for ORR this week and ORC next week. • Discussions on developing new and enhancing existing services to PHRF are ongoing.

Race Administration:	<ul style="list-style-type: none"> December's announcement about discounted membership and no-fee continuing education courses was met with widespread appreciation from the race officials community. Many thanks to the Board of Directors and US Sailing staff leadership for supporting this change. The Race Administration National Faculty (the subject matter experts who develop and evaluate US Sailing educational offerings) are meeting ahead of Sailing Leadership Forum. On the agenda: Race Admin long-term educational planning and publications update. The training season is well underway – there are currently 46 offerings on the calendar or in process (19 Basic Race, 4 Advanced Race, 1 Race Officer Round Table, 4 Club Judge, 1 Advanced Judge, 6 Umpire and 11 Continuing Education), and there are many more in the works.
Siebel:	<ul style="list-style-type: none"> Awaiting end of year financials and receipt of pledged matching funds from the Tom and Stacey Siebel Foundation for further season planning All centers from first grant cycle have completed cessation agreements Final assets are being transferred to centers
Youth:	<p>Reach</p> <ul style="list-style-type: none"> 2022 Impact Report and Press Release scheduled for 1.24.23 <p>Community Sailing</p> <ul style="list-style-type: none"> 2022 award recipients will be honored in FL at SLF and a press release will go out after the event. Two new programs have inquired about becoming accredited. Accreditation standards were updated, and all programs asked to comply by 2024. New quality assurance process outlined; execution based on US Sailing staff capacity. <p>Youth Competition</p> <ul style="list-style-type: none"> 2023 Youth Championships schedule was released in late 2022, including event dates, locations, and updates to event formats. USA Junior Olympic Sailing Festival schedule and partnerships are being finalized and will be released in February. Youth Performance Pathway communications continue with poster, pamphlet, and webinars this spring. <p>Jen Guimaraes, Youth Education Manager, and Catherine Shanahan, Youth Racing Events Manager, are both moving on to new job opportunities outside of US Sailing. We thank them for their exceptional service to the sport!</p>
Events:	<ul style="list-style-type: none"> Wrapping up final prep for Sailing Leadership Forum 2023, February 2-4 in St. Pete Beach, FL. We look forward to seeing you there. US Sailing Association Awards Celebration & Rolex Yachtsman & Yachtswoman of the Year Award Presentation will be held the evening of Thursday, February 2nd.
HR:	<ul style="list-style-type: none"> Recruiting and interviewing for the following roles: Membership Director, Partnership Marketing Director, SVP Development, Education Coordinator, Youth Regatta Manager Preparing for 2022 annual review process and 2023 annual goals set up. DEI Membership with Inclusion Playbook – 3 series trainings available to all Members – advertising to come very soon (first one February 23) Member Demographic Survey rolling out for USOPC required demographic survey

IT:	<ul style="list-style-type: none"> • Began prep and packaging of all hardware to ship to St. Pete's for use during SLF. • Updated our nightly data sync with MailChimp to utilize a newer API, improving reliability and efficiency. This was especially vital due to the need for a fallback for membership communications to replace Prism due to the rapid deterioration of that relationship. • Updated reporting of Certified Officials in several spots to allow vetting the status of Safesport training, background checks, and membership. • Built real-time integration with Thinkific so members who enroll in our Small Boat Level 1 Online course are auto-enrolled into the corresponding course on the Thinkific LMS platform. • We are nearing the completion of a comprehensive and inclusive process of selecting a new customer relationship management system.
Marketing & Communications:	<p>Content</p> <ul style="list-style-type: none"> • December Team camp content capture completed: 20 concepts to be used in future social media posts and partner activation • SLF "Pump Up" Video created and shared on Instagram and in email • US Open Fort Lauderdale and Miami coverage completed, plans in the works for Clearwater in February • DEI impact graphic created and posted on Instagram <p>Partner Activation</p> <ul style="list-style-type: none"> • Line and sail recycling program begun, goal is to collect used materials from team members to donate to Kilroy, who will commission an artist to use them in creating original artwork • Rolex page on the US Sailing website launched • US Sailing's marketing reach calculated for use in partnership decks • SLF Media Kit created for SLF sponsors and exhibitors to share content and graphics on their social media channels <p>Social</p> <ul style="list-style-type: none"> • SLF promotion continues, focusing on event registration and highlighting tracks, keynote speakers, sponsors, exhibitors and launch of the event app • Our most watched social media post ever, taken at the Hinman Team racing Champs, now has over 5.5 million views! • Foundation content creation and distribution around: Giving Tuesday, the Siebel Wish List, the Foundation Year End appeal, and Siebel-branded items in the US Sailing store <p>Press</p> <ul style="list-style-type: none"> • Changes to the Youth Championships and their updated regatta formats announced • Gowrie partnership extension press release was drafted and will be released January 24 <p>Misc</p> <ul style="list-style-type: none"> • 2022 One Design Survey 30+ slide presentation created for SLF
Partnership Marketing:	<ul style="list-style-type: none"> • Hiring for new Director of Partnership Marketing underway • Eric Krasnoo outreach to all partners post Josh departure • Developing regular cadence and approach for partner outreach • Renewal discussions wrapping up for the few remaining '22 partners • Annual partner recaps being finalized • Planning/preparations in place to activate for all SLF sponsors & Rolex YoY event • Kilroy 2023 ko call scheduled for early Feb- efforts re the line/sail recycling program underway • Rolex Sailing moments content to be developed

	<ul style="list-style-type: none"> Gowrie/Risk Strategies 2023 ko mtg 2/10 Gill VIK allotments for the USST & Association being finalized 2023 activation plans being developed for Yeti, NE Ropes, and others Working on PM process to better serve internal and external constituents Coordinating with finance on both partner billing process and fulfillment tracking Finalize partnership with Bonnier
Business Development:	<ul style="list-style-type: none"> Gowrie contract renewed for two years at \$500k per year inclusive of a \$50k annual commitment to Siebel. We continue to effort other insurance brokers. Revenue (cash) of \$2,051(000) against a budget of \$2,754(000) -- 74% to budget. Contracts out/prepared to new partners: Suntex, The Moorings and Gosling's. Additional proposals out to Maui Jim, Kaiser Permanente, Mayflower Wind and Bank of the West. Over \$1.1mm in pending business Positive discussions continue with Vineyard Vines, B&G/Navico and Bermuda Tourism. SLF sales at \$143k (+17% v. final budget) with sales to over 30 vendor partners. Developing post-SLF sales opportunities to keep these organizations engaged. Creating Olympic Sailing Trials assets and deck to share with the USOPC for a Feb meeting. Follow up discussion post with NBC regarding coverage of athletes and the trials.
Foundation:	<ul style="list-style-type: none"> January is Thank-u-ary: focus on Stewardship and Thanking our donors, like "You're Impact in 7 Photos" e-mail and a Team "Thank You" video for Olympic Donors 2023 Priority is for more holistic, integrated fundraising for the entire organization. <ul style="list-style-type: none"> OLY aims to raise \$4mil in new commitments and continue to secure the Schoonmaker Foundation match opportunity Siebel Program Fundraising Goals will be dependent upon the Siebel Foundation's response to a final appeal for support, currently pending. The Development Staff team is looking forward to meeting a new SVP of Development when hired
USOPC Audit	<ul style="list-style-type: none"> US Sailing submitted all requested audit materials to the USOPC through its online audit portal (Auditboard) by September 14, 2022. The USOPC's review of the audit materials began in early October and concluded in late December. From the first week of October through the end of December US Sailing and the USOPC had weekly calls lasting anywhere from 20-60 minutes to discuss any follow questions the auditor had and to address any matters needing clarification. <p>Next Steps:</p> <ul style="list-style-type: none"> The USOPC will deliver to US Sailing a Draft Audit Report which will contain the preliminary results of the audit, including any Findings the USOPC believes US Sailing will need to address/remedy. The USOPC originally indicated the Draft Audit Report would be complete by the end of December, which was first pushed to mid-January. We anticipate US Sailing will receive the Draft Audit Report in the next 2 weeks. Once received, US Sailing and the USOPC will have 30 days to (a) meet to go through the Draft Audit Report and (b) agree on a Management Action Plan to address identified Findings. Once US Sailing's Management Action Plan has been submitted to the USOPC, we will have 90-120 days to take appropriate corrective actions to remediate the agreed upon Findings.

	<ul style="list-style-type: none"> Once the USOPC has received all documentation from US Sailing indicating it has taken all corrective actions, it will have 60 days to validate the corrective actions and issue a Final Audit Report.
USST/ODP:	<ul style="list-style-type: none"> Wrapped a successful FLL and MIA US Open Sailing Series. The Clearwater US Open Sailing Series is on the horizon, occurring February 1 - 5, 2023. These events are part of the team selection process for Pan American Games, Marseille Test Event and the Combine Worlds. Postponed the January 14th donor event, Path to the Podium: An Evening in Palm Beach, currently working to reschedule the date in the coming months. Continuing to work to finalize MOU's with US Olympic Trial hosts.