

2023 Association Report – April

| Topics | Comments | Status | | | | | | | | | | | | | | | | | | | | |
|---|---|---------------|---------|---------|----------------------------------|---------|--------------------------|---------|--------------------|---------|-------------------------|---------|------------|--------|-----------------|---------|-------------------|---------|------------------------|------------------|--|--------------|
| Financial Metrics – Financials are based on December 2022 numbers. | | | | | | | | | | | | | | | | | | | | | | |
| Revenue | <p>YTD Revenue of \$17.6MM vs budget of \$24.9MM - \$7.4MM or 29% below budget:</p> <ul style="list-style-type: none"> • Public Support of \$9.6MM vs budget of \$15.8MM - \$6.2 below budget due to Siebel miss (revenue not cash) • Investment Income YTD loss of -\$384K vs budget of \$124K – 508K below budget • Program Revenue \$1.7MM vs budget of \$2.0MM - \$252K below budget: <ul style="list-style-type: none"> ✓ NSPS \$94K below budget due to cancellation (expense savings outweigh revenue loss) ✓ Offshore \$125K below budget on certificates & sail #'s • Membership \$2,178K vs budget of \$2,119K- 59K ahead of budget | Red | | | | | | | | | | | | | | | | | | | | |
| Expense | <p>YTD Expense of \$13,931K vs budget of \$15,595K is \$1,664K or 10.7% below budget: Main drivers below:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #002060; color: white;"> <th style="text-align: center;">\$V to Budget</th> <th style="text-align: center;">Comment</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">520,829</td> <td>Salaries & Benefits - Open Roles</td> </tr> <tr> <td style="text-align: center;">175,320</td> <td>Travel (NSPS & Olympics)</td> </tr> <tr> <td style="text-align: center;">275,366</td> <td>Coaching & Charter</td> </tr> <tr> <td style="text-align: center;">172,879</td> <td>Sponsorship fulfillment</td> </tr> <tr> <td style="text-align: center;">122,610</td> <td>Consulting</td> </tr> <tr> <td style="text-align: center;">69,650</td> <td>Meetings (NSPS)</td> </tr> <tr> <td style="text-align: center;">201,946</td> <td>Supplies (Siebel)</td> </tr> <tr> <td style="text-align: center;">133,761</td> <td>Athlete grants, timing</td> </tr> <tr style="background-color: #e0e0e0;"> <td style="text-align: center;">1,672,361</td> <td></td> </tr> </tbody> </table> | \$V to Budget | Comment | 520,829 | Salaries & Benefits - Open Roles | 175,320 | Travel (NSPS & Olympics) | 275,366 | Coaching & Charter | 172,879 | Sponsorship fulfillment | 122,610 | Consulting | 69,650 | Meetings (NSPS) | 201,946 | Supplies (Siebel) | 133,761 | Athlete grants, timing | 1,672,361 | | Green |
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| 1,672,361 | | | | | | | | | | | | | | | | | | | | | | |
| Net | <p>December Cashflow 177K vs budget of \$119K Total Yr 2022 Cashflow of \$220K vs budget of \$51K</p> | Green | | | | | | | | | | | | | | | | | | | | |
| Key Priorities Update | | | | | | | | | | | | | | | | | | | | | | |
| Membership | <ul style="list-style-type: none"> • Continued search for Director of Membership and Membership Coordinator • Launched a successful notice of price increase communication on 2.6.23. <ul style="list-style-type: none"> • New prices effective 2.28.23. Record number of memberships processed in three-week time period. Saw significant uptick in 3yr membership renewals from January to February. • Revamping member communication approach – down from 38 emails to 11 emails throughout the year. The projected start date for this new communication plan is early April. • 90 Pro and Premium Organization Members were onboarded into the 2023 MVP Program with an updated package of marketing collateral and resources (3.2.23). • Developing a Refer-a-Friend campaign to drive new member acquisitions. Exploring other Membership sales efforts. • Continuing to examine member exclusive content and new outreach concepts. | | | | | | | | | | | | | | | | | | | | | |

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| <p>Adult:</p> | <ul style="list-style-type: none"> • After a 3 ½ month medical leave, Betsy Alison is back at work full-time in the Adult Department. • 592 Safety at Sea Certificates have been issued by the US Sailing Office so far in 2023 with 299 (50%) of them issued during the month of March. With 23 of 62 SAS courses held so far, we are on track for a banner year for Safety at Sea training. • There are 4 Basic Keelboat Instructor Courses on the calendar for April with 21 of 24 possible spots already filled. There are 6 Basic Keelboat Courses on the calendar for May with more in June. There is increased demand this year as schools seem to be returning to pre-pandemic levels of participation. • Two Adult Championships have registration open: the US Singlehanded Championship which is embedded in the 2023 Sunfish North Americans (6/8-11) in Springfield, IL and US Para Champs which is being run within the 2023 Claggett Clinic and Regatta (6/20-25) in Newport, RI. • After the success of the One Design Survey that was designed by the OD Committee, sent out in the fall of 2022, and data presented by the Committee at the Sailing Leadership Forum in February 2023, the OD Committee is designing a similar survey targeting college aged sailors and young professional to be delivered in alternate years to compile participation data on this demographic group. |
| <p>Education:</p> | <ul style="list-style-type: none"> • A successful Race Administration National Faculty meeting was held prior to the Sailing Leadership Forum. Topics included reviewing learning objectives for all areas of Race Admin, Seminar Instructor Education and updates to the <i>Race Management Handbook</i>. • Development work continues on an updated version of <i>Basic Keelboat</i>, and the finishing touches are being added to the new <i>Smallboat Level 2 Instructor Manual</i>. • As of 3/22, 138 Small Boat Level 1 In-person course sections have been added to the calendar, representing 95% of our Level 1 scheduling goal for the year. Additionally, 15 Basic Keelboat Instructor courses have been added to the calendar, representing 68% of our annual goal. • Across the board we are seeing an increase in demand from course hosts, and fewer courses being cancelled, which we attribute largely to the promotional support we've received from the US Sailing marketing team and, for keelboat courses specifically, the adult department. Additionally, the fact that we've been able to successfully fulfill a high volume of course hosting requests is a testament to the outstanding work done by Peri Burns and Andi Barton. Each course requires them to find an available Instructor Trainer, which is not always an easy task. • A Safe Powerboat Handling Instructor Trainer (IT) Course was held at Camp SeaGull/Seafarer (Arapahoe, NC) at the end of March and a Basic Keelboat Instructor Trainer course is scheduled for July at Club Nautique in Alameda, CA. These courses provide additional Trainers to help us meet the growing demand. • As the organization moved closer to deciding on a new Association Management System, Education is evaluating how our existing platforms may fit. This includes our digital publications platform, learning management systems and ecommerce platform. • In March, Jessica Yorke and Maggie Burgess both departed US Sailing to pursue other opportunities. Jessica was a member of the Education team for eleven years, while Maggie had only been with us for a brief time after coming over from the Foundation. We thank them both for their service and are in the process of looking for their replacements. |

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| Offshore: | <ul style="list-style-type: none"> • Technology the offshore office has put in place: <ul style="list-style-type: none"> • Entirely new application forms that collect detailed information for both ORC and ORR certificate requests. This data is read by our new Access database that serves as the UMS. • We have resurrected the Universal Measurement System (UMS) as a smart archive for measurement data for the rating rules we administer. This allows offshore to archive “instances” of a boat: hull, rig, sails, flotation and all that defines a specific configuration, often for a specific event. • We have updated the software we use to vet and modify boat configurations using graphical imagery to identify errors. This program reads and writes the files used by the various rating rules. • Certificate production is running hot and heavy in our second year of post pandemic racing <ul style="list-style-type: none"> • Although the Islands Race was cancelled due to severe weather in Southern California, the Cabo Race went off well with a large ORR fleet. ORR numbers will be down in a non-Newport Bermuda Race year, but 3 major offshore races are coming up with Marion Bermuda, Transpac and Marblehead Halifax. • We are well ahead of schedule for ORC certificates compared to last year, and this with an expected rise in volume. (The offshore office is now fully staffed.) Feedback from our users is highly supportive of the rapid turnaround of ORC applications to certificates. • The Royal Yachting Association has launched their update to the PY Online version of Portsmouth Yardstick. The offshore office is working with our fleets to make the transition, if they desire to go that route. We also have a US implementation of the rule. • We have ongoing PHRF discussions within our volunteer corps as well as with our fleets. We are listening to them and developing a plan for enhanced and new services. |
| Race Administration: | <ul style="list-style-type: none"> • Steve Schupak (IJ, NU, CRO) has joined the Umpires Committee as co-chair with David Pyron (IU, NJ) and will take over as chair when David’s term ends. Key priorities for the UC are recruiting more umpires and committee members and standardizing seminar curriculum materials. • Race Admin seminar enrollment numbers are strong, fueled largely by pent-up demand for more in-person courses. Numbers are running ahead of 2021 and 2022 and are on track to meet our goals for 2023. • As a result of hard work by the team at National Faculty, an updated edition of the <i>Race Management Handbook</i> is underway and will be available soon. • The completely revamped Advanced Race Management Seminar is now being offered in both in-person and online versions. • The Judges Committee recently beta tested a new RRS 42 (Propulsion) clinic intended to train judges in making rule 42 calls on the water. Kudos to Craig Daniels, (NJ, NU, RRO) for leading the development effort. |
| Siebel: | <ul style="list-style-type: none"> • Review of fundraising efforts and planning for the next iteration of the Siebel Sailors program underway. • Communication with all center applicants will be made in early April. |

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| Youth: | <ul style="list-style-type: none"> • The peak season for Smallboat courses is approaching. With the Youth Education Manager position open, the Education and Membership staff are pitching in significantly to cover. • The US Youth Championship (June 26-30) and US Junior Women’s Championship (July 17-21) will both take place at Roger Williams University/US Sailing headquarters. • US Youth Match Racing Championship (Rose Cup) will be held at Sheboygan Yacht Club and US Youth Triplehanded Championship (Sears Cup) at Lakewood Yacht Club. • USA Junior Olympic Sailing Festival dates are posted online and include a growing component of JO Clinics with the opportunity for youth sailors to try out the Performance classes. |
| Events: | <ul style="list-style-type: none"> • Sailing Leadership Forum wrap-up is nearing the end: <ul style="list-style-type: none"> • In the post-event survey to attendees, 96% of responders indicated they were Satisfied or Very Satisfied with SLF and a score of 9 out of 10 on how likely to recommend SLF to a friend/colleague. In line with previous years, attendees indicated their primary takeaway as networking and collaboration. • Financials will be buttoned-up later this month with a full report presented at the May Board meeting. • Site selection has commenced for Sailing Leadership Forum 2025. Following historical patterns, San Diego will be considered however a thorough search will be conducted seeking all possible options. • Los Angeles Yacht Club has agreed to host the 2023 Stakeholders Summit on November 9th with an in-person Board meeting preceding the Summit on November 8th. • Work is being done on hospitality packages for Paris/Marseille 2024 |
| HR: | <ul style="list-style-type: none"> • Hired and onboarded new SVP Development and Partnership Marketing Director • Recruiting for other open roles (Youth Regatta Manager, Education coordinator, Membership Accounts and Programs Coordinator, Membership director) • Working actively with volunteers on staffing plans for SVP High performance, including Job description rebuild, screening committee, hiring committee, etc. • Wrapping up annual review process including merit increases and bonus payouts • Creating plans for remainder of year for employee engagement and DEI initiatives • Completed annual Staff and Board DEI training last week • Auditing multi-state tax compliance for remote workers |
| IT: | <ul style="list-style-type: none"> • Built and rolled out 11 projects in comprehensive support of changes to membership pricing, tiered MVP functionality for org memberships, accredited orgs access to MVP program features, supporting launch promos, etc. • Remedied our auto-renewal program, developed a strategy to fix the issue, maximized the retention of existing enrollees, incorporated tailored promo links to recover passed-over enrollees, and enhanced auto-renewals to reflect new pricing. • Supporting fulfillment changes to how we handle pricing, shipping, and communication along with delivery of digital course materials. • Begun the process of updating critical IT infrastructure to ensure the business is not at risk from network failure. • Applied an upgrade to the accounting software required for the Finance Dept to close 2022. • Prepared laptops for use in presentations at SLF. • Updated an old server in order to give the ability to send acknowledgment emails when a membership is purchased, or a course is registered for. |

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| Marketing & Communications: | <p>Press</p> <ul style="list-style-type: none"> Youth Champs announcement with press release, web updates, and Instagram post US Sailing Team Announces Operational Restructuring and talking points created related to Team leadership changes Olympic Trials venue and host announcement Association, One Design, Adaptive, Training, and Community Sailing Award Announcements <p>Content</p> <ul style="list-style-type: none"> In addition to revenue success, the SLF content & marketing plan developed and executed by staff and with third-party consultants, T2PTV, including twice daily videos, social media posts, reels, and lives, and press releases US Open Fort Lauderdale, Miami, and Clearwater coverage completed Black History Month posts and sailor profiles on Renae Mintz, Rhonda Mintz, and James Cyigenza featured on website and Instagram Women’s History Month post featuring female staff and profile on Sara Stone US Match Racing Championship post as part of Instagram “explained” series Save the Dates post for Adult Championships Media and information toolkit webpage created for organizational members <p>Partner Activation</p> <ul style="list-style-type: none"> Rolex Yachtsman and Yachtswoman finalist videos and winners announcement shared on Instagram and website with press release, social media posts Gill Verso giveaway contest on Instagram and “packing for Palma” video shared Risk Strategies – Gowrie Group partnership extension announcement Goslings, Moorings and B&G partnership announcements press releases drafted |
| Partnership Marketing: | <ul style="list-style-type: none"> Hired new Partnership Marketing Director – Lindsey Potter (starting 4/10) Onboarding: Goslings, The Moorings, SouthCoast Wind, and B&G Renewals: Harken Derm, Nimbix in process Developing regular cadence to meet with all partners Youth and Junior Championships and Adult Championships activation planning underway YETI content developed to be pitched & Rolex content being created Gill VIK ordering for USSA and USST on track to meet budget-exploring branding alternatives New England Ropes Factory Tour 3/29 SouthCoast Wind KO meeting 4/13 Gowrie Risk Strategies and Chubb visit office 4/18 Goslings in person mtg scheduled for 6/5 |
| Business Development: | <ul style="list-style-type: none"> Closed Multi-year partnerships with SouthCoast Wind (2yrs), Goslings Rum (2 yrs), Moorings (3yrs) and B&G/Navico (2yrs) -total value over \$500k cash and vik Continued Positive discussions with Vineyard Vines, Bermuda Tourism, & AeroVanti New conversations with Tradewinds Aviation, Armstrong Foils, Rudy Project, ICOM, Professional Boats, Royal Cup, Cognizant, & Fidelity Created US Sailing 365 Partners Program for the endemic sailing community as a follow up for SLF partners. Initial response has been positive. Olympic Trials partnership overview and packages in the works. Site visit 4/5-6 Strategic partnership with Bonnier at the contract stage Continuous efforts to establish new assets. |
| Foundation: | <ul style="list-style-type: none"> Blaine Pedlow started as SVP of Development on 3/27. The staff team are working on onboarding and refining the strategy for the upcoming year. |

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| | <ul style="list-style-type: none"> • New Foundation Board Chair Brian Keane will work with the team to assess the department’s fundraising strategy, including engagements with the board and volunteers, major- and leadership gifts, and broad-based strategies. • The Spring Appeal will drop April 26 and is in final approval. It outlines a holistic fundraising approach highlighting where funding is needed most. • With the 2023 Youth Champs and Junior Women’s Champs hosted in Bristol, RI, this summer, the team is currently considering one or more foundation events leveraging the regatta and associated programs (Race Administration, Youth, ODP, others) • 2023 YTD By-The-Numbers: <ul style="list-style-type: none"> • 2023 Total Cash Received: \$665,350 (includes current-year pledge payments) • 2023 Total Raised in Pledges and Verbal Commitments: \$60,000 |
| <p>USOPC Audit</p> | <p>US Sailing’s Audit Report was posted on the USOPC’s website on March 9, 2023. The Audit Report includes a full accounting of all USOPC Findings of audit standards that were classified as “Deficient” or “Needs Improvement.”</p> <p>The following is a breakdown of the USOPC’s Findings across all 48 audit standards:</p> <ul style="list-style-type: none"> • Compliant: 34 • Needs Improvement: 8 • Deficient: 4 • N/A: 2 <p>US Sailing has until July 1, 2023 to address and rectify each Finding of “Needs Improvement” and “Deficient.” US Sailing’s Governance and Compliance Committee is developing a corrective action for each such Finding and will be prepared to address each Finding by the relevant deadline.</p> |
| <p>USST/ODP:</p> | <ul style="list-style-type: none"> • Restructured Olympic Executive Director role and built a new job description for High Performance Director (SVP level equivalent) with stakeholder input (including OLY staff + athletes). Search committee assembled and press release to launch in next few weeks to officially kick off search • Athletes completed the spring training season and are underway racing in Europe for Palma (March 31-April 8) and Hyeres (April 22-29) World Cup events. Staff has continued top notch support of athletes through turbulence of change in Olympic leadership, with no disruption to coaching plans set before change • Ongoing work with Miami YC to prepare for world class domestic trials, led by Pam Healy • New fundraising efforts underway led by Brian Keane and new SVP of Development, Blaine Pedlow |