

2023 Association Report – July

Topics	Comments	Status																		
<i>Financial Metrics – Financials are based on June numbers.</i>																				
Revenue/Cash	<p>YTD Cash Revenue \$5.6MM vs budget of \$6.2MM is \$598K or 9.5% below budget:</p> <ul style="list-style-type: none"> • Donations \$276K, (\$524K)/66% below budget of \$800K – Olympic related (Pledges Rescinded) • Course & Event Registration \$1.4MM, \$198K/17.1% above budget of \$1.2MM • Sponsorship \$922K, (\$578K)/39% below budget of \$1.5MM- Olympic related (Kilroy) • Membership \$1.0MM, (\$101K)/9% below budget of 1.1MM • Investment Income \$246K, \$183K above budget of \$62K 	YELLOW																		
Expense	<p>YTD Expenses \$6.4MM vs budget of \$7.6MM is \$1.1MM or 15.2% below budget: Main contributing cost categories are below:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #003366; 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;">380,830</td><td>Salaries & Benefits (open roles)</td></tr> <tr><td style="text-align: center;">294,363</td><td>Travel (Staff and Non Staff)</td></tr> <tr><td style="text-align: center;">183,541</td><td>Consulting (mainly Oly Dept)</td></tr> <tr><td style="text-align: center;">95,757</td><td>Supplies</td></tr> <tr><td style="text-align: center;">94,837</td><td>Sponsorship Fulfillment</td></tr> <tr><td style="text-align: center;">74,388</td><td>Meetings & Events</td></tr> <tr><td style="text-align: center;">67,556</td><td>Coaching & Charter Fees</td></tr> <tr><td style="text-align: center;">29,327</td><td>Individual Grants</td></tr> </tbody> </table> <ul style="list-style-type: none"> • \$1,220,559 variance vs total net variance of 1,149,771 • \$800,032 of savings associated with Olympic dept 	\$V to Budget	Comment	380,830	Salaries & Benefits (open roles)	294,363	Travel (Staff and Non Staff)	183,541	Consulting (mainly Oly Dept)	95,757	Supplies	94,837	Sponsorship Fulfillment	74,388	Meetings & Events	67,556	Coaching & Charter Fees	29,327	Individual Grants	GREEN
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Net	<p>June Net Cashflow +\$178K vs loss of -\$94K projected.</p> <p>YTD Net Cashflow -\$192K vs estimated loss -\$178K projected.</p>	GREEN																		

Key Priorities Update

<p>Membership:</p>	<p>Member Engagement:</p> <ul style="list-style-type: none">• Conducted Membership demographic survey the last week of June (our second this year). Focused on general membership demographics along with how and what they sail and some other interest-based questions.• Mitchell developed a "Share Your Story" member engagement platform to increase membership engagement. Members can share stories and submit images to be featured in upcoming Weekly Lift newsletters. <p>Retention-Organizations</p> <ul style="list-style-type: none">• Julia LaForgia our new membership account & program coordinator, is leading a reengagement campaign to contact and revive organizational memberships with 450 organizations that have lapsed memberships in '21 & '22• To date we have renewed over 130 of them (\$30k+) outreach and follow-up continues. <p>Acquisition Refer A Friend Program</p> <ul style="list-style-type: none">• Launched in May and will end on July 31. Currently, 26 new memberships have been won through the program.• Promotional support included native social pushes across US Sailing's Facebook and Instagram along with email placement in the Weekly Lift, Cruising World, and Sailing World newsletters. <p>Q3-4:</p> <ul style="list-style-type: none">• The team has outlined a dedicated <u>Keelboat Membership communication plan</u>.• Team working on a Holiday Pack membership incentive to acquire new members and incentivize renewals during Q4 of 2023.• Loyalty ideas -Vetting logistics – tied to bday and member since date.• Bonnier ideation and tie-ins forthcoming <p>US Powerboating:</p> <p>Research marketplace analysis underway</p>
<p>Fundraising:</p>	<ul style="list-style-type: none">• Started Bi-weekly High-Performance communications plan, which includes updates on our sailors and events on the Olympic and Youth performance pathways.• Staffed parents' lounge at Youth Champs and hosted Mary Lattimore and family for US Youth Women's Championships as stewardship for their annual gift.• Executed the Spring Appeal, which had strong open-rate and 3x giving and number of gifts from same campaign in 2022.• Attended US Open Long Beach and restarted long-term plan for US Sailing footprint in area.• Offer made on Major Gifts Officer hire; hope to have new MGO aboard in late August.

<p>Adult:</p>	<ul style="list-style-type: none"> • Adult Championship season is in full swing with 2 of the 9 events completed. US Singlehanded Champs 32 men/12 women) was part of the Sunfish NAs (68 competitors), a PanAm Trials qualifier. The US Para Championship was held with the Clagett Clinic and Regatta for both the Judd Goldman and Chandler Hovey trophies. Next up is US Women’s Match Racing Championship in Annapolis, mid-August, followed by a full September schedule with US Team Racing, US Offshore Championship, and the US Match Racing Championship. • 55 Safety at Sea courses have been held so far in 2023 with another 7 scheduled in the fall. We are already updating forms and agreements for 2024 as requests for next year are already coming in. 2678 certificates have been issued so far in 2023. • Our Keelboat Stakeholders are busy teaching everything from basic keelboat sailing to passage making. Schedules are full, and publication sales are robust. We introduced our marketing, partnerships, membership and communication team to the stakeholders on the bi-monthly Stakeholders call. This gives the school operators a chance to meet key staff who will be supporting the schools/stakeholders regularly. Thanks to Eric, Lindsey, Sean, and Merrill for joining in! • A Next Gen Survey for one design sailors is underway until August 31. The One Design Committee is collecting information from this key constituent group on sailing habits and participation to best serve and inform these younger sailors who will make up the backbone and determine the direction of sailing in years to come.
<p>Youth:</p>	<ul style="list-style-type: none"> • US Sailing Championships: <ul style="list-style-type: none"> ○ 40 sailors competed in the US Youth Match Racing Championship for the Rose Cup. Thank you, Sheboygan Yacht Club and Sail Sheboygan, and Committee Chair Ryan Davidson for organizing a fantastic event! ○ 225 sailors competed in the US Youth Championship presented by SouthCoast Wind, hosted at US Sailing’s headquarters at Roger Williams University. Thank you to sponsors SouthCoast Wind, Gill, and Professional Boats, and race committee partners New York Yacht Club, Bristol Yacht Club, and Sail Newport. ○ 33 sailors competed at the US Junior Women’s Championships presented by SouthCoast Wind, for the Leiter and Ida Lewis Trophies. This event was also hosted by US Sailing at Roger Williams University. <ul style="list-style-type: none"> ▪ The competition in the Leiter (ILCA 6) fleet was fierce, with the championship coming down to a tie. ▪ This was the first year that the Ida Lewis was sailed in the 29er. The fleet size (5 boats) was small due to a scheduling conflict with the 29er Worlds, but the enthusiasm of the sailors was strong and the US Sailing coaches did a fantastic job upskilling the sailors and encouraging the next generation of American performance sailors. • USA Junior Olympic Sailing Festivals are underway across the country. JO Regattas in Texas, Ohio, and New Jersey have already taken place, and JO Clinics have been held in Long Beach, CA and Lake Forest, IL with sailors introduced to wingfoiling, windsurfing, skiffs, foiling dinghies, and sport keelboats.

	<ul style="list-style-type: none"> • Interviews are progressing for the new role of Youth Performance Manager, who will oversee athlete and coach development for the Under-19 age group.
<p>Events:</p>	<ul style="list-style-type: none"> • Golden Spinnaker Gala - On September 7th, hosted by the New York Yacht Club with the support of the Sailing Foundation of New York, the US Sailing Team athletes and Olympic hopefuls will gather to bring life to their experiences as they are vying for a berth in 2024. The event will include athlete interviews and a live auction. Funds raised at this event directly support Olympic Athletes. • National Sailing Programs Symposium 2024 – Save the Date! Feb 1-3, 2024 – Savannah, GA. Registration went live July 12th with limited early registration tickets available. Response was great with nearly 50 registrants in the first two weeks. Agenda planning will commence in late August. • Sailing Leadership Forum 2025 – site selection efforts are underway to find a venue for SLF 2025. • Paris/Marseille 2024 Hospitality – Plans are starting to take shape for our Hospitality Program surrounding the Paris Games 2024. Feel free to reach out to Katie O to express interest.
<p>Offshore:</p>	<ul style="list-style-type: none"> • Mid July is a significant milestone for Offshore: the last of the ORR certificates (for the Marblehead Halifax Ocean Race) are out the door and the same for ORC for two very large events: Bayview and Chicago Mac races. ORC certificates are already up by 15% over 2022. ORR are down somewhat, expected in a non Newport Bermuda Race year. • Our new JotForm application system has been an outstanding improvement over what we used last year. • Sydney has been working remotely on site for the Mac races. Chris is off to Kiel for the ORC World Championships to work with their measurement team, preparation for 2024 when New York Yacht Club will host those Championships with our support. • We are investigating an alternative scoring method for offshore races, termed Forecast TCF or F-TCF. This uses a pre-race weather forecast, combined with each boat’s table of polars, to predict how fast each boat can cover the course. The time-on-time ratings, TCFs, are created from those predicted elapsed times. This will mitigate somewhat the problem of having actual race weather differ greatly from the weather assumed when creating handicaps. A recent major offshore race was scored with mostly offwind performance predictions when the race was actually mostly upwind. The use of F-TCF could potentially have addressed that disconnect. • While we still have a number of ORC events and certificates needed, including the Rolex Big Boat Series, we are moving into the time of year when we can review and revise the tools we use. • We are surveying our fleets and event organizers to learn what we can do better as well as to generate submissions for possible rules changes. • And last, we are turning our attention to rebuilding our PHRF services and expanding those for Portsmouth Yardstick.

<p>Race Administration:</p>	<ul style="list-style-type: none"> • The Race Administration committees have approved eight officials for certification as World Sailing international officials: Charlie Arms, Craig Daniels, Bill Simon and Steven Wolff for International Judge; John Butine for International Measurer for the Sunfish class; Shannon Bush and Lynn Lynch for International Race Officer and John Busch for International Umpire. WS will make decisions on these applications at the Annual Meeting in November. • Through June, we have run the following training seminars: <ul style="list-style-type: none"> ○ Basic Race Management Seminar: 34 seminars; 536 students ○ Advanced Race Management Seminar: 6 seminars; 92 students ○ Club Judge Seminar: 10 seminars; 84 students ○ Advanced Judge Seminar: 1 seminar; 16 students ○ Umpire Seminar: 4 seminars; 44 students ○ Continuing Education offerings: 15 offerings; 204 students • More educational offerings will appear soon on the calendars for the fall • Of the 43 initial race official appointments so far in 2023, 9 (or 19%) are women. While this falls short of our goals, it does represent progress toward our goal of increasing the numbers of women in the race officials corps.
<p>Education:</p>	<ul style="list-style-type: none"> • A new <i>Smallboat Level 2 Instructor Manual</i> was completed in May. • A Basic Keelboat Instructor Trainer course was held at Club Nautique in mid-July. As part of that course prep, an updated version of the <i>Basic Keelboat Instructor Trainer Manual</i> was created (the last version was produced in 2016). • Diana Emmanuelli joined US Sailing as an Education Coordinator earlier this month. An experienced sailor, Diana hails from Puerto Rico where she is a National Race Officer. In her role at US Sailing, she'll be managing courses in Areas A, B, C, and E. A huge thanks goes out to Peri Burns and Andi Barton for helping get her up to speed. • Stu Gilfillen, Director of Education, attended the NASBLA Leadership Academy in Lexington, KY from July 17-21 along with 18 other representatives from across the US. He was the only individual accepted into this Academy class who did not come from a USCG or law enforcement/State background. • Evaluations continue for potential new Learning Management Systems, and we have narrowed it down to a few final choices. We will be reviewing those options with key staff before making a final decision. • An updated version of the <i>Race Management Handbook</i> is being worked on and will be available in August. • We continue to interview candidates for our Learning Design and Development Specialist and expect to make an offer in the next few weeks. This role will report to our Sr. Instructional Designer, Brad Schoch, and one of the first tasks they will undertake is the transition of content to our new Learning Management System. • As of June 30th, we've met our annual goals for Level 1 online and in-person courses, are at 97% of our goal for Sailing Counselor course attendance and exceeded our goal for scheduling Keelboat Instructor courses by 32%. • The Education Department held budget planning meetings with the Youth, Adult and Race Administration departments to help identify project requests to include in the 2024 development queue. In a subsequent part of the process, the Education department evaluates the resources needed and projected timelines for each project. Once this evaluation is complete, all the projects are reviewed by the Programs and

	<p>Services division directors and a ranked list is sent to leadership for final review (and either inclusion or exclusion).</p>
<p>USST & ODP:</p>	<ul style="list-style-type: none"> • Solid performance at Test Event- Daniella bronze medal, won US selection for games, will qualify country next at The Hague. 6/10 classes in the medal race, with strong finishes including Maggie/Steph 4th in 49erfx and Erika Reineke coming back from injury for her first event and winning the medal race • High performance director search has a strong slate of ~10 candidates going to the interview phase from resume review. Incredible effort from a broad cross-section of review committee to get this far. • HPP (high-performance plan) submitted to USOPC- awesome effort from Sally and Kate especially, with huge input from Maggie, judge, Henry and Alan to build a document we're proud of and fits the USOPCs needs to track our performance YoY and ideally increase our funding levels for next year.
<p>Marketing & Communications</p>	<p>Press & Event coverage</p> <ul style="list-style-type: none"> • Announcements, promotion, live coverage, and recaps were created for the following events: • US Singlehanded Championship • US Open San Diego • College Sailing Nationals • Clagett and U.S. Para Sailing Championships • U.S. Youth Match Racing Championship for the Rose Cup • US Youth Championships presented by SouthCoast Wind • Trofeo Princesa Sofia Mallorca Regatta in Palma de Mallorca, Spain • French Olympic Week • US Open Long Beach • U.S. Junior Women's Championship Presented by SouthCoast Wind • Additional coverage of Youth Champs through live streaming • Hanson Rescue Medal Awarded to crew of S/V Vamoose announcement • NSPS call for proposals and registration open announcement <p>Content</p> <ul style="list-style-type: none"> • Creation of the US Sailing Tik Tok account: @ussailingofficial currently at 24,000 followers • Introduction of "Crew Meetings" for Additional Member and Staff Engagement with Quarterly, Virtual Office Hours • Olympic Team Leadership Search Committee Announcement • Live coverage and support of the Ocean Race Newport stopover event • International Day of Sport for Development and Peace Instagram post • Glenn Lattimore Grants "explained" Instagram post • Level 1 and Level 2 certification promotion • US Basic Keelboat Course "explained" Instagram post • Chubb U.S. Youth Triplehanded "explained" Instagram post • Autism Awareness Month profile on Freedom Sailing Camp

	<ul style="list-style-type: none"> • Asian American & Pacific Islander Heritage Month profiles on Matt Chao and Alex Makoid • Global Accessibility Awareness Day profile on the Green family • Six Pride month profiles written and shared extensively in partnership with Rainbow Races • Profile on the life and passing of Buddy Melges • 2023 Reach Youth Engagement Grant Recipients announcement • David Storrs Match Racing Grant Program call for applications • 2023 Youth Match Racing World Championship Application Announcement • Paris 2024 Test Event selected athletes announcement, live coverage, and recaps to public, donors, and partners • U.S. Singlehanded Championship for the George D. O’Day and Helen Hanley trophies winners announced • One Design Committee survey call for submissions <p>Partner Activation</p> <ul style="list-style-type: none"> • Partnership with Bonnier (Sailing World & Cruising World Magazines) finalized, which allows us extensive print and digital advertising opportunities. • US Sailing and Goslings Rum Partnership Announcement • Skin Care for Sailors campaign on web and social channels in partnership with Harken Derm • Launch of the Goslings Rhumb Line Awards • New England Ropes factory tour video • Adult Course Gear Guide Instagram post • Goslings National Dark ‘n Story Day post • Refer-a-Friend Membership campaign featuring the Moorings continues through July 31 <p>Other Marketing efforts</p> <ul style="list-style-type: none"> • Creation of Starboard Portal: a one-stop shop for members to gain quick access to all things US Sailing, will launch soon! • More access across multiple channels to this week in the sailing calendar and event results • Continued media touchpoints for team athletes as we are 1 year out from Olympics
<p>Business Development:</p>	<ul style="list-style-type: none"> • Signed agreement with the USOPC -to provide \$50k and Branding at the trials-regular cadence of mtgs scheduled. • Nine US Sailing partnerships signed to date in ‘23 -most recently: • Bonnier \$462k annually in media value – three years-and opportunities for use across USSA depts • New business efforts continue across the association assets, including significant outreach for the ‘24 Trials • Active discussions: Bermuda Tourism, Vineyard Vines, Delta, Goldman Sachs, Thorne, BioSteel, Go Pro, Acronis, LV finance and others) • Plan to replicate successful and profitable SLF underway with NSPS in the market and \$33.5k in sales to date

<p>Partnership Marketing:</p>	<ul style="list-style-type: none"> • SouthCoast Wind – Title Partnership of the Youth Championships exceeded their expectations, from branding and advertising to hospitality and overall engagement. • Gill-reimaging GILL contract to provide broader US Sailing product exposure; discussions to extend contract underway • Renewal Discussions: Nimbix, YETI & Siemens -Yeti feedback- dedicated time -first time (signed May of '21) talking renewal • Goslings partnership activation status: Rhumb Line Awards Campaign and Adult Championship planning underway • Very successful start with Armstrong Foils partnership in conjunction with JO Clinics. Long Beach & Chicago are completed, and New Jersey next • Offer being made for the coordinator role. • Travel-Chubb Jr in TX & US Open SF -partner obligations and commercial viability
<p>HR/DEI</p>	<ul style="list-style-type: none"> • Staffing: New hires for Edu coordinator, Membership Accounts and Programs Coordinator, Membership Director, and Finance Director in place, new hire for Events & Special Projects Coordinator scheduled to start September 5, offers extended for Major Gifts Officer, Youth Performance Manager & Partnership Marketing coordinator, final stages of interviews for Learning Design and Development Specialist • High-Performance Director – narrowed pool down to 9-11 candidates and scheduled a search committee to begin the process of interviews. • Preparing for benefit open enrollment and updating/adjusting/adding additional options for staff based on research and employee benefits survey. Completed benchmarking survey as well. • Working on a multi-state tax audit and compliance audit. • Landed on an agreement with A Long Talk organization for additional DEI training that usually costs \$200/person that they will do this September for Board and Staff for free!