

2023 Association Report – September

	Comments	Status																				
<i>Financial Metrics – Financials are based on July numbers.</i>																						
Revenue/Cash	<p>YTD Cash Revenue \$6.5MM vs budget of \$6.9MM -5.3% below or \$364K or budget:</p> <ul style="list-style-type: none"> Donation Revenue \$302K vs budget of \$808K- 63% below budget Olympic related Membership revenue \$1.2MM vs budget of \$1.36MM - 10% below budget, projected to land 15% below plan by year-end (\$2.2MM vs \$2.5MM) Sponsorship Cash \$1.0MM vs budget of \$1.7MM -40% below budget driven by Kilroy. Course & Event Registration \$1.8MM vs budget of \$1.6MM- 10% ahead of budget Publication/Retail Sales \$350K vs budget of \$293K- 20% ahead of budget Investment Income \$316K vs budget of \$73K Misc Income of \$122K and Grant Income of \$124K vs budget of 0 has helped bridge some of the revenue gap. <p>Pledge Collections YTD budgeted at \$1.4MM, YTD collection \$636K- 55% below budget driven by pledges rescinded for ODP/Olympic program.</p>	RED																				
Expense	<p>YTD Expenses \$7.4MM vs budget of \$9.2MM is \$1.8MM or 19.8% below budget: Main contributing cost categories are below:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 10px 0;"> <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;">532,407</td><td>Salaries & Benefits</td></tr> <tr><td style="text-align: right;">344,173</td><td>Travel</td></tr> <tr><td style="text-align: right;">245,849</td><td>Coaching & Charter Fees</td></tr> <tr><td style="text-align: right;">241,977</td><td>Consulting</td></tr> <tr><td style="text-align: right;">174,598</td><td>Meetings & Events</td></tr> <tr><td style="text-align: right;">110,920</td><td>Supplies</td></tr> <tr><td style="text-align: right;">102,976</td><td>Sponsorship Fulfillment</td></tr> <tr><td style="text-align: right;">68,606</td><td>Individual Grants</td></tr> <tr><td style="text-align: right;">1,821,506</td><td></td></tr> </tbody> </table> <ul style="list-style-type: none"> \$1,829,081 Variance to Expense Budget \$1,318,220 of variance associated with the Olympic department/ \$511K associated with the rest of the Organization 	\$V to Budget	Comment	532,407	Salaries & Benefits	344,173	Travel	245,849	Coaching & Charter Fees	241,977	Consulting	174,598	Meetings & Events	110,920	Supplies	102,976	Sponsorship Fulfillment	68,606	Individual Grants	1,821,506		GREEN
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<p>Net</p>	<p>July Net Cashflow -\$52K vs loss of -\$623K projected.</p> <p>YTD Net Cashflow -\$245K vs estimated loss -\$20K projected.</p>	<p>YELLOW</p>
<p>Key Priorities Update</p>		
<p>Membership:</p>	<ul style="list-style-type: none"> • Member Engagement: • Launching Tell Tales, a member engagement program, at the end of September. It will feature monthly calls for user generated content and feature a member submission at the end of each month. The selected member will receive a \$25 gift card to the US Sailing online store. • The third member survey of 2023 will launch on October 2. This survey will focus on members' time on-water in 2023, additional boat, maintenance and insurance information along with members' engagement with sailing on social media. • Membership Cards: Completing logistics with JetMail on being able to offer a printed membership card as an additional item members can buy at registration or renewal. Cards will include membership date, membership expiration date, and all certifications with expiration date along with additional info (Name, member number, etc.) • Developed dedicated Keelboat comms plan for q4. • Membership Revenue: • Submitted and discussed with finance a reforecast of revenue goals for September - December and 2023 overall. • Member Benefits • Testing member only weeklong flash sales with Gill in September and October. • Recording video with The Moorings to show members how they can redeem their membership benefit on September 13. • 2024 Planning • Overall, 2024 planning against our various target constituent groups (Youth, Family, Orgs, etc.) • Met with Andrew Clouston's team re collaboration opportunities. Ex: Aligning membership with long-term certifications (ex: IPC with five-year membership) • Prepared Powerboating overview and SWOT Analysis- Next steps TBD w/ Implementation tied to new database. 	
<p>Fundraising:</p>	<ul style="list-style-type: none"> • Developing Olympic and high-performance support is still a top priority. • Announced hire of Jessica Haverstock to serve as new MGO; Jess is former ED of Lake Minnetonka Sailing School and longtime US Sailing volunteer. • Conducted numerous donor meetings focused on youth performance, women's initiatives, offshore sailing and Olympic support. • Produced annual report (published later this month), quarterly newsletter, and high-performance updates to keep donors informed of our progress and opportunities for engagement. 	

	<ul style="list-style-type: none"> • Planning for 2024 strategy is underway, leveraging Olympics in 2024 and 2028, and relaunching our community sailing support efforts to build upon earlier Siebel efforts.
<p>Adult:</p>	<ul style="list-style-type: none"> • Adult Championship season is now about halfway complete. US Women’s Match Racing in Annapolis crowned Allie Bletcher and her team of Katja Sertl, Beka Schiff, Ali Blumenthal as the National Champions. Bridget Groble and team were the runners up. • The Aerovanti U.S. Team Racing for the Hinman Trophy wrapped up in San Diego at Mission Bay YC- with 30 teams competing for the title. In the end, it was Team Los Huevos that bested Team Fast and Curious. The winning team, made up of Justin Callahan, Marbella Marlo, Mitchell Callahan, Sara Schumann, Lachlain McGranahan, and Libby Redmond, are an experienced team racing group, with four of the six having helped Harvard to a win at the 2023 ICSA Team Racing Championship together last spring. • The U.S. Offshore Championship for the Lloyd Pheonix Trophy in Navy 44s at the Naval Academy is being held in Annapolis this weekend as Hurricane Lee stays well off the coast. Next weekend is the U.S. Match Racing Championship at Rochester YC, followed by the U.S. Adult Championship for the Mallory Trophy the first weekend in October. • Over 6,500 US Sailing members have linked Safety at Sea training to their My US Sailing account, which shows their level of SAS training along with the expiration date of the certificate. This free service makes it easy for sailors to prove to an OA that they have the required level of safety training required for an offshore race they are competing in. Between 7-10% of Safety at Sea attendees are now using this service. • There are 10 Safety at Sea courses of all levels on the calendar for the remainder of 2023 with another 27 already on the 2024 schedule. Nearly 1700 people have completed an online course this year, and over 1400 have received an office generated certificate for having attended an in-person SAS course. • Interest in upper-level Keelboat and Powerboat student courses continues to rise, and with that, the number of instructors being trained is also very robust. We have trained over 120 Keelboat instructors in 2023, with more courses being run this fall. • The Next Gen One Design Survey closed on August 31. We received nearly 1000 responses from sailors aged 30 and under. The survey's purpose is to discover sailing activity by this demographic group, along with trends that may be helpful to US Sailing as we continue to seek ways to better serve this upcoming generation of sailors. The data is now with the One Design Committee for analysis, and the findings will be shared publicly at the National Sail Program Symposium in early 2024.
<p>Youth:</p>	<ul style="list-style-type: none"> • Phil Muller has started at US Sailing as Youth Performance Manager. He will be responsible for assisting athletes in the Under-19 (U19) age group with the transition into performance sailing, achieving success in competition, and developing skills and experience that will enable a greater connection to the Olympic movement and future success. https://www.ussailing.org/news/new-major-gifts-officer-youth-performance-manager/

	<ul style="list-style-type: none"> • Phil will lead the US Team at World Sailing’s Youth World Championship in Brazil December, and the ODP Racing Camp in Miami in November. • USA Junior Olympic Sailing Festivals continue this fall with JO Regattas in Santa Cruz, CA, Fort Myers, FL, and Jensen Beach, FL. • Planning for 2024 is underway, including the national regatta calendar, US Sailing Championships, Youth Worlds Selection process, and developmental clinics for sailors and coaches.
<p>Events:</p>	<ul style="list-style-type: none"> • Events & Special Projects Associate - Mary Allen has started at US Sailing as Events & Special Projects Associate. Mary’s responsibilities include Board liaison, supporting the Executive Leadership on special projects and administrative tasks, and working alongside Katie O on events. • Golden Spinnaker Gala - 274 guests attended the Gala including 21 athletes, 13 Olympians (of which 5 were medalists) - and important to the New York Yacht Club, 12 Commodores in attendance. Guests were seated at 30 tables, 24 tables were sold as gold/silver or bronze, and the remaining were individual ticket sales. Net revenue: \$600K plus \$250K from the NYYC for a total of \$850K for the athletes benefit. The gala committee anticipate event expenses at ~13% • Stakeholders Summit – Information will be distributed shortly about the November Board meeting and Stakeholder Summit including agenda and hotel room block details. In the meantime, please make sure November 8th & 9th is marked on your calendars. We look forward to seeing you in LA. • National Sailing Programs Symposium – Registration continues to be strong with Early Bird Registration selling out at 75 tickets and registrations continuing to trickle in at the Standard Registration rate. Agenda planning has begun with a strong selection of proposals to present to sort through. I encourage any Board member or volunteer to submit a topic to present. You all are a wealth of knowledge.
<p>Offshore:</p>	<ul style="list-style-type: none"> • High season for Offshore certificate production is ending as Rolex Big Boat Series starts mid-September. • Offshore racing is starting off its Winter season in the South, leading to a small influx of certificate production. • The Offshore team is starting to project plan strategic improvements for the 2024 season. These include potential projects in the following areas: Database Development, Offshore Sailor Education (VPP Rules, Measurement Protocols, and Scoring Methods), OA Education and Support, Measurer Training, and PHRF Database Support
<p>Race Administration:</p>	<ul style="list-style-type: none"> • As the fall training season picks up, we anticipate 7-10 more sessions on the seminar calendar by the end of the year, and the team is actively scheduling training events for 2024. • Current numbers for 2023 are 76 seminars and continuing education events and 1000 participants. • The Race Officials/Organizing Authority Connection Board is now live. This resource allows member officials to offer their services and member clubs to find officials for their events. Please visit https://www.ussailing.org/ROOACconnection for more information and to add your listing.

Education:	<ul style="list-style-type: none"> • 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. • Planning is underway for a Safety at Sea Moderator Training Course and a National Faculty meeting focused on updating our Navigation courses. Both will occur in October. • Courses, in all disciplines, continue to be added to the calendar for the fall of 2023 and across 2024.
USST & ODP:	
Marketing & Communications	<ul style="list-style-type: none"> • Event coverage was provided for the World Sailing Championship and included event previews for partners and donors; daily recaps and scores on the website, in emails, and on social media; and a press release on the final results. View all the coverage, here: https://www.ussailing.org/news/worlds-daily-updates-2023/ • Adult Champ season is in full swing as well and supplying extensive coverage across all platforms. • Media asset creation for partners included video collaborations for Yeti, Siemens, and American Magic, a social media and in person create your favorite drink contest for Goslings, and a partner promotion email for Gill. • Providing POV on Streaming and looking to explore Team and Match racing as a platform for 2024. • A Keelboat Stakeholder Marketing Plan was created and has begun and includes digital ads on our website and print ads in Latitudes & Attitudes and Cruising World Magazine to attract those preparing for the charter season to brush up on our courses. • Starboard Portal – a one stop shop webpage for quick access to all things US Sailing – has been designed and is in production phase. This collaborative project between multiple departments will be a wonderful member benefit and will launch very soon. • Responding and actively engaging with NBC Olympic related media requests. Action items for athletes and the team to provide USST promotion. • Assisting with Executive/Board level requests as needed

Business Development:	<ul style="list-style-type: none"> • Over \$1.5mm in current pending business • More active conversations across multiple categories • Continue to see activity related to Sailing 365 efforts. • NSPS pacing well towards target goal. • Finalizing Trials activation plan • Working on USST Title/Presenting opps (overall/type/class) • Exploring/Developing new assets, Sailmakers ideas, Virtual/E-Sailing, etc. • Solicited proposals from two valuation companies to provide context for efforts. • Working with local ad agency about psychographic insights
Partnership Marketing:	<ul style="list-style-type: none"> • Onboarding Coordinator- Tommy Leicht • Executing partners activations at Adult Champions and evaluating them for more opportunities and assets • Siemens VIK renewed for 12 months. Proposing expanded partnership opportunity for cash investment • Yeti renewal discussion to take place by end of October. • Creating 2023 partner asset recaps for proof of performance and to strengthen renewals op. • As part of creating recaps, reviewing asset fulfillment to date provides us an idea of what is still to be delivered in 2023. • 2024 planning - Trials, NSPS, Rolex Y of Y • Creating Gill Member Flash Sales, and product to be distributed across Gill.com. Additionally, preliminary discussions about a partnership extension • Working with Events regarding partner invitations to Marseille
IT	<ul style="list-style-type: none"> • Providing Development support in preparation for Annual Appeal, updating data in Raiser’s Edge with fresh data from SailorBase. • Supporting Marketing with Rolex YOY nomination setup, process, and reporting. • Identified and fixed residual issues to our third-party integrations following the update and reconfiguration of our networking hardware. • Built and implemented process to provide Yudu app and online access to digital publications bought through our store, using our Yudu integration framework. • Training on Salesforce administration in preparation for launch of Fonteva project. • Upgraded networking equipment, including switches (last replaced in 2008), firewall, and Wi-Fi.
HR/DEI	<ul style="list-style-type: none"> • Hired/Onboarded Major Gifts Officer Jessica Haverstock, Partnership Marketing Coordinator Thomas Leicht, Youth Performance Manager Phil Muller, Events & Special Projects Associate Mary Allen • High Performance Director open role – first round of interviews complete – narrowed to 4 candidates for second round. • Withholding, unemployment, and paid family leave Tax audit completed • I9 Audit completed and remedied. • Implementing with new Benefit Broker and Benefit survey completed – working on updated benefit plans for new plan year via benchmarking and going to market. • Upcoming A Long Talk DEI training available for staff, board, and DEI committee starting 9/19 and 9/27 2-4pm ET both days with prework. • Upcoming Hispanic and Latina American History trivia events

