

2024 Association Report – March

Topics	Comments	Status																																																												
Financial Metrics – Financials are based on March numbers.																																																														
Revenue/Cash	<p>Overall YTD Revenue/Cash \$2.74MM vs budget of \$3.48MM – \$733K/21.1% miss</p> <ul style="list-style-type: none">Membership Revenue \$506K vs budget of \$545K – (7.2%) missDonation Revenue \$200K vs budget of \$55K – exceeding budgetSponsorship Revenue \$781K vs budget of \$809K – (3.4%) missProgram Revenue \$660K vs budget of \$677K – (2.4%) missInvestment Income \$171K vs budget of \$44K budget- 290% higher than budget, stronger fund performance than previous 2 years.Retail Revenue \$155K vs budget of \$142K- 8.8% exceeding budget, driven by soft good sales and restock of publications	Yellow																																																												
Expense	<p>Expenses \$3.347MM vs budget of \$4.069MM (17.8%) below original spend projections. Main contributing categories outlined below:</p> <table><thead><tr><th></th><th>Actual</th><th>Budget</th><th>\$Variance</th></tr></thead><tbody><tr><td>Salaries & Benefits</td><td>1,444,275</td><td>1,604,826</td><td>(160,550)</td></tr><tr><td>Non Staff Travel</td><td>292,629</td><td>426,001</td><td>(133,372)</td></tr><tr><td>Staff Travel and Entertainment</td><td>131,945</td><td>213,431</td><td>(81,484)</td></tr><tr><td>Consulting Fees</td><td>124,029</td><td>189,151</td><td>(65,122)</td></tr><tr><td>Supplies</td><td>19,305</td><td>71,725</td><td>(52,420)</td></tr><tr><td>Charter Fees</td><td>89,001</td><td>133,814</td><td>(44,813)</td></tr><tr><td>Registration Fees</td><td>19,158</td><td>44,935</td><td>(25,777)</td></tr><tr><td>Logistics</td><td>(17,986)</td><td>6,143</td><td>(24,129)</td></tr><tr><td>Sponsorship Fulfillment</td><td>3,733</td><td>26,062</td><td>(22,329)</td></tr><tr><td>Coaching Fees</td><td>161,236</td><td>183,000</td><td>(21,764)</td></tr><tr><td>Legal Fees</td><td>525</td><td>15,437</td><td>(14,911)</td></tr><tr><td>Insurance</td><td>67,600</td><td>84,148</td><td>(16,547)</td></tr><tr><td>All Other</td><td>1,011,053</td><td>1,070,504</td><td>(59,456)</td></tr><tr><td>Total</td><td>Total</td><td>3,346,503</td><td>4,069,177 (722,674)</td></tr></tbody></table>		Actual	Budget	\$Variance	Salaries & Benefits	1,444,275	1,604,826	(160,550)	Non Staff Travel	292,629	426,001	(133,372)	Staff Travel and Entertainment	131,945	213,431	(81,484)	Consulting Fees	124,029	189,151	(65,122)	Supplies	19,305	71,725	(52,420)	Charter Fees	89,001	133,814	(44,813)	Registration Fees	19,158	44,935	(25,777)	Logistics	(17,986)	6,143	(24,129)	Sponsorship Fulfillment	3,733	26,062	(22,329)	Coaching Fees	161,236	183,000	(21,764)	Legal Fees	525	15,437	(14,911)	Insurance	67,600	84,148	(16,547)	All Other	1,011,053	1,070,504	(59,456)	Total	Total	3,346,503	4,069,177 (722,674)	Green
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Net	<p>Total net P&L cashflow (\$605K) vs budget of (\$594K) driven mainly by lower-than-expected pledge revenue offset by lower-than-expected travel of \$215k positive variance to budget, along with open headcounts in Admin, Education, Olympics and Marketing driving \$161K positive variance to budget.</p>																																																													
Membership:	<ul style="list-style-type: none">Strong Org renewals continue: 1,128 orgs have renewed for \$310.5K revenue as of April 14th. The goal is still to hit the full budget by the end of May.<ul style="list-style-type: none">Detroit Yacht Club rejoined US Sailing after a 3-year absence.Biloxi Yacht Club rejoined US Sailing after a 5-year absenceApril Membership cash is up \$41k vs 2023 and is pacing to be the fifth straight month of over \$200k in cash.																																																													

	<ul style="list-style-type: none"> • YTD cash: \$899,293 as of 4/21/24 • Pacing towards budget: \$506,388 vs \$545,467 (93%) as of 4/1/24 • Launched a Regatta Rewards Sweepstakes on April 1 as a new touchpoint for our organizational members. 11 randomly selected entries will each win a \$300 prize package to support their event. Over 50 entries as of 4/21/24. • Over 350 members have bought printed member cards bringing in an additional \$7,700 in revenue. • The team is promoting Skill Up app to both orgs and general membership to increase Youth membership for 2024.
Development:	<ul style="list-style-type: none"> • Ongoing gift conversations happening with multiple donors and multiple asks – focus on youth sailing, ODP, USST, technology and community sailing initiatives. • Spring appeal launched via mail and email. • Worked with Youth and USST to arrange hire of Rosie Chapman to execute on ODP and Women’s Coaching Initiatives as funding via Mary Lattimore. • Provided ongoing briefings with Olympic leadership (Marcus) to build support for the team and develop conversations around support. These are coming together well and support for Marcus and his vision is extremely helpful in moving these conversations. • Will be working to schedule 1 on 1 meetings with board members to deliver on board challenge give/get match before June 1.
Adult:	<ul style="list-style-type: none"> • By the end of Q1, 1/3 of the Safety at Sea In-Person Courses were conducted prior to the upcoming sailing season. There will be in-person courses at 16 more venues between April and June which will enable sailors to receive certificates for Offshore and International Offshore with Hands-On Training. • As of March 31, 514 SAS Certificates were generated this year by the US Sailing office with another 361 issued in the first two weeks of April. Online course usage is strong, with April numbers surpassing that in Feb and March. • Four Adaptive Courses are currently on the calendar: May 3-5 at Community Sailing School at Pistakee (Johnsburg, IL); May 25-27 at Community Boating Inc. (Boston, MA); May 28-30 at American YC (Rye, NY); July 12-14 at New Orleans Community Sailing (LA) • Adult Championship event venues and dates are being finalized. Hosts are being sought for the 2025, 2026 and 2027 calendars. Current 2024 schedule as follows: <ul style="list-style-type: none"> ○ U.S. Multihull May 23-26 Dallas Corinthian YC, Dallas TX Hobie 16s ○ U.S. Para Championships July 25-28 Judd Goldman Adaptive Sailing Foundation Chicago, Illinois ○ U.S. Women’s Match Racing Aug. 2-4 Chicago YC, Chicago IL Sonars ○ U.S. Team Racing Aug. 15-18 Severn Sailing Assn., Annapolis, MD Collegiate FJs ○ U.S. Singlehanded Sept. 6-8 Richmond YC, Richmond, CA RS Aero ○ U.S. Match Racing Oct. 4-6 St. Francis YC San Francisco, CA J-22s ○ Championship of Champions Oct. 4-6 Grande Maumelle Sailing Club, Little Rock, AR Y-Flyers ○ U.S. Adult Championship Sept. 27-29 Detroit YC, Detroit, MI Flying Scots • Three online webinars of “Wheels on the Dock,” a series of informational discussions about starting and running adaptive sailing programs have been conducted by Challenges Sailor San Diego and US Sailing. The recorded sessions can be found on the US Sailing website: https://www.ussailing.org/education/adult/adaptive-sailing/sailor-resources/ Session 4 on Getting started Racing will be held in May – dates to be published in an upcoming issue of the Weekly Lift.

Youth:**Competition -**

- Rosie Chapman has joined US Sailing as ODP Manager, a new position that will focus on supporting the development of sailors going into Olympic Classes, leading the development of high-performance coaches and the Lattimore Women's Coaching initiative.
- 10 coaches, including over 50% women, will take part in a pilot high performance coach development program this May/June. It is modeled after a similar USOPC program and is focused on interpersonal and intrapersonal skill development. Feedback from the pilot program will inform the design of future programs.
- Registration is open for both the U.S. Youth Championship and U.S. Junior Women's Championship at Roger Williams University, taking place in late June.
- Staff were on-site at the Area G Sears Cup Qualifier at St Francis Yacht Club for a SafeSport site-visit and attended the Open Skiff North Americans in Georgia.

Youth Programs and Outreach

We have posted a role for a part-time, remote Youth Programs Associate, have received over 80 applicants, and hope to fill this role quickly, by the end of Q2.

Community Sailing

- Community Sailing Committee met March 28th led by Chair Matthew Thompson (Wayzata MN). Subcommittees have been tasked to support marketing, recruiting, governance, mission, accreditation, SEL, STEM, DEI, website, resources, symposia, and awards.
- The Community Sailing Facebook page (2,000 + follower) is being rejuvenated to share US Sailing updates and resources, and reshare updates and resources from the sailing community – led by Community Sailing Committee Member Emily Zugnoni (Alameda CA)
- An Organizational Handbook (an update to the current Community Sailing Handbook - <https://www.ussailing.org/wp-content/uploads/2018/01/Community-Sailing-Handbook-Complete.doc.pdf> - is being drafted by a group of expert Community Sailing members for tentative release Q1 2025.

Reach Initiative (STEM)

- The Reach Initiative (STEM) distributed 10 grants to 501(c)(3) youth sailing programs around the country. The 2023 Reach Impact is posted - <https://www.ussailing.org/news/us-sailing-releases-2023-reach-impact-report/>
- The 2024 Reach Initiative Youth Engagement Grant Application closed April 1 and we received 27 applications. Reach Grant Selection Committee is reviewing all applications by April 30th to select 10 2024 grantees.
- The Reach Advisory Group is meeting monthly to draft Strategic Plan for 2025-2028.

Social Emotional Learning (SEL)

- The Social Emotional Advisory Group is meeting monthly to create a Strategic Plan for 2025-2028.
- This group is developing a Webinar from their SLF & NSPS presentations – 5 Step Framework to implementing SEL at your sailing program.

Events:	<ul style="list-style-type: none"> • Putting the finishing touches on the May in-person Board meeting, listening sessions and Stakeholders Summit. Currently 53 people are registered for the Stakeholders Summit. • Site selection for NSPS 2026 is underway. The initial search included FL, LA, TX and AZ. Venues are being narrowed down with the intention of conducting site visits in early June. • The “call for proposals to present” for SLF 2025 has been published and proposals are starting to trickle in. Agenda development will begin shortly.
Offshore:	<ul style="list-style-type: none"> • The office is deep into certificate production for ORC and ORR. • Caleb has joined the team to help through the rush hour of production. • Progress has been made on forming a team to review and develop our PHRF services. • Newport to Bermuda, Transpac and Marion Bermuda have all committed to using the weather forecast based scoring, F-TCF, for their races. Newport Bermuda is up first in June of this year. • We expect to have a couple more Roadshows this year. Response has been positive.
Race Administration:	<ul style="list-style-type: none"> • Race official courses continue to perform strongly, with Judge continuing education offerings and the Basic Race Management Seminar leading the way. Courses, student counts and revenue continued ahead of budget in March. • The Racing Rules and Appeals Committees are continuing their review of the US prescriptions to the RRS in preparation for the 2025-2028 rulebook. • We are preparing to produce the printed rulebook and racing rules app.
Education:	<ul style="list-style-type: none"> • Education continues to exceed course scheduling goals and as we enter the spring, the number of courses held will grow exponentially. Credit goes to Peri Burns and Andi Barton who continue to help us meet demand while we continue the search for an Educational Coordinator. We also continue to collaborate with other departments to promote course availability. • We are in the final states of an agreement with New Start Mobile. The first part of the agreement will see New Start serve as our Learning Management System platform, while parts 2 and 3 will see us launch an enhanced version of the Skill Up app and migrate all our instructor registrations to their platform. • We have begun using Monday.com as project management software. Through their non-profit offering, we have secured free access to the pro level.

Youth Course Metrics

	JAN	FEB	MAR	YTD	# to meet goal	2024 goals	% complete
SMALLBOAT							
<i>Sailing Counselor</i>							
SCHEDULED TO DATE		8	10	10	5	15	67%
Courses held	0	0	0	0	15	15	0%
Registrants	0	0	0	0	150	150	0%
<i>Level 1 Instructor</i>							
Online Course Certifications Issued	42	111	117	270	1430	1700	16%
Online Course Registrations	374	306	359	1039	661	1700	61%
SCHEDULED TO DATE		132	165	165	-10	155	106%
3 Day In-Person Courses	3	5	7	15	140	155	10%
Course attendees	30	39	66	135	1415	1550	9%
<i>Level 2 Instructor</i>							
SCHEDULED TO DATE		15	17	17	-3	14	121%
Courses held	1	0	0	1	13	14	7%
Course attendees	7	0	0	7	133	140	5%
<i>Level 3 Head Instructor</i>							
SCHEDULED TO DATE		2	2	2	2	4	50%
Courses held	0	0	0	0	40	40	0%
Course attendees	0	0	0	0	48	48	0%
<i>Level 3 Coach</i>							
SCHEDULED TO DATE		1	2	2	-1	1	200%
Courses held	0	0	0	0	1	1	0%
Course attendees	0	0	0	0	10	10	0%
REACH							
<i>Instructor Courses</i>							
SCHEDULED TO DATE		3	3	3	2	5	60%
Courses held	0	1	1	2	3	5	40%
Certificates issued	0	12	10	22	28	50	44%

Adult Course Metrics

	JAN	FEB	MAR	YTD	# to meet goal	2024 goals	% complete
KEELBOAT							
Basic Keelboat Instructor courses							
SCHEDULED TO DATE		22	23	23	2	25	92%
Courses held	1	2	2	5	20	25	20%
Course attendees	5	9	9	23	92	115	20%
Cruising/CoNav Instructor courses							
SCHEDULED TO DATE		4	5	5	-3	2	250%
Courses held	0	1	0	1	1	2	50%
Course attendees	0	3	0	3	4	7	43%
Cruising Powerboat Instructor courses							
SCHEDULED TO DATE		5	7	7	-5	2	350%
Courses held	4	0	0	4	-2	2	200%
Course attendees	13	0	0	13	-5	8	163%
ALL OTHER KB Instructor Courses (all levels)*							
SCHEDULED TO DATE		2	2	2	-1	1	200%
Courses held	0	1	0	1	0	1	100%
Course attendees	0	3	0	3	3	6	50%
Basic Keelboat courses							
Certifications issued	101	32	110	243	2257	2500	10%
Basic Cruising courses							
Certifications Issued	43	28	29	100	1050	1150	9%
Bareboat Cruising courses							
Certifications Issued	52	28	27	107	793	900	12%
Basic Power Cruising							
Certifications Issued	35	15	18	68	332	400	17%
Inshore Power Cruising							
Certifications Issued	30	10	11	51	124	175	29%
Night Ops Certificates							
Certifications Issued	24	10	2	36	64	100	36%
POWERBOAT							
SPBH Instructor Courses							
SCHEDULED TO DATE	0	8	8	8	0	8	100%
Courses held	1	0	2	3	5	8	38%
Course attendees	8	0	13	21	27	48	44%
Safety and Rescue Boat instructor							
Courses held	0	0	0	0	1	1	0%
Course attendees	0	0	0	0	6	6	0%
Safe Powerboat Handling Student							
Certifications Issued	19	53	13	85	1165	1250	7%
ADAPTIVE							
Instructor Courses							
SCHEDULED TO DATE		3	0	3	-1	2	150%
Courses held	0	0	0	0	2	2	0%
Certificates issued	0	0	0	0	12	12	0%

USST & ODP:

- Continued dialogue with the USOPC on future funding and the processes involved for applying.
- Online Team meeting for Selected/Qualified Athletes and Support Staff for Paris 2024
- Started the process of hosting regular online support team meetings.
- Site visit YCPR - Pre-Olympic training facility optimization
- Attendance at Princess Sofia Trophy and SOF Hyeres - Last Chance Regatta
- Started with Olympic preparation meetings with selected athletes and their coaches.
- Continuing with performance planning for Paris 2024 operations
- Work in progress on joining the pathway from youth racing to Olympic performance.
 - Onboarding of Rosie Chapman to operate in this area.

Marketing & Communication	<ul style="list-style-type: none"> • Regatta coverage of the final two Olympic qualifying events underway • Promotion of efforts to support the team at the forefront. • 100-day Oly Plan being fine-tuned-working with Development • Interview process for next Dir of Marketing Communications underway • Thorough evaluation of Marketing team roles, needs and responsibilities taking place • Project Brief and Workflow system effort in the works –sharing soon • Exploring event streaming options • US Sailing Team Instagram Stories added to the US Sailing website
Business Development	<ul style="list-style-type: none"> • Four (all non-endemic) Partnerships to date in '24 (Polar, GoPro, Samsonite & Sextant) • 12 new partners since the start of 2023 • Working with Wasserman to garner audience insights and category analysis. • Agreement with SRS to provide rate card evaluation and provide sales support. • Initial discussions with Marcus/Sally re LA-Long Beach naming rights opportunity
Partnership Marketing:	<ul style="list-style-type: none"> • Onboarding New Partners: GoPro, Samsonite, and Sextant Wines • Coordinating with Events to feature Polar Beverages (n/a seltzers) Goslings Rum and Sextant Wines at the May Stakeholder Summit • Implementing Asset Trackers per Partners and reviewing with them monthly • Planning partner activations and branding at Youth and Adult Championships • Coordinating monthly GILL flash sales exclusive to members • Promoting the co-branded Gill – USST – USSA merchandise line as US Sailing will receive revenue from
IT	<ul style="list-style-type: none"> • Provided training and documentation for staff for recertification functions. • Kicked off server consolidation effort, discovery and strategy, starting with database servers. • Enhanced reporting to support retention efforts targeting autorenewals that failed authorization. • Updated SOARS to accommodate new certifications added in the last year for more correct admin reporting. • Investigated and fixed MVP credit reporting for Finance, rare cases causing inconsistencies. • Updated access criteria for uspowerboating.com instructor resources. • Tracked down and fixed problems prohibiting proper functioning of newly installed SSL certificate for uspowerboating.com.
HR/DEI/Store	<div>HR:</div> <ul style="list-style-type: none"> • Attended URI Harrington School Career Fair, recruiting for open roles in marketing/media/partnerships. • 403b open enrollment meetings and transition to new platform & vendor • Coordinated Heather sendoff celebration for staff. • Off-boarded 3 employees. • Recruiting for 8 roles • Planning Spring events for staff engagement and team building • Finalized review process for all employees including merit and bonus process. <div>DEI</div> <ul style="list-style-type: none"> • Learn to Swim Day prep in Partnership with USA Swimming for national Water Safety Days May 14 & 15 • Collaborating with 3 Boston Sailing centers for Water Safety Day next steps <div>Store:</div> <ul style="list-style-type: none"> • Q1 Sales in Lightspeed: • Additional Q1 Swag Store Sales total: \$2,525.29

	<ul style="list-style-type: none">• Prepped for Q1 inventory audit on April 1 - coordinating with Jet Mail and internal departments, preparing reports.• Continued monthly meetings with departments that are Store stakeholders (in March: Race Admin, Events, Youth, Finance, Adult, Partnerships/Marketing/Membership)
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