

2019 Objectives

Financial Metrics Based on April 2019 Financial Statements and Membership Report

Goal	Comments	Status
Financial Metrics		
Adjusted cash surplus: \$118,000	\$1,449,159 verse budget of \$524,119	Green
Membership: 46,000 Retention: 68%	45,079 (4/19) vs. 45,723(4/18) Retention – 72.3%; Digital membership card to launch in June.	Yellow/ Yellow
Fundraising: \$1,420,000 cash Olympics - \$833,000 USS – \$587,000	\$338,445 vs. \$396,287 budget O - \$195,464 vs. \$253,333 budget USS - \$142,980 vs. \$142,954 budget	Yellow
New Sponsorship: \$400,000	\$131,900 across 6 partnerships/ \$600K Olympics (Kilroy) 6+ meaningful new discussions underway	Green
1. Create Opportunities for life-long participation		
Implement Skill Up: launch app; adopted by 20 LSO's	IOS App build finished, and final build for Android is wrapping up. Content being loaded and branding finalized for launch.	Green
Launch Siebel Sailors: 2 centers activated; 3 others selected	Launch has generated buzz. Application period open for Centers and Staff positions.	Green
2. Provide a broad spectrum of activities		
Product Development: S@S Teaching and Coaching Fundamentals Online (TCFO); Race Mgmt.; Measurers	S@S online modules 11-15 being storyboarded, TCFO launched, RC Fundamentals in beta, <i>Sailing Drills Made Easy</i> in layout, <i>Bareboat Cruising</i> headed to printer. Measurers program in planning.	Green
National handicap; Portsmouth YS	RFP for national rule drafted, release in May	Yellow
3. Regionalize		
8 Regional Symposiums; SLF plan	5 complete, 200+ attendees; 2 already planned for the fall. SLF call-for presentations and speakers going live 5/1	Green
Est. USST/ODP Regional training centers and partners	Oakcliff partnership is solid with a clinic scheduled for June 7-20; USST coaches will help lead clinics at Texas Youth Race Week; ODP Clinics scheduled for Miami and SF. Recently learned all ramps at FAST will not be in place until 2022 at the earliest.	Green/ /Yellow
4. Volunteering – easy, rewarding, beneficial		
Volunteer Connect	Add athletes prior to SAC election; Terms of reference updates; new Sailor Athlete board nominee; US Sailing bylaw/regs changes; SAC bylaws update	Yellow
Enhance Race Admin: uniformity, quality, participation	Phase 1 working group delivered report outlining needs; Phase 2 small working groups to be defined, assigned deliverables and timelines, and populated with suitable volunteers. Race Admin Committee chair to manage this process.	Yellow
SafeSport & Background Check Implementation	2019 SS Handbook, Covered List, Regs changes include phase 1 background check policy and USOC compliance items; create club toolbox & MarCom plan; Compliance Manager hired.	Yellow
5. American Success		
ODP and USST Performance: ODP - 1 medal, 4 top 10, top 5 Nations USST - 1 medal, 2 top 5 @ key events	Super results for the USST in the first quarter! Miami World Cup—Silver, Bronze, 4 of top 5, 7 of top 10 Princes Sophia—Gold, 2 Bronze, 1of top 5, 1 of top 10 Genoa World Cup –Bronze, 2 of top 10 Easter Finn Regatta—Silver, 1 of top 10	Green
Communications: Executing comm plan and increasing exposure	MailChimp integration with SailorBase; Generate mainstream news (Kilroy, Siebel, NBC), Increased USST regatta coverage, increase in social reach/audience, expanded content coverage (All Access)	Yellow/Green

CEO Summary – Jack Gierhart

May has finally arrived and it is wonderful to see the sun and temperatures creep into the 60's. Sailing kicked off in Newport this week, with a good number of the staff sailing in the Shields fleet. The busy season is on us and things are humming along. From a financial standpoint we are tracking well, with our main revenue generators either on target or ahead. We are managing our expenses well and have a solid cash position.

- A couple of comments regarding program performance:
 - Level 1 course attendance is up 20%, with one addition course run compared to the same period last year; 15.5% increase in attendance per course.
 - Keelboat is going strong as well: KB instructor course attendees are up 160%, kb certifications are up 37%, basic cruising up 27%, bareboat cruising up 45% and IPC's up 50%.
 - PB certifications up 61%
 - KB memberships were up 6.8% in Apr compared to 4.5% in March
 - Membership sales were up 7.6% in April compared to April '18; we are ahead of budget 323 membership year to date; our decline in membership is reversing and in April we were -1.4% less that April of '18, in March that number was -1.7%
- The new digital membership card is in beta testing, out in June; the Skill Up app is being populated with content and piloted with a couple of the beta testers – due out at the end of the month; work on Mailchimp/Sailorbase integration nearing completion.
- We launched the Sail with Us campaign on 4/30 and will be building on that in the coming months with targeted acquisition campaigns via our local sailing organizations. Please stay tuned and we look forward to your assistance in introductions to your clubs. See the new membership pages here - <https://www.ussailing.org/membership/>. Check out the latest video – [Sail for Fun!](#)
- Rich Jepsen and I will be in Colorado Springs May 18 and 19 for a meeting of NGB CEO's and board executives. Donna is meeting earlier in the week with fellow Finance directors and Georgia will be meeting with a group of NGB fundraising leaders.
- The OSC will be meeting in Bristol on May 29 for a full day face to face. On the 28th, US Sailing, staff and OSC members will host a dinner for college sailors at the College nationals in Newport. If you are in the area, please join us.
- As mentioned in our April report, we have been working on a reply to the USCG regarding its report and recommendations stemming from the Dauphin Island incident. A big thanks to members of the Safety at Sea committee - Michael Moradzadeh, Chuck Hawley, Sally Honey - and staff for their contributions to the response. Next step is to assemble the working party to address the issues.
- The [Spring Appeal](#) has hit mailboxes. Great case for giving with some very powerful stories. Check it out and please consider contributing.
- Greg Fisher and Leandro Spina will be guest at a US Ski and Snowboard conference on May 13-14 in Park City. They will be meeting with the leadership of USSA, top coaches and ski clubs from across the country to understand how the winter sports are supporting and developing world class athletes.

Thank you to our Board and all the dedicated volunteers for your commitment and generous contributions of time and innovative thinking as we work to evolve the sport, attract new long-term participants and provide leadership across the country. Kudos to our talented staff for our performance and accomplishments to date, and their excellent teamwork. Honor working with you all.

Cheers, Jack.

Statement of Revenue & Expenses Summary at 04/30/19

	Total		
	YTD	Budget	Prior YTD
Revenue	4,156,910	3,542,270	4,567,790
Expense	3,440,816	3,681,401	4,108,271
Surplus/Deficit	716,094	(139,131)	459,519
Payments on Prior Years Pledges	733,065	663,250	175,340
Cash Flow	1,449,159	524,119	634,859

Membership at 4/30/19

Membership Categories	Active April '18	Active April '19	% Change '18 vs '19	% Retention Rates '18	% of April '18 Expires	% of April '19 Expires
Individual	21,629	21,456	-0.8%	72.2%	50.8%	45.2%
Family	12,344	12,151	-1.6%	78.7%	56.2%	49.2%
Youth	2,816	2,769	-1.7%	73.5%	49.6%	49.0%
Contributing	1,196	1,221	2.1%	88.5%	78.8%	73.2%
MVP	3,182	2,743	-13.8%	86.4%	77.7%	69.4%
Keelboat	2,969	3,170	6.8%	30.1%	16.9%	15.6%
Organizations	1,587	1,569	-1.1%			
Total	45,723	45,079	-1.4%	72.3%	52.7%	46.9%