

# 2020 Association Report - April

## Financial Metrics Based on March 2020 Financial Statements and Membership Report

Topics	Comments	Status
<b>Financial Metrics</b>		
Cash Flow: Positive Cash Flow	\$ 238,028	Green
Membership & Retention	43,570 (3/20) vs. 44,806 (3/19) Retention – 66.2%	Red/ Yellow
Fundraising	\$276,690 actual vs. \$ 110,712 budget OLY - \$262,600 vs. \$91,667 budget USS - \$14,090 USS vs. \$19,045 budget	Green
New Sponsorship	<ul style="list-style-type: none"> <li>\$2.3MM in new proposals on hold due to COVID-19; budget reset with no new sponsorship revenue in 2020.</li> <li>\$771K in current agreements – Team is servicing these partners.</li> <li>Work on digital strategy to submit three proposals in April</li> </ul>	Red/Yellow
<b>1. Create Opportunities for life-long participation</b>		
Skill Up	<p>Skill Up 2.0 is in testing, including the new web console. Early adopter programs are being onboarded in preparation for summer.</p> <ul style="list-style-type: none"> <li>Unfortunately, with the sailing season on hold there is uncertainty about when programs will be back on the water.</li> <li>Fortunately, the system can also be used by individuals and private lessons, if necessary. All options will be explored.</li> </ul>	Yellow
Siebel Sailors	RS Fevas have been delivered to South Florida and are in secure storage until it is safe to distribute. All five Siebel Regions are prepared for the sailing season to start, as soon as local restrictions are lifted. Siebel Coaches are providing support for projects across US Sailing and engaged with the leadership of their Centers.	Yellow
<b>2. Provide a broad spectrum of activities</b>		
Product Development and Release: SAS Online - September 2020 Release	Online International Safety at Sea course launched on Tuesday, April 7 five months ahead of schedule. These final five topics in the course complete the suite of safety topics that are listed in the World Sailing Offshore Special Regulations. Marketing push accompanied launch. Several membership acquisition propositions were also launched this week using the new course as well as the ten topic Online Offshore Safety at Sea course as member benefits for joining or renewal for multiple year memberships. Over 8,000 Offshore SAS current certificate holders were sent a notification about the new course, offering a discounted price through May 31, 2020.	Green
Development of Regionalized Coach Education program	Program development tabled to account for other, more immediate, projects. Will be revisited in May.	Yellow
<b>3. Regionalize</b>		
Regional Symposiums	All but 1 spring RS cancelled due to COVID-19. One currently on the schedule for the fall. At this time, all scheduling has been postponed. We are looking at the possibility of holding these virtually.	Yellow
Staff in regions: Increase US Sailing's visibility, course registrations, and memberships	Due to COVID-19 – State regulated work from home guidelines has dramatically limited the local/ regional outreach across the country. The teams have been very active in engaging in national support through The Starboard Portal and supporting online course development. This work has been quite beneficial to increasing US Sailing visibility.	Yellow

<b>4. Volunteering – easy, rewarding, beneficial</b>		
<b>Race Administration program updates</b>	RRS App development tabled due to COVID-19/ financial considerations. Development of online versions of ODRMS, CJS and UMS in process to allow for mid/late April deliver. Waiting to hear from WS if existing rulebook will be extended an additional year.	Yellow
<b>Offshore</b>	Progress on the search for a new leader of the offshore committee, including potentially adding a new member to the committee. Expect to have an update before the next update.	Yellow
<b>One Design</b>	In late March, five Working Parties comprised of 46 volunteers in total are working on suggestions on how US Sailing can improve communication and engagement with OD sailors and classes. We will have a mid-cycle meeting of WP chairs on April 15. Already working on specific OD web pages with one WP and IT. Input and feedback so far is outstanding. It is an energized and engaged group of volunteers.	Yellow
<b>5. American Success</b>		
<b>ODP and USST Performance:</b>	Due to the COVID environment, all racing has been shut down for the foreseeable future. The Tokyo 2020 Games have been postponed and rescheduled for July 23-August 8, 2021. The US Sailing Team Athletes have all returned to the United States to self-quarantine from the comfort of their homes, apart from athletes who have homes in Europe. On the water training has been suspended until it is safe and responsible to resume. Despite the disruptions, the Team remains focused on the Tokyo 2020 Games (which is still the official name for the Games that will take place in 2021) and has begun to modify and execute a new path forward.	Green for athlete webinars and engagement

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## *CEO Summary – Jack Gierhart*

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We continue to quickly evolve our business in ways that keep critical programs moving forward and ensure financial stability for US Sailing. The goals set last December during the budgeting process have changed significantly and we are shifting our dashboard reporting this month to providing the latest updates as we assess how we should reset our metrics and objectives for 2020. Our one goal will be to remain cash flow positive while focusing on shifting program delivery, maintaining membership, providing engaging member content and supporting our US Sailing Team athletes as they prepare for the Games. Our staff remains working remotely utilizing Zoom, Microsoft Teams and Office 365 to stay connected and allow for collaboration in the current environment. Fortunately, the transition has been smooth and has even provided a few laughs with everyone getting creative with their virtual background.

Financially, we are closely monitoring our revenue and expenses with this disruption. We were approved for the Paycheck Protection Program (PPP) Loan, and the loan was funded on April 17, covering 2.5 months of our salary and benefit expenses. We are evaluating the criteria required to qualify for loan forgiveness to ensure we can meet the requirements. We continue to explore different financial models to ensure we understand the effects this disruption has on our business in both the short and long term. We are working the USOPC and our Government Relations Committee to demonstrate to Congress the effects this crisis has had on us as a NGB and in our sport.

We have expedited the work on the final 5 Safety at Sea course modules, 11-15. The final 5 modules cover topics around Fire Safety, Heavy Weather, Storm Sail, Damage Control and Lift Raft & Survival. This course is designed to complete the suite of [US Sailing Online Safety at Sea](#) courses. Additionally, we have extended the 365-day window to complete a Hands-On course for the International Offshore Certificate until December 31, 2021.

Small Boat Level 1 instructor course has been modified to deliver 50% of the course online, with a corresponding 2-day in-person segment. This will enable more courses to be scheduled in the expected shorter season as well as condense the time commitment for students. We began a 10-day pilot course to seek feedback for updates and comments before rolling out to a broader market by the end of the month. Additionally, we are close to completing the One Day Race Management Seminar as well as looking at how to offer Reach Educator, Level 3 Head Instructor, Umpire and Club Judge Seminars digitally.

A few additional updates:

- We have created an [online resource page & toolkit](#) to help member organizations navigate during these challenging times. Henry Brauer and the membership team are working to create a Clubs Working Group to help organizations and Clubs share their concerns and discuss how US Sailing can help them and their members. We will be kicking off weekly webinars in the coming week.
- The interest and activity on the [Starboard Portal](#) continues to increase. It has allowed us to provide a wide range of content from live workouts, to de-mystifying ORC rules, to understanding weather strategy and various Q&As with our US Sailing Team athletes and leaders in the sailing industry. We have been able to integrate different parts of our business together; recently we had our US Sailing Team athlete Stephanie Roble use the REACH curriculum to discuss wind

strategy. Additionally, we have created a new program series geared towards younger youth sailors called [Mr. Childers' Boat House](#) starring our very own Siebel coach, Chris Childers.

- The Adult Department with Nancy Mazzulli taking the lead has been driving forward the One Design Working Parties. The five groups have been working on giving US Sailing recommendations in specific topics around Marketing/Communication, Events, Growth and Youth Involvement, Rules and Race Management/Officials, and Education and Training for the One-Design sailor. These groups have been very engaged and have been meeting on a weekly basis. We are excited to see how their projects will continue to develop and the possibility to engage with this segment of our sailing community once we can start implementing some of the Working Parties recommendations.

I'm looking forward to Monday's call allowing for further updates and discussions into our key areas of focus during this time. I appreciate the time, engagement and guidance the Board has given during this crisis. We will continue to look ahead and focus on how we can provide service across the board to all members and constituents. Thank you to our dedicated volunteers and staff for the countless hours you have contributed to helping US Sailing push forward.

Best,

Jack