



1. Describe your program start up, date, location

Sail Sand Point is Seattle's Community Boating Center, a 501(c)(3) non-profit dedicated to bringing the joy and life-enhancing benefits of sailing and small boats to people of all ages, abilities, and backgrounds. Founded in 1998 with a fleet of donated boats and volunteer instructors, Sail Sand Point opened its doors in the retired naval base now known as Magnuson Park. In the 20 years since our humble beginnings, we've continued our mission to make sailing and paddling accessible for all.

2. Describe your venue, service area, include wind, water conditions, environmental setting, etc.

Our sailing venue is loosely defined as the north end of Lake Washington, but rentals are confined to a boundary that is roughly 1.5 square miles directly in front of our pier. We serve folks from all around the greater Seattle area, but our most engaged participants are mostly from the North Seattle zip codes.

Lake Washington is an urban aquatic environment with relatively clean freshwater. The lake is surrounded primarily by private waterfront property, some smaller town centers, and public parks. Evergreen trees aplenty and snowy hills in the distance in the winter and spring, along with Mt Rainier looming to the south lead to a scenic retreat from the urban environment. Water temperature varies seasonally from around 70 degrees F in the heat of summer, to 45 in the dead of winter. Predominant wind directions are NNW and SSE. The southerly is associated with clouds, and most weather systems, and is usually light and mellow in the summer, and gusty and moderate in the shoulder seasons. The northerly is associated with good weather and is a thermal of 8-10 knots with a relatively consistent direction, intensity, and wind waves.

3. Describe your facilities, & services provided at your location(s)

On-shore Sail Sand Point is a medium sized sailing center with a medium-to-large sized boat storage yard, all located at the north most end of Magnuson Park which is designated for non-motorized, hand launched boats only. There are three boat ramps along an artificial beach, and no hoist/crane. Our offices, classrooms, rental shop and workshop are in Building 11 which is a shoreside building. Our powerboats, and learn to sail boats are stored on floats and in a boathouse surrounding a small artificial harbor created by a historic Navy pier.

We provide dinghy sailing lessons to youth and adults, summer camps, boat rentals, group lessons, high school racing, youth racing, some adult racing, birthday parties, and corporate team building.

4. Outline your fleets of boats, why you choose them, your rotation schedule for old boats

Sail Sand Point has a wide range of boats, which helps us serve a wide range of skill levels, backgrounds and ability. Starting with the non-sailing craft, our fleet of 16 **SUPs** and 15 **sit-on-top kayaks** are primarily used as a no-skill entry point for enjoying time on the lake. These are used extensively in the rental program, group lessons, and in our Sail, Paddle, Play summer camps. Another boat that is a solid entry boat and all around crowd pleaser, the **Hobie Wave**, of which we have 13, are our bread and butter boat for rentals, groups and Sail, Paddle, Play as well. In addition, we have 5 **Hobie 16s** for adults and advanced youth to take the next step in catamarans. Six **windsurfers** round out our 'non-traditional' fleet.

Next up, the Opti fleet comprises 12 prams (**SailCubes**) and 16 'club' **Optis** 4 of which are 'race quality.' These 28 total single-handed youth boats are solely used in youth learn-to-sail and racing. Learn-to-sail for teens and adults is done in our 6 **RS Quests**. These are great, stable, but fun learning platforms that can hold 3-4 teens or 2-3 adults. They are forgiving and extremely durable, but with that they sacrifice weight.

More advanced boats include the **CFJ**, of which we have 14, the **Laser**, of which we have 9 'club' **Lasers** and 4 'race' **Lasers**. The CFJ is utilized mostly as our high school and college sailing boat in the spring and fall as we host many area high schools and the University of Washington sailing team. The CFJ and Laser are also both used by more advanced renters, youth racing, and adult racing in the summers. Additionally, we have 2 **C420s** for our youth races to compete and sail spinnaker and trapeze on the summer circuit.

All the boats listed above were bought new by the organization at some point (minus the Hobie 16s). To keep this sustainable while also allowing for continual upgrades to our fleet of 13 safety boats and outboards, we have a rigorous boat purchase schedule that weighs fleet age and depreciation to outline our capital purchases each year. We are continually turning over 'expired' boats to other programs or private owners and buying new equipment which keeps our capital costs mostly fixed year to year and easy to budget.

5. Provide a description of the programs your program provides to the sailors in your area

Boat Storage: Anyone can pay to 'actively' store their boat in our fenced boat yard. Boats must be used 8 times a year and cannot be motorized and must be hand launchable.

Open Boating: Anyone can purchase an annual pass or pay by the hour to rent the majority of our sailboats, and SUPS/kayaks providing they show proficiency in the skills needed to safely rig, launch, sail up and downwind, and return to the dock. Many of our users have started sailing through a camp or class and continue to enjoy the lake

without having to own their own boat, via open boating. Open Boating runs from April through October, and is open 7-days a week from Memorial Day through Labor Day.

Youth Camps: 11 weeks of summer camp are run from mid-June through August, with an average of 75 sailors in camp each week. We provide a wide range of camps for youth and teens in different types of boats and with different focuses from basic learn-to-sail, to adventure based camps, to STEM focused camps.

Adult Classes: From April through October we teach learn-to-sail to adults in the evenings and on weekends. There is a 101 course, taught on the RS Quest, and a 102 course taught on the CFJ.

Group Lessons: We provide intro level one day experiences to many community groups and programs during our 10 week summer program, at low or no-cost, alongside corporate team building and school groups in the spring/fall.

Youth Racing: Sail Sand Point hosts multiple area high schools sailing teams including many of the nearby public schools and a few private schools. These sailors also compete on the circuit in the summer while working as instructors at SSP. For younger sailors we have an Opti and middle school program spring, summer and fall, and for the college sailors, we host the University of Washington Sailing Team. Sail Sand Point hosts many regattas and is the regional hub in the NW for youth racing.

Community Events: Each summer we run a number of free or low-cost events geared towards the uninitiated public, including a kick-off event in the spring, 3-4 full moon evening sails, and various other offerings. We offer free boat rides on keelboats and other activities alongside our Open Boating program.

6. Discuss what obstacles you have faced in getting your program to where it is today

Most major obstacles have been external (land use/lease/landlord issues), but we have faced our share of internal obstacles: leadership transitions, board over-management, lack of board member recruiting, nebulous institutional knowledge, overtaxed senior staff and burned-out volunteers, and lack of qualified instructors to name a few. Cannot quite report that all these problems have been 100% solved!

7. Outline successes, awards, commendations, etc. your program has achieved

US Sailing Community Sailing Awards: *Outstanding Community Sailing Center* (seasonal, 2007), *Outstanding Program Director* (seasonal, Tommy Stewart, 2012), *More Than 10 Years of Hallmark Performance* (2015), *Excellence in Instruction* (Erik Skeel, 2017), and *Outstanding Program Director* (Nino Johnson, 2018).

Designated as the Primary Center for the Pacific NW region for upcoming US Sailing Seibel Program expansion (2020).

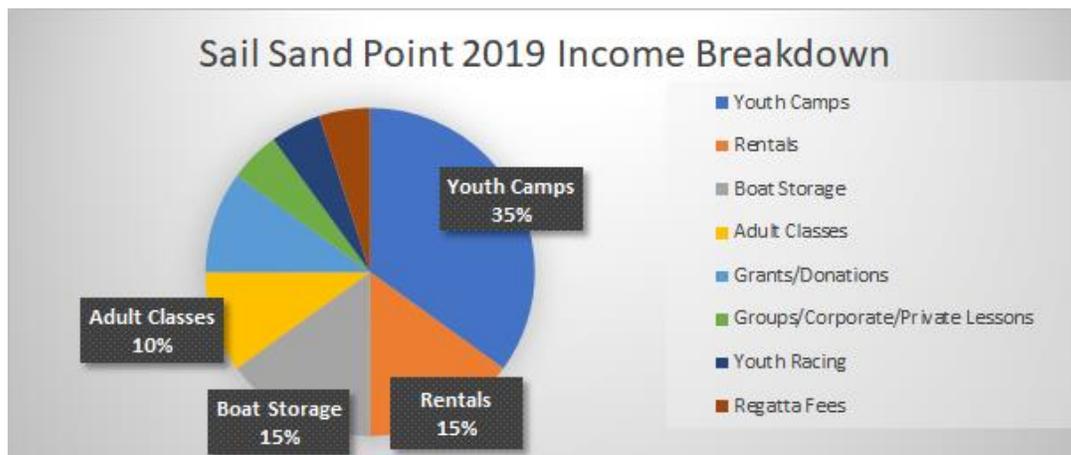
8. Discuss the establishment of any partnerships you have built in the process of developing your program operations.

Most of our most fulfilling partnerships have been with local community groups. Our unique position in a city park that also houses a number of other recreational not-for-profits gives us that ability while remaining very close to our community with limited transportation logistics. Within the park we work with Outdoors for All (an adaptive outdoor recreation organization), Cascade Bike Club, the Mountaineers, along with a local community center and YMCA chapter.

Outside of community based organizations we have had great success partnering with Corinthian Yacht Club of Seattle to help run their summer camps and youth racing programs with our staff and oversight to help bridge the gap to new leadership. We have similarly partnered with Parks Departments in neighboring cities on the lake in the past to provide our sailing camps directly to their residents by teaching youth learn-to-sail off their beaches.

9. Describe your financial development program. How have you raised money, i.e. community events, grants (don't need to provide your proprietary sources), auctions, raffles, etc.

Sail Sand Point was lucky to have a number of families put a lot of time (and money) in early on to seed the organization's success. After SSPs first decade, the organization was easily covering its costs, along with capital (boat) purchases, through program fees and donations. Surplus went into savings or was utilized to fund fleet growth to help broaden the program scope. In 2019 Sail Sand Point's annual income amounted to around \$950k and loosely broke down as follows:



10. Describe what your cost structure is for membership or sailing lessons

As a non-membership organization, our participants pay for the programs they utilize through program fees, dues, or passes associated with each program. We attempt to keep our prices low, yet competitive with other outdoor-based recreation organizations. On a baseline,

program tuition is calculated on a sliding scale based on our cost to run a program with room for admin overhead and equipment depreciation.

11. Describe the marketing/outreach strategies you have implemented to bring new members/customers into your program.

Minimal marketing; there is huge demand for our revenue centric programs (summer camps, boat storage). We do some targeted marketing towards adults for Open Boating, Adult Classes and events usually in local publications or online. Outreach towards new community groups is a work in progress, but we have had success thinking of it as relationship building and understand that it requires constant upkeep and thus constant staffing resources year-round.