

## 2021 Association Report - May

Topics	Comments	Status
<b>Financial Metrics – Financials are based on April numbers.</b>		
<b>Revenue</b>	<p>April Revenue of \$1,555K was 8.0% or \$115K above budget of \$1,440K</p> <ul style="list-style-type: none"> <li>\$212K of favorable variance in Public Support due to strong contributions</li> <li>\$144K unfavorable variance due to timing of Sponsorship payment (\$230K received in early May for April Billing)</li> </ul> <p>YTD Revenue \$3,262K was 13.3% or \$502K below budget of \$3,764K</p> <ul style="list-style-type: none"> <li>\$366K variance pledged and expected to be collected in the next 60 days.</li> <li>\$197K unfavorable variance due to timing of Sponsorship payment</li> </ul>	Yellow
<b>Expense</b>	<p>April Expense of \$955K was 16.1% or \$184K below budget of \$1,139K</p> <ul style="list-style-type: none"> <li>Total variance driven by \$51K in Grants, \$50K in IRD Expense, \$25K variance in Multimedia/Photography expenses, &amp; 24K variance in Non-Staff Travel.</li> </ul> <p>YTD Expense of \$3,160K was 14.6% or \$539K below budget of \$3,699K</p> <ul style="list-style-type: none"> <li>Total variance driven by \$147K in travel, \$75K in IRD, \$71K in S&amp;B, \$50K Multimedia/Photography, \$51K in Grants, \$44K in SW and SW Dev.</li> </ul>	Green
<b>Net</b>	<p>April surplus of \$600K vs budgeted surplus of \$301K</p> <p>YTD surplus of \$102K vs budgeted surplus of \$65K - \$37K ahead of plan</p>	Green
<b>Membership &amp; Retention</b>  <b>'21 Year End Goals</b>  <b>Active Members –</b> 39,500 members  <b>Retention – 72%</b>  <b>Recruiting – 28.6%</b>  <b>Acquisition – 2,500</b> members (Skill Up focus)  <b>Revenue –</b> \$2,079,946	<p>Membership as of April</p> <ul style="list-style-type: none"> <li>Active Members: 40,533 (4/21) vs 42,650 (4/20)</li> <li>Retention of Existing Members: 58.6%</li> <li>Recruiting/New Members: 42.3%</li> <li>Acquisition: 468 Skill Up memberships processed</li> </ul> <p>Revenue</p> <ul style="list-style-type: none"> <li>Month: Apr '21 - \$176,327 vs Apr '20 \$176,409 (flat to PY)</li> <li>YTD: '21 \$686,491 vs '20 \$716,800 (-4.2% variance)</li> </ul>	Green  Red  Green  Red  Green

**Key Priorities Update**

**Membership:**

Retention

- Blair and Brittney developed segmented youth communications that speak to our new Skill Up sailors and their parents. They'll deploy in June to our youth members.
- Reviewed the past year of member retention email metrics (open rate and click throughs) with the intention of using the data to drive which communications can be improved or created.
- Outlining potential member benefit partners for individuals and organizations.

Skill Up

- Onboarding continues with 34 organizations in Stage 2 of the Skill Up process. They represent 2,791 Skill Up sailors.
- In Stage 2, we'll continue to send their onboarding materials, receive membership payments and create new members. Through April, 468 of the 2,791 sailors have been processed.

MVP

- Moving forward with our member acquisition campaign for class associations.
- Outlined 3 key class contacts to hold meetings to learn more about what would be valuable to their class association members to encourage US Sailing membership.
- Developing a plan to further promote MVP to clubs and their members.

Advertising

- After 8 weeks, we're up to 236 conversions.
  - The ROI is \$15,340
  - The ad spend is \$3,503
- We'll be continuing the advertising for membership through Aug 1. The focus will be on the general awareness ad, lookalike audience and targeted member campaigns.

**Adult:**

Instructor Courses	Student Goal	Students YTD (April 30, 2021)	Registrations 1/1- 5/20/2021 (includes May YTD)
Keelboat	100	11	75
Powerboat	75	14	60
Adaptive	24	5	35
Online Training	Target Goal	Students YTD (April 30, 2021)	May completions* as of 5/20/2021
Basic Keelboat Online	300	46	46
Coastal SAS Online	150	123	26
Offshore Online Part One	1500	297	106
Offshore Online Part Two	1500	148	Not available yet

\*Please note that online completion is not reflective of the number of codes sold to users who have not yet finished courses.

Data above for Instructor courses indicates that we will meet and exceed course projections for 2021. More instructors being trained leads to more publications being sold for the year to accredited schools. Anecdotal information through conversations with school operators indicates that 2021 will be a robust season for student level courses. Some have indicated that they are already “sold out” for the season.

Data for Online Courses indicate that online training continues to be robust in 2021. Pandemic related restrictions/limitations on in-person participation has led to providers and users preparing for In-Person courses by taking online education prior to hands on training. For SAS Online course users, adjustment in safety requirements by OAs is reflected in the increase in Coastal Online users and we are currently ¼ of the way to goals for SAS Offshore Online. As Hands-On Courses come onto the calendar in the second half of 2021, Online users will continue to grow and will then be accompanied by revenue generated through certificate issuance.

**Adult Championships**

NORs for all 9 scheduled adult championships are posted.

- Applications are open as well as requests for invitations.

US Singlehanded Championship – June – Big Blue/Old Dominion U. is oversubscribed with a wait list

- US Women’s Match Racing has issues 9 of 10 available invitations to complete.
- US Team Racing applications opened on May 11.
- Applications for US Offshore and US Adult Championships are open
- Registration for US Para and US Multihull are open (No entry limits)
- US Match Racing Championships continue with qualification events
- Championship of Champions – letters of invitation to apply are being issued as qualifying championship events finish.

**Publication Sales**

Sales of publications for both Keelboat and Powerboat programs are strong and are in line with budget projections.

**Youth:**

**Small Boat and Reach Course Progress**

	Student Goal	Students YTD (April 30, 2021)	Registrations 1/1-11/19/2021 (includes April YTD)
Sailing Counselor	126	0	59
Reach	72	9	20
Level 1 Instructor Online Section	1250	645	1207
Level 1 Instructor In-Person Section (includes 2020 Backlog)	1928	129	1343
Level 2 Instructor	160	20	119
Level 3 Head Instructor	48	29	29
Level 3 Coach	32	0	9

**Reach**

- [2020 Reach Impact Report](#) completed and distributed.
- [2021 RFP](#) open until June 1 for 2021 Reach Grants.
- Oregon Youth Sailing Foundation – site visits and Marine Debris lesson/clean-up.

**Siebel Program**

- Siebel Program is wrapping up their Spring season and will take a pause Memorial Day Week to debrief, fine-tune, share best practices and get ready for Summer

**US Sailing Championships:**

- **US Junior Women’s Championships** – Registration is open for the seven regional clinics- <https://www.ussailing.org/competition/championships/2021-u-s-junior-womens-doublehanded-championship/>

**Clinic dates and venues:**

- West- June 16-18- Alamitos Bay Yacht Club- Long Beach, CA
  - Open to sailors from: CA, AZ, NV, UT, HI
- Northwest- June 25-27- Olympia Yacht Club- Olympia, WA
  - Open to sailors from: WA, OR, ID, MT, AK
- Southeast- June 25-27- Florida Yacht Club- Jacksonville, FL
  - Open to sailors from: FL, GA, SC, AL
- Mid-Atlantic- June 29-July 1- Old Dominion University- Norfolk, VA
  - Open to sailors from: PA, MD, DE, DC, VA, NC, NJ
- North East- July 13-15- Roger Williams University- Bristol, RI
  - Open to sailors from: NY, CT, RI, MA, NH, VT, ME
- Midwest- July 13-15- Macatawa Bay Yacht Club- Macatawa, MI
  - Open to sailors from: MN, IA, MO, WI, IL, IN, TN, KY, OH, MI, WV
- Central- July 15-17- Oklahoma City Boat Club – Oklahoma City, OK
  - Open to sailors from: MS, LA, AR, TX, OK, NM, KS, CO, NE, WY, SD, ND

- **US Youth Match Racing Championship** – June 23-27, Rochester Yacht Club, NY
- **Chubb US Junior Championship** – August 10-13, Eastern Yacht Club, MA
- **US Youth Championship** – October 8-11, Camp SeaGull, NC

**USA Junior Olympic Sailing Festivals:**

- The summer JO event season is just around the corner. Currently there are 18 JO Festivals confirmed for 2021.

**Offshore:**

**Certificate processing status:**

	IRC	ORC	ORR	Totals
Issued	6	387	130	523
Pending/missing information	0	46	13	59
not yet addressed	0	63	26	89
Processing Time (business days)	0	12	12	
Total Certificates in Queue =				671

We continue to work through the busiest season of the year with the busiest few weeks to come. In June the various deadlines for the Major races including Transpac, Chicago Mac and the Bayview Mac.

There is still concern for the US Based Races to international destinations, as the Marblehead to Halifax race and the Marion to Bermuda race have both canceled. This will directly impact the overall number of ORR certificates processed for the year.

**Measurers Training**

	<p>Efforts continue to train new measurers, this past month, 10 new sail makers have been trained as official sail measurers. We continue to push to reach 100% saturation with trainings for every loft in the country. Currently these trainings are being held successfully via Zoom, a format that lends itself well to this segment.</p>
<p><b>Race Administration:</b></p>	<p><b>Race Admin Courses</b></p> <ul style="list-style-type: none"> <li>• Club Judge Seminar development complete and locked as is for the season – see further description below in Education</li> <li>• Basic Race Management Seminars continue to fill, including one more all-women class, but demand slowing as summer approaches</li> <li>• Race Officer Roundtable continues beta testing and completely re-imagined Advanced Race Management Seminar is on track for planned beta testing in early August and full rollout by year-end</li> <li>• Overall, making steady progress toward meeting 2021 participation and revenue goals. Meeting goals will require active marketing in the fall. Developing an inclusive marketing plan is a high priority.</li> </ul> <p><b>Race Official Standards Working Group</b>, facilitated by Justin Sterk, continues to make steady progress toward defining key personal standards and soft skills for race officials.</p> <p><b>Volunteer Recognition</b>  Launched a new volunteer recognition program last week with spotlight features on selected race officials. Featured volunteers will change regularly and will be chosen by area officials from all areas and from club- and regional-level officials. We have also reinstated the practice of featuring new appointments and certification upgrades on a quarterly basis.</p>
<p><b>Education:</b></p>	<p><b><u>EDU Operations/Scheduling</u></b></p> <ul style="list-style-type: none"> <li>• 114 Instructor courses scheduled for May alone.</li> <li>• We have encountered several challenges as we’ve begun running more in-person courses including: COVID close-contacts, cold water temperatures (which is a swim check problem) and fish kills. I want to extend a big thank you to Peri, Andi and Laurianne for how they’ve gracefully navigated the issues and helped fine solutions.</li> <li>• New COVID guidelines will be launched the week of May 24<sup>th</sup>. They were complete on 5/13 but needed to be modified to reflect the new CDC regulations.</li> </ul> <p><b><u>Project Development</u></b></p> <ul style="list-style-type: none"> <li>• Club Judge Seminar Updates were completed. These include the following elements of the project: <ul style="list-style-type: none"> <li>○ <a href="#">Around the Race Course</a> PowerPoint</li> <li>○ 3 updated Webinar PowerPoints</li> <li>○ Updated Announcements, Pre-Course Emails &amp; Post Course Emails</li> <li>○ New Home Page in Canvas platform</li> <li>○ Update links to the 2021-2024 CM Practice Test, Study Question Test, &amp; Final Club Judge Tests</li> <li>○ New “<a href="#">How to use Canvas</a>” Video</li> </ul> </li> <li>• Basic Keelboat Instructor Hybrid course work continues. Work on presentations is close to complete. Video presentations will follow.</li> <li>• The <i>Appeals Book for 2021-2024 Including the World Sailing Case Book</i> is at the printer and will be available within two weeks.</li> <li>• An update to the Advanced Race Management Seminar is underway.</li> <li>• Review and selection of a new Learning Management System for our Journey based courses is ongoing. Launch date is still early fall.</li> </ul>

<p><b>USST &amp; ODP:</b></p>	<p>59 days until the Opening Ceremonies of the Tokyo Games</p> <p><u>Athlete Results</u></p> <ul style="list-style-type: none"> <li>○ <a href="#">Finn Gold Cup – Worlds</a> – Luke finished 6/52 and 5<sup>th</sup> country – personal best and good lead up to Games</li> <li>○ <a href="#">470 Europeans</a> - Stu &amp; Dave finished 17/29 - Nikki &amp; Lara 12/18 - Only medal race team was the Mixed 470 with Nordstrom/Bornarth who finished 10/34</li> <li>○ <a href="#">Nacra event in Santander Spain</a> –First time racing against a big fleet since Feb 2020, Gibbs Weis Racing, our Nacra 17 team took 3<sup>rd</sup></li> </ul> <p><u>Tokyo Games Planning-</u></p> <ul style="list-style-type: none"> <li>○ Soft Opening July 5, launching open either July 14 or 15</li> <li>○ Team meetings focused on race course preparation</li> <li>○ Currently have 7 containers on the water and two air shipments in the works</li> </ul> <p>World Sailing released the most recent qualification document and all spots are filled. The USST did not qualify as a country to field a 49er team at the Games. Games Team announcement planned for 5/24</p> <p>ODP</p> <ul style="list-style-type: none"> <li>● Pending NOR from World Sailing, but the qualifiers for the 2021 Youth Worlds Team are nearly finalized for December in Oman. Mixed Kites and Mixed 420 being integrated for the first time.</li> </ul> <p>2024 – The 10<sup>th</sup> medal conversation will conclude by June 10<sup>th</sup> at the latest with feedback from the IOC</p>
<p><b>MarCom:</b></p>	<p><u>Communications - April</u></p> <ul style="list-style-type: none"> <li>● 19 Email campaigns comprised of announcements, newsletters, organization member comms, weekly member comms, and promotions.</li> <li>● 1,206 New Social Media followers on US Sailing and US Sailing Team Facebook, Instagram, Twitter.</li> <li>● 7 videos created for social media, Starboard Portal, US Sailing Team, Education/Programs.</li> <li>● Primary Comms implementation: <ul style="list-style-type: none"> <li>○ New US Sailing Leadership comms campaign – Own media, pitched media</li> <li>○ Starboard Portal: Sustainability</li> <li>○ US Sailing Team: Event and athlete coverage; OLY media kit development and web development; OLY Games planning</li> <li>○ SailFlow sponsorship announcement</li> <li>○ Junior PanAm Games comms</li> <li>○ 2021 Youth Sailing Worlds qualifications news</li> <li>○ Daily Instagram focused content</li> <li>○ Championship season promotion</li> <li>○ Membership campaigns comms: Weekly Lift e-Newsletter support</li> <li>○ Quarterdeck e-Newsletter support for organizations</li> <li>○ Adaptive Workshop promotions</li> <li>○ SafeSport updates for members</li> </ul> </li> </ul> <p><u>Product, Program &amp; Services Marketing</u></p> <ul style="list-style-type: none"> <li>● Introduced program-specific social media performance tracking:</li> <li>● All social content will be tagged with “labels” according to the Program/Product/Service they promote, and performance will be tracked accordingly.</li> <li>● R1 of Key labels identified below, more to be added as content demands.</li> </ul>

- Note: We also have labels for each sponsor and USST athlete/boat class to allow for custom reporting ie: we can generate a custom social performance report for all items featuring Kilroy/West Marine/49ers/etc., in a given time period.
- Next step will be identifying correlations between web traffic/purchase conversions and each label's performance on social.
- This will allow us to determine which programs are being promoted successfully, and which platform is most effective for each label.
- April Social Media Performance Broken Down by Labels:

Label	Times Used	% of Total Label Use	Total Reach	Total Reach Score
1.News	12	14%	75,398	908
2.Siebel				
3.Education	13	16%	68,761	828
3A.Small Boat Instructor	3	4%	10,171	123
3B.Keel Boat Instructor				
3C.Power Boat Instructor				
3D.Safety at Sea				
3E.Starboard Portal	5	6%	34,826	420
4.Olympics	10	12%	49,048	591
4A.Tokyo	6	7%	26,206	316
5.Events				
5A.OCR				
5B.Youth Racing	8	10%	50,926	614
5C.Adult Racing	14	17%	66,895	806
5D.Championships	12	14%	65,997	795
5E.NSPS				
5F.SLF				
<b>Totals</b>	<b>83</b>		<b>448,228</b>	<b>5,400</b>

#### **Brand Marketing**

- Development of Brand Campaign creative and comms plan – plan to launch late May
- West Marine US Open West Coast Events planning
  - Communications and Media Team planning (2 person media team)
  - Branding materials (pinnies, banners, bow stickers)
  - Partnership Development – MarkSetBot
  - Partnership Integration – Yeti
  - Coordination with West Marine – comms, in-store branding, in-store events
  - Coordination with Host Clubs – Sponsor integration/support, comms plan, on-site plans
- Feathr direct marketing Membership Campaign report (March-May)

**Total Impressions: 428,123**

**Reach: 65,262**

**Total Clicks: 1,347**

**# of Campaigns: 7**

**Media Spend: \$3,503.48**

**Click-through rate: .31%**

**Tracked Conversions: 236**

**ROI: \$15,340.00**

- Strategy development in progress to continue engagement with warmed audience and develop more direct messaging.

<b>Foundation:</b>	Raised more than \$13,360,000 in pledges to date One \$7,500,000 pledge to be paid over five years One \$2,000,000 pledge to be paid over four years One \$1,000,000 pledge to be paid over two years Four \$500,000 pledges to be paid over five years One \$300,000 pledge to be paid over three years One \$250,000 pledge to be paid in full this year One \$100,000 pledge to be paid over four years Many pledges less than \$100,000
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