

2021 Association Report - October

Topics	Comments	Status
Financial Metrics – Financials are based on August numbers.		
Revenue	YTD Revenue \$12.8MM <ul style="list-style-type: none"> • \$5.0MM positive variance in Pledge Revenue adjusted for GAAP requirements. • PPP Revenue forgiveness of \$810K recognized in August • General Soft good sales by over budget by 50% or \$217K 	Green
Expense	YTD Expense of \$7,172 was \$933K or 12% below budget of \$8,105K <ul style="list-style-type: none"> • Total variance driven by \$305K in travel, \$141K in IRD, \$65K in Logistics, \$83K in S&B, \$60K Photography, \$98K in Meetings & Events (WS meeting postponed) • Total Year expense favorable forecast will be 3% or \$306K favorable to budget @ \$11.8MM vs a budget of \$12.1MM 	Green
Net	YTD Net Cashflow of \$1.4MM vs budget of -\$429K Total Year Net Cashflow projected @ \$255K positive vs a loss of -\$125K	Green
Membership & Retention '21 Year End Goals Active Members – 39,500 members Retention – 72% Recruiting – 28.6% Acquisition – 2,500 members (Skill Up focus) Revenue – \$2,079,946	Revenue <ul style="list-style-type: none"> • Month: Aug '21 - \$182,967 vs Aug '20 \$171,140 • YTD: '21 \$1,416,116 vs '20 \$1,400,726 (1.0% variance) Membership #'s <ul style="list-style-type: none"> • Active Members: 42,425 September 2021 vs 39,375 in September of 2020 • Acquisition: As of 9/30/21, the Membership Team processed 3,500 Skill Up memberships for youth sailors from 40 organizations. Surpassed 2,500 member goal for 2021. 	Green Green

Key Priorities Update

Membership:

Retention

- Completed implementation process with PerkSpot to launch a new member benefit, which launched 10/6/21.
- Beginning invoicing process for 2022 annual renewals for member organizations in mid-October, including hard copy invoice packets and waterfall email renewal campaign.
- Updated all 2022 retention email communications for member organizations, highlighting benefits of membership including Skill Up, PY Online and SafeSport program access.

Adult:

Adult Program Course Progress

	Goal	Candidate Completions YTD (Sept 30, 2021)	Registrations 1/1-12/10/2021 (includes May YTD)	Number to Meet Goal
Keelboat Instructor (all Levels)	100	134	147	Exceeded
Powerboat Instructors (all Levels)	75	56	62	13
Adaptive Instructors	25	43	44	Exceeded
Safety At Sea Coastal Online Courses	150	369	n/a	Exceeded
Offshore Online Part One*	1500	927	n/a	573
Offshore Online Part Two*	1500	614	n/a	886
Basic Keelboat Online	300	400	n/a	Exceeded

*Safety at Sea Online Courses are slightly behind budget projections due to few Hands-On courses, however store sales of codes for both Parts One and Two of the Offshore online courses continue to be robust. With the availability of Hands-On courses now on the calendar for the fall/winter seasons as well as into the spring, usage of Online education is steady as sailors look to fulfill race required training for 2022 events. Timing is the reason for the variance, but we should be on budget by the end of the year.

Keelboat and Powerboat Publications (End of Sept)

- Keelboat: **\$248,173.00** 36% ahead of budget; 186% of 2020 actuals
- Powerboat: **\$91,156.00** 46% ahead of budget; 176% of 2020 actuals

Adult Championships - participation

Completed Events

- US Singlehanded Championship 6/18-20, Norfolk, VA
59 sailors: 5 new members and 6 who lapsed and renewed
- US Women's Match Racing Championship 8/20-22, San Diego, CA
39 sailors; 1 new member; 1 lapsed and renewed.
- US Para Championship 8/24-28, Newport, RI
27 sailors: 2 new members and 4 that lapsed and renewed.
- Championship of Champions 9/17-19, Orchard Lake Village, MI
42 sailors: 3 new members and 2 that lapsed and renewed
- US Offshore Championship 9/24-26, Annapolis, MD
56 sailors: 14 new members and 6 that lapsed and renewed
- US Team Racing Championship 9/24-26, Bristol, RI

- 144 sailors: 6 new memberships and 27 that lapsed and renewed.
 - US Match Racing Championship 10/1-3, Long Beach, CA
64 sailors: 28 who lapsed and renewed.
- Still to Come
- US Adult Championship 10/21-24, Kemah, TX
37 sailors: 5 new members and 8 who lapsed and renewed
 - US Multihull Championship 11/1-5, Corpus Christi, TX
80 sailors: 22 new members and 19 who lapsed and renewed.

Youth:

Small Boat

	Student Goal	Students YTD (September 30, 2021)	Registrations 1/1-12/31/2021 (includes Sept. YTD)	Number to Meet Goal
Sailing Counselor	126	110	114	12
Reach Educator	72	19	29	43
Level 1- Online Section	1250	1465	1509	Exceeded
Level 1- In-Person Section (includes 2020 Backlog)	1928	1508	1684	244
Level 2 Instructor	160	138	146	14
Level 3 Head Instructor	48	40	44	4
Level 3 Coach	32	9	10	22

Reach

- Grant reports are due 10/31/2021.
- Fall Reach virtual mentor sessions with guest contractor presenting a workshop.
 - October for 2021 Reach grant recipients.
 - November for past Reach Hub grant recipients.

Community Sailing

- Accreditation – 3 pending applications for approval.
- Award nominations for 2021 Community Sailing Awards is open, please promote.
- Site Visits:
 - Shoreline Lake Boathouse (Mountain View, CA) – met with owner.
 - Cedar Point Yacht Club (Westport, CT) – met with Vice Commodore and Club Manager.
 - The Sailing Museum (Newport, RI) – met with Executive Director.
 - Zim Sailing – met with President and introduced Heather Monoson to the team at Zim.

Siebel Program:

- As of August 2021, the program exceeded all goals and this was reported to Tom in person when Alan, Jill, Rich, Blair & Chris met with him in SF
- 2021 programming concludes at the end of November
- Coconut Grove Sailing Club (Miami) asked to be removed from the program because they haven't put any kids on the water in 2021 and can't find time for Siebel – we're in

	<p>discussions with Palm Beach Sailing Club to bring them on for the final year of Siebel to replace CGSC</p> <p>Championships</p> <ul style="list-style-type: none"> US Youth Championship- 155 sailors traveled to Arapahoe, NC for the Youth Championships at YMCA Camp Sea Gull from October 8-11. Five fleet champions were crowned after three days of wind and rain. Class winners were- Daniel Escudero (ILCA 7), Chapman Petersen (ILCA 6), Ian and Noah Nyenhuis (29er), Kay Brunsvold and Cooper Delbridge (Nacra 15), and Thomas Sitzmann and Luke Woodworth (i420).
Offshore:	<ul style="list-style-type: none"> ORC, ORR, and IRC certificate processing continued to be busy in August and September with Rolex Big Boat Series and many other regional regattas taking place. Many thanks to the ORC and ORA organizations for their continued assistance with certificate processing and customer service. The temporary MOU agreement with the ORC to provide certificate processing services has been renewed through October 31st, at which time the intent is for US Sailing staff to resume ORC certificate processing and return to the traditional workflow. Chief Measurer Eric Baittinger has been working with 2022 regatta organizers to encourage boat owners to have their boats measured this fall, prior to the anticipated spring 2022 rush. There is significant interest from Newport Bermuda Race 2022 participants, as well as boats in the Great Lakes, Gulf Coast, West Coast, and other areas. PHRF and Portsmouth Yardstick services to regatta and fleet organizers continue to be paused while the interim Offshore staff focus on ORC, ORR and IRC ratings. PHRF and PY services will resume under the leadership of the new Offshore staff later this fall. Interim Offshore staff member Mason Sheen is moving into a new role in the Marketing Department as Partnerships Senior Associate, but continues to assist with Offshore programs as needed. Thank you Mason for all of your hard work this summer!
Race Administration:	<ul style="list-style-type: none"> Course metrics (based on projected 80% of 2019 courses): <ul style="list-style-type: none"> Basic Race Management Seminar: YTD 20 courses (69% to goal); 277 students (56%) Advanced Race Management Seminar: YTD 3 courses (33%); 44 students (29%) - this course is still under construction and will roll out early 2022 Club Judge Seminar: YTD 8 courses (53%); 93 students (61%) Advanced Judge Seminar: YTD 3 courses (50%); 55 students (79%) Umpire Seminar: YTD 1 course (17%); 20 students (33%) - course under construction Continuing Education Events: 10 courses (143%); 170 students (258%) Returning gradually to a few in-person courses, subject to COVID guidelines. We will continue to offer all-online also for the convenience of race official candidates and renewing officials. Robust growth in continuing education offerings for renewing officials. Race Officer Roundtable has run three or four times and has been popular. Judges are developing short online clinics on individual topics such as kinetics. Preparing for many background check renewals, as most officials were first checked in February of 2022.
Education:	<ul style="list-style-type: none"> Launched new Learning Management System platform, First Tack, which houses <i>Teaching and Coaching Fundamentals Online</i> and <i>Safety at Sea: Offshore Part 2</i>. <i>Safety at Sea: Offshore Part 1</i> will be added to the same platform once video edits are completed. Updated the Racing Rules of Sailing (RRS) App to include new Hearing Form. Redesigned the Instructor Trainer Bridge (the location of all Instructor course/seminar materials). New formatting supplies a better user interface and an added level of security for each course type.

	<ul style="list-style-type: none"> • Changed the registration structure to prevent candidates from signing up from in-person Level 1 courses until they have signed up for an online section. This does not stop candidates from signing up for both, but ensures that they take both parts of the course. • Sports Medicine committee reviewed COVID guidelines. • In progress: <ul style="list-style-type: none"> ○ Course <i>Policy Manual</i> overhaul. Changes being made are reflective of new course types and formats, and updates to infrastructure. ○ Currently working on functional index with internal hyperlinks for RRS App. ○ Implementation of self-transfer function for courses. ○ Planning for the (virtual) 2021 National Coaching Symposium in December. • Of note: <ul style="list-style-type: none"> ○ Small Boat Level 1 Instructor in-person courses have increased over 25% in the first 3Q this year versus the year-end total in (more regular pre-covid)2019/2018. ○ Online Level 1 courses have seen a 17% increase over 2020 from 133 total scheduled to 156 in 2021.
<p>USST & ODP:</p>	<ul style="list-style-type: none"> • USST Technology Summit held at Harken, September 27th - combination of the 2nd quarterly TTF (technology task force) meeting and discussion about Harken specific collaboration • Riley presented at the USOPC Athlete 360 Data Summit about USST use of wind and current data • Launched the new athlete collaboration and accountability system with Performance Plan & Skill Assessment documentation. • Pre-planning underway on January all USST training camp • Evaluating our sailing team, logistics, weather and support needs for Worlds in Oman • Announced mid-September the 16 youth athletes that will represent the US at the 2021 Youth Sailing World Championships. The team will be traveling to Oman with Team Leader Phil Muller and 2 additional coaches. Full announcement can be found here: https://www.ussailing.org/news/2021youthworldsteam/ • Leandro traveled to Marseille last week for 2024 Games recon and then is heading to Torregrande, Italy to support the kites at the Formula Kite World Championship • Paul traveling to the USOPC October 20-21 • Updating job description for USST Staff • Offer letters sent to Long Beach and USSC-Miami

Marketing & Communications

Communications – July, August & September, 2021

- **Email Campaigns:** Association and Team Press news and announcements, NSPS news and updates, US Open and US Sailing Championship coverage, One Design e-Newsletter, Quarterdeck e-Newsletter to organizations, Starboard Portal promotions, Program reports, targeted department outreach, Tokyo Athlete Send Off communications
 - July - 36
 - August - 34
 - September - 19
- **New Social Media followers** on US Sailing and US Sailing Team Facebook, Instagram, Twitter.
 - July – 5,415
 - August – 1,818
 - September – 1,050
- **Videos created** for Social Media featuring US Sailing Team, US Open, Siebel, Starboard Portal
 - July - 17
 - August - 9
 - September - 3
- **Primary Comms and Notes:**
 - July –
USST: Final partner posts before the Olympic blackout period. Olympic posts kicked off on July 13, restricted to ONLY Olympic content and zero videos. Guide to Olympic Sailing was most successful post in history

USSA: US Open Long Beach
 - August –
USST: Final Olympic post was August 8, switched branding back to USST and got back to “normal” - shared a few wrap-up recognitions for Tokyo team/coaches/staff
USSA: Kickoff championship season (Chubb, Women’s Match Racing) - US Open San Francisco
 - September –
USST: Status on Paralympic Sailing update very successful - Formula Kite Europeans, Dave’s appointment to the World Sailing Athletes’ Commission - Harken Tech trip in Wisconsin

USSA: More Championships (Championship of Champions, Offshore, Team Racing, Match Racing)

Department: Down Jake (last day September 14) and Brittney (last day August 31), marketing department down two people – currently hiring for Marketing & Communications Associate, and Sr. Communications & Content Manager

Sponsorship & Partnership

Sponsorship dialogue for 2021 discussions ongoing within commercial and strategic opportunities.

- **Activation:** WM US Open San Francisco, Kilroy Community Kites and Cleanup Day @ USOSS-SF, Kilroy Social campaign (ongoing), Siemens Case Study, US Olympic/Harken Technology Summit, HarkenDerm Social Campaign, Garmin E-mail communication, TikTok reels featuring partner branding
- **Benefits Launched:** MarkSetBot (2 org benefits), SailFlow (org), Garmin (holiday)

	<p><u>Brand and Event Marketing</u></p> <ul style="list-style-type: none"> • West Marine US Open West Coast – Long Beach (July 9-11) and San Francisco (Aug 13-15) execution <ul style="list-style-type: none"> ○ Communications and Media – USS & USST Instagram/FB, daily content, Live morning interviews, daily recap videos, event recap, photo library, sponsor and media requests ○ Branding – on land/water banners & signage, bow stickers, pinnies ○ Partnership Integration – West Marine, Yeti, MarkSetBot ○ Race Committee Recognition event at West Marine San Diego store – Food, Beverage, Yeti Gift, and remarks from US Sailing/Team/West Marine reps ○ Olympic/USS personnel, Regatta Management ○ Coordination with West Marine – comms, in-store branding, in-store events ○ Coordination with Host Clubs – Sponsor integration/support, comms plan, on-site plans ○ US Sailing Team Send-Off Event at Alamitos Bay Yacht Club ○ 2 Olympic Panel Events (in-person and Facebook Live Streamed) in West Marine Stores (Alameda and Sausalito) • Developing Brand guide (USSA, USST, & USS Foundation) • Feathr – digital retargeting advertising <ul style="list-style-type: none"> • Total Impressions: 287,557 • Reach: 73,452 • Total Clicks: 816 • # of Campaigns: 2 • Media Spend: \$1,610.00 • Click through rate: .28% • Tracked Conversions: 98 • ROI: \$6,370.00
<p>Foundation:</p>	<p>YTD Total Cash Received: \$2,345,316 (Includes current-year pledge payments)</p> <p>YTD Total Raised in Written Pledges and Verbal Commitments: \$22,558,000</p> <p>Pledge Detail:</p> <p>One \$7,500,000 pledge to be paid over five years One \$5,000,000 pledge to be paid over two to three years One \$2,000,000 pledge to be paid over four years Two \$1,000,000 pledges 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 \$500,000 pledge to be paid over eight years One \$500,000 pledge to be paid over several years One \$300,000 pledge to be paid over three years One \$250,000 pledge to be paid in full this year Two \$200,000 pledges to be paid over four years One \$150,000 pledge to be paid over six years One \$125,000 pledge to be paid over five years Three \$100,000 pledges to be paid over four years One \$100,000 pledge to be paid in full in 2022 Many pledges less than \$100,000</p>