No Losers: Promotion of Non-competitive Sailing for Kids
The Panel

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Kate Wilson – Newport Yacht Club

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SailMaine
STEM Adventure Sailing
Nantucket Community Sailing
Water Sports Class, Windsurfing Clinic, J/105 Program
Newport Yacht Club

Marine Adventure camp

Top 10 Summer 2015 Goals:
1. Have Fun!
2. Be Safe.
3. Have Fun!
4. Go Sailing!
5. Have Fun!
6. Learn new nautical skills.
7. Have Fun!
8. Go Green.
9. Have Fun!
10. Have Fun!

It’s all about having fun on the water!

Ages 7-16
3 2-week sessions
Full & Half Day
Scholarships Available!

NEWPORTYACHTCLUB.ORG
Vineyard Haven YC “Reachers” Program

“Messing around in boats”
Why are you personally interested in promoting/offering non-competition sailing?
How have you seen your program change by introducing non-competition aspects to your sailing programs?
Newport Yacht Club

Marine Adventure Camp

It's all about having fun on the water!

Budget
$22k

Income
$14k

Expenses
$22k

Net
-$8k

$9k!!!!

Newport Yacht Club Junior Program

2014 2015

Enrollment scholarships

2014: 18 2014: 2
2015: 77 2015: 18

420%

Increase in enrollment

Let's keep it fun again in 2016!
## VHJC JSP Class Schedule 2015

**SAILING SCHEDULE:**

Session I: June 29 - July 24  
Session II: July 27 - August 21

<table>
<thead>
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<th>TIME</th>
<th>FLEET</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<td>1-4</td>
<td>OPTI</td>
<td>Intermediate Green Team Race Team</td>
<td>Intermediate Green Team Race Team</td>
<td>Intermediate Green Team Race Team</td>
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<td>Green Team &amp; Opti Race Team Series Races (First start at 1 PM)</td>
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<td>420</td>
<td>Advanced Race Team</td>
<td>Advanced Race Team</td>
<td>Advanced Race Team</td>
<td>Advanced Race Team</td>
<td>Open 420 Series Races (First start at 1 PM)</td>
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</table>
Modern Junior Sailing Program Era

Race Track

Adventure Track

More Sailors!!!
Class Participants by Year

VHYC
101 in 2010 to 243 in 2015
241% increase !!!
The whole pie has increased by 241%!!
And now 80% of the kids are making it past Optis
What would a day in your program look like?
What type of instructor are you looking for to lead this program?
What types of boats are used in your “non-competitive” track?
What does the budget/funding look like for your program?
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<thead>
<tr>
<th></th>
<th>2010</th>
<th>2015</th>
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<tbody>
<tr>
<td></td>
<td>classes</td>
<td>Revenue $750/class</td>
<td>Program Boats</td>
<td>6 year boat amortization</td>
<td>Sailboat maintenance</td>
<td>7 Powerboat $44k cost</td>
<td>TEAM travel</td>
<td>Staff cost $5.7k/instruct</td>
<td>Total cost</td>
<td>Net Revenue</td>
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<td>Optis</td>
<td>64</td>
<td>$48k</td>
<td>32 Optis</td>
<td>$14k</td>
<td>$5k</td>
<td>$22k</td>
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<td>14 420s</td>
<td>$18k</td>
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<td>$18k</td>
<td>$7k</td>
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<td>$23k</td>
<td>$73k</td>
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<td>Reachers &amp; Winsrf</td>
<td>8</td>
<td>$6k</td>
<td>4 O’Pen BICs 6 x Tech293s</td>
<td>$3k</td>
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<td>$4k</td>
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<td>$5.5k</td>
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<tr>
<td>Optis</td>
<td>135</td>
<td>$101k</td>
<td>37 Optis</td>
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<td>$36k</td>
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<td>$50k</td>
<td>6 O’Pen BICs 8 x Tech293s</td>
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<td></td>
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## VHYC Cost Analysis per Class Type

<table>
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<th>2015</th>
<th>Classes</th>
<th>Net Revenue</th>
<th>Revenue/class</th>
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<tr>
<td>Optis</td>
<td>135</td>
<td>$13k</td>
<td>$96/class</td>
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<tr>
<td>420s</td>
<td>41</td>
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<td>($1,098)/class</td>
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<td>67</td>
<td>$18k</td>
<td>$269/class</td>
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Did you face any push back when you introduced these new programs?
How did the parents and kids respond?
Nantucket Community Sailing #1 Piece of Advice
Sail Maine #1 Piece of Advice

● Meet kids where they are
● Listen to kids and learn what they are interested in
● Involve kids in the program development,
● Have FUN!
Newport Yacht Club #1 Piece of Advice

Remember why you want to start this program: Get Kids Sailing!
Vineyard Haven #1 Piece of Advice

a/ be careful about selecting your “pied pipers”

b/ have equipment that the kids enjoy - a variety of options, if possible

c/ strive to make every day a new experience
Thank You

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