No Losers: Promotion of Noncompetitive Sailing for Kids

The Panel



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Katie Hatch - SailMaine



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SailMaine STEM Adventure Sailing





Nantucket Community Sailing Water Sports Class, Windsurfing Clinic, J/105 Program







Newport Yacht Club









Vineyard Haven YC "Reachers" Program



"Messing around in boats"

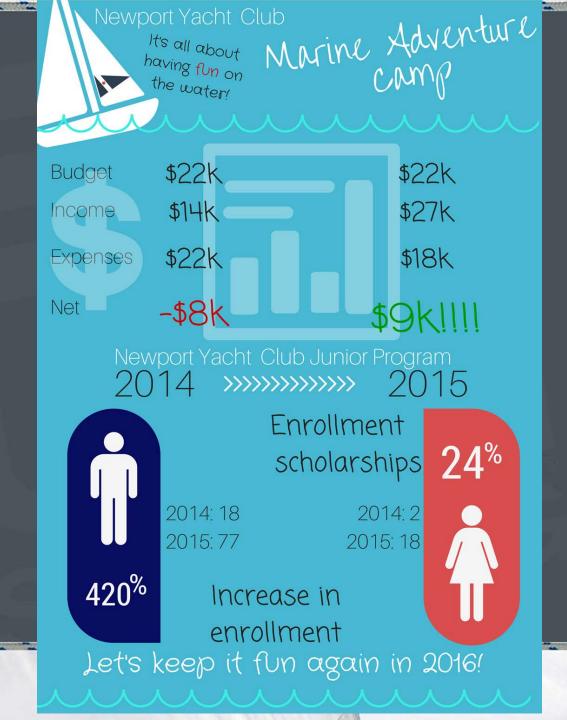






Why are you personally interested in promoting/offering non-competition sailing?

How have you seen your program change by introducing non-competition aspects to your sailing programs?





VHYC JSP Class Schedule 2015

SAILING SCHEDULE:

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

TIME	FLEET	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM						
9-12	OPTI	Novice	Tadpoles Novice	Tadpoles Novice	Tadpoles Novice	
9-12	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	
9-12	WIND- SURFING	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	Beginner or Advanced	
9 -12	420	Elementary	Elementary	Elementary	Elementary	
12-1		L	U	N	С	H
PM						
1-4	OPTI	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Intermediate Green Team Race Team	Green Team & Opti Race Team Series Races (First start at 1 PM)
1-4	O'PEN BICS	Reachers	Reachers	Reachers	Reachers	Reachers Un-Regatta Series Races
1-4	WIND- SURFING		Beginner or Advanced		Beginner or Advanced	
1-4	420	Advanced Race Team	Advanced Race Team	Advanced Race Team	Advanced Race Team	Open 420 Series Races (First start at 1 PM)

Modern Junior Sailing Program Era









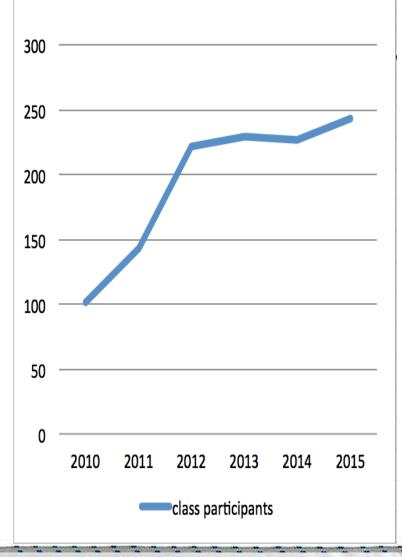


Adventure Track

More Sailors!!!



Class Participants by Year



VHYC

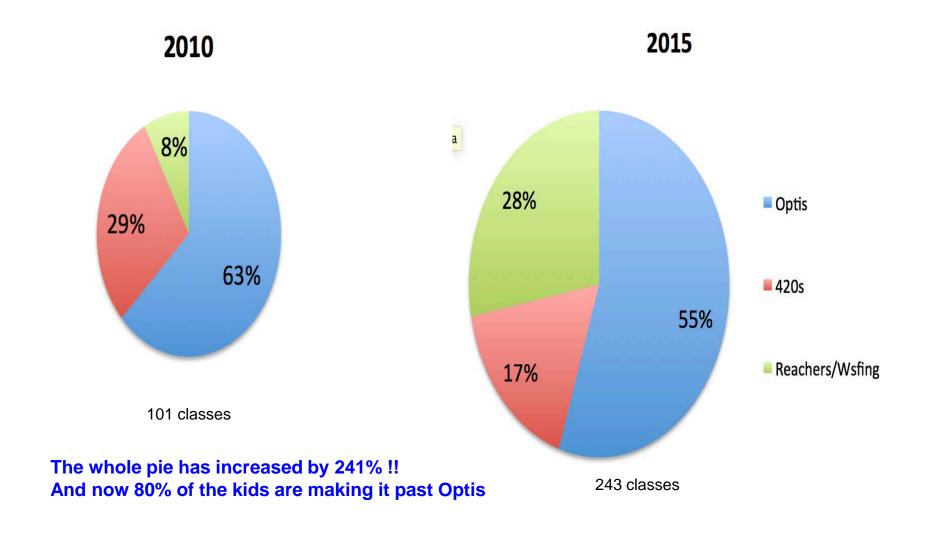
101 in 2010 to 243 in 2015

241% increase !!!





Participation by class 2010 vs 2015





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?

VHYC 2010 vs 2015 JSP revenue

2010	classes	Revenue \$750/class	Program Boats	6 year boat amortization	Sailboat maintenance	7 Powerboat \$44k cost	TEAM travel	Staff cost \$5.7k/instruct	Total cost	Net Revenue
Optis	64	\$48k	32 Optis	\$14k	\$5k	\$22k	\$5k	\$23k	\$69k	(\$21k)
420s	29	\$22k	14 420s	\$18k	\$7k	\$18k	\$7k	\$23k	\$73k	(\$51k)
Reachers & winsrf	8	\$6k	4 O'Pen BICs 6 x Tech293s	\$3k	\$0.5k	\$4k	\$0k	\$5.5k	\$13k	(\$7k)
	101	\$76k								(\$79k)

2015	classes	Revenue \$750/class	Program Boats	6 year boat amortization	Sailboat maintenance	9 Powerboat \$66k cost	TEAM travel	Staff cost \$5.7k/instruct	Total cost	Net Revenue
Optis	135	\$101k	37 Optis	\$16k	\$5k	\$36k	\$5k	\$26k	\$88k	\$13k
420s	41	\$31k	14 420s	\$18k	\$7k	\$20k	\$7k	\$23k	\$75k	(\$44k)
Reachers & winsrf	67	\$50k	6 O'Pen BICs 8 x Tech293s	\$4k	\$0.5k	\$10k	\$0.5k	\$17k	\$32k	\$18k
	243	\$182k								(\$13k)

VHYC Cost Analysis per Class Type

2015	Classes	Net Revenue	Revenue/class
Optis	135	\$13k	\$96/class
420 s	41	(\$45k)	(\$1,098)/class
Reachers/wsfing	67	\$18k	\$269/class



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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