

Club Owned Fleets:

Using your boats to engage members

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Buying the boats is easy

- Singular goal.
- Who doesn't like that new boat smell?



Know Your Mission

- Acknowledge competing use.
- Underlying mission guides use. e.g.:
 - For competition only. No rec. sailing
 - For all members, open use.
- Can you be everything to everyone?
- Without an underlying mission you cannot be successful. (Target always moves.)

Know Your Member

- Have you met HENRY?
- High
- Earning
- Not
- Rich
- Yet

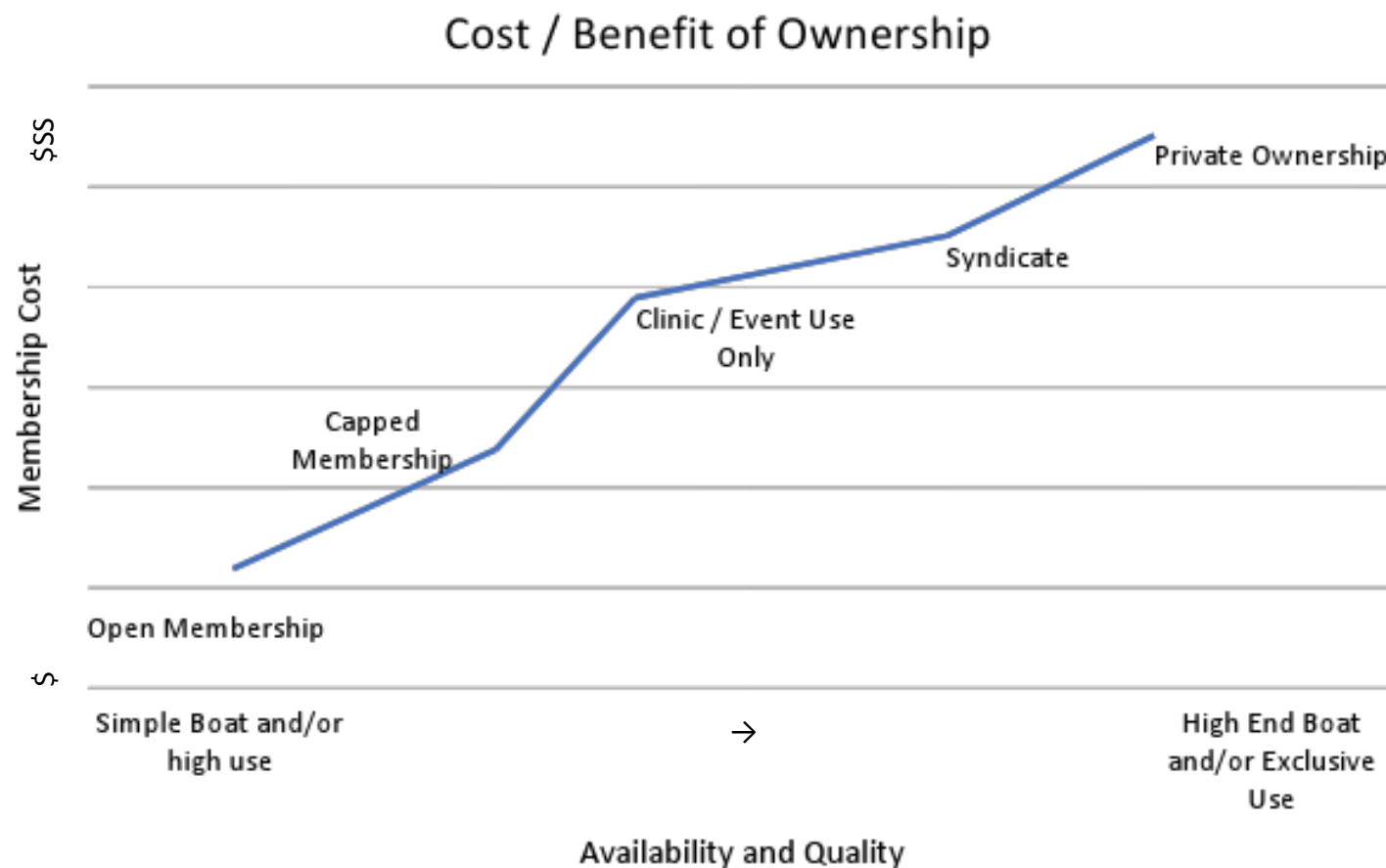


HENRY is the target customer for membership / premium services.

Know Your Member

- How does HENRY access our sport?
- Ownership is no longer universally accessible and/or expected.
- Limitations?
 - Price
 - Age
 - Accessibility
 - Mission
- What's a realistic price point for your HENRY?

Membership Models



What model is right for you?



Open Membership

- Simple process
- Buy-in gets you unlimited access



Closed Membership

- Defined / minimum skill level can be required.
- Limited number of available memberships.



Clinic

- Add-on fee or stand-alone offering.
- Defined staff involvement.
- More controlled setting.



Syndicate

- Small / exclusive ownership.
- Less use, higher quality



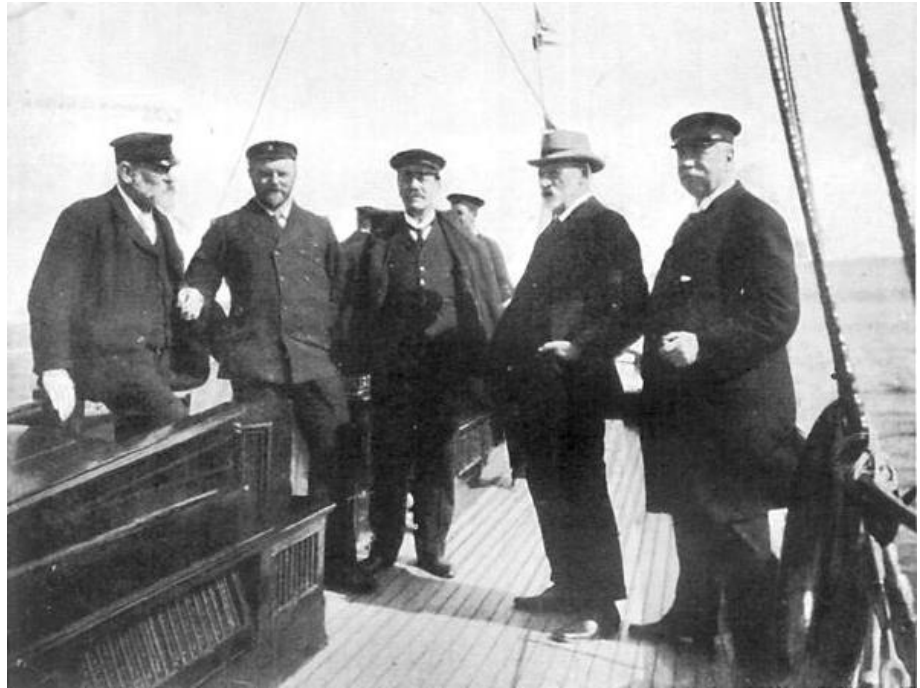
What are your real costs?

- Operating costs and 5 yr projections can get compromised during the interclub sale.
- Be realistic!
 - One project often leads to more.
- Know the lifespan of your boats.
 - Dictates repair vs. replace.



Support Team

- Volunteers or staff?
- Significant part of the budget and 5 year outlook.



Summary

- Know your mission and stick to it.
- Get to know HENRY.
- Be realistic about operating costs
- You can meet your goals at any price point.

Your Opinion Matters

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Thank you for attending this session