

Thursday, February 6, 4-5pm

Fleet & Club-Owned Boats Selection – Right Fit for Your Club

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So, Your Organization Wants Boats...

Determine Goals: *(butts in boats!!)*

- Drive membership
- Activate older/existing members *(teens, women, young adults)*
- Build New Programs *(racing, training)*
- Draw New Members
- Provide Platform for Teaching/Racing/Recreation
 - Train/Get/Create sailors
 - Women's & Junior Program crossover
- Host Racing Events
 - Inter/Intra club events, extend season: juniors, team race
- Reach into community - activate at-risk communities
(grant \$\$\$?)



BOAT SELECTION CRITERIA

Selection Criteria	Unweighted Score Highest Value 5 Lowest Value 1			Criteria Weight	Weighted Score Value x Criteria Weight		
	Boat A	Boat B	Boat C		Boat A	Boat B	Boat C
Teams of 3 men or 4 women	2	4	4	5	10	20	20
Open Cockpit	4	3	5	5	20	15	25
"Standard" Team racing Boat				4			
Performance				3			
Ease of Use				5			
Responsiveness				4			
Enjoyable to sail				5			
Versatility (use for juniors, adults, learn to sail, race)				5			
Tough/Safe				5			
City front friendly (> 20 kts, chop)				5			
Legs in hiking				5			
Senior Sailor Friendly (Comfort)				5			
Symmetrical kite (option/ std)				5			
Ease of Storage				1			
Self Sufficiency (outboard powered or tow required)				3			
Meets ISAF for Cat 1 event				4			
Disabled Crew Accessibility				2			
International Fleet (ISAF recognized)				3			
Economics (price, resale value)				3			
Manufacturer/Dealer Support				4			
Prestige				1			
Total	6	7	9		30	35	45

Combined criteria of St. Francis Yacht Club and Beverly Yacht Club



Dollars vs. Dock Space, Determine Capabilities

\$\$\$\$Dollars

- Who will own them?
- Who must use them? how often?
- What will it cost? Purchase, Maintain
- Financing Options, Determine Budget
- Donors, Sponsors, Grants
- Revenue Options - Lessons, charters, events...



Dollars vs. Dock Space, Determine Capabilities

(continued)

Dock Space

- Launching options/Storage space
- Maintenance capabilities/personnel
- Sources for boats
 - New from Dealer/Builder, less maintenance, longer life
 - Used from another org., higher maintenance costs, shorter life
- Check out, use schedule
- Shared/leased to another entity



Purchase Considerations

- Number of boats (*evens & threes*)
- Financing
- Sources for boats - Fleet Discounts
 - New from Dealer/Builder
 - less maintenance, longer life, better resale
 - turn over plan (*1-6 years for dinghies, 2-10 years for keelboats*)
 - Used from another org.
 - higher maintenance costs, shorter life
- Shared/leased to another entity



Options for Club Owned Boats:

Type of Boats Available? Area trends? Local competition?

- Launching options
- Sailplan, Deckplan options
- Youth, Adult, Disabled Sailing options
- Level of complexity, options for growth spinnakers, racing, Race Formats, # of persons to sail, etc...
- Sonar, J22, Ideal 18, Flying Scott, V15, Rhodes 19, Opti, 420, FJ, JY15, J24, J80, J70



What Next? Use, Replacement,

- Use - who will be knocking at your door, what do you charge?
 - Borrowed Boat Insurance for events
- Replacement Plan -
 - Rotating fleet of dinghies
 - Endow/fundraise
- Revenue Streams - What can you do with them?



Maintenance & Surprises...

- Maintenance Costs
 - Unforeseen Maintenance expenses
 - Maintenance Tricks for different fleets



The Post College Crowd: Hear from THEM why they Stay Sailing

Saturday, February 8, 2014
1:00-2:00 PM

Moderator: Amy Gross-Kehoe

Panel: Joel Hanneman, Lauren Maxam, Austin Dias, others??

I'm also looking for some non-sailors who might not sail, but be interested in sailing...





