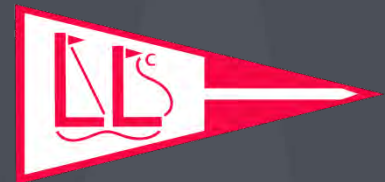


Developing an Adult Training Program at the Yacht/Sailing Club Level

Martine Zurinskas & Amy W. Larkin
Lake Lanier Sailing Club



Chuck Nevel
Chicago Yacht Club



Lake Lanier Sailing Club – www.llsc.com North of Atlanta, Georgia



- One of 2 Sailing Clubs serving Metro Atlanta
- Less than 300 members
- PHRF, One Design, Multihull & Portsmouth Fleets
- Junior Sailing Program – Optis, C420 and Lasers
- Historically
 - Junior Sailing was the ONLY training program offered at LLSC, 10 months per year, serving 90+ junior sailors per year



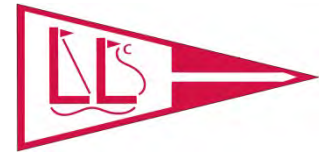
Chicago Yacht Club chicagoyachtclub.org Chicago, IL



- One of 8 Sailing Clubs serving downtown Chicago with another 14 facilities in the Metro Chicago area
- Two Stations: Monroe Station in the heart of downtown and Belmont Station 5 miles north of Monroe
- 1450 members (three levels of membership; Junior, Associate and Regular)
- One Design, Offshore Fleets, Power Fleet
- Race Committee will run some 70 events from March – October
- The Race to Mackinac established in 1898 - 2016 will be the 108th
- Junior Sailing Program – Optis, Lasers, C420 and Sonars

Adult Sailing Program development

- 2014 Leadership Forum
 - Opportunity for LLSC
 - Recruitment challenges
 - Want to learn small boats no options locally.
 - We wait for existing sailors to reach us
- Goal: By 2015 to establish an Adult Sailing Program
 - Find boats
 - Develop Program
 - Train instructors for Adult Programming
 - Marketing to fill classes
 - Bridge to a fleet with LLSC
 - Convert to members



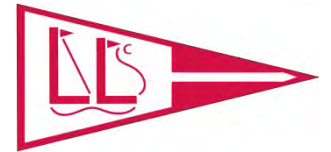
Challenges – Funding & Support

- Flying Scot Foundation <http://www.fssa.com/foundation>
 - Awarded grant for \$3000, with required matches
 - Board matched & private donors within club matched and more
 - \$10,000 to fund the purchase of 2 boats.
- Fleet Support – 10 boats already at LLSC
 - Fleet maintains the 2 program boats
 - Support classes as needed with volunteers
 - Opportunities for students to participate in fleet activities (races, regattas, socials).
- Timing –
 - Grant award in early April, matching funding in May
 - Season had started, late to the game for 2014



2014 Launch Year - Program summary

- Training offered June – October 2014
 - Learn to Sail 101
 - Learn to Race 101
 - WWW (Women, Wind & Water)
- 2014 summary –
 - 43 sailors, 58% non-members,
 - 40+ adult training hours
 - Converted 2 new members
- Successful Launch – how do we BUILD on this program



LLSC 2015 Year 1 - Program summary

- April thru December classes offered on weekends
 - Learn to Sail 101
 - WWW (Women, Wind & Water)
 - Private lessons for custom solutions
- Additional Member Use Program
 - Check out program added
 - Charter Program for club regattas
- 2015 summary –
 - 63 sailors, 60% non-members
 - Over 120 hours of adult training
 - Fleet Participation / Activities uptick
 - Converted 6 to membership



CYC History of Adult/Keelboat Program

Capital/Strategic plan for the development of an adult keelboat program was discussed for several years prior to 2011. The club anticipated at least 3 or more years before the program became self-sustaining.

Goals:

- The plan began with 4 Sonars with a strategic goal of increasing the fleet every 3 years to 4 years by 2 more boats at a time.
- Offer more on the water opportunities to the membership.
- Offer rentals large enough for a family.
- Offer the young professionals an opportunity to get on the water without owning their own boat.
- Offer programing: Spring and Fall Frostbiting, summer racing, Inter-committee cup, Associate series
- Community partnerships and outreach programs



CYC 2015 - Programs

- Education
 - CrewU
 - U.S. Keelboat
 - Beg/Int Keelboat
 - Advanced Race
 - Lessons
- Youth Keelboat Program
 - Jr. Summer Keelboats (Learn to sail, Intermediate, 2016 race team)
 - High School Keelboat
- Programing
 - Frostbiting – Spring and Fall
 - Women on the Water
 - Community partnerships and outreach programs
 - Fleet Racing, Associate Regattas, Member Regattas
 - Inter-Committee Challenge
 - Corporate Events



CYC 2015 5 year - Program Revenue

- **CrewU – Adult beginner class, taught on members' boats early summer.**
- **U.S. Keelboat Certification Program – taught 7 times May – September.**
- **Beg/Int Race - Offered three time during the summer and fall.**
- **Advanced Race – Offered three times during the summer and fall.**
- **Jr. Sailing – 4, two week session. June – August**
- **High School Sailing – Primarily learn to sail, Fall and Spring**
- **Fleet Membership/Rentals - Season pass (fleet membership) or rentals by the hour.**



CYC- Keelboat

CrewU	71%
U.S. Sailing Basic Keelboat	29%

Rentals were less than 1%



Revenue in 2011 - 1st year

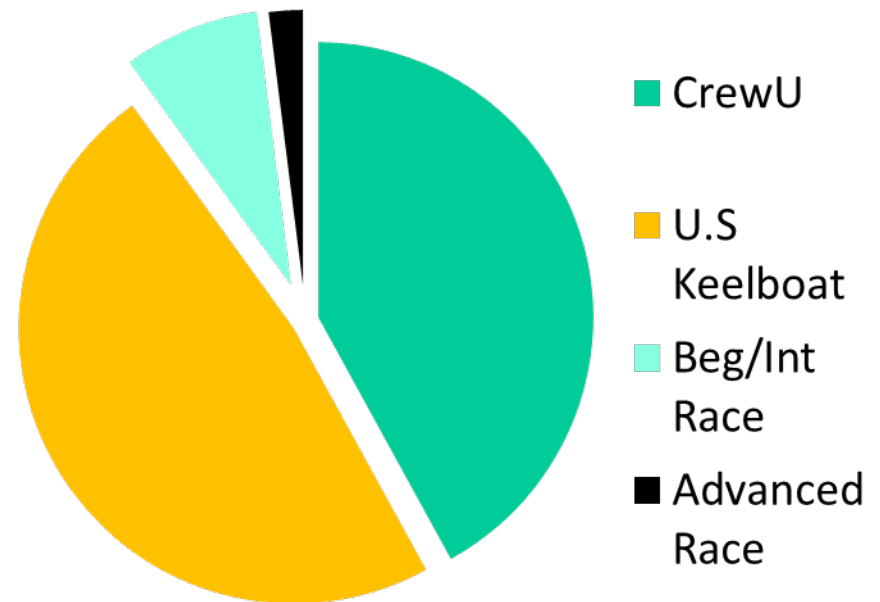
■ CrewU ■ U.S. Sailing Basic Keelboat



CYC- Keelboat

Revenue 2012 (2nd year)

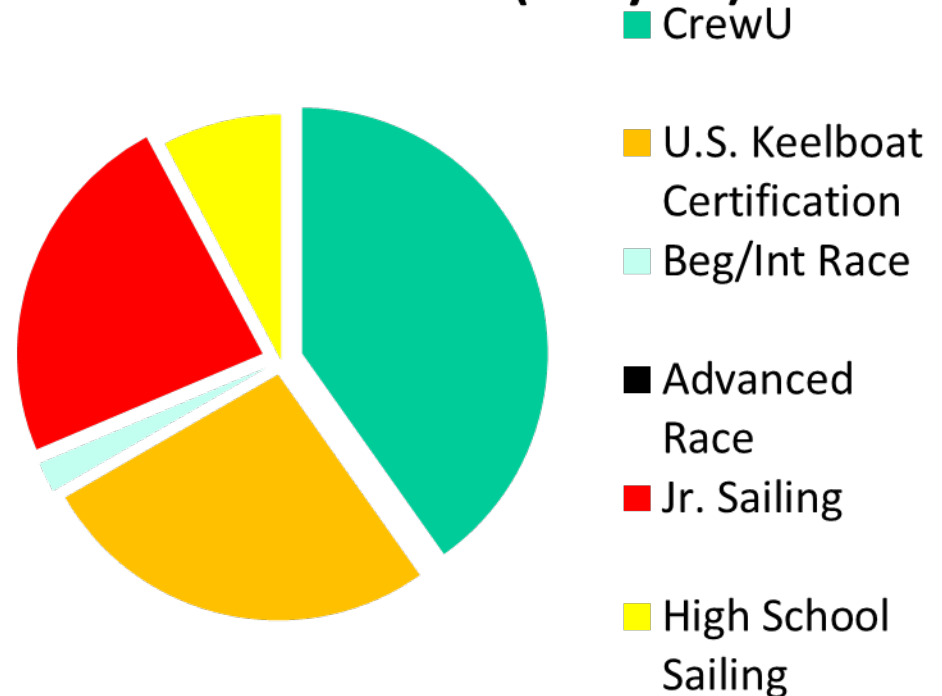
CrewU	42%
U.S. Keelboat	48%
Beg/Int Race	8%
Advanced Race	2%



CYC- Keelboat

CrewU	41%
U.S. Keelboat Certification	27%
Beg/Int Race	2%
Advanced Race	0%
Jr. Sailing	24%
High School Sailing	8%

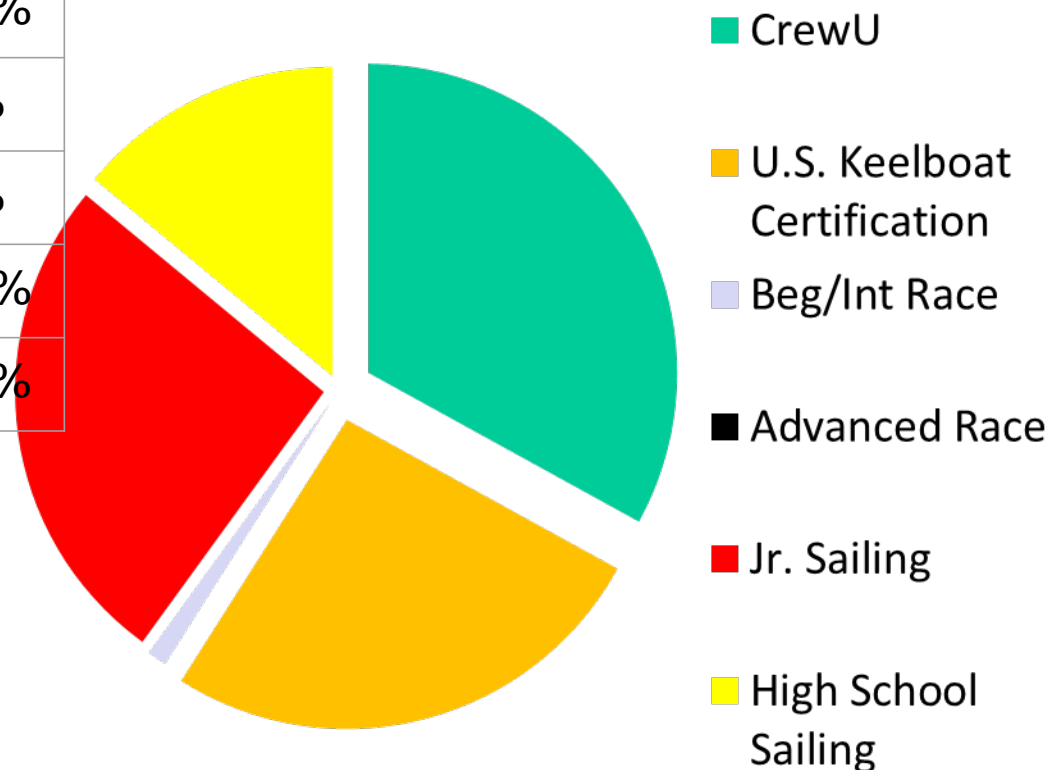
Revenue 2013 (3rd year)



CYC- Keelboat

CrewU	33%
U.S. Keelboat Certification	26%
Beg/Int Race	1%
Advanced Race	0%
Jr. Sailing	26%
High School Sailing	14%

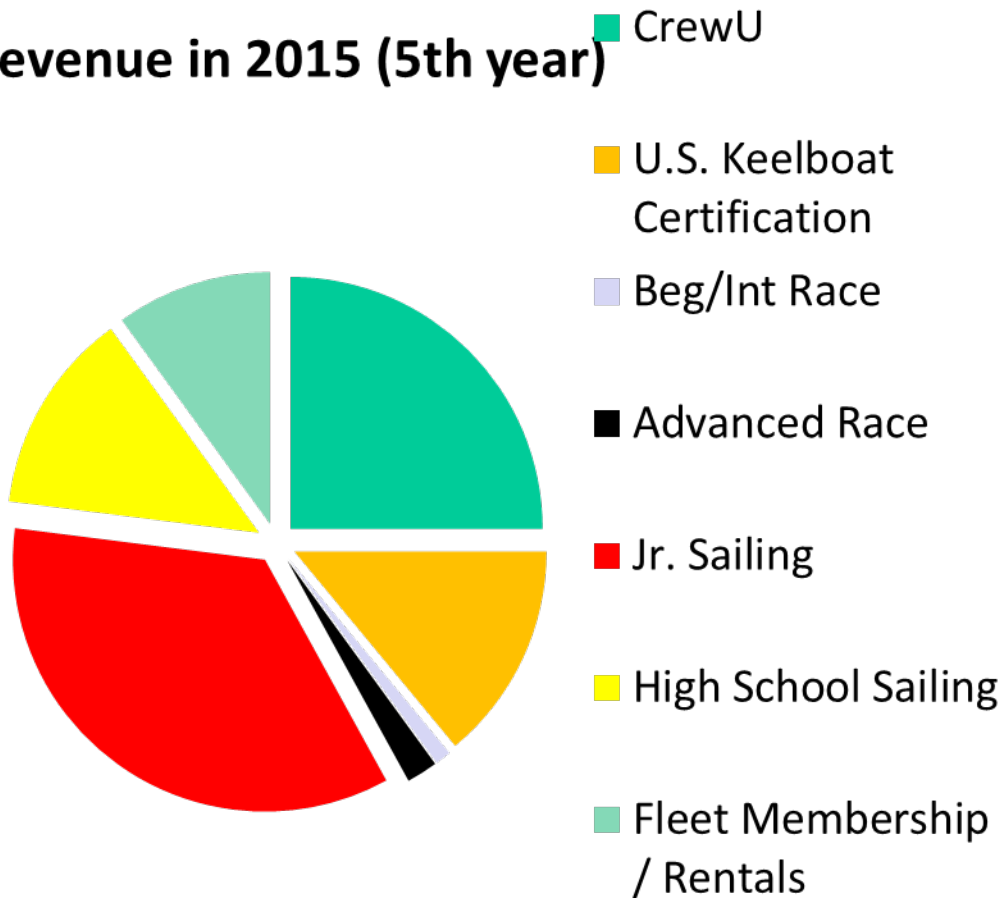
Revenue 2014 (4th Year)



CYC- Keelboat

Revenue in 2015 (5th year)

CrewU	25%
U.S. Keelboat Certification	14%
Beg/Int Race	1%
Advanced Race	2%
Jr. Sailing	35%
High School Sailing	13%
Fleet Membership / Rentals	10%



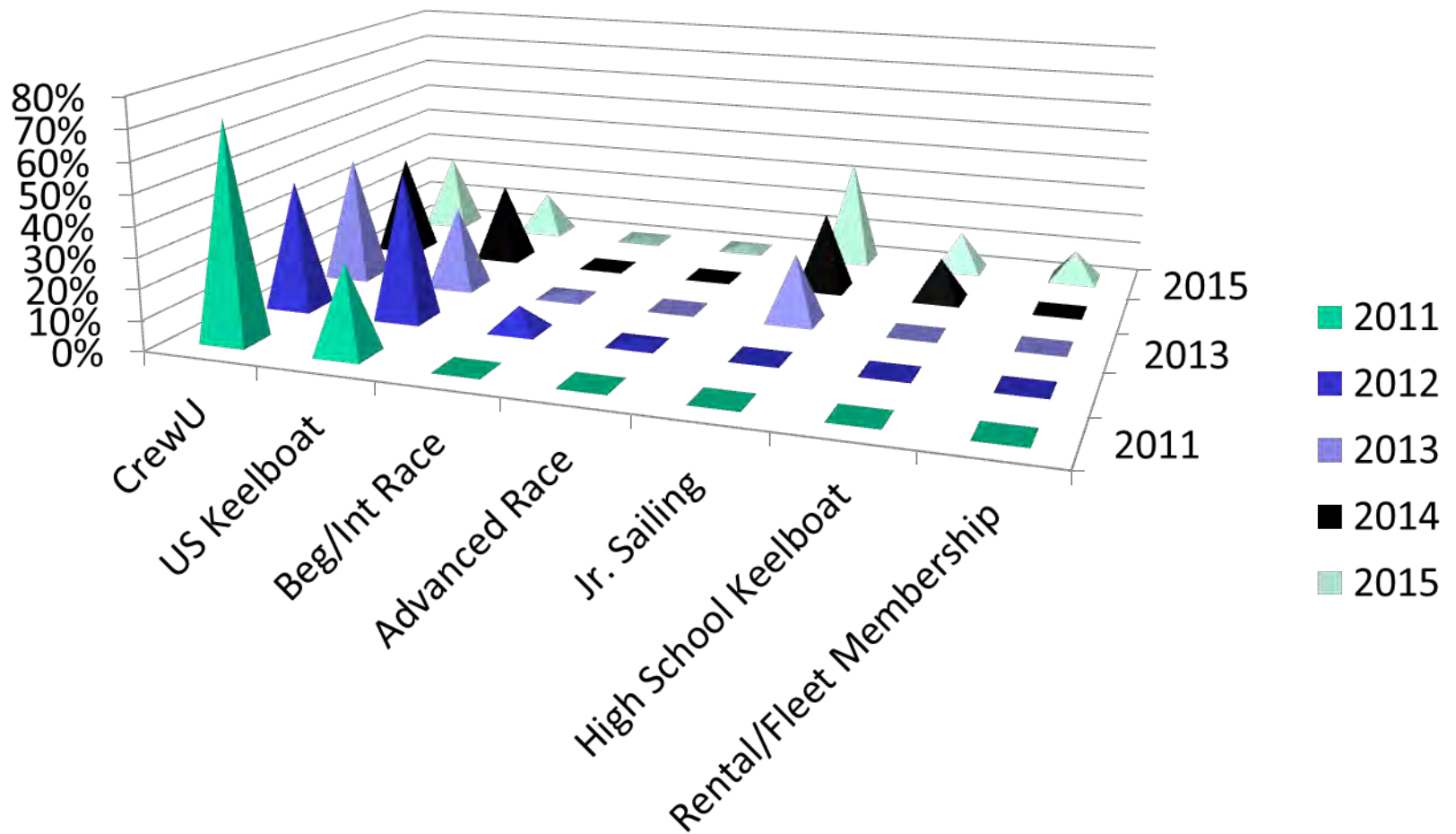
CYC- Keelboat

	2011	2012	2013	2014	2015
CrewU	71%	42%	41%	33%	25%
US Keelboat	29%	48%	27%	26%	14%
Beg/Int Race	0%	8%	2%	1%	1%
Advanced Race	0%	2%	0%	0%	2%
Jr. Sailing	0%	0%	22%	26%	35%
High School Keelboat	0%	0%	0%	14%	13%
Rental/Fleet Membership	0%	0%	0%	0%	10%

- Beg/Int Race introduced 2012 (year 2)
- Advanced Race introduced 2012 (year 2)
- Jr. Sailing Introduced 2013 (year 3)
- High School Keelboat fall of 2013 (year3)
- Rentals 2011-2014, significant income did not come until we introduced the fleet membership program – (season pass in 2015)



CYC- Keelboat



CYC - 2016 Partnerships NACC Regatta



In 1992 the Chicago Yacht Club created the North American Challenge Cup as a major disabled sailing regatta, bringing together disabled sailors from around the country. This event counts as one of the longest running events in the North American disabled sailing circuit. The NACC has a reputation for outstanding competition on a national and international level.



CYC - 2016 Partnerships



CHICAGO, IL (December 21, 2015): Chicago Yacht Club and Chicago Match Race Center are proud to announce a new partnership for the 2016 boating season – CMRC at CYC. The new venture will introduce match racing as part of Chicago Yacht Club's regular programming and feature one Grade 2 and two Grade 3 events.

"Chicago Match Race Center has set the bar for training and producing the top match race sailors in the world," said Chicago Yacht Club Commodore Greg Miarecki. "Together with CMRC, we will be introducing more sailors to this aspect of the sport and continue hosting top-level events and clinics."



CYC - 2016 Partnerships



RICKOVER ACADEMY

To promote the nautical arts, the Foundation began a sail safety and training program with the Rickover Naval Academy in 2008. Rickover is one of several military academies in the Chicago Public School system the School in the Edgewater community.

The Rickover Racing Sail Program follows a strong format of consistent curriculum, instruction and scheduling. Through a partnership, CYC Foundation supports the Rickover Academy JNROTC racing team by supplying safety equipment, sail training and transportation.



CYC- Keelboat

- Creating on the water opportunities for membership and public alike.
- 50% increases in Associate Membership since the start of the program.
- Retention of membership has increased do to the Keelboat program.
- The ability to host special events, i.e. 2015 we hosted the ISAF Blind World championship.
- Continue leadership role in the Midwest sailing expanding programing in Match Racing and Team Racing.



LLSC - 2016 Year 2 and beyond

- Maintain Training:
 - Custom training solutions for families and groups
 - Junior component to be added
- Member Use Check out – Growth projected
- Charter for local racing - Maintain
- Increase connections with the Local FS fleet
- New Full Time Waterfront & Program Director will be able to meet demand



LLSC is the only program on Lake Lanier to offer Adult sailing training opportunities in small boats. Differentiating ourselves from others by offering small boat sailing for all ages and all skill levels.



Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session