A Tale of Two Yacht Clubs: Success and Failure Factors for Small Community Based Sailing Clubs
## CASE STUDY: LAKE BLUFF YC V. WINNETKA YC

<table>
<thead>
<tr>
<th>Lake Bluff Yacht Club</th>
<th>Winnetka Yacht Club</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location:</strong> Lake Michigan, 35 miles north of downtown Chicago</td>
<td><strong>Location:</strong> Lake Michigan, 20 miles north of Downtown Chicago</td>
</tr>
<tr>
<td><strong>Town Population:</strong> 5,700</td>
<td><strong>Town Population:</strong> 12,200</td>
</tr>
<tr>
<td><strong>Demographic:</strong> affluent</td>
<td><strong>Demographic:</strong> affluent</td>
</tr>
<tr>
<td><strong>Clubhouse facility:</strong> none</td>
<td><strong>Clubhouse facility:</strong> none</td>
</tr>
<tr>
<td><strong>Boat Storage:</strong> fenced compound capable of storing 150 small sailboats, kayaks and paddle boards, controlled by the club</td>
<td><strong>Boat Storage:</strong> fenced compound capable of storing 20 small sailboats, open rack capable of storing small sailboats, all controlled by the Park District</td>
</tr>
<tr>
<td><strong>Boat launch:</strong> beach</td>
<td><strong>Boat launch:</strong> pier and beach</td>
</tr>
<tr>
<td><strong>Membership dues:</strong> $130 yr.</td>
<td><strong>Membership dues:</strong> $75/yr. plus launching fees</td>
</tr>
<tr>
<td><strong>Boats raced:</strong> Sunfish</td>
<td><strong>Boats raced:</strong> Sunfish, Enterprise, Thistle, Vanguard 15</td>
</tr>
<tr>
<td><strong>Membership:</strong> 150 families</td>
<td><strong>Membership:</strong> Once 100 families, now 0</td>
</tr>
</tbody>
</table>
Lake Bluff Yacht Club

Winnetka Yacht Club
WHAT ARE THE COMPONENTS OF A SUCCESSFUL SMALL CLUB?
Factors That Can Contribute to Success

- Racing
- On Water but not Racing
- Social
- Youth
- Teaching
- Recruiting
- Local Government/Park District Relations
- Community Relations
- Big Events - District, Regional, National, US Sailing Championships
- Storage
- Leadership - People who get things done
Factors That Can Contribute to Failure

- Lack of Money
- Inertia
- Indifference
Racing
On Water but not Racing
Social
Youth
Teaching
Recruiting

A always
B be
C closing
Local Government/Park District Relations
Community Relations
Storage
Leadership
# Pulling it All Together

<table>
<thead>
<tr>
<th>Factor</th>
<th>Lake Bluff</th>
<th>Winnetka 1990s</th>
<th>Winnetka 2000s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racing</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>On Water, not racing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Teaching</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruiting</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Park District</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Events</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Storage</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Leadership</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Key Takeaways

• There are many factors that can contribute to the success of a club
• Clubs are not flamingos - you need more than one (or even two) success factors
• More elements will result in a stronger foundation for the club
• These things happen over time - it’s usually a gradual erosion
• It’s not ALL about what happens on the water or within the club
• Nobody can do it all - everyone brings different skill sets to the party
• The more the merrier
IT IS TIME FOR THE
SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

@USSailing  @(presenter)  #SailingLeadership
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*
STORAGE

LEADERSHIP

Who is Commodore?
Young members on board?
BIG EVENTS
Host Championships
Community Relations

Giving Back

Seminars
  Boating Safety
  Floats in Parade
Clubhouse Use
  Wounded Warriors Event
CPR Training
Blood Drive
VA, Rehab Programs
Therapy Camps
LOCAL GOVERNMENT/PARK DISTRICTS RELATIONS

Collaborative Leadership

Transparency

Helping Park Dist w/Cleaning Beach, WWKways, etc.

Bringing People to Parks

Payment in Kind
RECRUITING

MOST IMPORTANT
BOARD MEMBER who is responsible for recruiting
Open Houses
- Vendors
Discover Sailing Day
Ride Alongs
Newsletter

OPEN SAILING

PACKAGE MEMBERSHIP with SAILING PROGRAM
TEACHING

LEARN TO SAIL PROGRAM
ADULT
GOOD FOR RECRUITING
EXPERTS
YOUTH
Jr Program
SOCIAL

POTLUCKS

ANNUAL BARBECUE
HOT DOGS FROM COMMITTEE BOAT
BRIDGE CLUB
FLEA MARKET (NAUTICAL ITEMS)
NONMEMBERS AS GUEST
RACING

- ORGANIZATION
- FUN!
- GOOD COMPETITION MENTORS?
- SEA LAWYERS(—)
- VARIED RACE COURSES
- # OF BOATS ON THE LINE
- GOOD RACE COMMITTEE
- FAIRNESS
- EVENTS ON THE WATER
- FAMILY SCAVENGER HUNTS