CONCIERGE SAILING

The Benefits and Opportunities of Club-Owned Fleets
AMERICAN MAGIC
America’s Cup Yacht Club Tour
Sailing’s Challenges

• Expensive
• Complicated
• Time Consuming
• Inaccessible
Provided Fleets Benefit

- Young & Old
- Male & Female
- Beginners & Experts
- Day-Sailors & Racers
- YC Members & General Public
- Dinghy Sailors - Keelboats
YC SURVEY RESULTS

• 1,300 Yacht Clubs (1025 Surveyed)
• 27% Responded
• 80% Feel a Club Owned Fleet of Boats would be Beneficial
• 88% Feel a Club Owned Fleet would Increase Sailing Participation and YC Membership
• 10% Clubs Own Fleets of Boats
Sonars, Solings, J24s, J22s, J80s, J70s, Tom 28s, Freedom 20s, IC 37s, Catalina 37s, Ideal 18s, Rhodes 19s, Lightnings, Tanzer 16s, Harbor 20s, Flying Scotts, Colgate 26s, Hunter 140s, Catalina 22s, Catalina 25s, RS 21s
Provided Fleet Uses

- Team Racing
- Match Racing
- Weeknight Racing
- Women’s Sailing
- Junior & Adult Keelboat Instruction
- Day Sailing
- Corporate Sailing & Team Building
- Adaptive Sailing
- Etc.
• **SCOTT DIXON.** Professional Sailor, Director Long Beach Yacht Club, Long Beach, CA.

• **KEVIN DOOLEY,** Adult Sailing Director of the Corinthian Yacht Club in Marblehead, MA.

• **NINO JOHNSON,** Director Operations at the Sail Sand Point Community Sailing Program in Seattle, WA.
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
Purchase Alternatives

- Shared Ownership (Harbor Fleet)
- Leasing (PSL)
- Member Owned or Donated Boats
- Fractional Ownership
Sail Sand Point Presents:
SUMMER CAMPS 2020!
Register now at sailsandpoint.org

PARTY ON THE PIER
July 28, 2018
6:00 to 10:00 pm
Revenue Opportunities

- Youth Camps 35%
- Open Boating/Rentals 15% (extrinsic: brings people into the organization, bolsters adult lessons)
- Adult Camps 10%
- Groups/corporate/private lessons 5%
- Youth Racing 5%
- Regatta/race night fees 5%

- OTHER?
- Sub Club Memberships
- Fractional Ownership
- Corporate Team Building Events, Etc.
- Clinics
- Commercial Branding
Challenges / Lessons
Harbor Fleet Uses

- Team Racing
- Junior Sailing Program
- Sunday Family Sailing (mostly younger kids sailing w/ their parents)
- Adult Learn to Sail (Beginner, Cruising, Spinnaker, Racing)
- Women’s Sailing
- Friday Night Fights
- New Member Free Sails
- Boat Charters
- Checkout Prep
- Private Lessons
- Cruising Rally
Fleet Benefits

- Increased Access to and Participation in Sailing
- Education/Instruction
- Social Benefits
- Community Opportunities
- Revenue Opportunities
- Competitive Events
• 16,000 Participants/Year!
• 850 Kids in Sailing Camps!
• 2-5% of 16K may progress to buying a boat & joining a YC (300 People x 300 CSPs = almost 10,000 People/Year)
• Estimated CSPs Provide Sailing Opportunities for well over 1,000,000 People/Year! (100 x YC Programs)
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YC Community Access?

- Contribute to Community
- Increase Sailing Participation
- Activates Membership
- Showcases YC & Promotes New Membership
Audience Poll

- Have a Fleet of Boats?
- Interested in a Fleet of Boats?
- Interested in a National Sailing League?
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
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The Benefits and Opportunities of Club-Owned Fleets
• 2,000 Yacht Clubs, Sailing Clubs and Community Sailing Programs
  • 1,300 Yacht Clubs x 428 members = 556,000
  • 400 Sailing Clubs x 300 members = 70,000
  • 300 Community Sailing Programs x 7,500 = 2,250,000 People
  • 15,000+ Junior, High School, College Sailors
  • 12,000,000 registered boats in US
  • 500,000 sailboat owners
  • 40,000+ Members US Sailing/ Racers