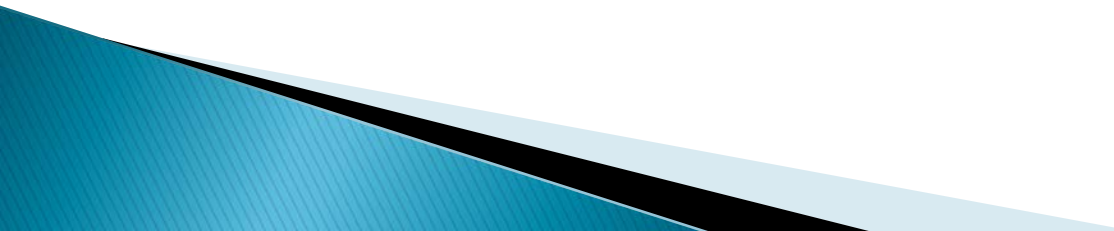


# Extending the Season: *Revenue growth in your LTS/Racing programs*

Presented by Cam

Lymburner

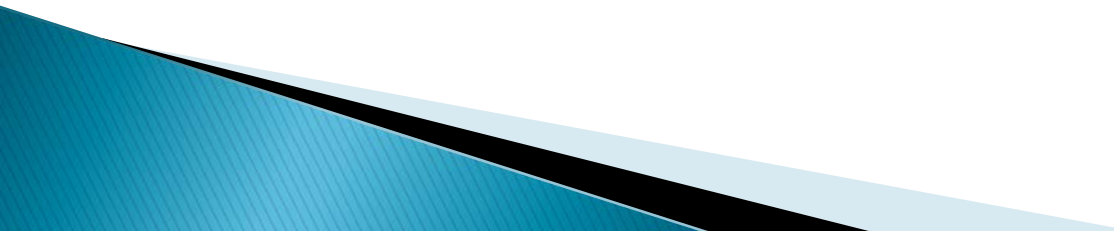
# Introductions

- ▶ Your Name
  - ▶ Club/School you are representing
    - Name
    - Location
    - Program Size
  - ▶ What are you hoping to gain from this presentation?
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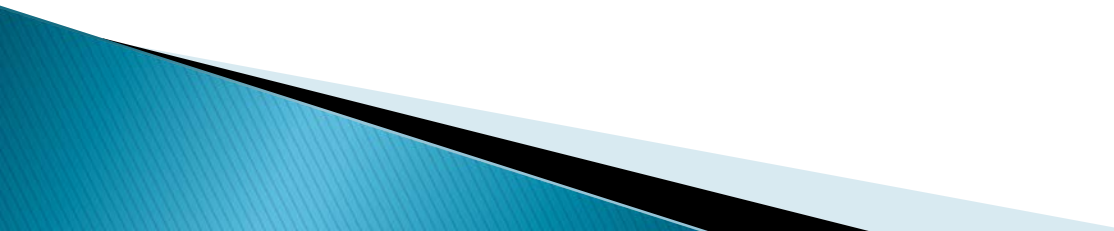
# Components of a Basic LTS Program

- ▶ 8 weeks of Summer Day programs
  - Occur during summer vacation for schools
  - Monday to Friday 8am–5pm
  - CANSail Curriculum
  - Dinghy Courses
  - Youth

# What resources do we have?

- ▶ Coaches
  - ▶ Boats
  - ▶ Coach Boats
  - ▶ Clubhouse
  - ▶ CANSail Curriculum
  - ▶ PSA, NSA
  - ▶ ????
- 

# How can we increase our Revenue?

- ▶ Increased number of participants in our current courses.
    - Advertising
    - Retention
  - ▶ Increase the number/types of programs offered.
    - Spring, Fall, and Winter
    - Adult, Racing, Corporate
    - Community Partnerships
  - ▶ Offset costs with Grants/Fundraisers
- 

# Increasing Participation

- ▶ There are two ways to increase the number of students enrolled in your programs:
  - Advertising
    - Attracting new students to sailing/your program.
  - Retention
    - Keeping the students that you have.
    - This can be over a summer or several seasons.

# Advertising – Activity

- ▶ In small groups:
  - Make a list of advertisement opportunities in your area.
- ▶ Networking and sharing ideas is essential to the success of the sailing community.

# Advertising

- ▶ CREATIVE ADVERTISING
  - Must be effective to your target demographic
- ▶ Camp Listings
- ▶ Local Community Centres/Arenas
- ▶ Public Libraries
- ▶ Boat Shows, School Fairs, Local events
- ▶ Local television/other media
- ▶ Partnership with community organizations
  - Free/Discounted Lessons
    - Donate to charity auctions etc.



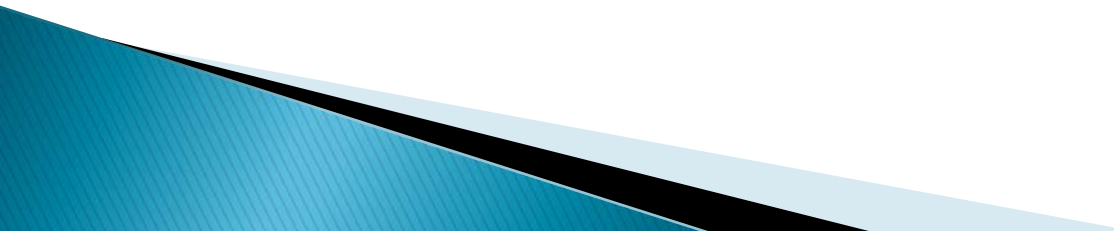
# Advertising – Word of Mouth

- ▶ This is your best form of advertising, and it stems from a successful program.
  - Good coaches
  - Well maintained equipment
- ▶ Attract qualified and experienced coaches
  - Advertise your positions early on the Ontario Sailing website!

# Retention

- ▶ Quality of Instruction
- ▶ Quality of Equipment
- ▶ Providing appropriate challenges to students
  - “Next Steps” programs need to be available and advertised to the students.
    - “Where do you want to go in sailing from here?”
  - Competition vs. Recreation

# Retention – Coaching & Equipment

- ▶ Hire qualified and insured coaches.
  - ▶ Provide an enjoyable and positive working environment.
    - Provide opportunities for development and mentorship.
    - Provide competitive wages.
  - ▶ Regular inspection and maintenance
    - Coach boats
    - Training boats
- 

# Retention – Participants

- ▶ Identify the needs of your sailors
  - Provide a clear pathway for their future development.
  - Create a safe and positive learning environment.
- ▶ Provide appropriate challenges
  - Offer programming in-line with students desires.
    - Competitive racing opportunities
    - Recreational adventure opportunities
- ▶ Foster a community environment
  - Theme days etc.

# Additional Programming

- ▶ Develop Adult Courses
    - Dinghy & Keelboat
    - Evenings & Weekends
  - ▶ Before and After care
  - ▶ Develop Racing Programs
    - Spring and Fall Training
  - ▶ Offer Corporate Events
    - Teambuilding/staff appreciation days
  - ▶ Community Partnerships
    - Local schools, sports organizations, etc.
- 

# Adult Courses

- ▶ Dinghy Courses
  - CANSail curriculum
  - Run on evenings and weekends
- ▶ Keelboat Courses
  - Sail Canada Learn to Cruise curriculum
  - Run on evenings and weekends
  - Requires a certified instructor and the additional equipment to run the course.

# Before and After Care

- ▶ Morning and Afternoon “daycare” service
  - Working Parents
    - Runs an “hour or so” before and after regular program
  - Additional Revenue
  - Additional work for your employees

# Developing Racing Programs

- ▶ Identify students with a desire for competition.
  - Exposure to racing starts much earlier in the new CANSail curriculum.
  - Start with evening racing and local regattas.
- ▶ Spring and Fall Training
  - Challenge the appropriate students to continue to improve their skills.
  - Offer weekend training sessions.



# Spring and Fall Training

- ▶ Identify highly motivated athletes
  - Invite them to participate in this “training opportunity”.
  - Start at once or twice a week.
    - Include occasional weekend regattas if available.
- ▶ Develop a training plan
  - Coach works with athletes to understand their goals and motivation.

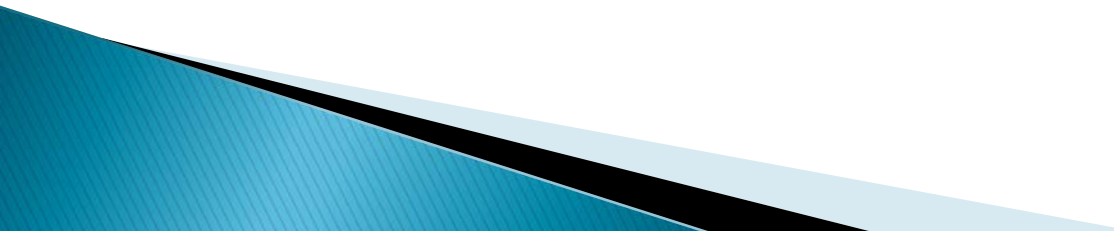
# Corporate Opportunities

- ▶ Sailing can offer a unique experience for local businesses.
  - Offer introduction to sailing days
  - Teambuilding activities
  - “Not just another golfing day”
- ▶ Reciprocal events with local businesses
  - Staff appreciation days
  - Advertising opportunities

# Be a member of your community

- ▶ Partner with other organizations
    - High Schools– Gym Classes (theory lessons in classroom, water lessons at club)
    - Elementary Schools– offer field trips
  - ▶ Community Centres– advertising opportunities
  - ▶ Other not–for–profit groups– advertising opportunities
  - ▶ Partner with other sports organizations
    - “Soccer club goes to try sailing” (example)
  - ▶ Events that include your community
    - Open houses
    - Try It Days
- 

# Grants & Fundraising

- ▶ Canada Summer Jobs Grant
  - ▶ Trillium Foundation Grant
  - ▶ Summer Experience Program
  - ▶ Internal Auctions / Draws / Raffles
- 

# Canada Summer Jobs

- ▶ CSJ Application helps to offset the wages of students aged 15–30.
  - High School & Post-Secondary
    - Must be returning as a student in that year.
- ▶ <http://www.servicecanada.gc.ca/eng/epb/yi/yep/programs/scpp.shtml>

# Ontario Trillium Foundation

- ▶ Certain Not for Profit organisations are eligible to apply for grants.
  - Involvement and benefit to the community needs to be demonstrated.
- ▶ <http://www.otf.ca/en/applyForaGrant/eligibility.asp>

# Summer Experience Program

- ▶ Very similar to the CSJ grant.
- ▶ <http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantOpportunities/OSAPQA005131>

# Internal Auctions / Draws / Raffles

- ▶ Create unique fundraising opportunities within your community/club.
  - Use instructors and race teams to aid in this process.
    - Shows the program's commitment to the club/community.