



**Chatham Yacht Club Long-Range Planning Committee**  
**Summary of 2018 Long-Range Plan**  
**August 2018**

**Long-Range Planning Committee:** Ted Dickson (Chair), Natalie Fuller, Barb Shipley, Alan McClennen, Fitz Fitzmaurice, Meredith Dart, Hunter Rosenthal, and Marshall Bartlett

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**What has the CYC Long-Range Planning Committee Been Doing?**

- Member Survey (close to 90 member responses)
- Former Member Survey (23 former member responses)
- CYC Membership Analysis
- CYC Financial Analysis
- Comparable Club Benchmarking Analysis (in progress)
- Multiple meetings and discussions

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**What were the findings that guide the creation of a new CYC Long-Range Plan?**

**Strengths**

**Development Areas**

**CYC Mission and Culture**

- Teaching of sailing on Pleasant Bay
- Active and engaged racing
- Multi-generational relationships and friendships
- Volunteerism
- Sense of history and tradition
- Relatively low sense of inclusion
- Volunteer burden on a small group of members

**CYC Programs**

- Strong youth sailing school
- Multiple racing days and fleets with high participation
- Number and quality of social events
- Multiple youth and adult leadership opportunities
- Poor adult sailing options (until this year!)
- Declining adult racing

**CYC Membership and Financial**

- Stable “core” membership
- Viable number of sailing school students
- Relatively low-cost membership and programs
- Declining membership
- Declining sailing school participation
- Declining fundraising and reliance on a few families
- Financial losses and declining account balances

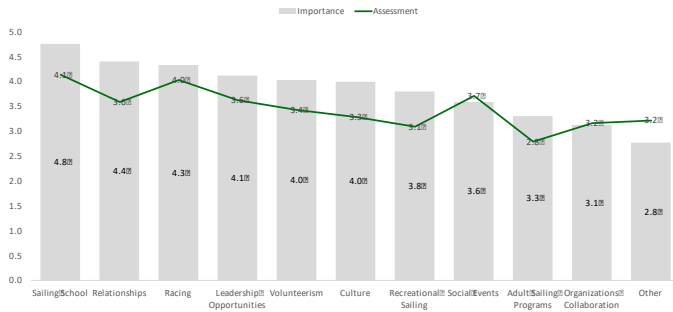
**CYC Resources and Communication**

- Access to Pleasant Bay and superb sailing conditions
  - Attractive new Clubhouse
  - Club-owned 420s and powerboats
  - Website, online tools, and Spinsheet
  - Growing need and cost to protect beach
  - Maintain Club-owned fleet (including dinghies)
  - Opportunity to collaborate with other organizations
  - Need for social media presence and communication
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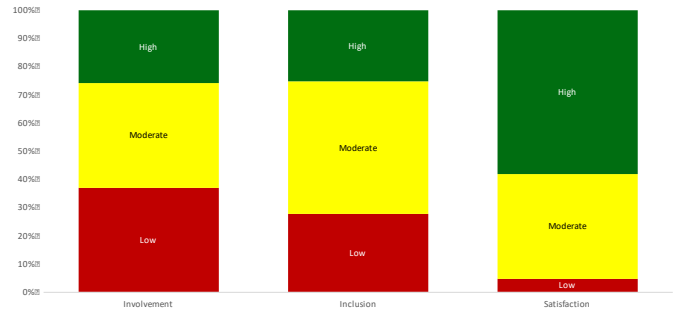


## Selected Findings from CYC Long-Range Planning Committee Research

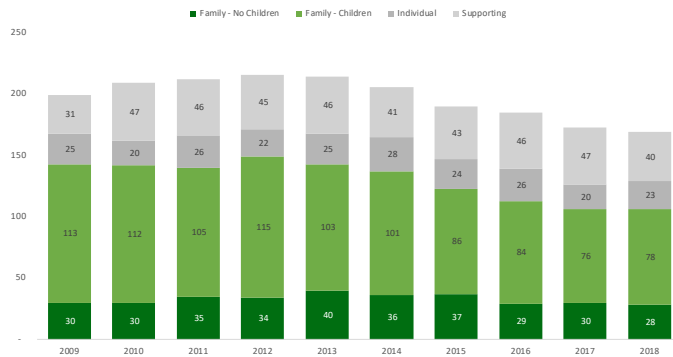
### CYC Member Views on Importance to CYC Mission



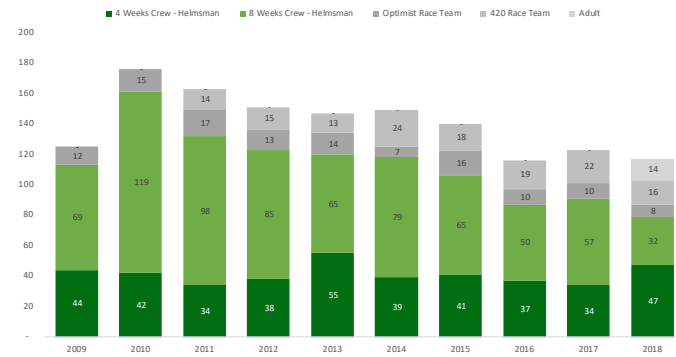
### CYC Member Involvement, Inclusion, and Satisfaction



### Chatham Yacht Club Membership



### Chatham Yacht Club Sailing School



## Summary of Chatham Yacht Club 2018 Long-Range Plan Recommendations

### Membership

- Establish larger New Member Committee to more actively recruit, engage, and ensure inclusion of new members
- Reevaluate CYC membership and program fees
- Evaluate and adjust “Individual”, “Young Adult”, and “Supporting” membership categories
- Restructure high-burden volunteer roles

### Ongoing Long-Range Planning

- Establish Fundraising Committee
- Collaborate with Eastward Ho! on costs and planning to address beach erosion
- Establish 100<sup>th</sup> Anniversary Committee
- Explore collaboration with PBCB and other organizations
- Evaluate and increase use of social media platforms

### Programs

- Continue and expand Adult Sailing programs

- Create new “Introduction to Racing” races on Saturdays

### Proposed Revised Chatham Yacht Club Mission Statement

Chatham Yacht Club (CYC) is dedicated to teaching sailing, promoting sailboat racing, and developing a community of sailors and their families. CYC is committed to the same principles that have guided it since its founding in 1921:

- To provide sailing instruction to children, adolescents, and adults
- To organize and sponsor racing experiences for all ages in the Pleasant Bay area of Cape Cod, MA
- To foster its culture based on volunteerism, inclusion, and multi-generational involvement

CYC operates as a volunteer, non-profit organization that endeavors to foster a love of sailing and the creation of relationships and memories that last lifetimes.