



Long Range Planning Report

Long Range Planning Committee

March 1, 2024

Committee Members

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Pat Montgomery, FLA

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Jim Quanci, SFO

Tim Surgenor, BOS – Chair

Chris Otorowski, PNW –
Commodore

Jay Gowell, BOS – Vice
Commodore



The Cruising Club of America

Accomplished Sailors Making Adventurous Use of the Seas

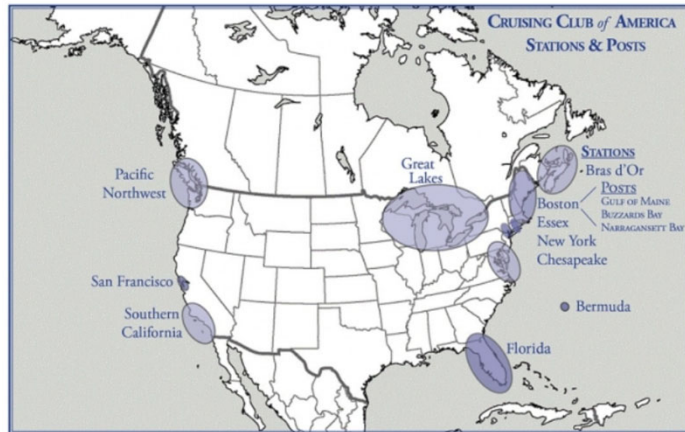
- 1400 members worldwide constitute a passionate and accomplished community of ocean sailors
- All members have extensive offshore boat handling, seamanship and command experience
- Members also must have “acceptable character and personality” – someone suitable for a long passage on a small vessel
- Membership is by invitation and is considered a mark of achievement

At its core, the CCA is a collection of passionate, seriously accomplished, ocean sailors making adventurous use of the seas. All members have extensive offshore boat handling, seamanship, and command experience honed over many years.





The Cruising Club of America



Recent Cruises

- Mallorca - 2023
- Newfoundland - 2022
- Sweden - 2019
- New Zealand – 2018
- Azores – 2017
- Greece – 2015
- Maine – 2014
- Desolation Sound – 2014
- Thailand – 2013
- Bras d'Or Lakes – 2012
- Abacos – 2010
- Norway – 2008
- Antigua – 2008
- Turkey – 2007
- Pacific Northwest – 2006
- Maine - 2006

An International Club Comprised of 11 Local Stations

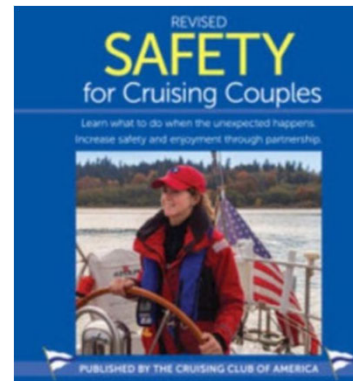
- Membership processes and governance driven by local stations in locations with significant blue water communities
- With no bricks and mortar clubhouses, members interact with each other at station sponsored events and on-the-water gatherings ranging from one day “gams” to longer cruises
- Club meetings and cruises to global destinations provide an opportunity for broader travel and exposure

The Cruising Club of America



Providing Leadership to the Global Ocean Sailing Community

- CCA members have amazing expertise on a wide range of relevant topics
- Over its 100-year history CCA members have contributed this expertise back to the ocean sailing community, for example
 - Yacht racing, handicapping systems and co-sponsorship of the Newport Bermuda Race
 - Safety and Seamanship publications and training, technical standards
 - Cruising guides, periodical publications and books
 - Awards to ocean sailors



VOYAGES

CCA Vision – Next 5 years - “Steady as She Goes”



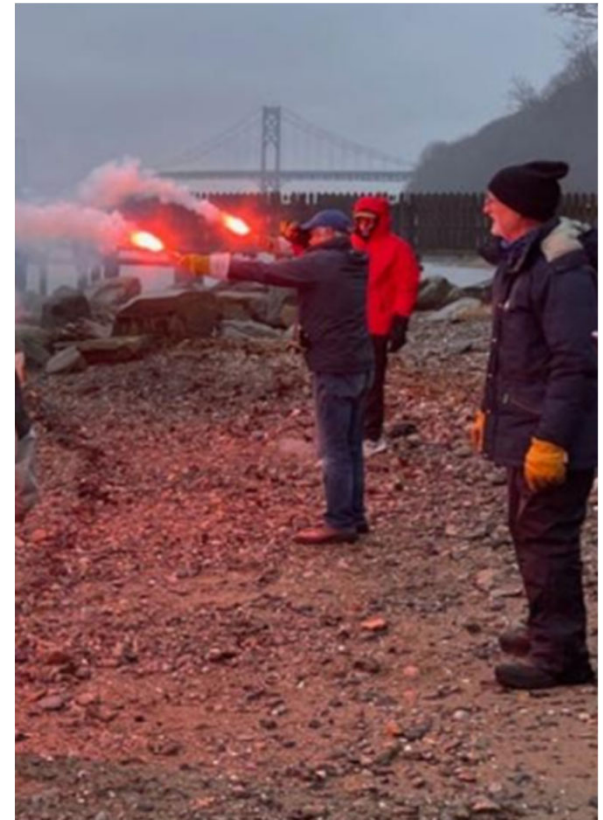
- LRP Committee worked from 2021 to 2023
 - Review of previous planning documents
 - Feedback from club leaders
 - Compiled membership records
 - Club-wide survey with 50% participation
- Conclusions
 - CCA is a leading blue water organization
 - Vibrant, engaged membership
 - Club activities enjoy strong support from members
- No major changes in course required
- Proposed goals reflect fine tuning to support continued strength of the CCA



Voyages, 2022

Goal #1 – Continue to Build the CCA Community

- Focus on community building
- Ensure Club activities provide opportunities that engage members
- 100% volunteer operating model – focus on recruitment and development
 - Full schedule of CCA-sponsored events – on and off the water
 - Create new communities within the CCA – for example
 - actively engaged in “adventurous use of the sea”
 - no longer active on the water, but who value CCA connections
 - Encourage and streamline volunteer participation
 - Focal point for support of volunteer recruitment, best practices, and recognition
 - Governing Board to review formation, expansion of committees to ensure alignment

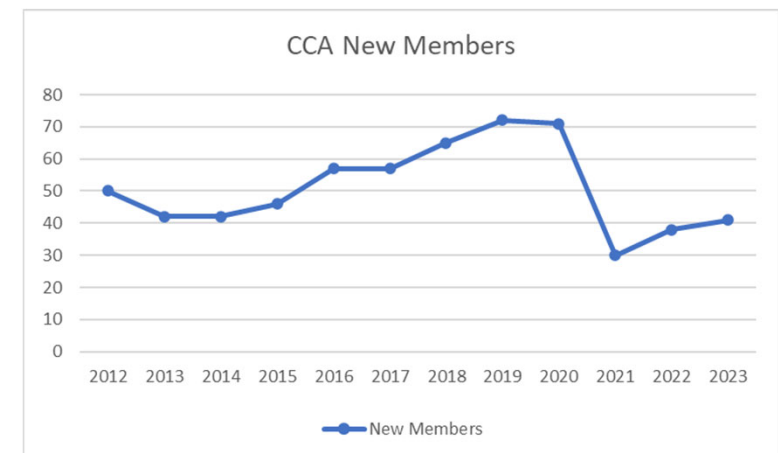


CCA GAM Spring 2023

Goal #2 – Maintain High Membership Standards and Return to Slow Membership Growth



- After period of stronger growth (2016-2020) CCA membership has declined (2020 – 2023)
- While maintaining standards, return to slow growth of 1-2% per year targeting ~ 1600 members in 2030
- Continue to expand percentage of members who are Next Watch and or Women
 - Focus on new member recruitment
 - Messaging from Club and Station Leaders
 - Openness to creation of 2 new stations or posts by 2030
 - Membership committee process review; station and club
 - Current Member Engagement
 - Value of membership
 - Personal communications
 - Governing Board
 - Membership dashboard twice per year – detailed information
 - Review membership policies and dues to ensure alignment with objectives



Goal #3 – Increase Awareness of the CCA Among the Blue Water Community



- Members Take Pride in Accomplishments and Relevance of the CCA as a Blue Water Leader
- Recognition that we need to take an active role in communicating our messages and accomplishments
 - Intentional communications plan leveraging CCA publications, social media and communications to support messaging; branding standards
 - Highlighting CCA Leadership in Blue Water Activities
 - Outreach from CCA Stations to Local Yacht Clubs
 - West Coast Working Group – How to leverage CCA involvement in West Coast Activities
 - “Messaging through our Members”
 - » Encourage members to acknowledge CCA membership when publishing / presenting
 - » Highlight member accomplishments in publications and social media



CCA GAM Spring 2023

Mission Statement – Adopted at the Annual Meeting March 2023



The Cruising Club of America is a group of accomplished recreational offshore sailors bound together by friendship and the desire to foster the responsibilities, expertise, and skills needed for the adventurous use of the sea.

Members volunteer to achieve the CCA's goals by sharing experiences, organizing events on and off the water, promoting seamanship and best practices, and recognizing outstanding accomplishments by fellow members and the amateur sailing community. The Club's initiatives put particular emphasis on safety at sea education and training, exemplary offshore yacht design and construction, and environmental stewardship.

The CCA does not have a physical headquarters. The Club exists anywhere its members come together on land and sea. In popular sailing regions, members organize into stations which host local gatherings for members and guests.

The Club is known - since shortly after its founding in 1922 - for running the biennial Newport Bermuda Race and awarding the Blue Water Medal. More recently the CCA has added the Young Voyager Award, Roderick Stephens Seamanship Trophy, and Diana Russell Award for Innovation to honor those who represent the best of the Club's priorities. The Club has produced enduring books like *Nowhere Is Too Far*, *Far Horizons*, *Desirable and Undesirable Characteristics of Offshore Yachts*, *Safety for Cruising Couples*, and *Adventurous Use of the Sea*, cruising guides to the coast of Maine, Nova Scotia, Newfoundland, Gulf of Saint Lawrence, and Labrador, and the annual publication of members' articles, *Voyages*.

Next Steps



- Complete and distribute draft report and data
- Shift to execution mode – assist with and monitor implementation



Thank you!