



## Long Range Planning Update

Long Range Planning Committee

September 12, 2022

### Committee Members

Chace Anderson, CHE

Alli Bell, SCA

Gerry Douglas, FLA

Doug Cole, PNW

Ernie Godshalk, BOS

Ian Gumprecht, NYS

Gretchen McCurdy, BDO

Sheila McCurdy, BOS

Bob Medland, GLS

Pat Montgomery, FLA

Jim Quanci, SFO

Tim Surgenor, BOS – Chair

Chris Otorowski, PNW –  
Commodore

Jay Gowell, BOS – Vice  
Commodore



# The Cruising Club of America

## A Social Club for Those Making Adventurous Use of the Seas

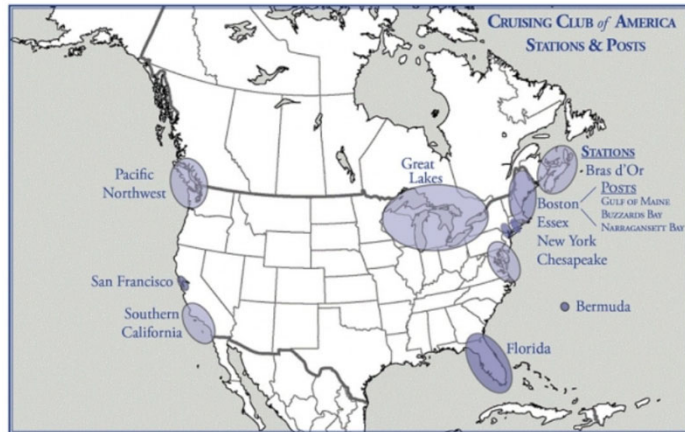
- 1400 members worldwide constitute a passionate and accomplished community of ocean sailors
- All members have extensive offshore boat handling, seamanship and command experience
- Members also must have “acceptable character and personality” – someone suitable for a long passage on a small vessel
-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

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

▪ <https://cruisingclub.org/about>

## An International Club Comprised of 11 Local Stations

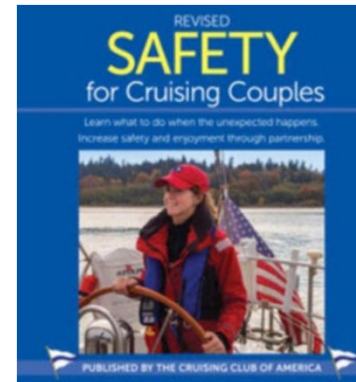
- Membership processes and governance driven by local stations in locations with significant blue water communities
- With no bricks and mortar clubhouses, members interact with each other at station sponsored events and on-the-water gatherings ranging from one day “gams” to longer cruises
- Club meetings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




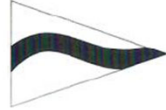
# VOYAGES



## By The Numbers Review

## Data Sources

- CCA Blue Book
  - “By the Numbers” Page in CCA Yearbook appears to have been included since ~2000
  - Parkinsons and Circumnavigations awards also listed by year
- CCA Website
  - Lists Final Voyages by year
- CCA Newsletters
  - Lists of newly elected members
- Reports from membership records database
- There are timing differences between these various sources, so not all numbers add up precisely



### THE CRUISING CLUB OF AMERICA

#### BY THE NUMBERS

**The Membership**

- Total Members: 1,406
- Female Members: 116
- Youngest Member: 27
- Eldest Member: 100
- Average Age: 71.17
- Earliest Join Year: 1952 - 05 - 31

**The Stations**

|                  |     |                           |     |
|------------------|-----|---------------------------|-----|
| Bermuda .....    | 32  | Great Lakes .....         | 42  |
| Boston .....     | 483 | New York .....            | 148 |
| Bras d'Or .....  | 40  | Pacific Northwest .....   | 126 |
| Chesapeake ..... | 144 | San Francisco .....       | 103 |
| Essex .....      | 84  | Southern California ..... | 97  |
| Florida .....    | 97  | Unaffiliated .....        | 9   |

**The Fleet**

|                   |                |             |
|-------------------|----------------|-------------|
| Catamaran: 5      | Catboat: 11    | Cutter: 87  |
| Fractional Rig: 5 | Gaff Cutter: 1 | Ketch: 46   |
| Motorsailer: 1    | Power: 202     | Runabout: 2 |
| Schooner: 8       | Sloop: 517     | Trawler: 19 |
| Tugboat: 2        | Yawl: 35       | Powercat: 2 |

Boats Owned by Members: 1,023  
Average LOA: 41.30'  
Largest LOA: 149'  
Total overall length: 42258.8

(Data as of March 2022)



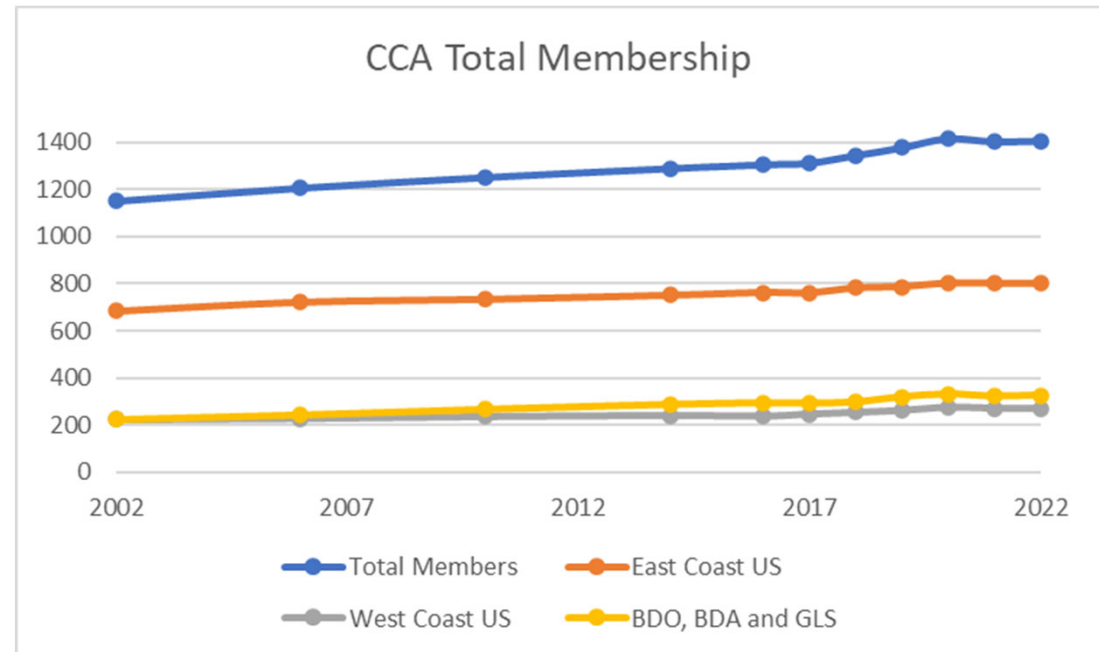
## Overview – Membership Trends

- CCA membership has grown steadily over the last 20 years at approximately 1% per year
  - 67% on east coast of US; 23% on west coast of US; balance international and Great Lakes
- The Club-wide focus on “young members” which started in 2016/2017 correlates with:
  - New members added each year increased from 46 in 2015 to over 70 in 2020 (pre-pandemic)
  - CCA Membership grew at 2% per year from 2016 to 2020 (pre-pandemic); twice the long term
  - The number of female members has doubled from 56 in 2016 to 116 in 2022
  - “Next Watch” membership (54 or younger) has increased from 110 in 2016 to 144 in 2022; 7 of 11 stations increased Next Watch membership
- The number of blue water sailing awards to CCA members (Parkinson and Circumnavigation) appears to be trending down
- The fleet of CCA member boats in 2022 represents 0.73 boats per member, 80% sail
- During the pandemic we have seen a decline in new members and an increase in resignations



## Total Membership

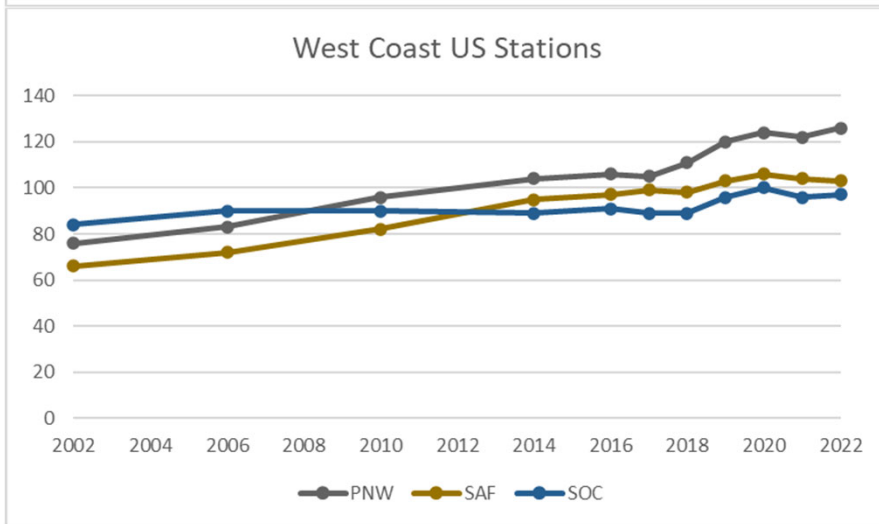
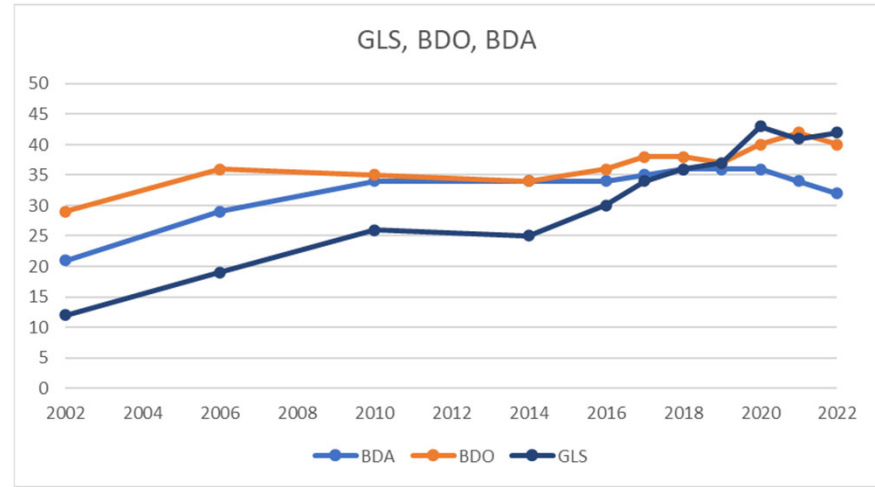
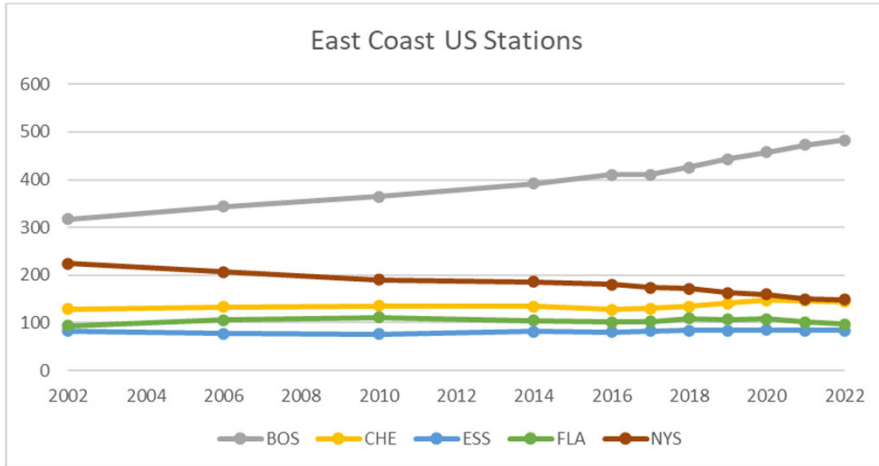
- Membership topped 1,416 in 2020, currently at just over 1,400 in 2022\*
- Annual growth over last 20 years 1% per year
- East Coast Stations (BOS, ESS, NYS, CHE, FLA) = 67% of members
- West Coast Stations (PNW, SFO, SCA) = 23%
- BDO, BDA, GLS = 8%



\*Blue Book Years



# CCA Membership Trends by Station\*

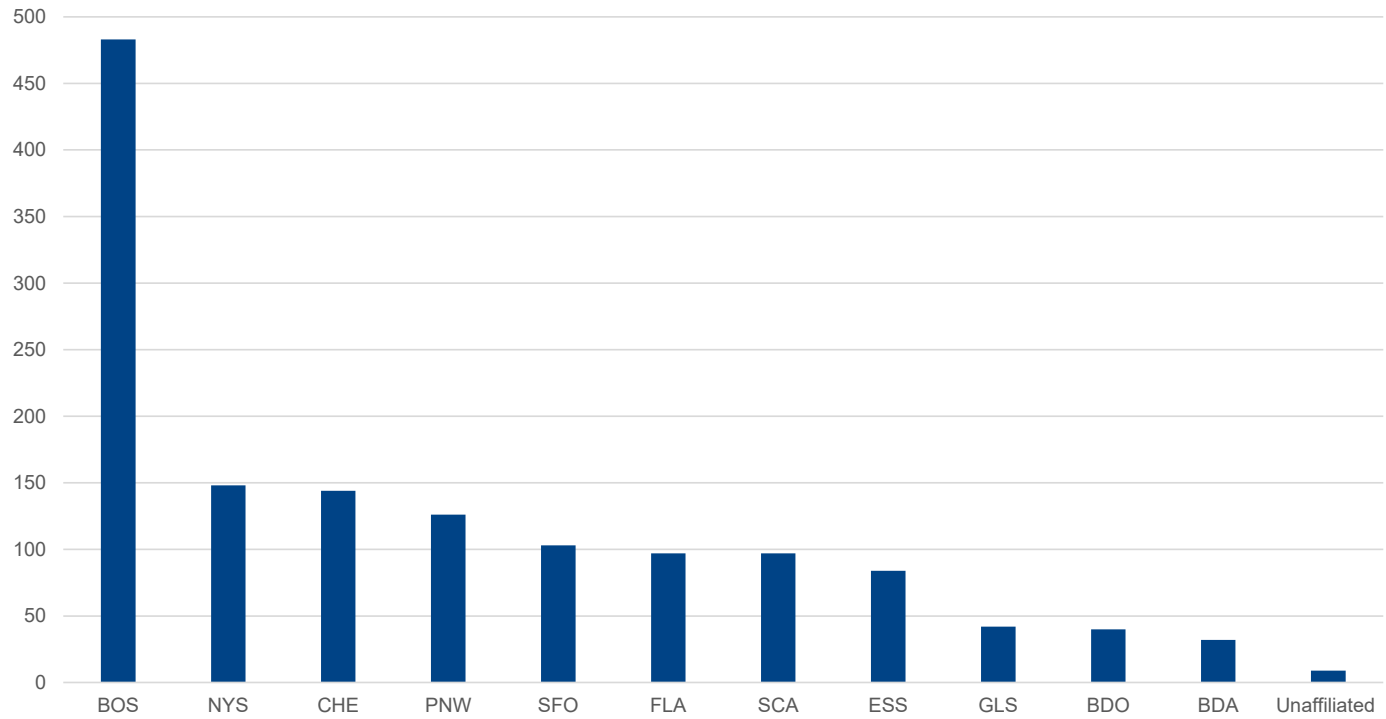


|                  | 2016 to 2020 |
|------------------|--------------|
| GLS              | 9.4%         |
| PNW              | 4.0%         |
| CHE              | 3.5%         |
| BOS              | 2.7%         |
| BDO              | 2.7%         |
| SOC              | 2.4%         |
| SAF              | 2.2%         |
| FLA              | 1.7%         |
| BDA              | 1.4%         |
| ESS              | 1.2%         |
| NYS              | -3.1%        |
| <b>CCA Total</b> | <b>2.1%</b>  |

# Membership By Station



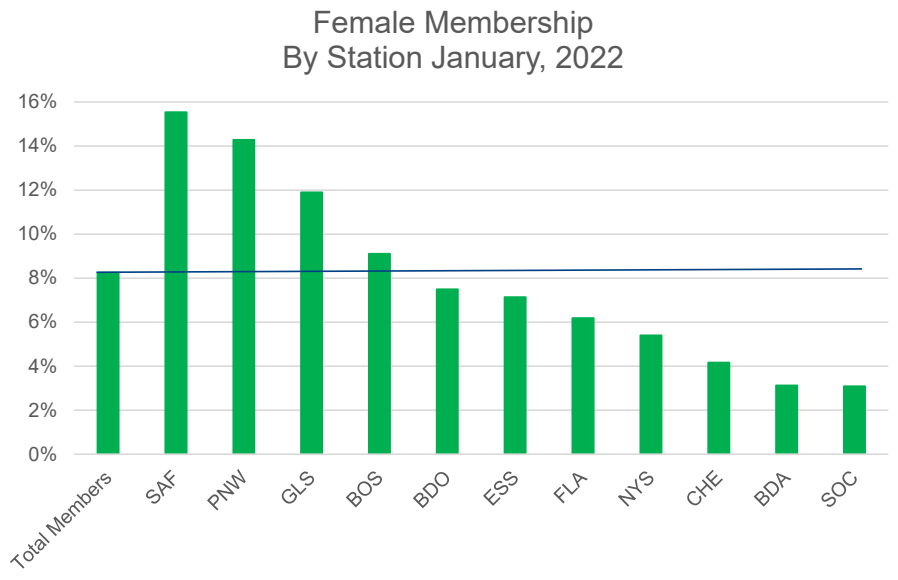
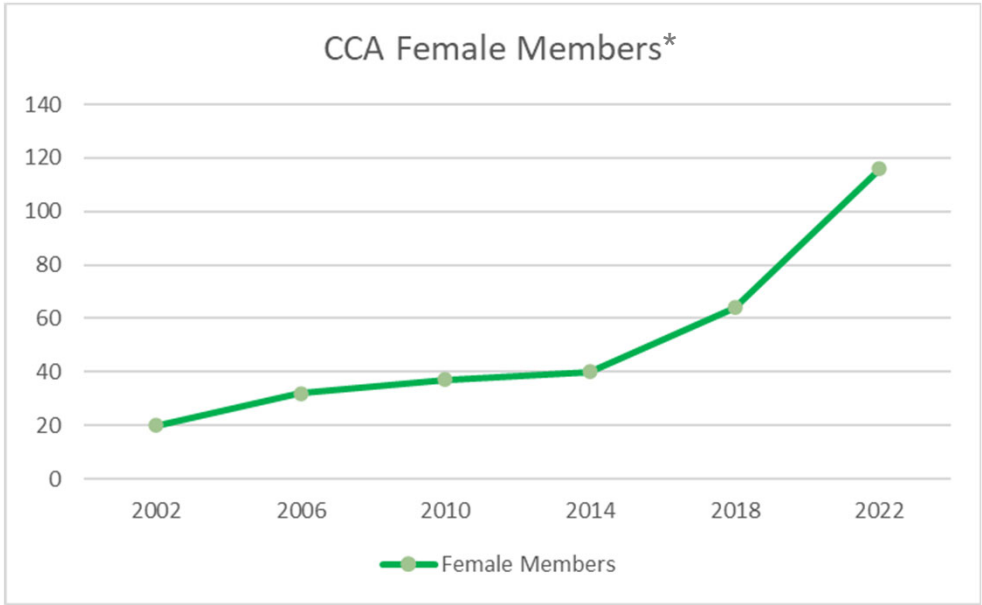
Membership by Station - 2022\*



\*Blue Book Year



## Female Members



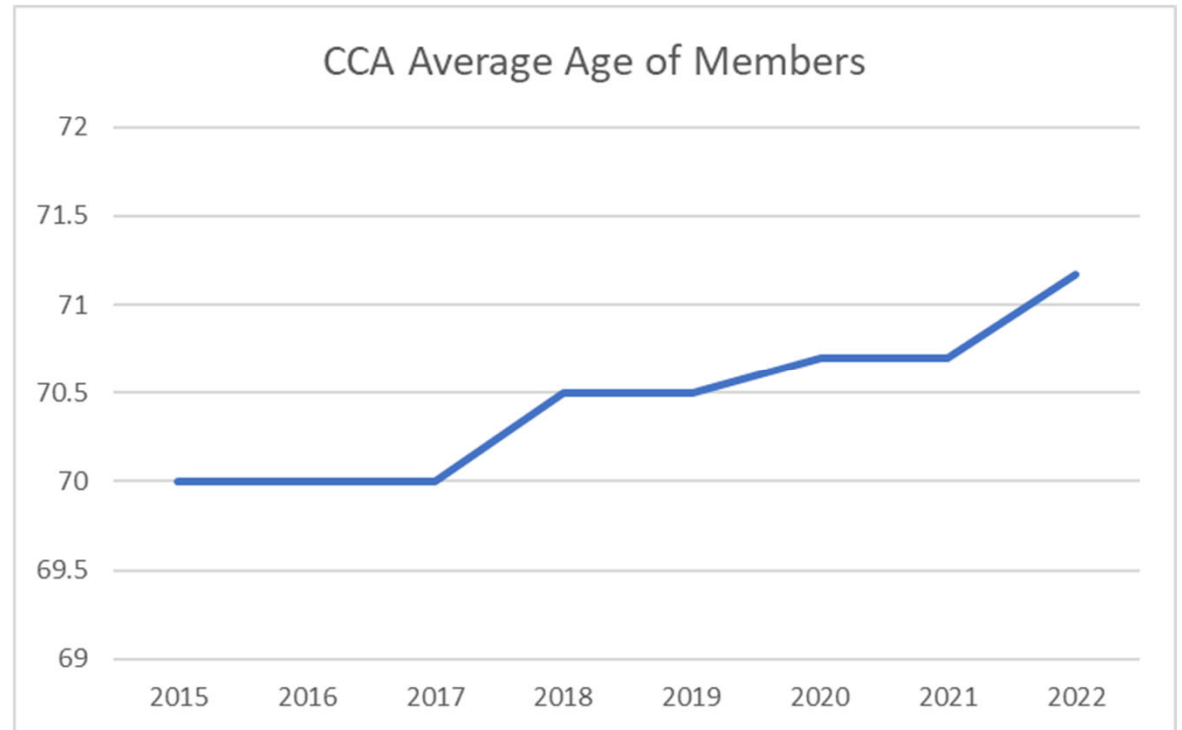
- Female membership growth has accelerated over the last 8 years, growing 16% per year since 2018
- January of 2022: 116 female members representing 8% of total

\*Blue Book Year

## Average Age of Members



- Average age continues to rise gradually since this was first reported in 2015

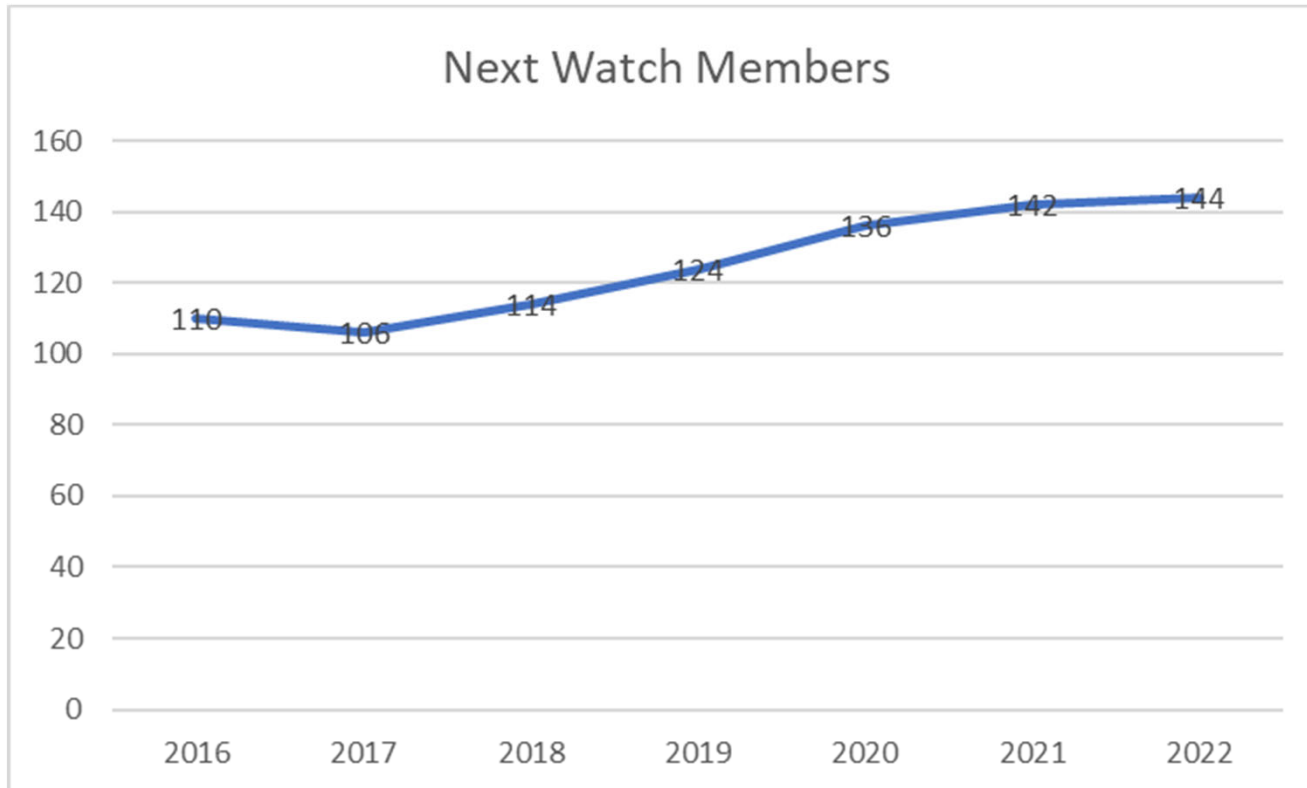


\*Blue Book Year



## Next Watch Members

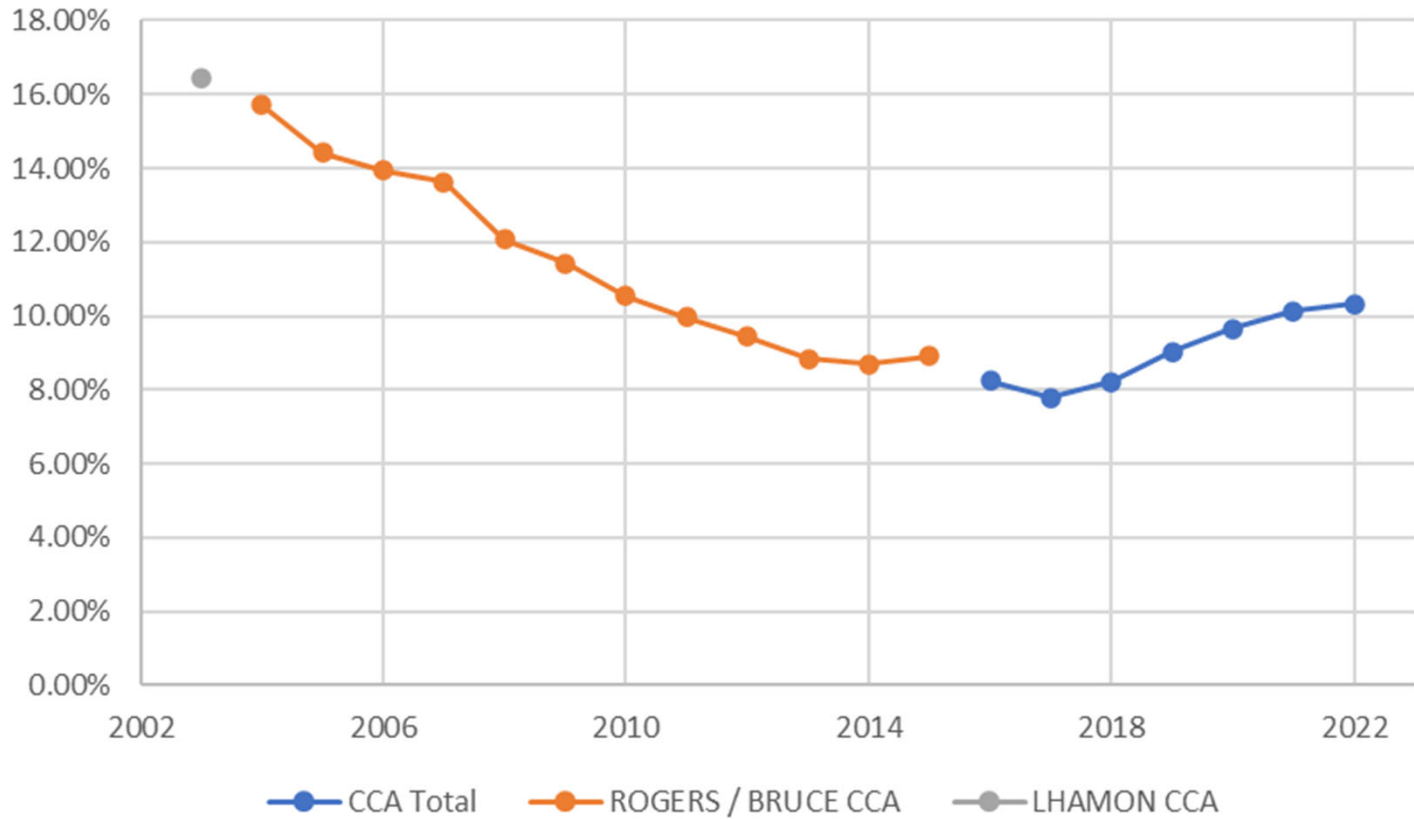
Defined as 54 years old or younger



- Strong focus on recruiting new members starting in 2016 / 2017 with demographics study
- Since 2017 we have added a net of 38 new members aged 54 or younger



## % of Total CCA Members 54 or younger

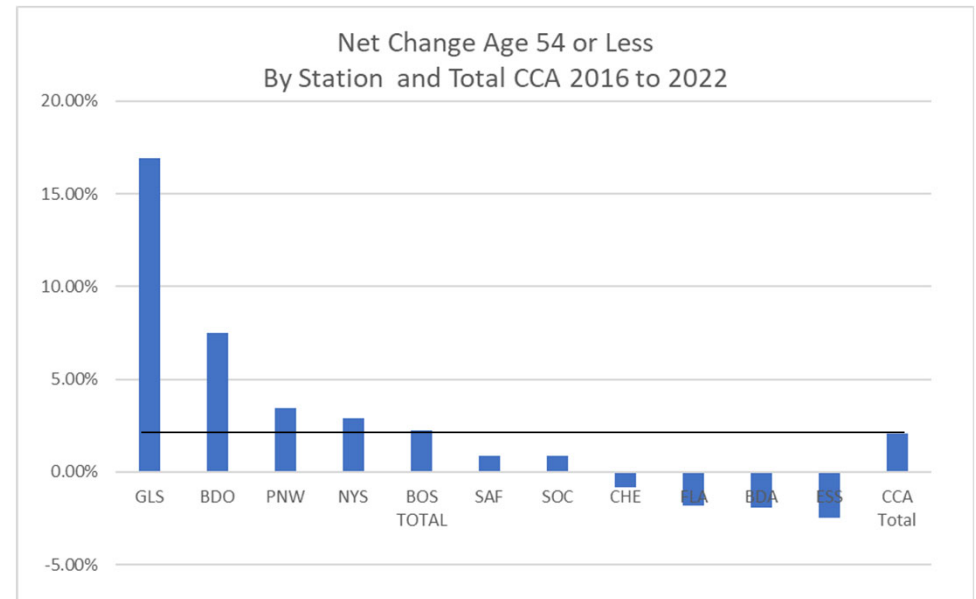
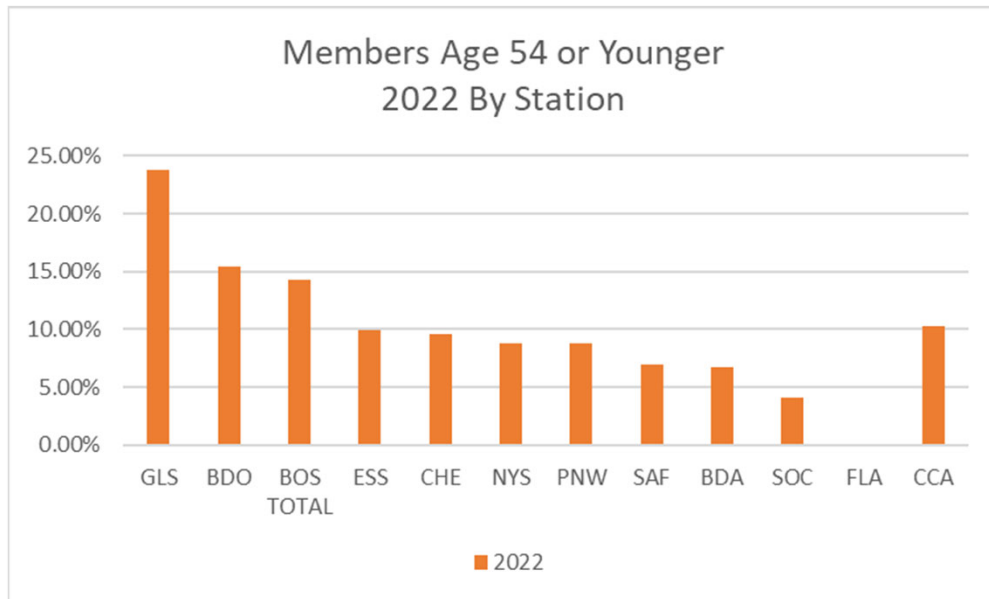


- Shows Data from Lhamon Study (2003), Rogers / Bruce Study (2016), and Current analysis
- Over the last 7 years the CCA has been able to increase the “next watch” segment of the overall membership – age 54 or less

Recent “CCA Total” Provided by Michael Moradzadeh from Club Data base



## Age 54 or Less By Station 2016 to 2022 (Data for July)

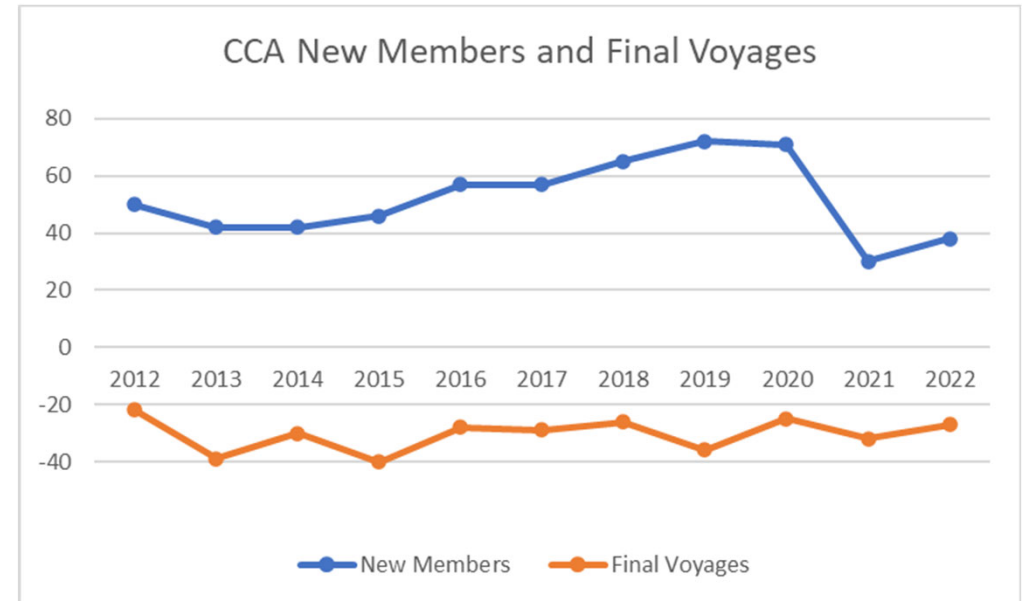


- Next Watch membership has increased as % of total in 7 of 11 stations from 2016 to 2022

## CCA Membership Activity (Calendar Year)



- Size of New Member Classes has increased from approximately 40 per year to over 70 in 2019 and 2020
- 2021 and 2022 new member activity dropped significantly - presumably due to Pandemic
- Final Voyages numbers appear to be relatively constant



\* 2022 Fall Class Estimated

## Resignations



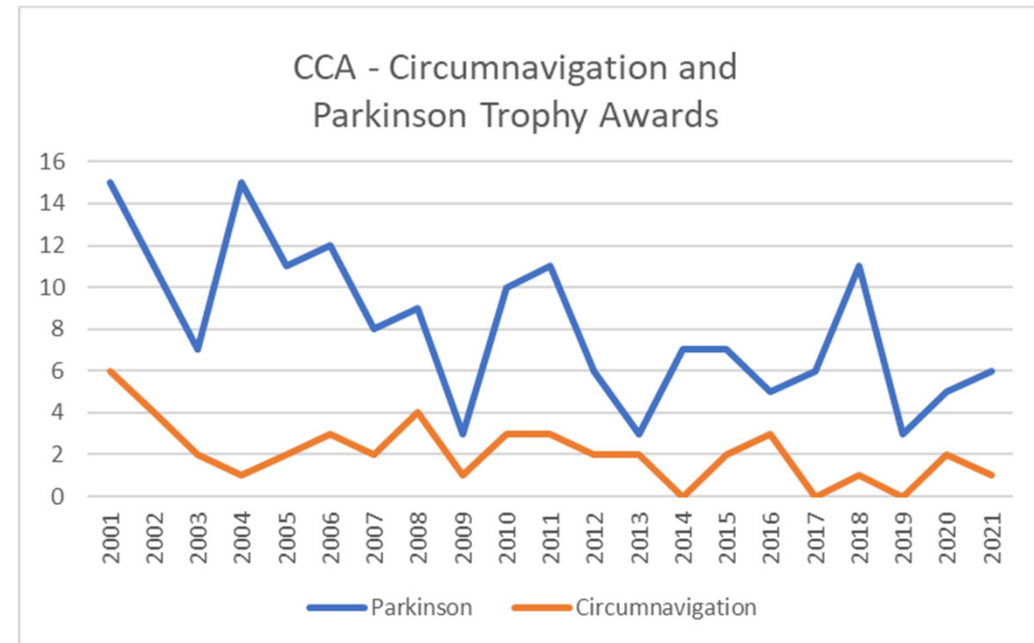
|                             | 2020      | 2021      | 2022 YTD  |
|-----------------------------|-----------|-----------|-----------|
| Total Resignations          | <b>25</b> | <b>19</b> | <b>13</b> |
| Next Watch Resignations     | 4         | 0         | 0         |
| Average Age of Resignations | 74        | 77        | 73        |

- Historical data on resignations not readily available
  - Doing simple math – appears to have increased during and after pandemic (and dues increase)
- MM has produced this data for recent years; 20-30 resignations per year
- Assuming 30 Final Voyages per year, we need 50 to 60 new members per year to maintain membership levels

## CCA Member Awards



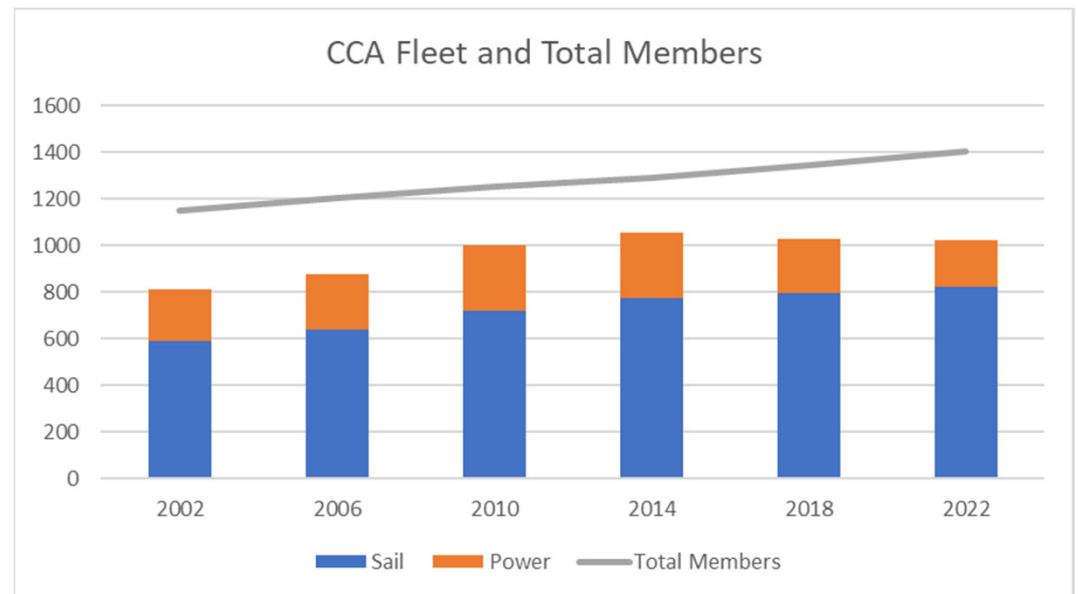
- *John Parkinson Memorial Trophy: Awarded to any member of the CCA, who, in their own yacht, makes a transoceanic passage.*
- *Circumnavigation Award: Earned by a CCA Member-owner for one continuous circumnavigation of the world in the same yacht.*
- The number of awards made over the last 20 years appears to be declining.



## CCA Fleet

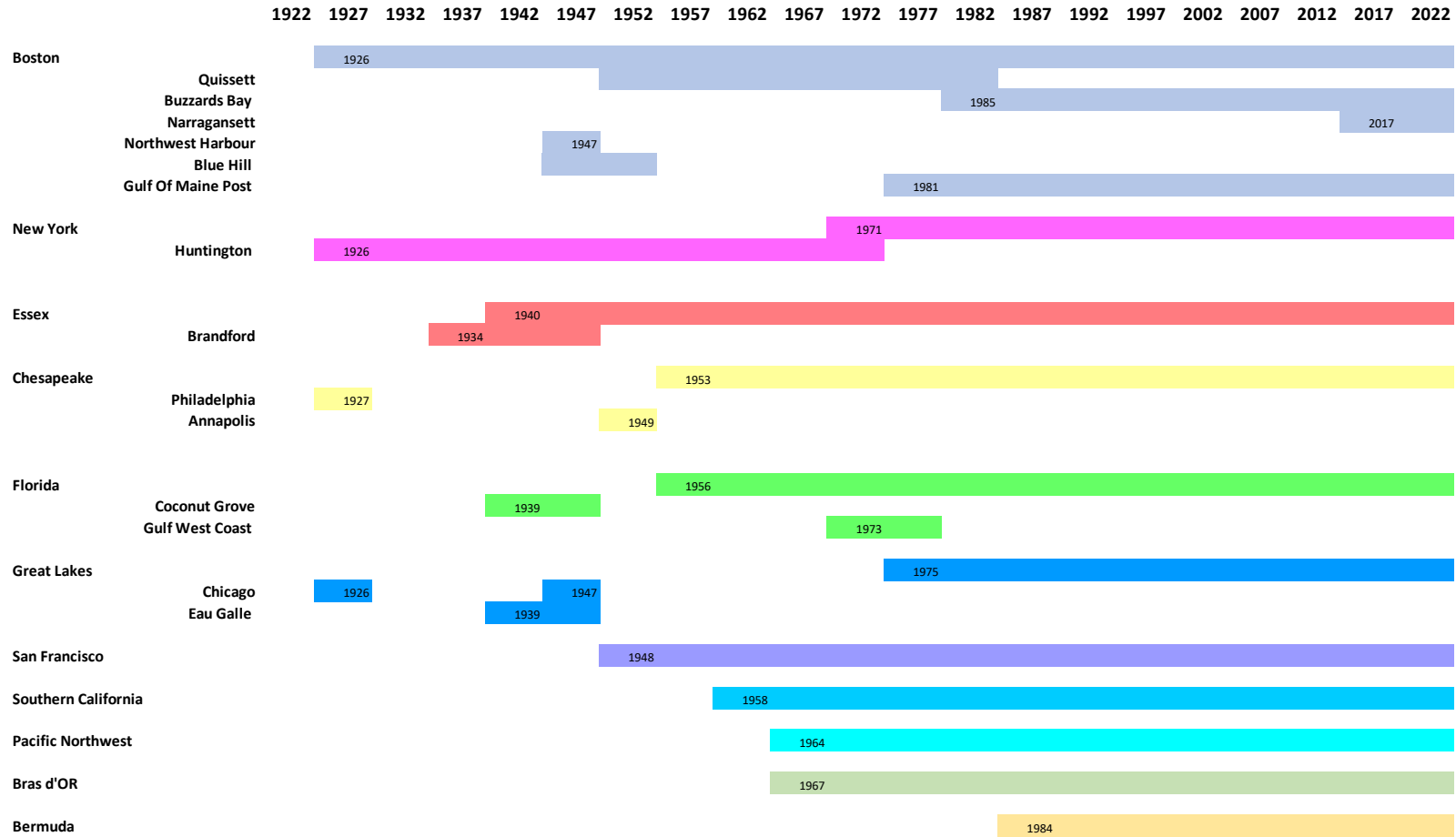


- Ratio of Boats to Total Members has fluctuated from 0.7 in 2002 to 0.8 in 2014 and back to 0.73 in 2022
- Percentage of Fleet that are Sailboats has grown steadily to over 80% in 2022





# Timeline of CCA Stations and Posts



Based on "Rear Commodores, Post and Station Captains" – 100<sup>th</sup> Anniversary CCA Yearbook



## **Long Range Planning Activities to Date (2022)**



## Long Range Planning Committee

The goal of the committee is to "chart a future course for the CCA as it rounds its first centennial mark".

Activities to Date: (2022)

- Leadership Questionnaire
  - Officers
  - RC / PC
  - Committee Chairs
- By The Numbers Review - 20 years of Key Statistics
- Collection and Review of Prior Surveys
- In Depth Committee Discussions of Strengths, Weaknesses and Potential Areas of Focus
- Commodore Otorowski Memo on Key Areas of Focus

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Chris Otorowski, PNW – Commodore

Jay Gowell, BOS – Vice Commodore



## 2022 CCA Leadership Questionnaire - Top Buckets

- Positioning (28 Comments)
  - Focus on Relevancy / value proposition for next generation
  - Raise the profile of the CCA
  - Continue to be a leader in sailing safety and offshore sailing
  - expand environmental programs
  - Preserve our legacy positioning as a leader with a high bar for membership
  - Breakdown perception that we are an elitist club - not welcoming / hard to get to know
  - Learn from how other clubs are changing positioning (NYYC, STC)
  - Interaction with US SAILING
  - Interaction and affiliation with Brick and Mortar clubs
- Engagement and events (25 Comments)
  - focus on new member (family) participation
  - get back to international cruising opportunities
  - better promotion of local events to encourage max member participation
  - getting new members involved in volunteer work of the club
  - get back to classy, in person events (also comment about high costs)
  - do a better job of passing on personal histories and history of the club
- Membership and Diversity (23 Comments)
  - Attract younger male and female members passionate about sailing
  - Addressing aging membership base
  - Encouraging current membership to nominate more candidates
  - Address diversity - female and other
  - Highlight our female club members more - incredible accomplishments
  - Adjust standards and make process more "user-friendly"
  - Offer CCA membership to Blue Medal Award Winners
  - focus on global membership outside our current stations
- Content (8 Comments)
  - expand e-communications to members about accomplishments of other members
  - expand cruising guides and leverage for awareness
  - Leveraging our content (Video) into revenue
  - raise visibility of high quality programs
  - build "online clubhouse" and get members to use it more
  - hire a professional to spearhead sponsorship
- Other Comments
  - NBR: Participation, finance, operations, ORA
  - Club Operations: Admin support, succession planning,



## Key Themes – LRP Discussions so Far

- Increasing Awareness of the CCA among the Ocean Sailing Community
  - Focus on communicating the importance of the CCA – who we are, what we do, what are the benefits of membership
  - Leveraging our communications and social media with consistent messaging
  - Highlighting our incredible members
- Continuing progress on adding Next Watch members while balancing with need to work on other diversity measures
  - Attracting and engaging Next Watch members is an important priority, but not our only priority
  - Need to continue adding female members and members who represent diverse backgrounds
- Developing ways to measure and increase member engagement with the CCA
  - Perception is that engagement is a key issue, but we lack data to measure
  - Significant interest in how we are gathering as a community – virtual, in person, family focused
- Ensuring that we are streamlining the process for qualified candidates to become members and to be welcomed into their stations
  - Make it easier for prospective members to learn about the CCA and to meet current members
  - Ensure that new members are welcomed and encouraged to participate in CCA activities
- Considering how to encourage geographic expansion in areas where there are communities of ocean sailors\*
  - CCA has grown through member led creation of new posts and stations (per our charter)
  - Are there areas where we have the potential to see this kind of growth occur?

\*“In 1964 the historian’s report in the yearbook made these predictions for the year 2000 ... membership over 1200 ... there will be big stations in the Virgin Islands, Hawaii and Alaska”