

**U.S. MASTERS
SWIMMING**

Annual Meeting

2018 Proposed Budget

SEPTEMBER 2017

Primary Role of the Board- GOVERNANCE

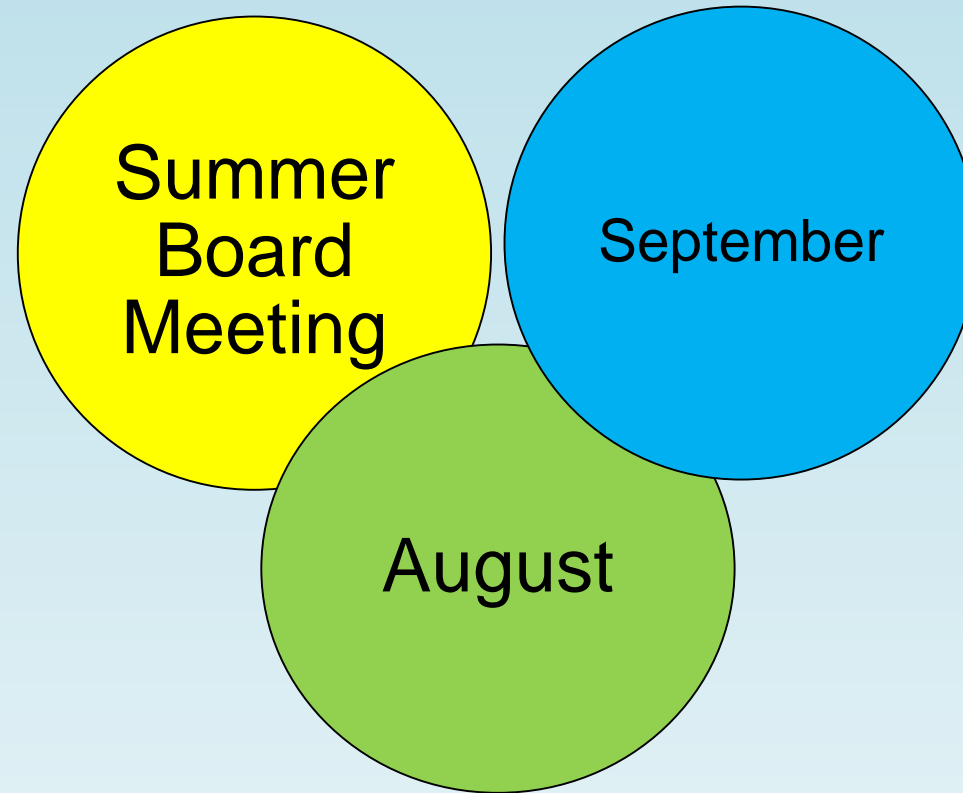
- Direction
- Oversight
- Resources

Primary Role of CEO & Staff MANAGEMENT

- Implementation of programs
- Daily operations
- Guided by the budget



Budget Process





2018 USMS Budget Invests in Strategic Initiatives

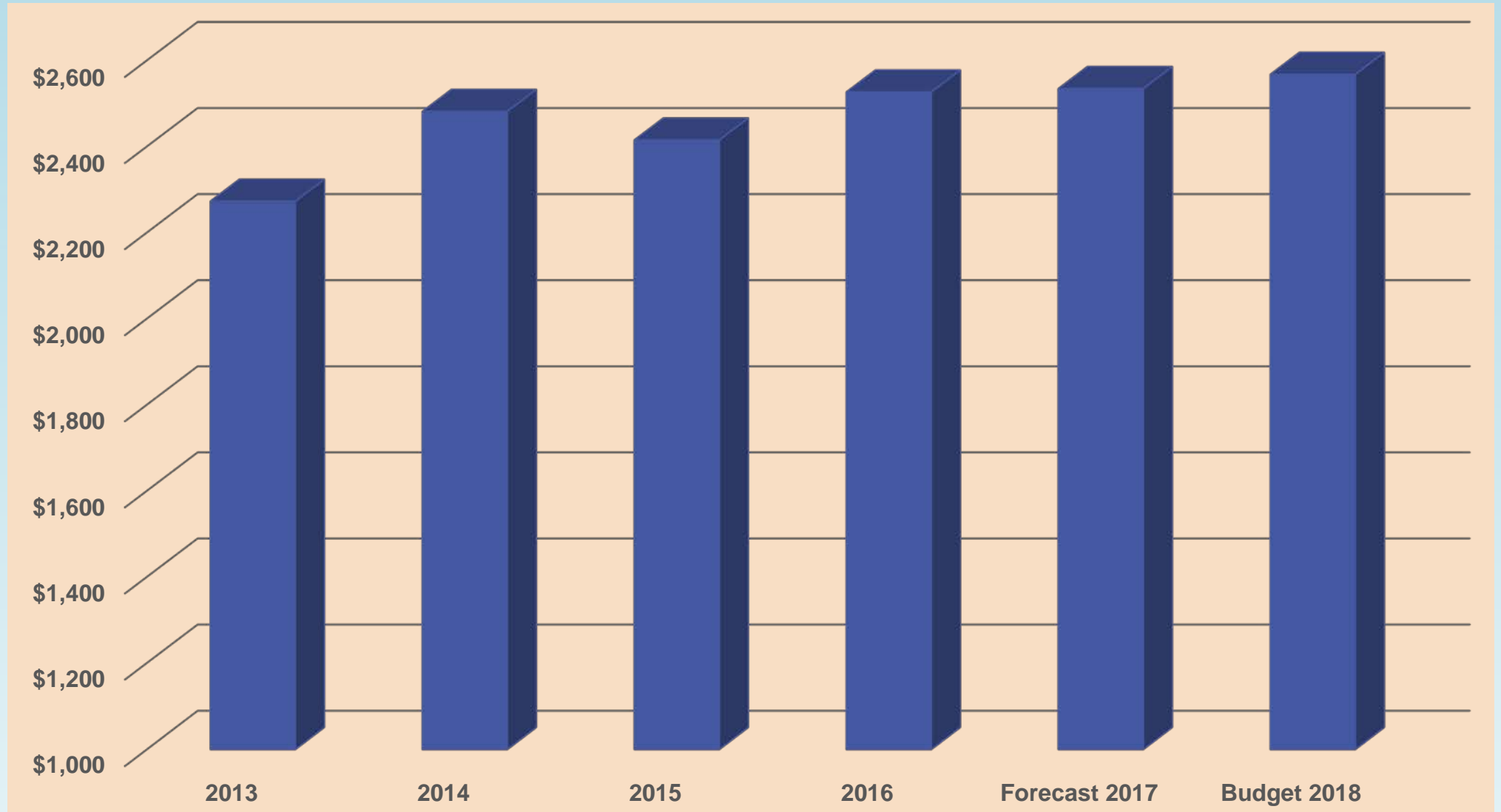




- Implementation of Phases I and II of the IT Modernization
- Program Services
- Regional Program Developer
- Local Swim Incubator Program
- College Club
- New Fitness Series



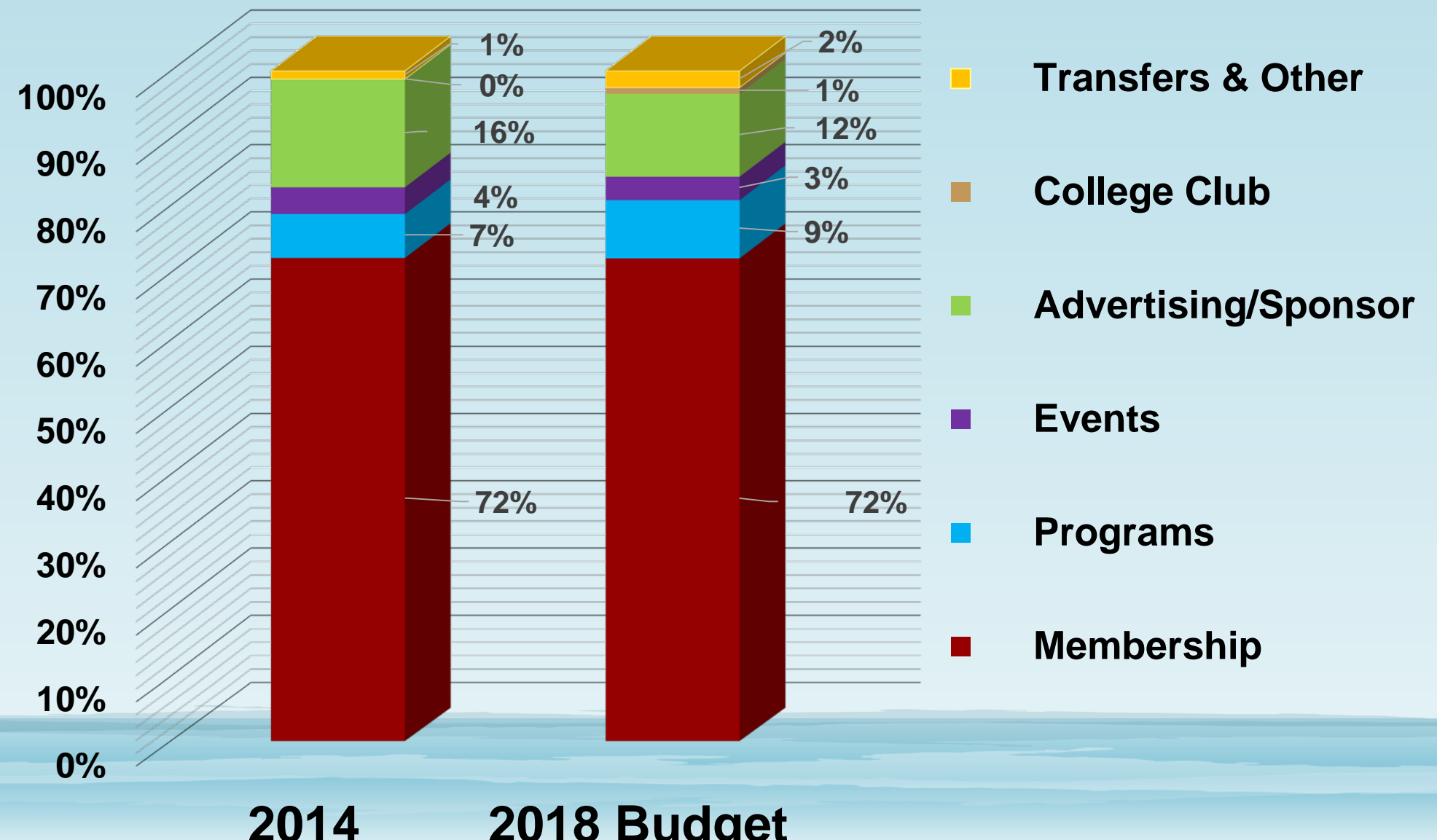
Net Assets



In Thousands

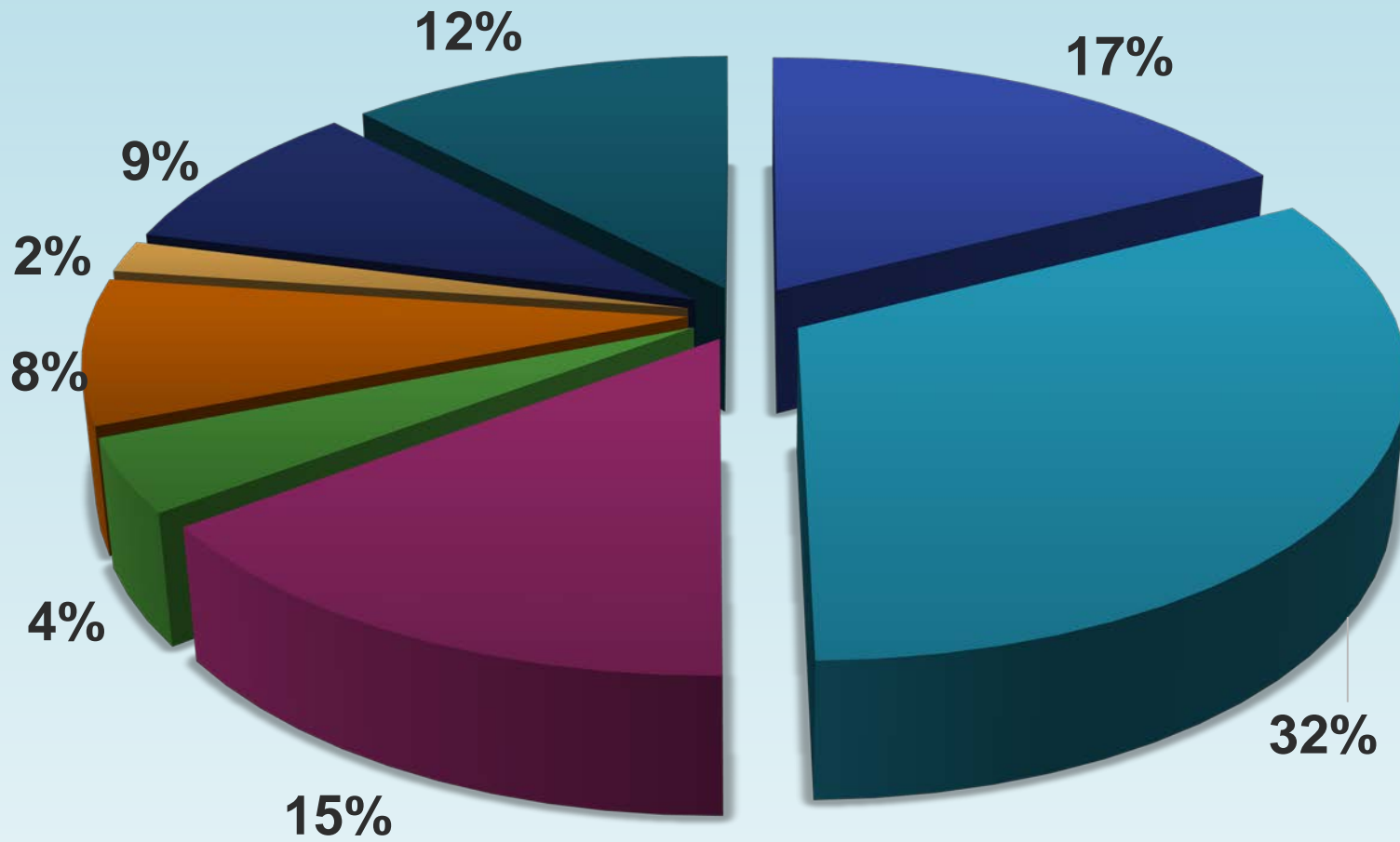
Revenue%-2014 & 2018 Draft Budget

Financial Oversight



How will we spend our money?

Financial Oversight



- Insurance
- Membership Services
- Program Services
- Events Expenses
- Marketing/Sponsorship
- College Club Services
- Administration-Volunteer
- Administration- Staff

Highlights

- **Membership**
- Programs
- Events
- Marketing/Sponsorship
- College Club
- Other



Membership Revenue

- 2% increase over 2017 = 67,650
- Fee increase of \$2 to \$43
 - Year 4 of 5 year increase approved in 2014
- Year plus options start in July
- New IT software
 - will capture data on potential new members
 - provide a better on-line experience for current members

Membership Expense

Information Technology

- Website redesign and re-platform
- Modern system supporting mobile devices and customized on-line experience
- Streamline registration with less clicks
- Move website and membership systems to the cloud

Membership Expense

Communications and Publications

- Print or digital magazine option
- Assume 35% will opt for digital version of SWIMMER
- \$103K savings

Highlights

- Membership
- **Programs**
- Events
- Marketing/Sponsorship
- College Club
- Other

Program Revenue

- Formerly Education Services
- Change to 11 instructional weekends in hub cities
- Introduce Regional Program Developer
- Introduce Local Program Incubator
- Club/workout groups fee increases from \$41 to \$43

Program Expense

- 11 instructional weekends in hub cities
- Regional Program Developer
- Local Program Incubator
- 2018 National Coaches Conference
- Beta test Fitness Program



SWIM
COACH

Highlights

- Membership
- Programs
- **Events**
- Marketing/Sponsorship
- College Club
- Other

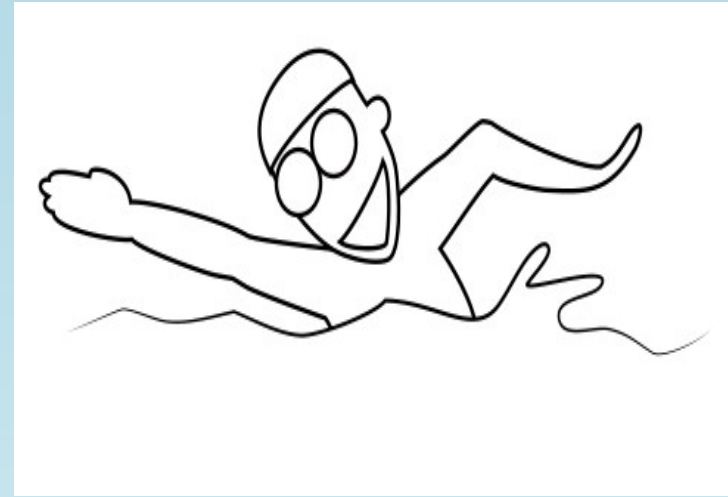
Events

Revenues:

No Summer Nationals - \$30K less

Expenses:

- No Summer Nationals savings of \$16K.
- \$18K one time cost to support sponsors at Pan Ams
- Events and Programs Coordinator - \$6K



Highlights

- Membership
- Programs
- Events
- **Marketing/Sponsorship**
- College Club
- Other

Marketing/Sponsorship Revenue

- 20 sponsors and 14 magazine advertisers \$483K
- \$25K in new revenues
- Value-in-kind products \$50K





Marketing/Sponsorship Expense

- Internet advertising to drive membership \$50K
- Sponsor costs increase due to support of Pan Ams \$18K
- Sponsorship sales agency to find non-aquatic related sponsors \$10K

Highlights

- Membership
- Programs
- Events
- Marketing/Sponsorship
- College Club
- Other



College Club Revenue

- First full year of membership.
- New event results database in place for the 2018 College Club events.
- Potential of 5,000 swimmers across 200+ clubs.

College Club Expense

- College club leadership summit-\$15K
- Events and marketing -\$21K
- Convention (3 representatives)-\$4K.



Highlights

- Membership
- Programs
- Events
- Marketing/Sponsorship
- College Club
- **Other**

Other

Insurance - 4% increase

Admin - Volunteers:

- No LMSC Leadership Summit in 2018 - \$26K savings

Admin-Staff:

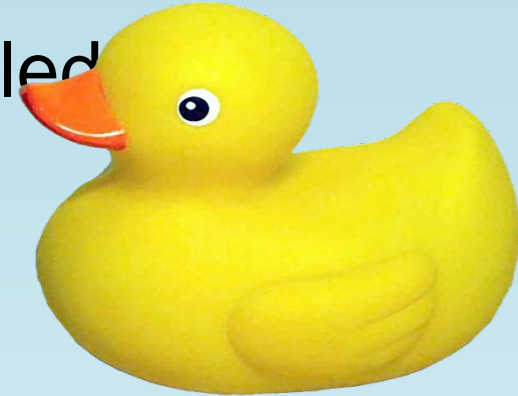
- Software amortization \$34K - implement USMS 3.0
- Total staff = 18

- SSLF Operating costs moved out of USMS
- USMS support for SSLF will be admin and staff costs
- New Fitness Challenge Series proceeds will go to SSLF
- \$108K in grants for the 2017-2018 grant cycle



Financial Oversight

- **Monthly:** The Finance Committee reviews detailed financial statements.
- **Quarterly:** Annual forecast is reviewed.
- **Annually:** Financial Statements audited by outside CPA firm. Overseen by Audit Committee.
- Financial Operating Guidelines outline responsibilities.
- Investment Committee oversees investment strategy.



Questions?



***U.S. MASTERS
SWIMMING***