



What is the Financial Condition and Membership Situation of our Squadron?

Do we have the resources to achieve our mission and vision?

January 4, 2023



The Mission and Vision

Mission – Improve the competence, knowledge, and enthusiasm of the boating community by providing high quality boater education and enjoyable boating and social opportunities*

Vision – Increased boating enjoyment and safety*

*USPS Operations Manual (2020)



Indicators of Financial Health

- Year End Cash Balances – Declining, steady or increasing?
- Annual Net Income – Are we operating in the black?
- Sources and Uses of cash – Where is it coming from and what are we using it for?
- Dues Income Trends – Will dues income support the fixed obligations of the squadron?
- Does the financial condition support the mission and vision? – Both now and into the future?





Financial Trends

A look both fore and aft



Year End 2022, 2023 and 2024 Forecast

	2023	2023	2023	2024	
	Income	Expense	Gain/(Loss)	Forecast	Notes
Activity Related Income and Expense Assumptions:					
Hammond Road Lease	0	0	0	0	
D-9 Conference Lodging for the Commander 2X per year	0	0	0	(300)	Assume \$150 in lodging expense
Change of watch D-9 Representative lodging	0	0	0	(150)	Assume \$150 in lodging expense
Monthly Dinner Meetings	7,199	7,192	7	0	Assume 30 people per meeting, 8 meetings per year, \$25.00 per person income. Assume club buys two meals per meeting
Education	4,288	4,099	189	1,000	note- we have paid \$877 for piloting materials- no income yet
Shakedown Cruise	343	523	(180)	(180)	Pizza and misc items at Gonzales house
August Rendezvous Dinner (Lobster Bake)	2,870	2,779	91	0	Tent rentals, food, misc items
August Rendezvous Donation Income	1,251	0	1,251	1,250	Income from silent auction
50/50 Raffle	331	0	331	330	Average of \$25 per dinner meeting with eight meetings per year
Total Activity Related Income and Expense	16,282	14,593	1,689	1,950	
Other Income and Expense					
Office supplies/postage/credit card fees		119	(119)	(120)	
Storage Unit Expense - Barb's Barn Elk Rapids		1,392	(1,392)	(1,075)	Expenses include monthly HOA, Prop Taxes, no Special Assessments in 2024
Ships Store Income	295	397	(102)	180	estimate will sell 4 burgees @\$45
Dues Income	1,464	438	1,026	1,000	
Interest income	1		1	300	put \$6000 in CD at 5%
MI Annual Report Filing		20	(20)	(20)	
Contributions		114	(114)	(115)	USPS education fund, D9 commander gift
Advertising		333	(333)	(350)	
Total Other Income and Expense	1,760	2,813	(1,053)	(200)	
Squadron Net Income and Expense	18,042	17,406	636	1,750	





Impact on Cash Balances

		Projected net income	\$1,750					
		in 2024=						
Dec-23	22,608							
Dec-24	24,358		assume membership				5 new members	
			increase =					
Dec-25	26,008)			
Dec-26	27,658							
Dec-27	29,308							
Dec-28	30,958							
Dec-29	32,608							
Dec-30	34,258							
Dec-31	35,908							
Nov-32	36,690							





Dues Structure Explained

	USPS National Dues	District Assessment	GTB Squadron Dues
Single Member	\$55.00	\$6.00	\$25.00
Family Unit	\$82.50	\$11.00	\$25.00
Add'l Family Member		\$0.00	\$0.00
Life Member		\$0.00	\$0.00
Life Member w attached	\$27.50	\$5.00	\$0.00
Apprentice/Sea Scout	\$12.00	\$0.00	\$0.00

- Dues are paid at the National, District and Squadron Levels
- National and District charge a premium for family membership of 50% and 83% respectively. GTB Squadron does not
- Increasing numbers of Life Members means decreasing dues income without new member offsets





Dues and Membership Trends

- Current Member Count - 115 (December 2023)
 - Includes Actives (74), Addl 18+ (36)
 - Life Members (15) Women CH (5)
 - Current full pay members – 47
- Six new members added in 2023
- Total Dues income estimate for 2024 - \$1,000.00





Growing Membership

- Good news – Six new members in 2023
- Challenge is to build on the work of the membership task force of days past. Boil down the 63 recommendations to three we can accomplish in 2024
- Aggressively market our strengths in education, VSCs, cruises, boating knowledge and guaranteed good times
- Build our community relations efforts – beyond Boats on the Boardwalk
- Membership Committee – Need at least three members, currently have one





Leveraging VSC's

GT Bay VSC Examiners: - 5

- Arnie Taddia, Craig Shantz, Jerry Williams, Tom Rhea and Dee McClure
- 80 VSC checks as compared to 61 VSCs in 2022 – a 31% increase from last year
- Of the 80 completed, 67 passed.
- First Time VSCs: 30 (58%)
- First Time VSCs that Failed: 8 (27%) reflecting value of the VSC!
- VSC that failed – 5 were power boats, 3 were sail. Primary reason for failing was expired flares
- Boat Type: 69% of subset were power boats and 31% sailboats both with majority in the 26-39 foot length
- VSCs done for the general public (i.e., non Power Squadron members): 42/51 or 82%
- Majority of owners were from out of town

Moving forward, we are endeavoring to collect additional volunteered information as we do each VSCs to provide further insight into boater's locations, needs, and outreach opportunities for either membership and/or to take online classes.



Grand Traverse Bay



What Did the Membership Survey Tell Us?

35 Survey Responses

- Membership Tenure – 71% greater than 10 years
- Active boaters – 27
- Courses Taken – 20 respondents have taken five or more courses
- Highest Rated Course – Piloting, followed closely by VSCs
- Lowest Rated Course – Celestial Navigation
- Highest Rated Social Activity – Lobster Bake followed by Dinner Meetings
- Lowest Rated Social Activity – Lunch with the Commander followed by Bay Cruise





What Did the Course Offering Comments Tell Us?

- Current selection is good. Find a location to offer local seminars
- Work more closely with the Coast Guard Auxiliary to offer classes
- Offer
 - proper VHF usage
 - boat systems
 - rules of the road
 - Marlinespike
 - General boat maintenance





What Did the General Comments Comments Tell Us?

- More summer social gatherings like picnics and pot lucks. Hard water rendezvous and Power Island picnic would be nice
- Informal boating meet-ups (South Manitou, GTB region)
- Promote activities that are learned through the courses. Cruising together adds cohesiveness and allows an environment to ask questions and learn
- More on the water activities
- Winter cruise ship trip for GTB members, Boat Show trips
- Cruises to locations that are also accessible by car
- Four or five day cruise to local ports – (Beaver Island with stop in Charlevoix, Frankfort with stop in South Manitou, South Manitou with a stop in Northport)





Do we have the resources to achieve our mission and vision?

- Financially - secure with positive net income projected for 2024
- Membership - Good year last year, with enhancements to the membership committee it can only get better
- Community Relations and Awareness - Refocus on building relationships in the community and look for partnering opportunities (CG Aux, Leland Historical, Walstrom, GLCC, etc.)
- Going Concern - We need to groom and grow a new class of educators and leaders





What about the Cash?

- At year end 2024 we will have a cash balance of almost \$24,000
- What will we invest in?
 - 2024 budget assumes investing \$6K in a CD yielding 5%
 - Awareness and marketing
 - New ways to deliver curricula
 - New programs and partnerships
- Whatever it is, we need to be thinking about it and develop our plans around it to grow our membership and insure another 75 years.





What Needs To Be Addressed?

Bridge/Executive Committee Afternoon Retreat, January 15th

- Further review of member survey responses
- Consultant's and committee's report on membership and findings
- Market Awareness
- Community involvement Forging relationships with other clubs/marinas/auxiliaries/Newcomers
- VSC data and its use in recruiting
- Course offerings and pricings – Local market competition
- Instructors
- New leaders and officers



Grand Traverse Bay



Thank You