

# WRAP-UP



**RELAY2022**  
CLUB DEVELOPMENT  
— DENVER —

# THANK YOU

## Presenters and Panelists:

Ed Coates, Chris Colburn, Leann Rossi, David Brancamp, Kenny Brisbin, Kris McPeak, Linda Bostic, Britta O’Leary, Ann Marshfield, Dan Cox, Time Waud, Carol Nip, Chrystie, McGrail, Marlys Cappaert, Doug Sayles, Lisa Brown, Sue and Chris Nolte, Ian King, Mary Hull, Susan Ingraham, George and Anna Heidinger, MJ Truex, Trey Taylor, Tom Moore, Kenny Brisbin, Chris McPherson, Elise Shank, Molly Hoover, Mike Hamm, Terry Heggy, Laurie Hug, Time Waud



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# THANK YOU

## Relay 2022 - Task Force

Stacy Abrams, Paige Buehler, Crystie McGrail, Tom Moore,  
Jill Gellatly,



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# THANK YOU

## Logistical Support:

Stacy Abrams, Maddie Sibilgia

LMSC Development Committee

Coaches Committee



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# Take Multiple Ideas Back Implement One



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**Ongoing Communication:**

**USMS Online Community**

**volunteer@usmastersswimming.org**



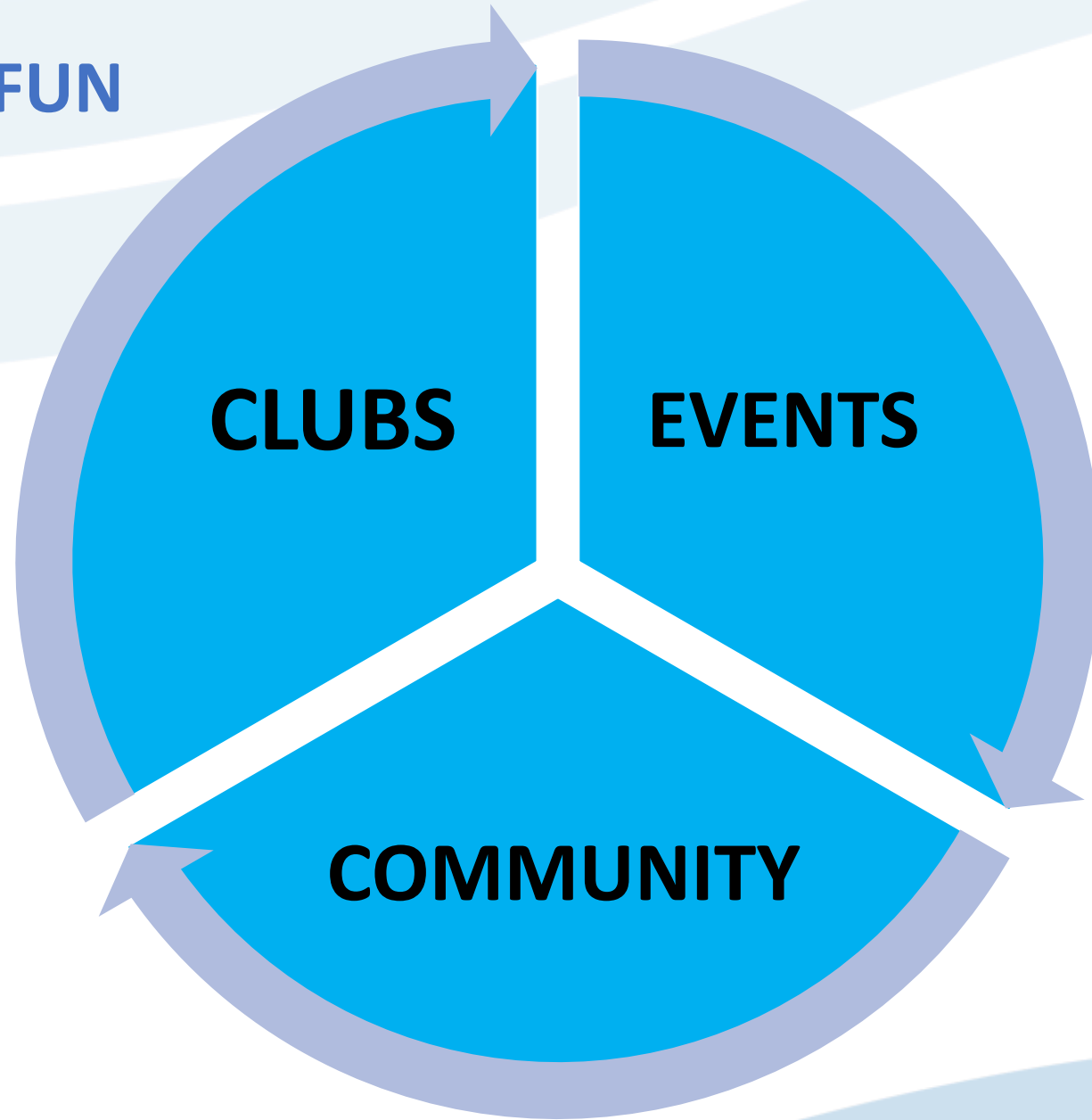
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[volunteer@usmastersswimming.org](mailto:volunteer@usmastersswimming.org)



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**FITNESS AND FUN**



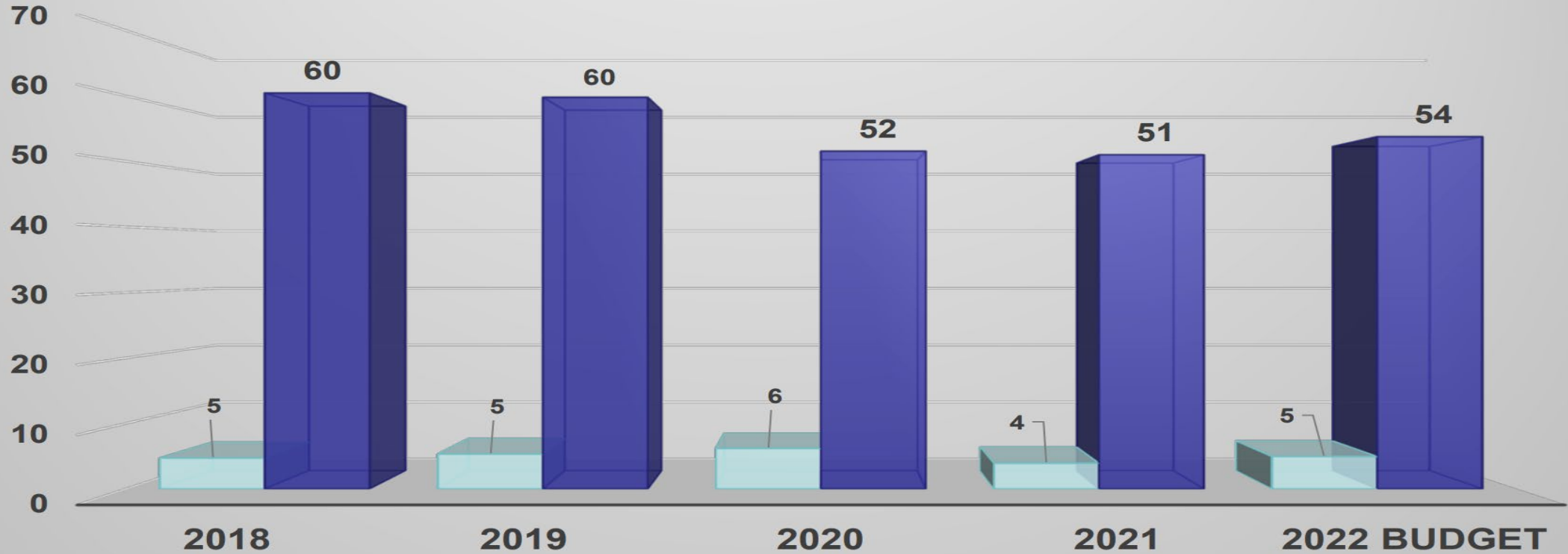
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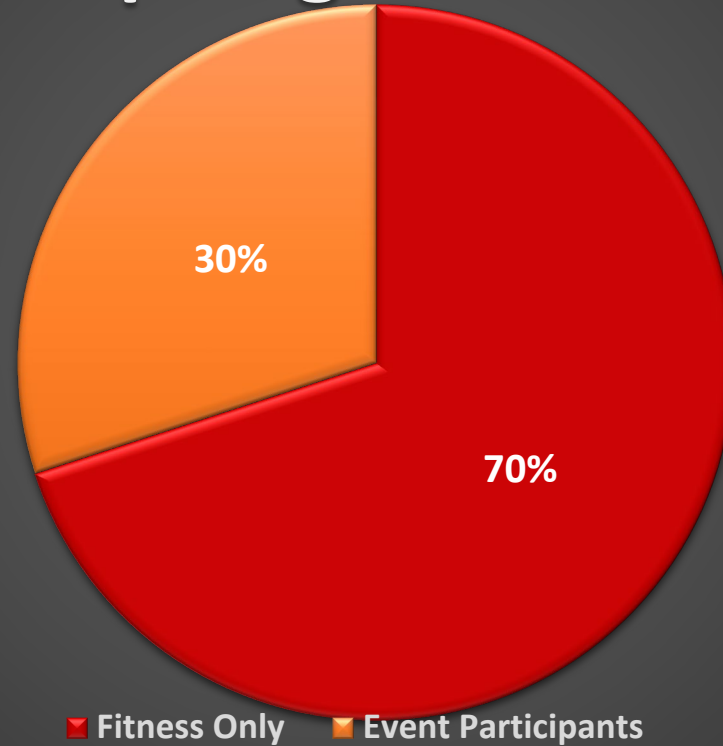
# Membership

000s Omitted

College Club  
Standard



# Membership Segments



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	Retention Rates				
	1st Year Member Event Participant	1st Year Member No Event	Renewing Member Event Participant	Renewing Member No Event	Total by age demo
Kids (18-29)	46%	36%	72%	52%	46%
Mids (30-49)	59%	45%	83%	66%	60%
Seniors (50-69)	66%	54%	92%	79%	75%
Super Seniors (70+)	73%	59%	94%	83%	83%
<b>Total - by event participation</b>	<b>57%</b>	<b>45%</b>	<b>87%</b>	<b>73%</b>	



# Three Largest Age Groups

**1987:**

**25-39**

**2021:**

**50-64**



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- Club Stats:

- ~ 1000 clubs and workout groups (230 are Gold Clubs)

- Top 31 Clubs have 200 or more swimmers  
nearly 20% of membership is connected with these 31 clubs

- 2/3 of membership swim on a club of 50+ swimmers



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# Club Development Investment

**Does your LMSC have:**

- a club looking to grow that would like marketing support?
  - a pool that should have a Masters program and doesn't?
  - a quality coach looking to start a program but doesn't know where to start?
  - a program struggling to fund expansion goals?
- National Office has expertise, marketing campaigns and financial resources to supplement local efforts.



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## National Office Role

Provide support, best practices, connections with volunteer and staff expertise, and financial resources to support USMS Clubs, Events and Community.



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# Relay Reminders

All Hospitality will be in the Foyer right outside these meeting room

Lunch tomorrow will begin at noon and lunch programming will kick off at 12:30

KEYNOTE:

**Nathan Adrian**

8x Olympic Medalist  
Swimming



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**Listen, Learn  
Share, Enjoy!**