

Club Operations Financing & Staffing

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Aaron Schneider – Riptide Masters, Southern LMSC, Coaches Committee



RELAY2025
CLUB DEVELOPMENT
COACH SUPPORT
— KANSAS CITY —

Presenters



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Agenda

- Introductions
- Club Corporate Structure & Governance – Advantages & Disadvantages of Each
- Budgeting
- Revenue Sources
- Breakout Exercise: Small Group Discussion 1 - Revenue
- Expenses
- Breakout Exercise: Small Group Discussion 2 - Expenses
- Staffing Models
- Breakout Exercise: Small Group Discussion 3 - Staffing
- Q&A / Wrap-Up Discussion
- Next Steps



Club Corporate Structure & Governance

- **Club Corporate Structure**
 - Corporations
 - For Profit (C Corp, S Corp)
 - Not for Profit (501 C3/C4)
 - Partnership
 - Sole Proprietorship
 - LLC (can be any one of the above)
- **Club Governance Options**
 - Board Managed
 - Coach Managed
 - Facility Managed



Budgeting

- Who prepares your club budget? Why?
- Revenue Sources:
 - Regular Coaching Fees or Dues
 - Drop In-Visiting Swimmer Fees
 - Team store/sponsorship
 - Swim Meet(s)
 - Clinic(s)
 - Advertising/Marketing sales
 - Donations
 - Fund Raiser(s)
 - Local Business Partnership(s)
 - LMSC Meet or Other Event Sponsorship



Breakout Session 1 – 10 minutes

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room

- **Topic 1: Revenue Sources**
 - Who prepares your team budget?
 - What are the major revenue sources for your club?
 - How much revenue do you project for your club?
 - Are there missing sources of revenue, what are they?
 - Are you leaving revenue dollars on the table?



Budgeting

- **Large Expenses:**
 - Pool Rent
 - Coach(es) Payments (Salaries or Contractor Payments)
 - Office & Storage Space Rental
 - Benefits (Health Insurance, Life Insurance, 401K/IRA supplements, etc.)
 - Travel Expenses (Lodging, Food, Gas/Mileage, Flights, etc...)
 - Coach Education
 - Tax Preparation, Payroll and Bookkeeping Fees
 - Training Equipment (not owned by swimmers (pace clock(s), power racks/buckets, parachutes, backstroke ledge(s), wedge(s) for start training, cords, medicine balls, weights, timing system, etc.)
 - Banquets & Social Events
 - Swim Meet Operational Expenses



Budgeting

- **Other Expenses:**
 - Insurance
 - USMS Coach and Club Fees
 - Other Professional Membership Fees (ASCA, Lifeguard/WSI, USA Swimming, USAT)
 - Marketing (online, local events)
 - Banners
 - Coaches Gear
 - Office Expenses (including laptop(s), iPad(s)/tablet(s), desks, chairs, tables, printing, toner, paper, software subscriptions, etc.)
 - Cell Phones and Internet
 - Postage/PO Box Rental
 - Team Awards, Gifts, & Scholarships
 - Community Relations



Breakout Session 2 – 10 minutes

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room

- **Topic 2: Expenses**
 - What are the major expenses for your club?
 - What expenses can be reduced or eliminated?
 - What are 2-3 things that you can bring back to your club to help manage expenses?



Staffing - How Many/How Much/How to Pay?

A function of team size, geographic location, and number of pools/workouts

- Key questions to determine staffing needs?
 - How many consistent swimmers do you have/project on a monthly basis?
 - How many pools do you utilize (how far apart are they)?
 - How many workouts do you offer per day/per week?
 - How many workouts per week do you want each coach run?
 - Do your coaches also swim in your group? If so, how often?
 - What is your desired swimmer:coach ratio?
- How do you compensate your coach(es)?
 - Is your coach an employee or a contractor?
 - Do you pay via Salary, Hourly, Per Workout, Per Day, etc...
 - Do you offer benefits to your coach(es)? If so, what benefits at what costs?



Staffing – Riptide Masters Swimming



- 80 Registered USMS Swimmers on roster ~45-50 active each month
- 2 Business Partners -50/50 Ownership -Paid via quarterly distribution
 - responsible for all team management (each have specific management responsibilities)
- 5 Independent Contractor Coaches – Submit monthly invoices for payment
- 2 Pools (15-20 minutes apart from each other)
- 11 workouts per week
- All coaches swim with our group and coach once or twice per week
- Because of the contractor status, no benefits are provided
- 1099s are issued to each contractor annually, K-1s to each business partner
- Partners must agree on any expenses to be paid outside of the budget



Staffing – Long Beach Grunions



- ~200+ Swimmers on roster
- 9 Coaches
- 3 Pools (15-20 minutes apart from each other)
- 9 workouts per week
- Coaches Volunteer with team benefits
- All coaches swim with our group and coach once.
- Head Coach creates the season plan and workouts are all prepared following the plan
- Board Staffed (11 positions) – Elections each year




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Breakout Session 3 – 10 minutes

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room

- **Topic 3: Staffing**
 - What is your club's staffing model?
 - Is it the correct model based on the size and pools?
 - Are there opportunities to look at other potential models that make sense based on your team? If so, what are they?





Wrap-Up / Questions & Answers

**Don't be afraid. Ask away.
(If you're thinking it, someone else
probably is too!)**

Next Steps / Call to Action

Take Away Goals – If these apply to you, then:

1. Implement a new revenue source
2. Reduce or eliminate an expense line item
3. Consider implementing a different staffing model





**Next Up:
10:45am-12:00pm**

**Leveraging USMS
Programs and Sub-Brands
Salons A-E**

**Club Operations –
Marketing
Arkansas/Illinois/Iowa/Kansas**