




All the ways adults can choose their lane within USMS as they think about starting or restarting their swimming journey.

We are working towards appealing more broadly to adults interested in swimming.

Key Points:

- Since the pandemic and the updated USMS strategic plan, USMS is now pursuing our mission in more ways than ever before.
- This evolution started years ago but due to some fortunate timing, technology improvements, and focus on our strategy
 - we will start 2025 will a full suite of options to support adult swimmers in a manner that best fits their lifestyle.
- We will also continue to encourage adults to have a swimming journey that leads to MEMBERSHIP and MEMBERSHIP will remain the core of USMS.
- But for those that want to swim but haven't joined as a member because they:
 - may feel the intimidation factor
 - don't feel they can commit the time
 - don't currently have access to a club or their schedule doesn't align with available workouts
 - or aren't currently interested in sanctioned events

USMS has created flexibility to support them and keep them engaged with swimming in a fashion that works best for them.



US. MASTERS SWIMMING Est. 1970


Product: Membership
 Individual
 Club
 Bridge

Value Proposal

Clubs	SWIMMER
Coaches	STREAMLINES
Sanctioned Meets and	Workout Library
Open Water Swims	Digital Content
Recognized Meets	Online Account / Forums
	Partner Discounts
	Results Database and Recognition of
	Achievements
	Insurance

Target Markets:
 Primary: ages 45+
 Interested in:

- Benefits of a club: coaching and group fitness
- Competition and recognition



- Data tells us that many of our members return to the pool in their late 40's when family commitments are reduced, careers are established, and more time is available to commit to swimming.
- We've discussed for years the demographics of Masters swimmers with the baby boomer age groups remaining our largest throughout USMS history.
- We've also worked to address the perception that Masters is only for elite older athletes but haven't yet found solutions that lead to the membership growth we all desire.
- We will continue to focus on the benefits of a Masters membership for all ages
 - and offer the most value to those who join a club with coaching, participate in events, and the other benefits membership offers.
- Clubs and events will always be the core of USMS and our largest source of revenue to continue to pursue the mission.
- The addition of these new products doesn't take away from those efforts, rather they enhance our ability to promote them by
 - Creating new pipelines to membership,
 - Removing perceived barriers to membership by getting adults in the pool with less of a commitment
 - And if successful will reduce our reliance on membership fees which are currently 80% of USMS revenue by providing new revenue that can reduce the need for future membership fee increases



Est. 2017

Product: CCS Membership
Club Membership
Individual Registration
Bridge Membership

Value Proposal

CCS Clubs
CCS Sanctioned Meets
Regional and National
Championships

Through Bridge Membership:
SWIMMER (Digital only)
STREAMLINES
Workout Library
Digital Content
Online Account / Forums
Partner Discounts
Results Database
(Insurance)

Primary Demographics:

Ages 18-24

Interested in:

- Continuing to swim in college (non-varsity)
- Benefits of an on-campus club
- Competition and recognition



Key Points:

- College Club Swimming was established under USMS in 2017.
- USMS owns the brand and provides support and guidance to the College Club Advisory Board and operational support for registration, meets, and results.
 - Look at this as an internship program for college age swimmers. We provide a training ground and a backstop of support but let them run the subsidiary organization.
 - CCS is a subset of adult swimmers on college campuses with club governance structures, event operations, coaching, volunteers, and team community.
- The growth has been tremendous with over 9000 college age swimmers participating this past season.
- We are becoming more deliberate about engaging these swimmers with USMS events and the proposal being considered tomorrow is example of that evolution.
- Further exposing these swimmers to USMS before graduation serves as a pathway to lifelong participation in swimming but also in club operations, volunteerism, event direction, and coaching.
- And the proposal in some cases will also offer Masters events access to university facilities that might not otherwise be possible while also giving CCS clubs an opportunity raise funds by hosting sanctioned meets.



GROWN-UP SWIMMING® Acquired 2024

Product: Adult Summer League
One registration for league meets

Value Proposal

4-5 summer league meets
Short events only (25's, 50's, 100's)
Short time commitment

Primary Demographics:
Ages 18-45
Seasonal Pool Access
Laid back atmosphere
May feel intimidated by concept of Masters Swimming
Masters Swimming may not be a convenient option



Key Points

- Grown-Up Swimming is simply 'summer league swimming for adults' and is furthering our mission of empowering adults to swim.
- Grown-Up joined the USMS family in 2024, growing to 17 leagues thus far and close to 2500 swimmers.
- About 20% of those swimmers are USMS members and Grown-Up has offered a new way to race and socialize with the broader swimming community.
- More exciting is that 2000 non-members swam in Grown-Up Summer Leagues in a low-key, laid-back atmosphere without the formality of USMS sanctioned events that are a barrier for some.
- And because Grown-Up often works directly with established youth summer leagues it gives us an opportunity to generate awareness for our adult swimming programs with the parents of summer league swimmers and show the youth leagues that swimming can be a lifetime activity.
- Grown-Up doubled in size in 2024 as part of USMS and is projected to do the same again in 2025. It is also projected to breakeven financially in year 3 and then begin to return our investment as a future profit center.
- We plan to further engage these swimmers over time by promoting continued swimming beyond the summer league season in USMS events and clubs,
- And we believe for many it will help overcome the perception of not being fast or fit enough for Masters swimming.



Product: Support for Independent Swimmer
Annual or Monthly Subscription

Value Proposal

Access to all USMS support excluding clubs, events, insurance
SWIMMER (Digital only)
STREAMLINES
Workout Library
Swim.com Integration
Digital Content
Online Account / Forums
Partner Discounts

Primary Demographics:

Ages 25+

Beginning adult swimmer (i.e., can swim but want to get back into it or start a swimming fitness routine)

Enjoy convenience of open swim or don't have access to USMS Club.

Not interested in club or sanctioned events




May feel intimidated by concept of Masters Swimming

Triathletes




Key Points

- LaneMate was designed to directly address the USMS strategic priority for the independent swimmer.
- It will offer a subscription app to all the resources USMS already provides but won't provide access to swim with a club or in events and doesn't include insurance coverage.
- Again, for those that feel they aren't in shape enough to join a club, are intimidated by the concept of Masters swimming, or find lap swimming more convenient this is an option that gains access to curated workouts, a subset of USMS content and communications, and expands our reach for USMS partners.
- We carefully crafted the pricing model to not cannibalize membership with consideration for the club dues and event registration fees that USMS members pay in addition to the annual membership fee.
 - And will cost more on an annual basis than our proposed \$75 membership fee.
- LaneMate will soft launch in October and will have a full marketing roll-out after the first of year to not overlap with our traditional high volume membership renewal period.

Est. 2020




**ADULT
LEARN-TO-SWIM
PROGRAM** Est. 2015
U.S. MASTERS SWIMMING

Product: Adult Learn to Swim Instructor Curriculum and Grant Program
Certification Fee and Donations

USMS Value

Learn-to Swim Community Give Back
 Club/Event/LMSC Community Engagement Fundraising
 Volunteer to Instruct or Assist
 Connection to USA Swimming Foundation and grant operations
 Provides a lifesaving skill

Primary Demographics:
 Coaches/ Swimmers looking to give back
 Members looking to donate to a great cause
 Clubs/Events/LMSC looking for cause marketing engagement



Key Points:

- **USMS has committed to adult learn-to-swim (ALTS) as a community give back and cause-marketing effort.**
- **More than ¼ of adults in the U.S. can't swim and their children are significantly less likely to learn.**
- **This cause is a passion for many of our members.**
- **We continue to provide education and train instructors to teach adults and raise funds to provide grants to adult learn-to-swim programs around the country.**
- **Our partnership with the USA Swimming Foundation has removed the expense of grant applications, selection and distribution by using established Foundation infrastructure.**
- **The partnership has not only increased interest in providing adult learn-to-swim programs, but it has reduced USMS overhead in supporting this cause to near zero.**
- **The partnership has also allowed USMS to generate awareness for USMS programs through marketing and messaging to USA Swimming parents and members,**
 - **and other programming tie-ins, like the recent Spring Nationals run in parallel with USA Swimming Olympic Trials in Indianapolis.**
- **I encourage you all to find ways to incorporate this cause and the programs available in your LMSC and club efforts.**

ADD-ONS

USMS+:

Premier package including a sampling of most USMS offerings that they would have to pay extra for otherwise

Stroke Clinics

Competitive Strokes
Starts and Turns
Open Water Skills

Coach Certification:

Levels 1-3 and Clinic Course for Coaches

Video Stroke Analysis (New):

2 rounds of analysis with a USMS coach

Coach Designation:

Access to drills, listed on website, STREAMLINES for Coaches advice and consulting



Key Points

- It is cost prohibitive to offer some programs to the entirety of the membership and because they appeal to specific segments
 - We have numerous add on products that offer further value to adult swimmers
 - and encourage greater involvement in club leadership, coaching, events, and programming.
- USMS+ is the 'combo meal' of USMS offerings as a package of benefits that includes membership.
 - Next year this will include Grown-Up Swimming, Virtual Championships, and Video Stroke Analysis along with a donation to the Foundation in support of ATLS Grants, among other benefits.
- We'll continue to offer our coach designation and coach and alts instructor certifications.
- And we're developing plans to expand stroke clinics to include more members but ALSO to engage with Grown-Up Swimmers, LaneMate Subscribers, and College Club Swimmers.
- And when we launch LaneMate we will begin offering video stroke analysis from USMS coaches. This will soft launch with early LaneMate adopters and roll out to USMS members, Grown-Up swimmers and College Club swimmers over time.

Strategy to Empower Adults to Swim

Club Development

Event Development

Community Development

Local Focus of Volunteers

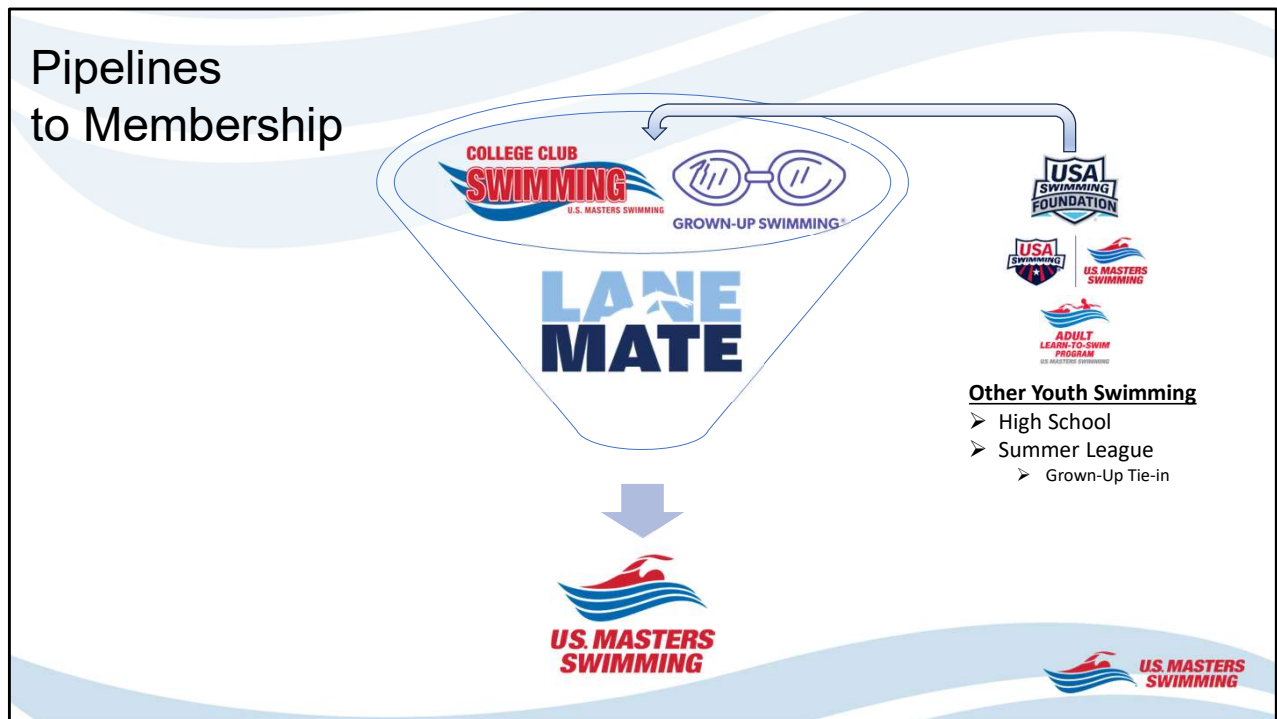
Independent Swimmer



Key Points

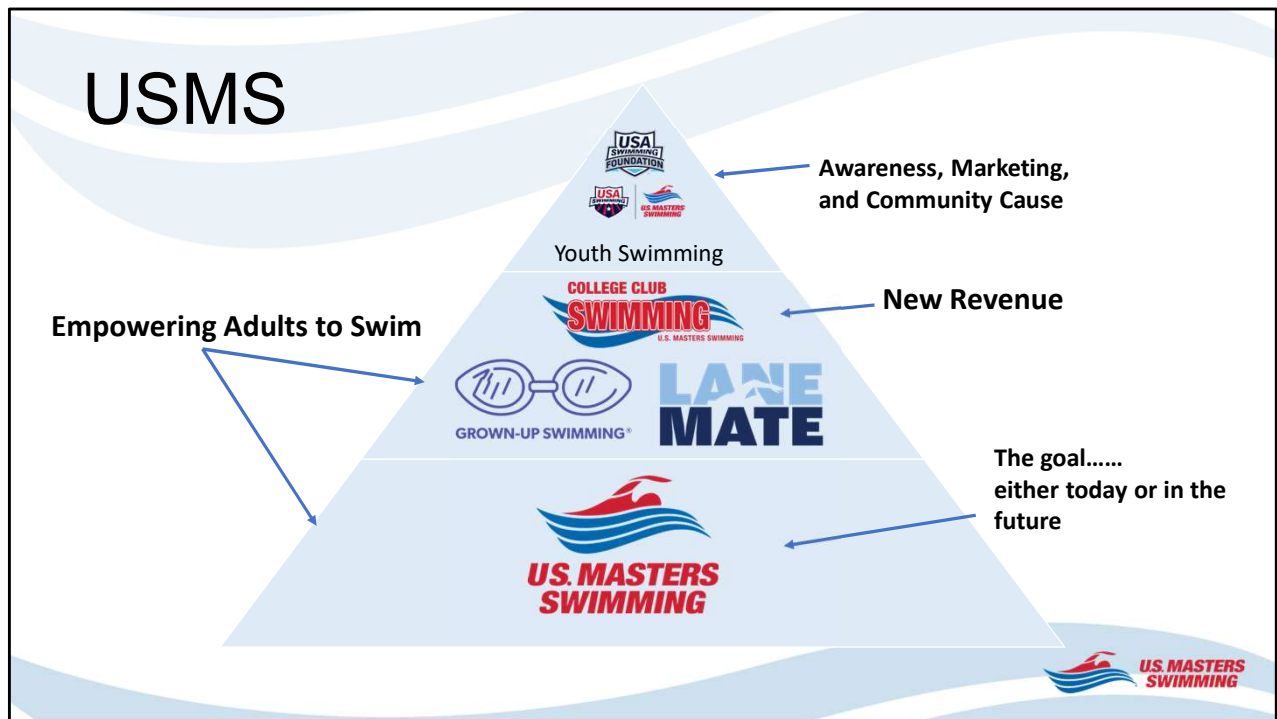
- **That was a lot of information to absorb in a short amount of time, but I hope it provides a vision into the future of USMS.**
- **Stay tuned for more on LaneMate and video stroke analysis in the coming weeks.**
- **But you may be asking how does this tie to USMS strategy and how are they all inter-related.**
- **Each of these programs has cross over with our strategic priorities**
 - **Grown-Up offers new events to a broader swimming community**
 - **LaneMate addresses our independent swimmer strategy with appeal to a less experienced swimmer that may not feel they are ready for Masters**
 - **College Club Swimming builds on club, event, and community development for a specific demographic that are the future Masters members.**
 - **And of course USMS clubs, events, and the community built over 50 years is the core that we'll continue to develop and grow with the help of dedicated local volunteers like all of you.**

Pipelines to Membership



Key Points:

- The term pipeline is a bit of marketing jargon, but the staff often talk about creating pipelines of potential future members.
- We have been doing that through marketing campaigns, trial membership information, social media and database marketing.
- And we view the USA Swimming Foundation partnership as another avenue to spread awareness.
- But we now also have the ability for an adult interested in swimming to chose the program or programs that best fits their needs
- And once their involved we can educate them on the benefits of swimming with a USMS club or in an event to encourage them to become a member in the future.



Key Notes:

- Perhaps a better visual is this pyramid.
- The top of the pyramid helps raise awareness AND support our chosen cause among the large population of youth swimmers and their parents.
- Which leads to involvement through new USMS products that for many are perceived as less of a commitment or the right fit for their lifestyle or age group
- With a goal of a lifetime swimming journey that can lead to Masters membership either now or in the future.
- AND from a business perspective
 - These new products create new revenue for USMS to pursue our mission, support operational needs and provide benefits.
 - They provide ways to participate in multiple programs USMS offers which also generates incremental revenue for USMS.
 - For example:
 - A Grown-Up Swimmer may decide to train more during the winter and can use LaneMate as a guide.
 - Or a USMS member may want to take part in the fun, laid-back, social environment of Grown-Up Swimming.
 - Or a LaneMate subscriber may decide it's time to train for and compete in a sanctioned event.
 - These new offerings can reduce our reliance on membership as the primary source of

revenue.

- **And they create new opportunities for local clubs and events to increase participation and generate revenue for long term viability.**

Thank You!!!

Questions:

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Schedule a call:

https://calendly.com/usms_ceo/ceo



Key Points

- **Thanks to those of you that have taken time this year to share your thoughts, vision, and even your concerns with the board and me.**
- **Thanks to those that have volunteered their time to help with governance and strategic development through committees, task forces, and other input**
- **Or have volunteered on a local pool deck.**
- **And most of all thanks to all you for your passion for swimming and support for USMS and your local swimming community.**