

WELCOME



RELAY2023
EVENT DEVELOPMENT
— HOUSTON —

MISSION:

**Empower Adults to Improve
Their Lives Through
Swimming**



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Vision:

Foster a nationwide adult swimming community through lifelong fitness, competition, and education.



Values

Fitness

Camaraderie

Inclusion

Learning

Excellence

Competition

Fairness



Strategies

Club Development (Relay '22)

Event Development (Relay '23)

Community Development (Relay '24)

Local Focus and Support

Independent Swimmer Support



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Have Fun



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National Office Activities

Branding Club Consulting and Support National Championships

Online and Print Content USMS+ Relay Try Masters Swimming

Videos Coach Education/Recruiting Facebook/Twitter/Instagram/YouTube College Club Swimming

Website/marketing analytics Digital Community Partnership/Advertising Open Water Sanction Consulting

Go-the-Distance/Swim.com/FLOGS Club Finder Sanction Management Champ Bid Solicitation

Audit Contract Management Renewal/Marketing Campaigns ALTS Annual Meeting Logistics

Local Event Marketing Top Ten/All American Workout Library Security/PCI Compliance Membership Registration

Volunteer Services/Training National Coaches Clinic Communication Calendar Web Design Budgeting

Insurance: COI/Claims Monthly and Quarterly Reporting/Forecasting Digital Transformation

Grievance Coordination Public Relations/Crisis Response USA Swimming Foundation/Partnership

Committee Liaisons LMSC Settlement/Reimbursements Virtual/Fitness Events **AND MORE.....**



2023 Review

Club and Event Development Programs

College Club Swimming Success

Continued Technology Improvements

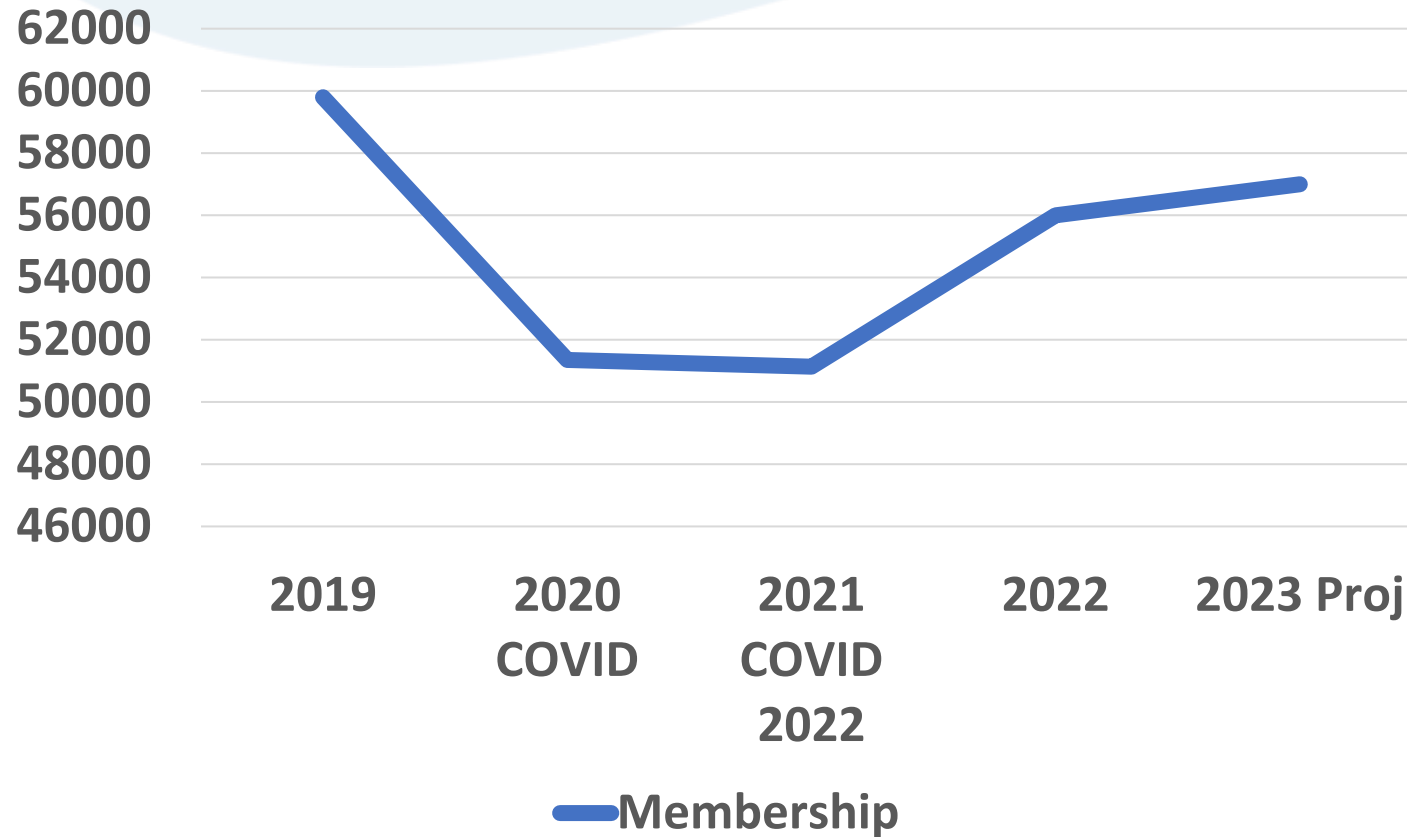
Largest USMS Event – Spring Nationals



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State of USMS

Membership

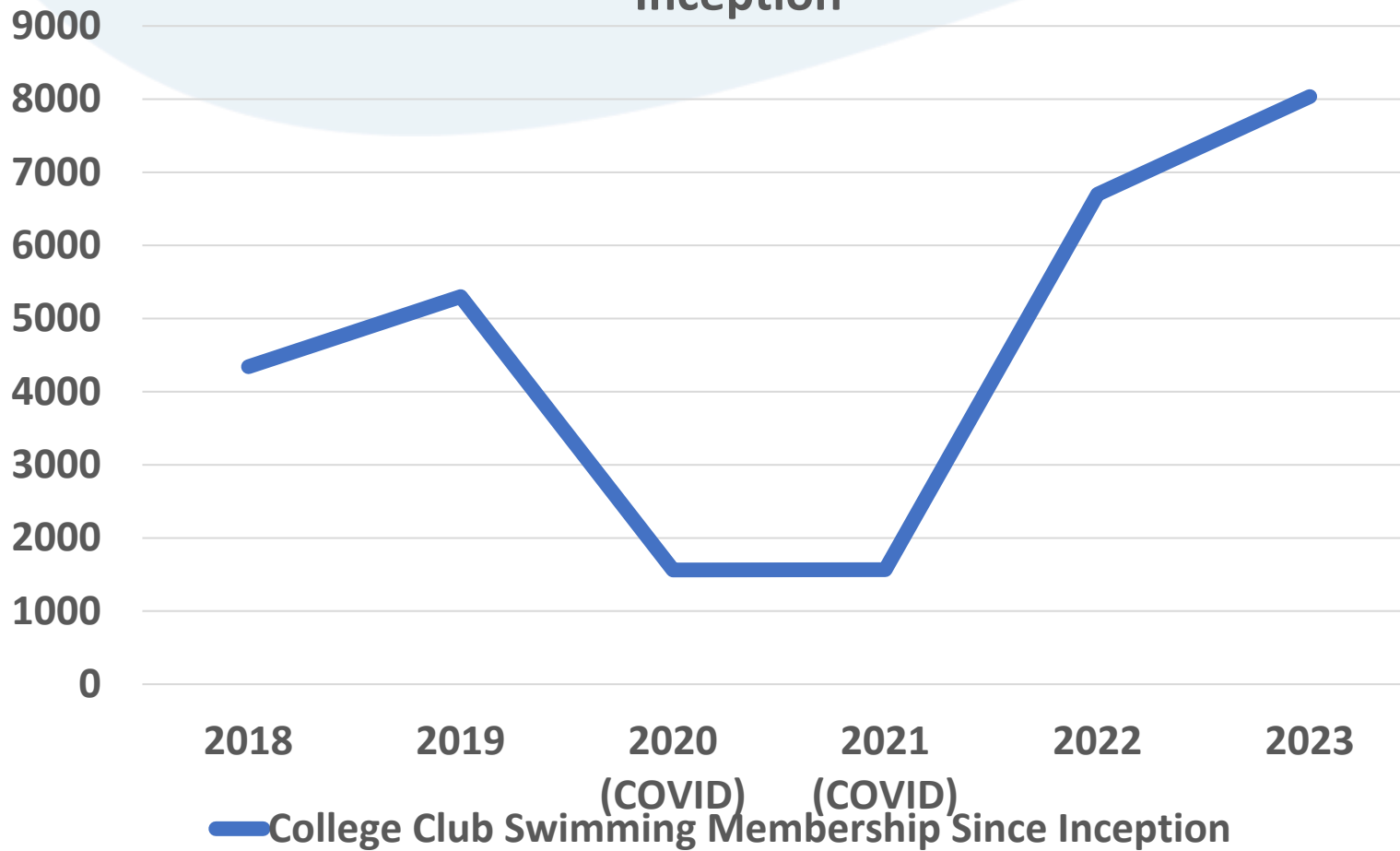


- Total USMS membership projected to increase by 1.5%



State of USMS

College Club Swimming Membership Since Inception



**2023 CCS National Championship
@ Ohio State:
1772 Swimmers**



State of USMS - Events

	2023 To Date	2022
Meets with results	346	388
Total meet participants	27,854	27,136
Unique USMS member participants	13,113	12,278



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



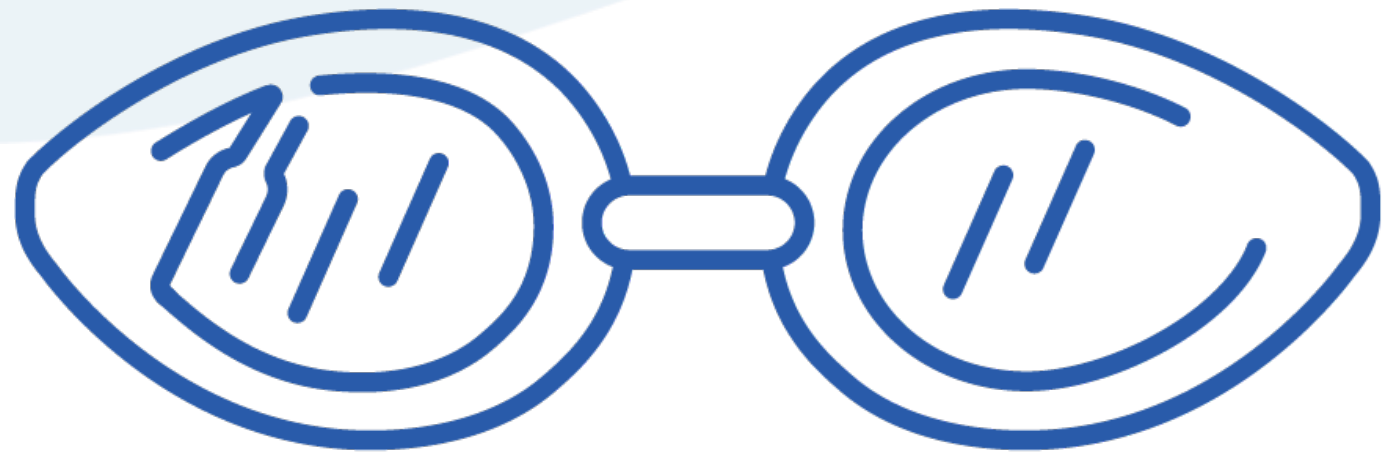
New Initiatives

Independent Swimmer

AND.....



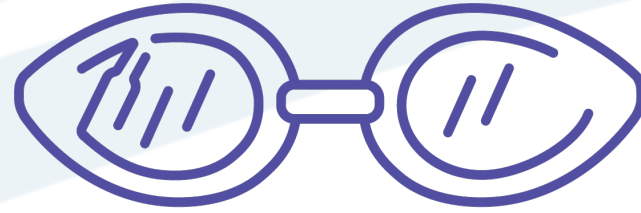
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GROWN-UP SWIMMING

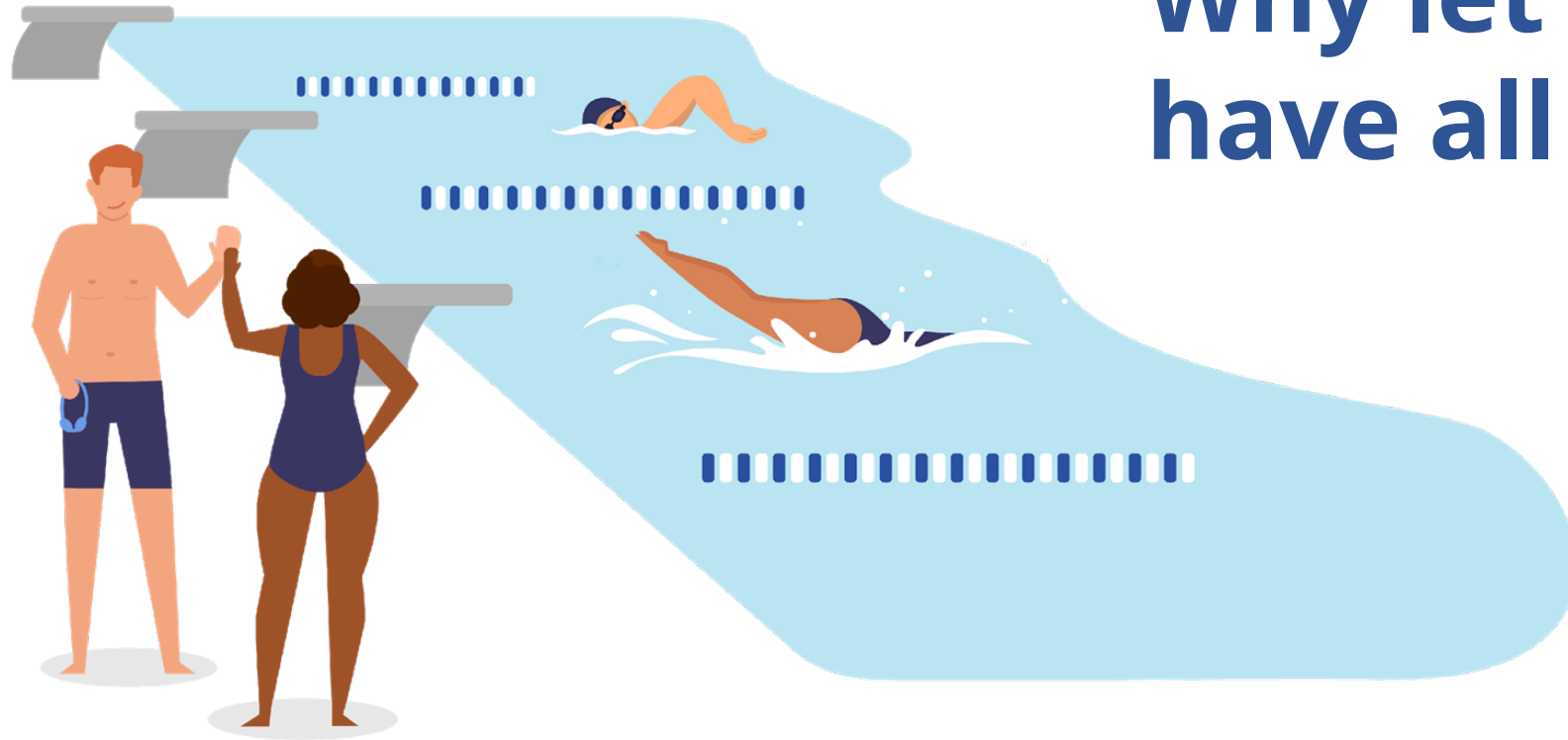


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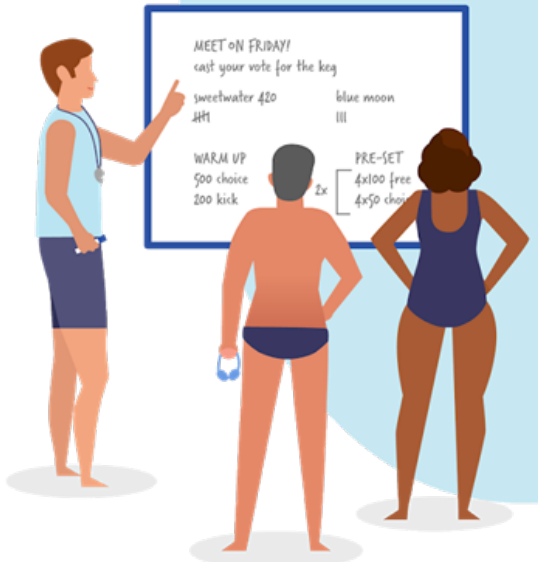
GROWN-UP SWIMMING®

Why let kids have all the fun?

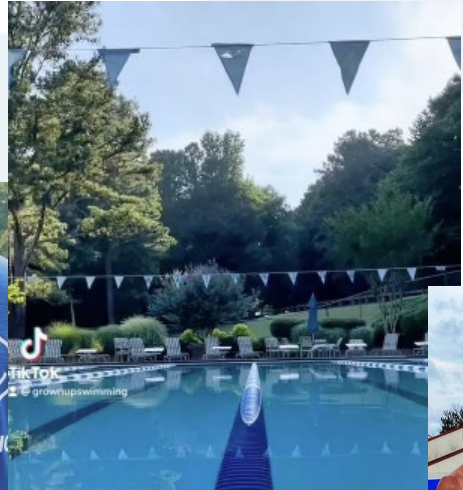


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To bring adult summer league swimming to every town in the U.S.



What's it look like

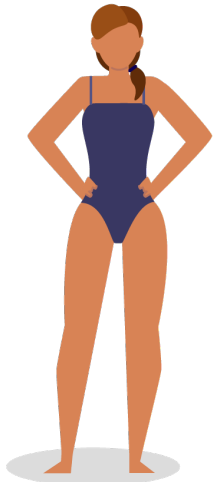


Meet the swimmers

Kaitlyn

Kaitlyn could swim before she could walk. She joined a club team when she was an 8 & under and swam through college. Now that she's graduated, she wants to stay fit and postpone the inevitable "swammer" status.

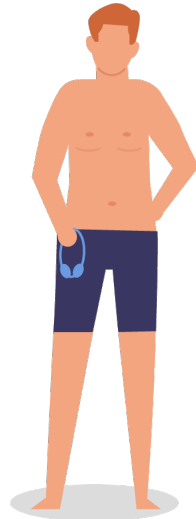
AGE: 25



Howard

Howard played tennis and soccer in his youth and early adulthood. Five years ago, he injured his knee and had to scale back on high-impact activities. He loves staying active but needs to protect his knee and avoid re-injury.

AGE: 36



Stacy

Stacy is a working mom who is looking to get in shape. She swam in high school and loves timing at summer league meets but thought that her swimming career was over before learning about Grown-Up Swimming.

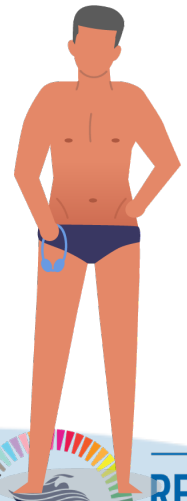
AGE: 42



Marco

Marco is a seasoned athlete who enjoys competing in triathlons. He wakes up early every day to train for upcoming races. He already gets lots of exercise but wants to spice up his fitness routine with a bit of fun.

AGE: 60



Meet the league directors



John

SALES PROFESSIONAL

John is a salesperson and a swimmer with a strong network in the swimming community. He loves the sport, and takes every chance he can get to be involved. He has had a grown-up job for a couple of years now, and has proven that he has the skillset and desire to organize community events. He's been successful in his career, but he would love to make some money on the side. He thinks Grown-Up Swimming could be the answer!



Amanda

CLUB COACH | MASTERS COACH

Amanda is a year 'round coach. Swimming is not only her career, but it's what she loves. Right now, her masters swimmers come in, swim, and leave. She's looking for ways to attract more masters swimmers and get them more engaged with each other as a community. She thinks that starting a Grown-Up Swim League would be a great way to do just that!



Matt

TEACHER | HS COACH | SUMMER LEAGUE COACH

Matt is a teacher who coaches high school AND summer league teams. He loves being involved in the sport, and has a ton of friends in the local swimming community. He's looking to make a few extra bucks during his free time in the summer. He thinks, "Hey, I'm going to be hanging with these folks anyway, may as well put on an event and get paid for it, right??"



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Grab your goggles and let's get started!



Learn more at grownupswimming.com
Contact us at brian@grownupswimming.com



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Share, Enjoy!



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