



# community sailing center

lake champlain : burlington vermont

## 1. Describe your program start up, date, location

- a. The Community Sailing Center (CSC) was founded in 1994 by several sailors interested in providing public access sailing for all members of our community. The first few years, the CSC ran a small number of programs with few boats, operating out of a dilapidated coal plant on the Burlington waterfront.

Over the course of the next 10 years the organization grew significantly, adding a high school sailing team, a variety of summer camps and adult programs as well as fleets of paddlecraft and adaptive (for anyone with physical or cognitive disabilities) sailing and paddling. CSC refined their mission *to encourage and celebrate the responsible use and long term stewardship of Lake Champlain by fostering educational and recreational opportunities for all members of our community*. This opened the door for more local non-profits and other youth service providers to take advantage of the unique programs using sailing as a medium to discover self-confidence and leadership skills. They moved next door to the Water Department garage and added a white education tent to provide additional classroom space.

In 2008 the organization expanded once more to include additional educational options such as STEM (science, technology, engineering and math) programs for schools. Today, these school programs continue throughout the year, using a multi-visit, looping curriculum providing a continuous pathway for all students to participate in placed-based education, utilizing sailing as a medium to achieve curricular goals. Today, additional programs include single gender opportunities for women and girls, youth development and life skills training for local youth, and a variety of other recreational classes and clinics for all ages on all different types of boats and paddlecraft.

**As a recreational and educational cornerstone of this community, the Community Sailing Center is built on these core values:**

- **Passion**  
For sailing, for paddling, for the grandeur of Lake Champlain, and for the thrill of being on the water
- **Stewardship**  
Of the lake through responsible practices, environmental education, and stewardship programming



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- **Education**  
Through a curriculum of sailing instruction, water safety, personal empowerment and a welcoming environment in which to learn
- **Access**  
To the lake, both physically and conceptually, for all lifestyles and abilities, through our curriculum and tuition subsidies

Currently (2017), a stand-alone facility is under construction. It will provide classroom and office space, restrooms, gear storage, meeting rooms, outside deck and indoor storage for boats and other craft.

- b. The CSC is located on the shores of Lake Champlain in downtown Burlington, VT.

## **2. Describe your venue, service area, include wind, water conditions, environmental setting, etc.**

- a. In Burlington, VT our location is right in Burlington harbor, next to a public boathouse and ferry area. We are stationed north of the Coast Guard station and outside the boathouse mooring area, creating an accessible spot for new and veteran sailors to access the broad lake. We operate in a freshwater environment with varying wind conditions.

## **3. Describe your facilities, & services provided at your location(s)**

- a. Our facility hosts a variety of services including public sailing and paddlecraft rentals, a hoist for larger boats, public launch ramp for paddlecraft, and a number of different sailing and paddling programs.
- b. All year-round staff and program operations are out of a small, city-owned garage with additional space in a large white tent. However by the end of 2017 the CSC will have a stand-alone 3-story building complete with classrooms, offices, indoor storage, and more.

## **4. Outline your fleets of boats, why you chose them, your rotation schedule for old boats.**

- a. CSC has an extensive fleet of 420s, Hartley 10s, O'Pen Bic dinghies, Lasers, Sonars, Rhodes 19s. We chose the Hartley and Bic for their durability with



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our younger sailors, using the Hartley for beginners and the Bic for intermediate sailors. Our keelboats – Sonars and Rhodes 19s are ideal for really young sailors who need an instructor on board and all of our group programming that focuses on leadership and life skills development.

- b. CSC also has a large number of paddlecraft including stand-up paddleboards, kayaks, and canoes.

## 5. Provide a description of the programs your program provides to the sailors in your area.

- a. CSC is an Accredited Community Sailing center through US Sailing and serves over 6,200 people annually through 6 unique program areas: Youth, Adult, Custom, Performance, Signature, and Lake Access
  - i. *Youth* –summer learn to sail classes and multi-activity summer programs.
  - ii. *Adult* – learn to sail courses (dinghy and keelboat), SUP clinics, Laser Clinics, Drop-In (2 hour intro keelboat classes), and Adult Big Boat programs.
  - iii. *Custom* – individually designed multi-hour keelboat programs and paddling programs for any organizations including corporate team-building.
  - iv. *Performance* – Summer sailing race team, spring and fall high school sailing team, and corporate race league.
  - v. *Signature Programs* –
    - Leader Ship – a youth development program focused on leadership training, communication, and life skills development.
    - Floating Classrooms – STEM education aligned with school curriculums.
    - Women in Wind – single gender classes for youth on dinghies, and a variety of women’s-only sailing options and events.
    - Adaptive Watersports Program – sailing for individuals with physical and cognitive disabilities.
  - vi. *Lake Access* – public access rental programs for sailboats and paddlecraft. This area also includes our public boat storage program for sailboats and paddlecraft.



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- b. All CSC sailing instructors hold US Sailing certifications and the CSC offers training courses through US Sailing to the entire community. In addition we run a number of special events throughout the season from paddleboard racing to social summer celebrations.
- 6. Discuss what obstacles you have faced in getting your program to where it is today.**
  - a. The CSC has grown immensely in the past decade and as they approach their 23<sup>rd</sup> seasons they have faced challenges with the physical facility. Operating out of a garage, using port-o-potties, and a white tent has made it difficult for the organization to meet the community need. Currently serving over 6,200 people annually, the organization is in need of stand-alone facility with adequate learning spaces, restrooms, and offices.
- 7. Outline successes, awards, commendations, etc. your program has achieved**
  - a. Accredited US Sailing Community Sailing Center
  - b. Received the following Community Sailing Awards from US Sailing:
    - i. 2016 – Volunteer of the Year – Dana Bolton, CSC Volunteer and Staff
    - ii. 2012 More than 10 years Hallmark Performance
    - iii. 2012 Creative Innovations in Programming – Jen Guimaraes, CSC Staff
    - iv. 2011 – Outstanding Program Director – Kate Neubauer – CSC Staff
    - v. Martin A. Luray Award – Marcel Beaudin, CSC founder
- 8. Discuss the establishment of any partnerships you have built in the process of developing your program operations.**
  - a. The CSC currently fosters 71 community partnerships. It is these partnerships that have become the key criteria to our growth and success.
  - b. Several examples of our partnerships:
    - i. Parks and Recreation Departments – we work with a number of parks and recreation programs in the county to provide learn to sail opportunities for all youth in the area.
    - ii. Burlington School District – CSC created a STEM Curriculum in 2008 which is now supplemented by US Sailing’s Reach curriculum and utilized in 5 of 6 elementary schools in the district through a year-round, multi-visit program model. All lessons are aligned with school



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standards and incorporate on land and on water instructor. Other schools in the state participate in one-time visits as well.

- iii. University of Vermont (UVM) – The UVM club sailing team is housed at the CSC. We provide launch facilities, boat storage, and indoor space for chalk talks and meetings.
- iv. Boys and Girls Club – our relationship with the Boys and Girls Club has lasted over a decade. We provide a youth development program to support young people in discovering their leadership abilities, communication strategies, and life skills.

**9. Describe your financial development program. How have you raised money, i.e. community events, grants (don't need to provide your proprietary sources), auctions, raffles, etc.**

- a. For over 22 years, the CSC raises funds through fee for service programs, signature events, and private charitable contributions. In addition, corporate grant and foundation support assures program development and implementation. The CSC's business model is based on approximately 60% of income from earned revenue; only 40% of revenue is dependent on grant or other charitable support. With board guidance, and other professional collaborations, we continually strive to increase earned revenue supporting our programs required financial assistance.

**10. Describe what your cost structure is for membership or sailing lessons**

- a. CSC is a non-membership organization. All programs and services are open to the public. Our goal is to provide Lake Access. Life Lessons. For All. members of the community. We offer hourly rentals at market rate as well as courses, classes and clinics. In addition we do have season long passes that can be purchased for the enthusiastic watersports individual or family. All of our Signature Programs are offered to partners and subsidized through scholarships.



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**11. Describe the marketing/outreach strategies you have implemented to bring new members/customers into your program.**

- a. CSC has employed a part-time marketing person regularly since 2013. We work hard to maintain a high level of brand awareness and consistent messaging across all social media and website. In addition we create a number of outreach tools to inform community members and tourists about the opportunities available to them to get out on the lake.