



1. Describe your program start up, date, location

Mission Bay Aquatic Center is located in San Diego's beautiful Mission Bay Park, an ideal location for a wide variety of watersports. Our 24,000 square foot facility houses over 20 motorized watercraft, 60 sailboats, 100 surfboards, 15 windsurfers, 90 kayaks, 70 paddleboards, and 20 rowing shells.

The Mission Bay Aquatic Center was started in 1970 when Glen Brandenburg, a San Diego State University student at the time, enrolled in a sailing class at the city-run sailing center. The instructor stopped showing up part way through the class, and Glen assumed the role as the new instructor. Glen worked with Associated Students of SDSU and UC San Diego Recreation to assume the lease of the then dilapidated boathouse. In 1973 both universities entered a lease agreement with the City of San Diego for the building and the Mission Bay Aquatic Center was born. Since then, both universities have worked together to build the center into the world-renowned program it is today.

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

MBAC operates on Mission Bay, which provides an ideal learning environment. Our typical wind conditions are relatively light, with 10-12 knots being a common daily max wind speed. Mission Bay is an amazing watersport playground surrounded by sandy beaches with calm, well-protected waters. While most of our sailing occurs on Mission Bay, we also have easy access to the ocean for our keelboat courses.

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

Mission Bay Aquatic Center is unique in that sailing is just one part of what we do. MBAC offers instruction in small boat sailing, keelboat sailing, windsurfing, wakeboarding, waterskiing, wakesurfing, stand up paddling, kayaking, surfing, rowing, and powerboat handling. We offer regularly scheduled classes, private lessons, special events, rentals, and a youth watersports camp. Over 25,000 people participate in a watersport at MBAC every year.

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

Our sailing fleet consists of 35 Sabots, 10 Holder 14s, 10 Hobie 16s, 12 Lasers, 3 J24s, 2 Freedom 20s, and a Compac 23. Each fulfills a different need and MBAC selected each boat after a careful examination of our program needs combined with a close look at each boat's handling characteristics and long-term durability. Because MBAC has an on-site maintenance department, we can maintain and repair our

boats in house, and this allows us to keep boats in our program for a very long time. You wouldn't know it by looking at our fleet, but many of our sailboats have been in service at MBAC for over 20 years.

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

MBAC's sailing programming offers many different ways to get on the water. In both small boats and keelboats we offer recreational classes, a youth summer camp, private lessons, university credit classes, and special events. Our small boat students can earn a US Sailing Small Boat certification while our keelboat students can earn US Sailing's Basic Keelboat, Basic Cruising, and Coastal Navigation certifications. Students at San Diego State University and University of San Diego can even earn university credit by taking one of our semester-length courses.

6. Discuss what obstacles you have faced in getting your program to where it is today

As the programs at MBAC continue to grow, our largest challenges are logistical. Each day at MBAC has unique logistical challenges. It takes an incredible amount of effort to ensure that equipment is available, safe, and ready for use, and that our instructors are well-prepared to independently and safely teach every class they are scheduled for. There is a huge amount of planning and detail-oriented work that happens at MBAC to keep our programs running and we are only able to be successful because of our amazing staff.

7. Outline successes, awards, commendations, etc. your program has achieved

MBAC has received a number of awards, but we are most proud of our reputation as an industry leader in terms of watersports programming and safety. Countless other programs have visited MBAC to witness and learn from the result of more than four decades of continual instructional evolution.

8. Discuss the establishment of any partnerships you have built in the process of developing your program operations.

MBAC was created and still exists as a partnership between SDSU and UCSD, so our partnerships have been critical to our program since the beginning. This partnership allowed the universities to split the risks of founding a waterfront instructional facility. MBAC gained access to the support and knowledge of two world-class universities, allowing us to offer an incomparable breadth of unique watersport opportunities for their students and the general public.

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.

While MBAC does receive a number of grants each year, our programming is almost entirely supported by user fees paid by our customers.

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

All of our classes are offered at two different price points. We want as many people as possible to have the chance to experience a watersport with MBAC, so we keep our prices for the general public as low as we can. Because of our affiliation with SDSU and UCSD, current students of those two schools are offered an even lower price on our classes.

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

Throughout MBAC's long history our most effective and valuable marketing has proven to be word of mouth. We do put a lot of effort into reaching new customers through our website, printed brochure, and social media accounts, but our primary focus is on delivering safe and positive experiences for our students. You could not hope for more effective marketing than a group of excited new sailors telling their friends and family about their experience and encouraging them to sign up for a class.