



**flex**

#SWIMBIZ

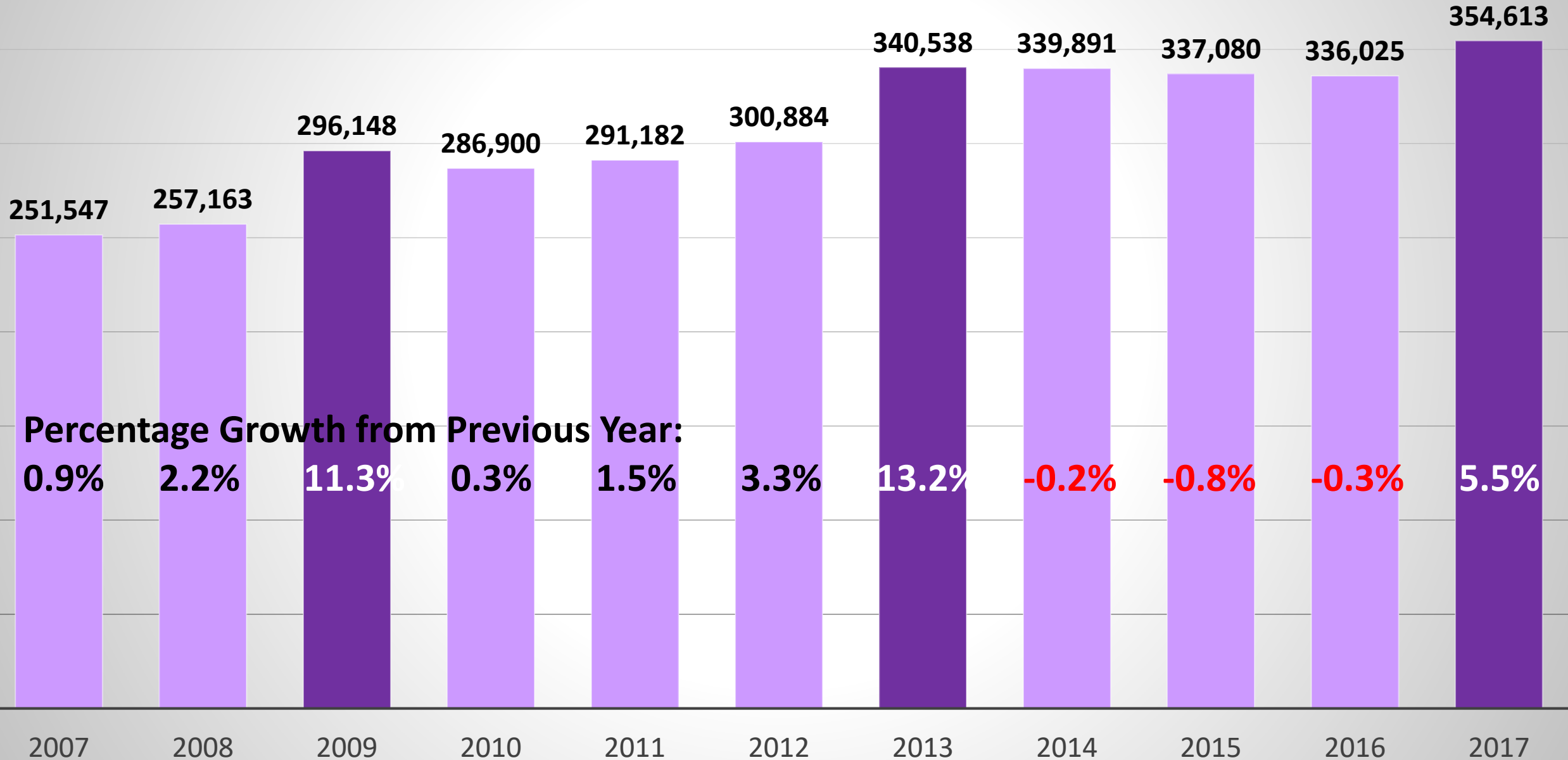


#SWIMBIZ

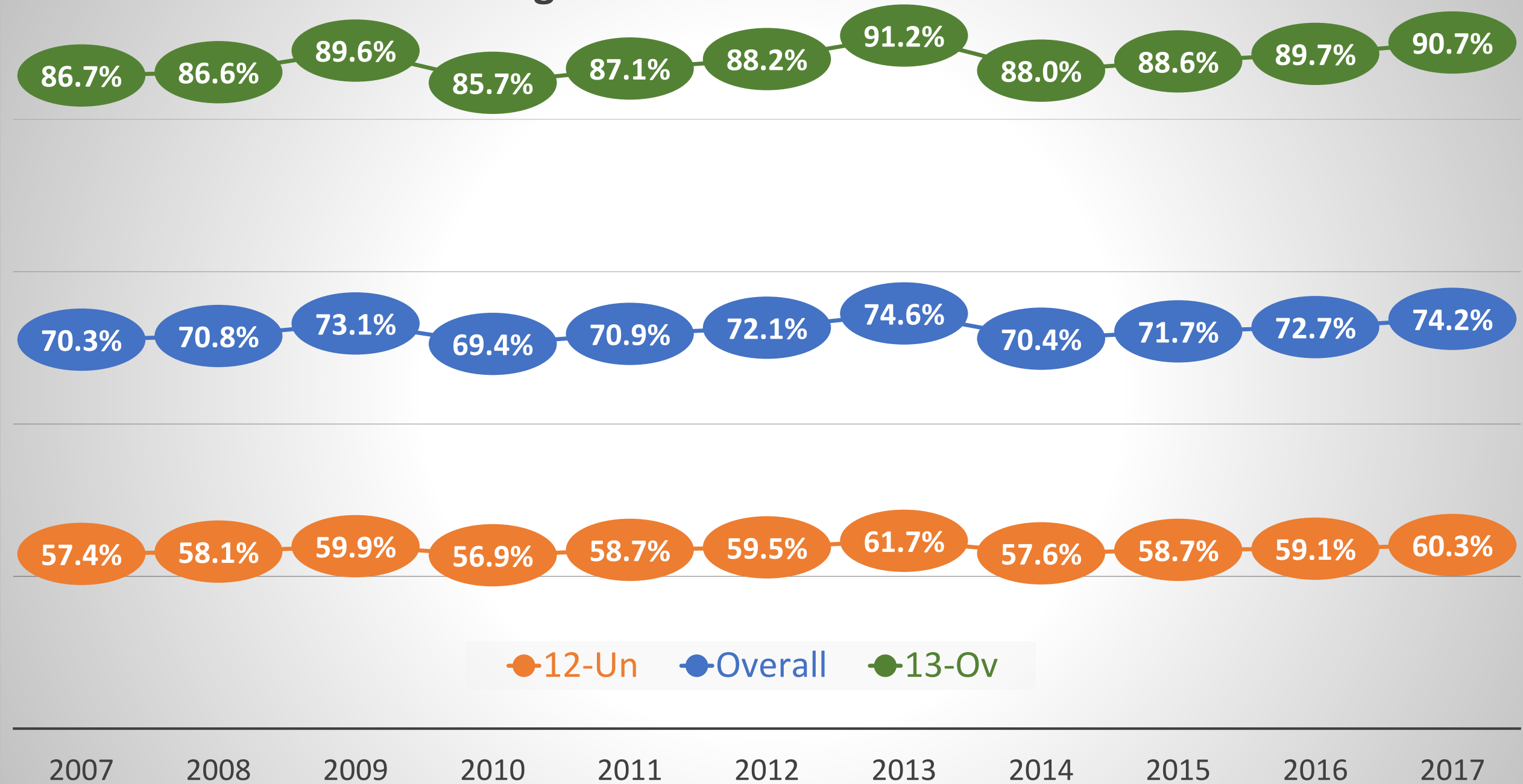


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membership

# Number of Year-Round Swimmers by Year

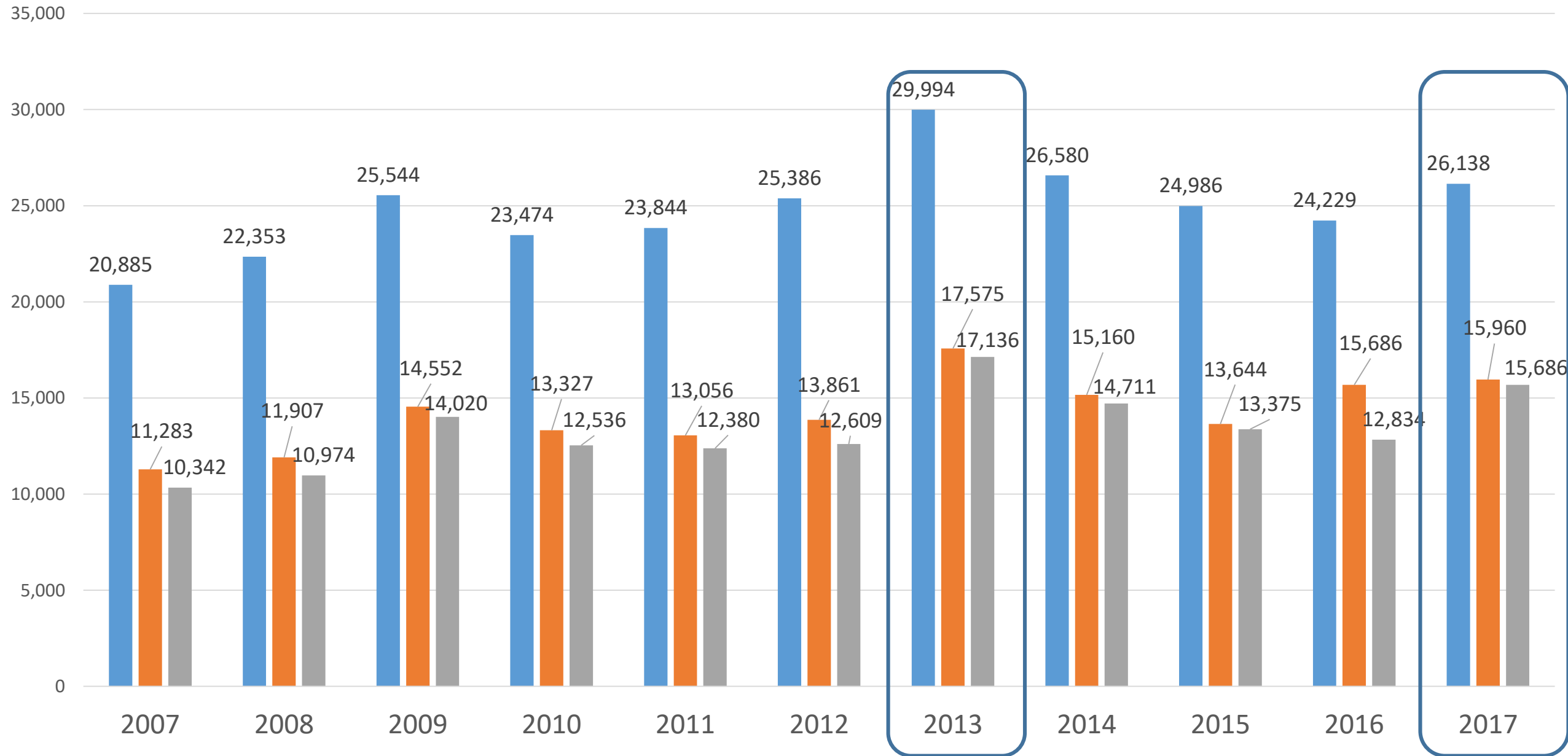


# National Retention Percentages



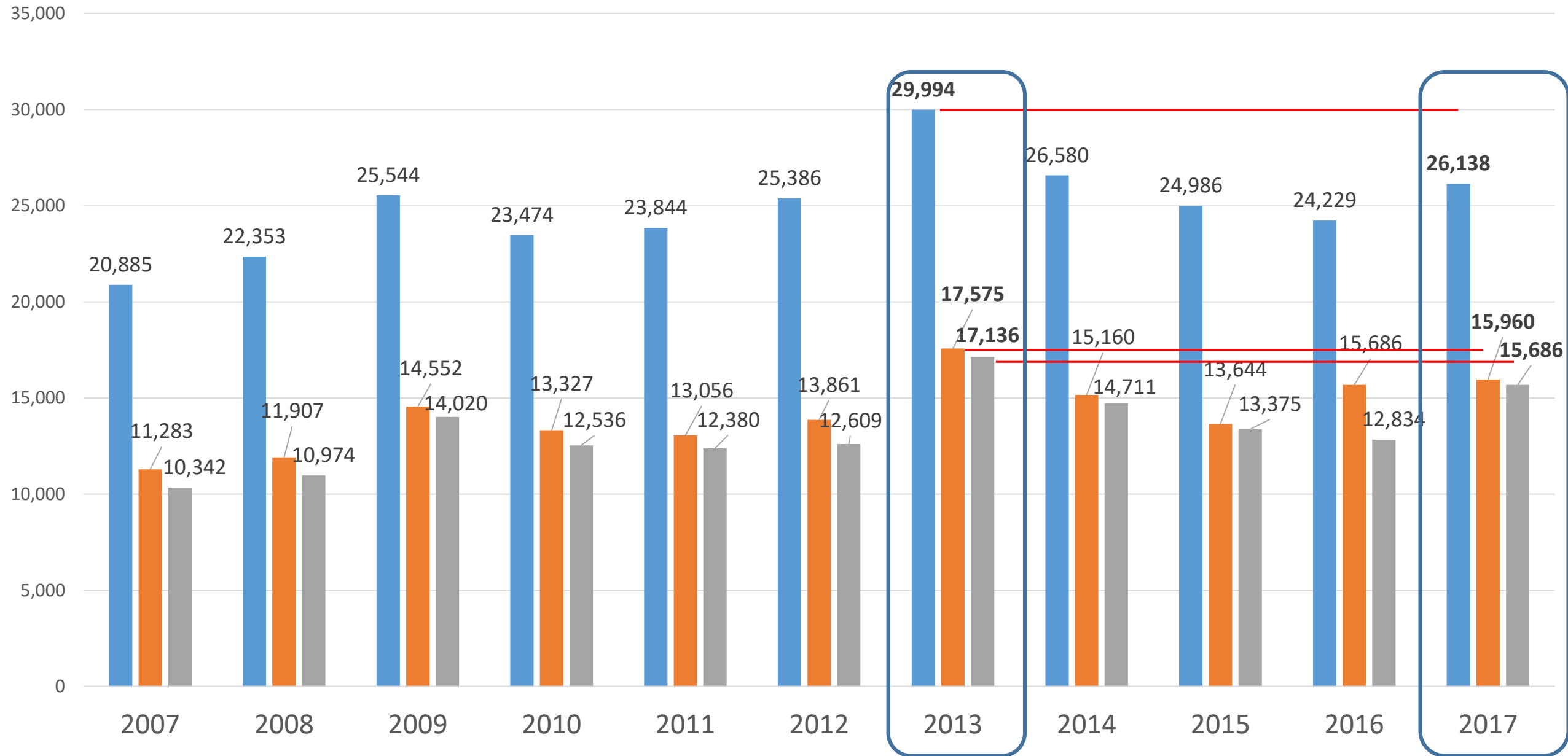
# New 10-Unders

8-Under 9 YR old 10 Yr old

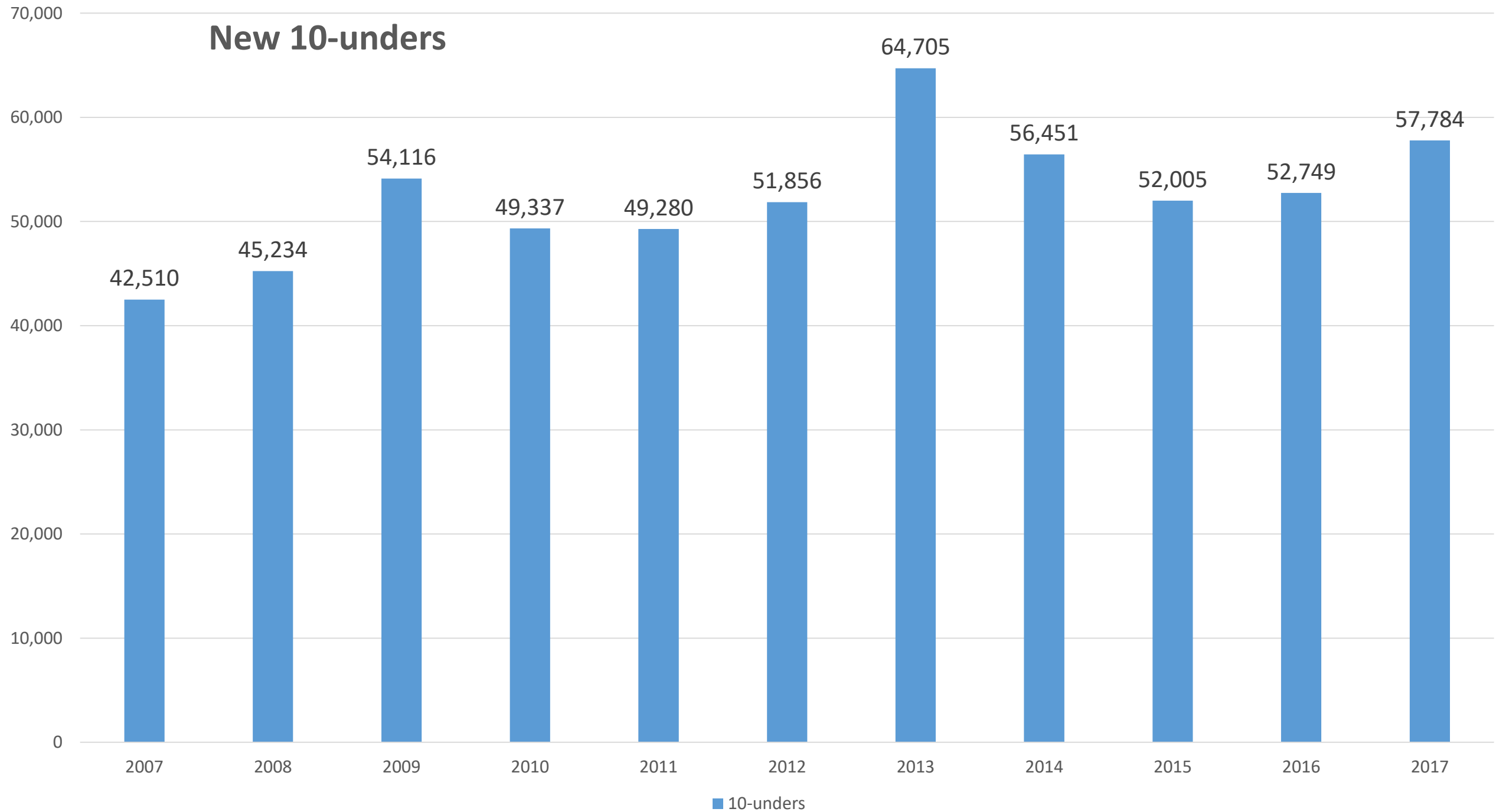


# New 10-Unders

8-Under 9 YR old 10 Yr old



# New 10-unders







## AND FOR 2018

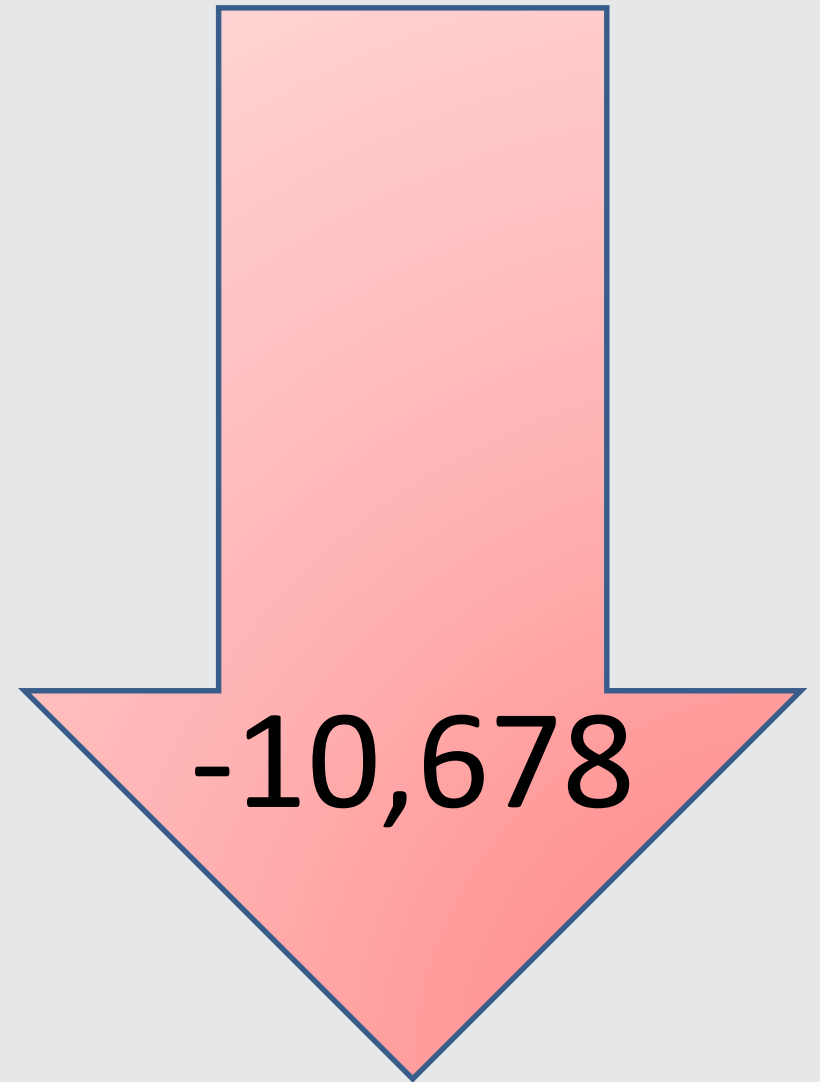
- For renewals





## AND FOR 2018

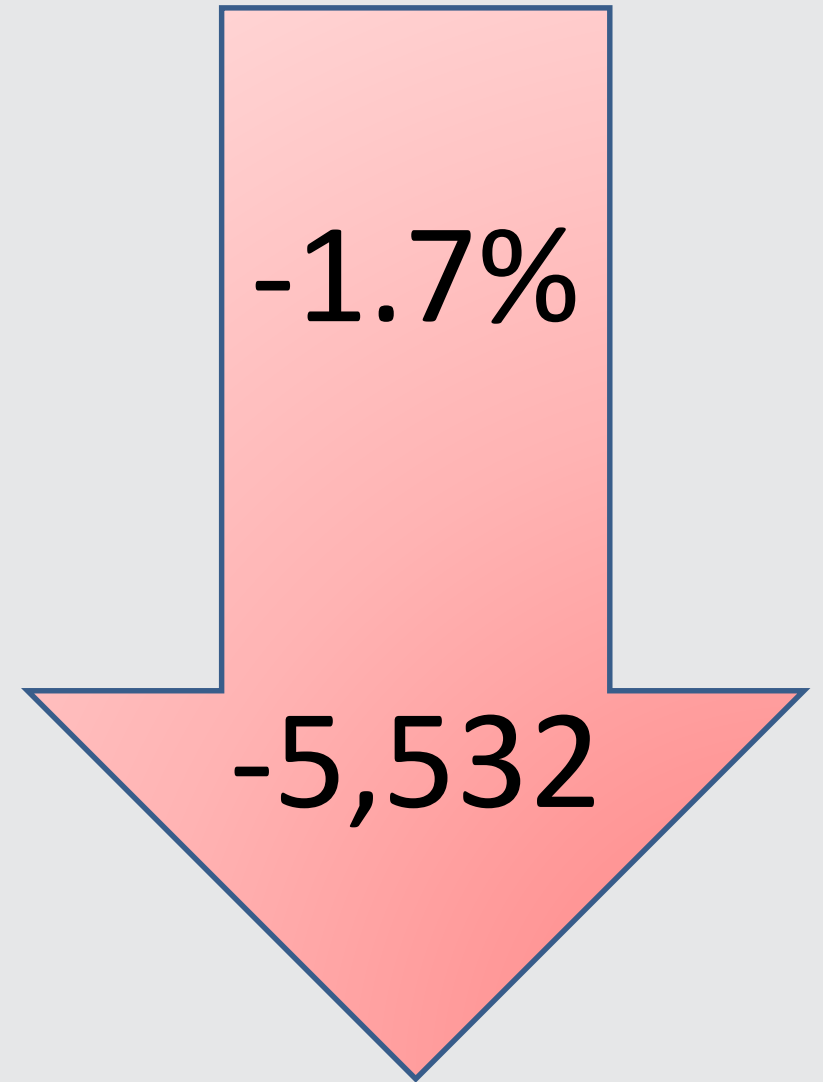
- For renewals +3,678
- New Swimmers  
(all ages)





## AND FOR 2018

- For renewals +3,678
- New swimmers **-10,678**
- Total YTD





## AND FOR 2018

- For renewals +3,678
- New swimmers -10,678
- Total YTD -5,532
- 2<sup>nd</sup> Highest Membership



## SWIM MEET PARTICIPATION


15.1%

Of 12-Unders don't  
compete in a sanctioned  
swim meet



*“With the demands we put on young swimmers we will continue to see a decline in time commitment.”*

*– Board Member*



*“I urge you to consider something that looks more like summer swimming as a brand or ‘USA Swimming Lite’”*

*– Allied Organization Member in Attendance*



*“The model of 2-3 day meets  
(for young swimmers) is  
broken.”*

*– Board Member*





*“How do we get kids in the door in a non-committal world ... so they can also play football or dance?”*

*– Board Member*



# WHAT PARENTS TOLD US

- 77% don't consider a swim team after taking swim lessons
- 67% said interested in “lessons to improve technique”
- 63% say they would be more interested to try swimming with a free, introductory group lesson (67% if private)



# WHAT PARENTS TOLD US

- Biggest benefits to encourage parents to consider a swim team:
  - ✓ Affordability (67%)
  - ✓ Fun with friends (67%)
  - ✓ Safety (52%)
- 58% say interested in 1-2x/week programs
- Drops to 30% when asked about 3x/week



**AMERICA'S SWIM TEAM™**



**flex**  
**swim**  
membership



**PREMIUM**  
MEMBERSHIP



## WHAT IS FLEX?

- Year-round for a calendar year
- Fee is \$20 (\$10 to LSC and \$10 to USA-S)
- Primarily serve 12-Unders
- Upgradeable
- Two sanctioned meets per year (below LSC championship level)
- Includes same insurance benefits as current annual/“Premium” member



# TECHNOLOGY

- Create Flex member
- Upgrade Flex to Premium
- Can't create if already a member
- Two swim meets
- Credit of fee if upgrading



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