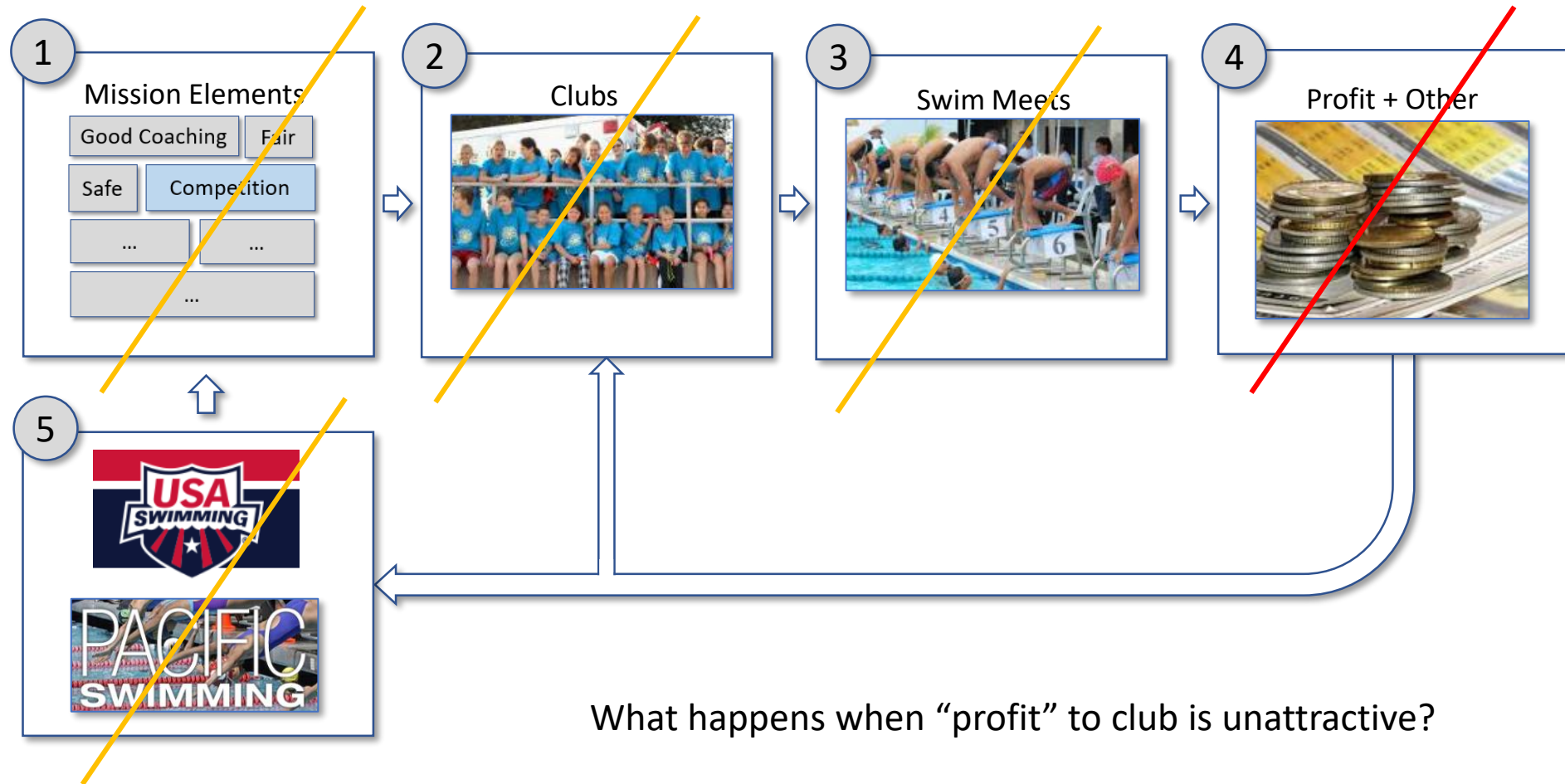


Swim Meet Economics

For Clubs

Introduction – Economic Cycle Is Mission Critical



What happens when “profit” to club is unattractive?

Our study examined why some clubs are “wildly” successful from a swim meet economic perspective and others struggle.

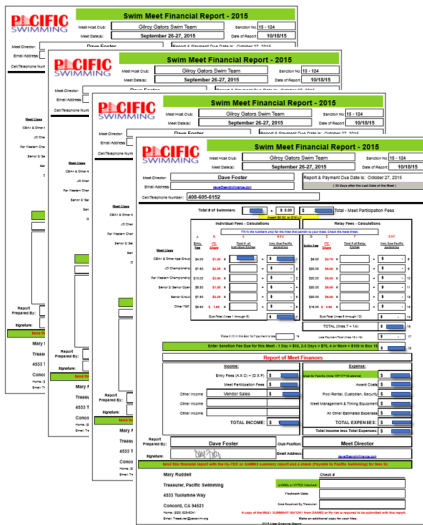
Summary of Findings

- Swim meet profitability varies by more than 10x
 - Profitability difference isn't tied to effort
- Size of host team is not a predictor of profitability
- Better practices can substantially improve profitability
 - Rules of thumbs encapsulate some best practices

Study Overview – Understand the Relationship of Revenue & Expense on Swim Meet Profitability

Surprising Groupings

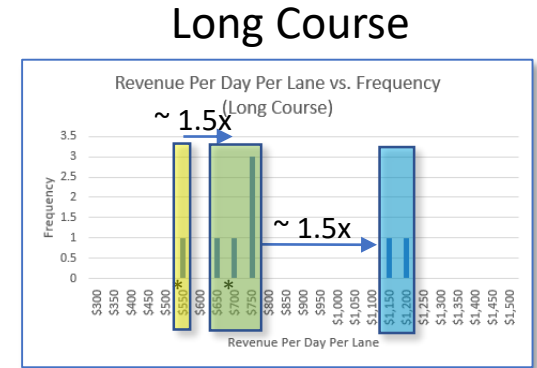
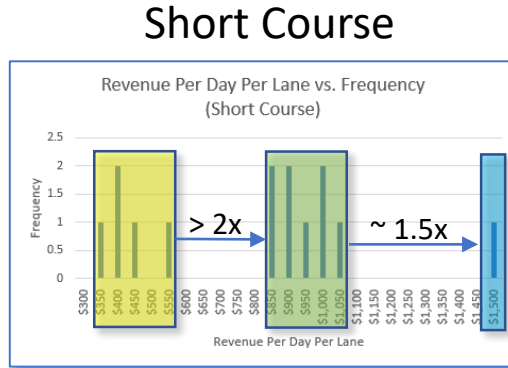
- Supports notion that some clubs struggle to make money
- But why?



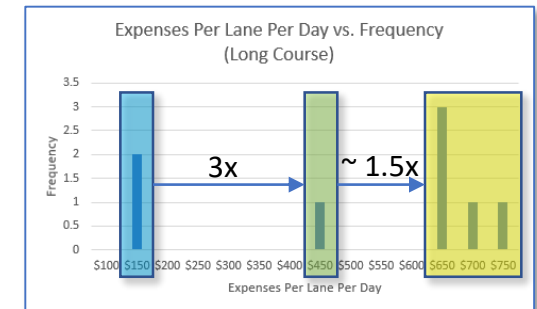
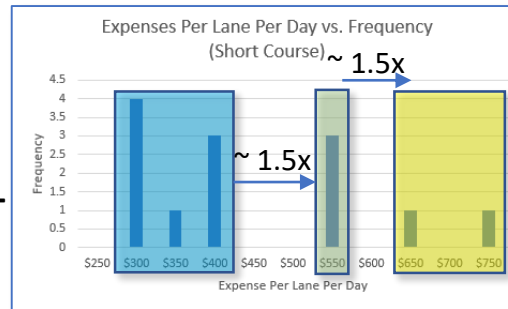
22 Meets



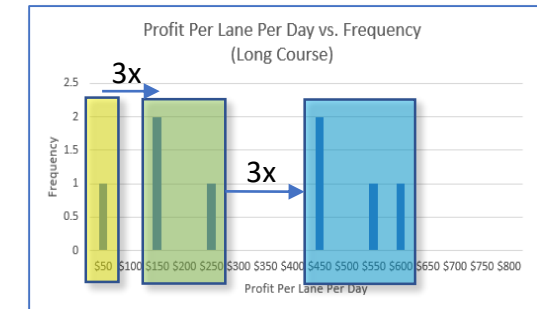
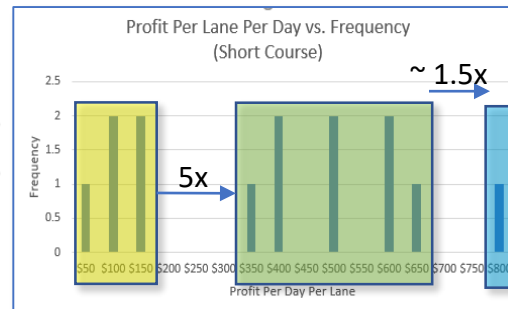
Revenue



Expense



Profit



There are substantial economic differences between meets!

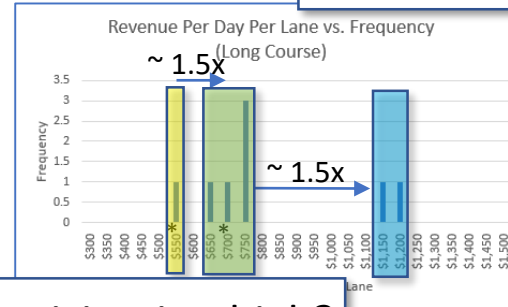
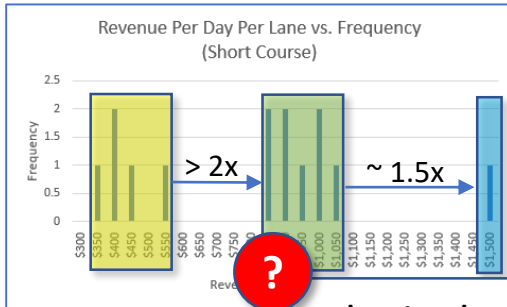


Definitions:
 Revenue = All swimmer fees + vendors + programs + snack shack + other
 Revenue Per Day Per Lane = Revenue / Days / Lane Count
 Frequency = count
 Expenses = PS Fees + Pool + Timing + Award + other
 Expenses Per Day Per Lane = Expenses / Days / Lane Count
 Profit = Revenue – Expenses
 Profit Per Day Per Lane = Profit / Days / Lane Count

Revenue Analysis

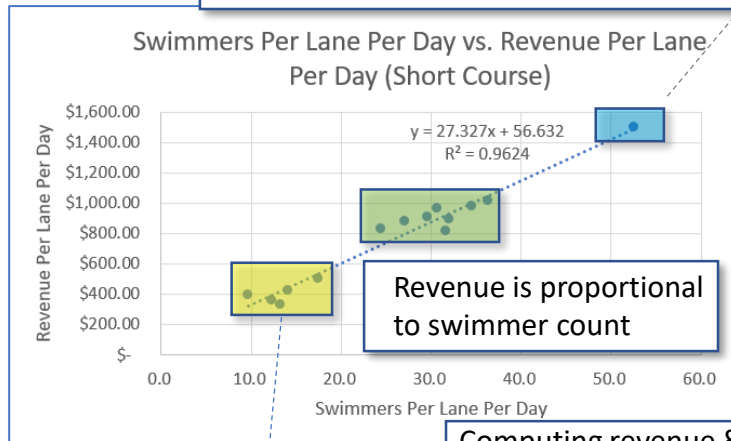


Why is revenue so high?

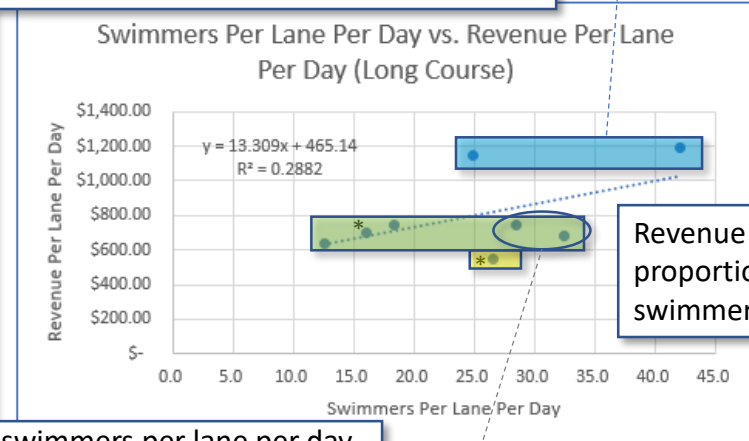


Why is the swimmer participation high?

Revenue generation based on swimmer count per lane



Revenue is proportional to swimmer count



Revenue is NOT proportional to swimmer count

Computing revenue & swimmers per lane per day adjusts for differences in lane count and number of days

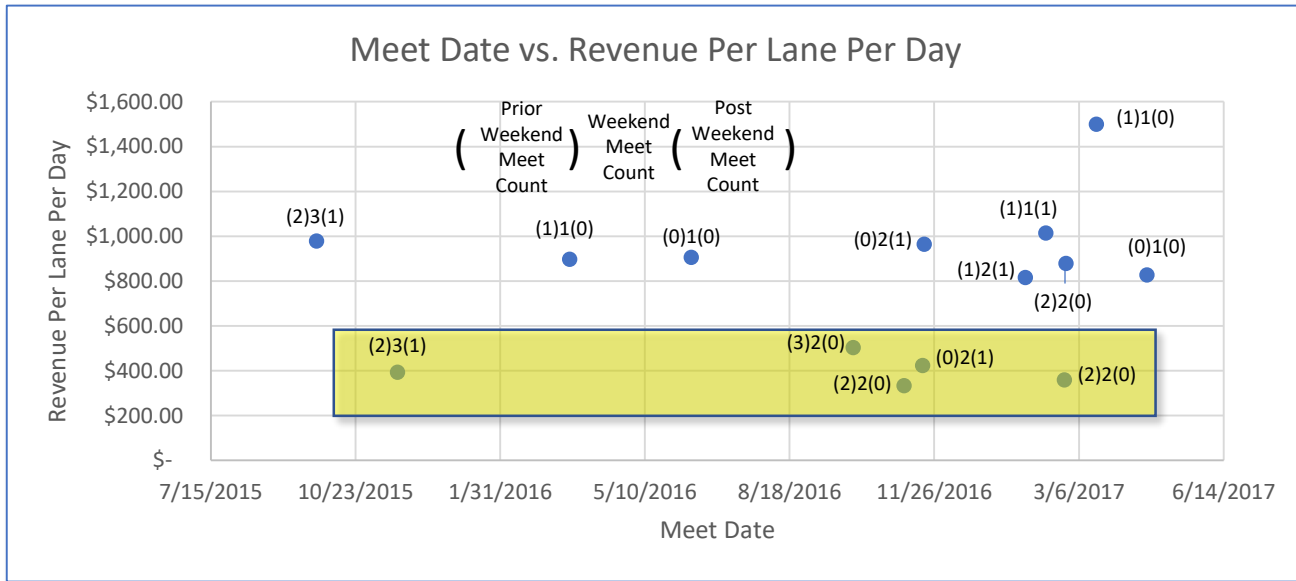


Why is the swimmer participation low?



Why is the swimmer participation so high?

Revenue Analysis – Swimmer Participation (Short Course)



Probability of “low revenue” is 80% when sum of meets is 4 or more!

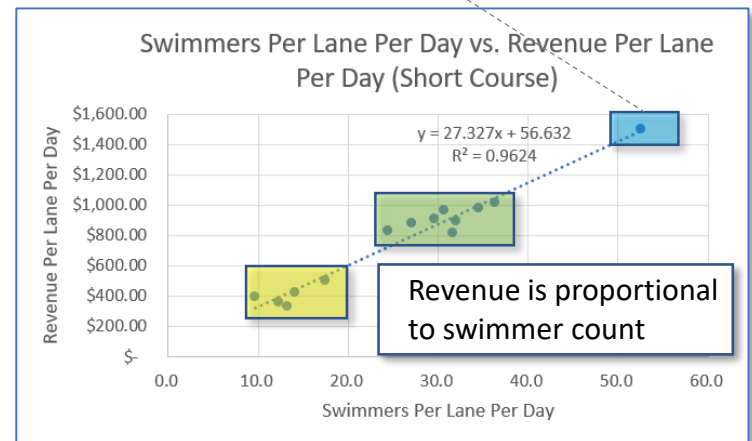


Scheduling meets during busy periods will likely result in reduced revenue



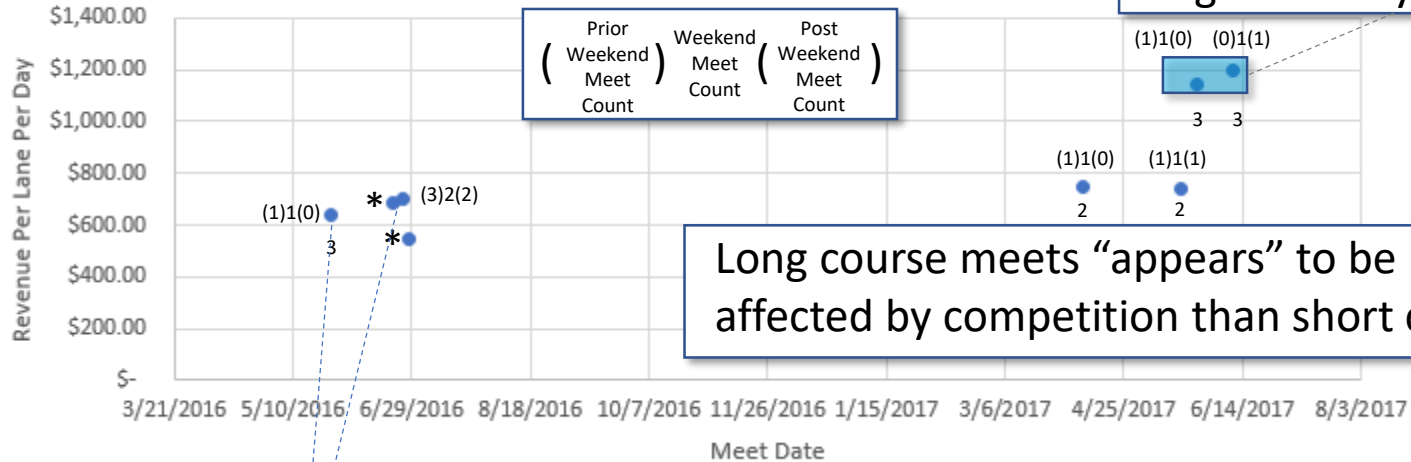
- Low Revenue is defined as less than \$600 per lane per day
- Sum is defined as the addition of prior weekend meet count, weekend meet count, and post weekend meet count
- Probability computed using Bayesian Statistics

Result of not monitoring signups



Revenue Analysis – Swimmer Participation (Long Course)

Meet Date vs. Revenue Per Lane Per Day (Long Course)



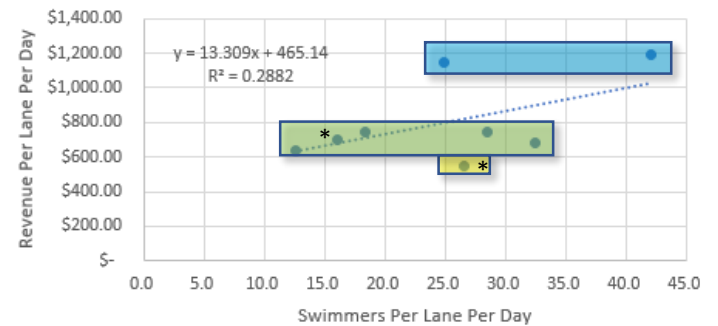
Revenue is only marginally higher because the meet length is 3 days

Long course meets “appears” to be less affected by competition than short course

Question remains – why is the revenue low for these meets?



Swimmers Per Lane Per Day vs. Revenue Per Lane Per Day (Long Course)



Revenue Analysis – Swimmer Participation(Long Course)

High Swimmer Participation

Event #	Event	Event #
1	13 & Over 200 IM	2
3	11-12 200 IM	4
5	10 & UN 100 Fly	6
7	13 & Over 100 Fly	8
9	11-12 50 Fly	10
11	10 & UN 50 Back	12
13	13 & Over 200 Back	14
15	11-12 50 Back	16
17	10 & UN 50 Breast	18
19	13 & Over 100 Breast	20
21	11-12 100 Breast	22
23	10 & U 100 Free	24
25	13 & Over 100 Free	26
27	11-12 100 Free	28
29	13 & Over 400 Free	30
31	11-12 400 Free	32

Event #	Event	Event #
33	13 & Over 200 Breast	34
35	11-12 50 Breast	36
37	10 & UN 100 Breast	38
39	13 & Over 100 Back	40
41	11-12 100 Back	42
43	10 & UN 100 Back	44
45	13 & Over 200 Fly	46
47	11-12 100 Fly	48
49	10 & UN 50 Fly	50
51	13 & Over 200 Free	52
53	11-12 200 Free	54
55	10 & UN 50 Free	56
57	13 & Over 50 Free	58
59	11-12 50 Free	60
61	13 & Over 400 IM	62
63	11-12 400 IM	64

less open

less open

less open

less open

more open

not in other meet

more open

more open

not in other meet

more open



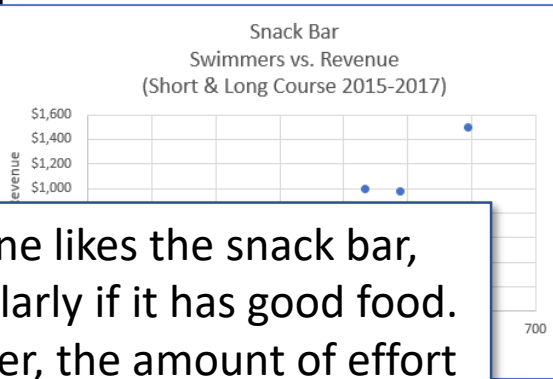
Low Swimmer Participation

WOMEN'S EVENT #	DESCRIPTION		MEN'S EVENT #
	AGE GROUP	EVENT	
1	9-10	200 IM	2
3	11-12	200 IM	4
5*	OPEN	1500 Free	6*
7*	Open	400 IM	8*
9	11 - Over	200 Breast	10
11	13 - Over	200 Free	12
13	10 & Under	50 Breast	14
15	11-12	50 Breast	16
17	9-10	100 Back	18
19	11-12	100 Back	20
21	13 - Over	100 Back	22
23	10-Under	50 Free	24
25	11-12	50 Free	26
27	13 - Over	50 Free	28
29	9-10	100 Fly	30
31	11-12	100 Fly	32
33	13 - Over	100 Fly	34
35*	OPEN	800 Free	36*
37	11 - Over	200 Back	38
39	10 - Under	50 Fly	40
			42
			44
			46
			48
			50
			52
			54
			56
			58
			60
			62
			64*

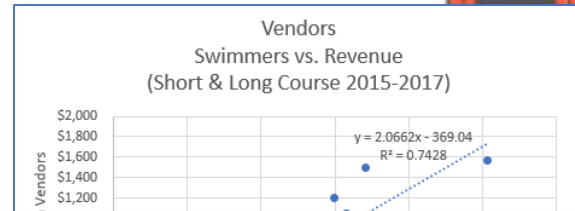
Selection of events for long-course may have a significant impact on swimmer participation and consequently revenue



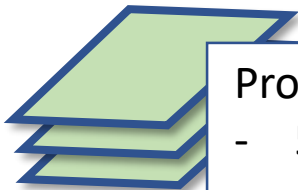
Revenue Details - Miscellaneous



Everyone likes the snack bar, particularly if it has good food. However, the amount of effort to host the snack bar may not deliver a corresponding benefit



While vendors require less effort than a snack bar, they still need to be managed and fees need to be collected.



Programs

- 5 examples
- All case, <\$100

Revenue from programs probably don't merit the printing effort

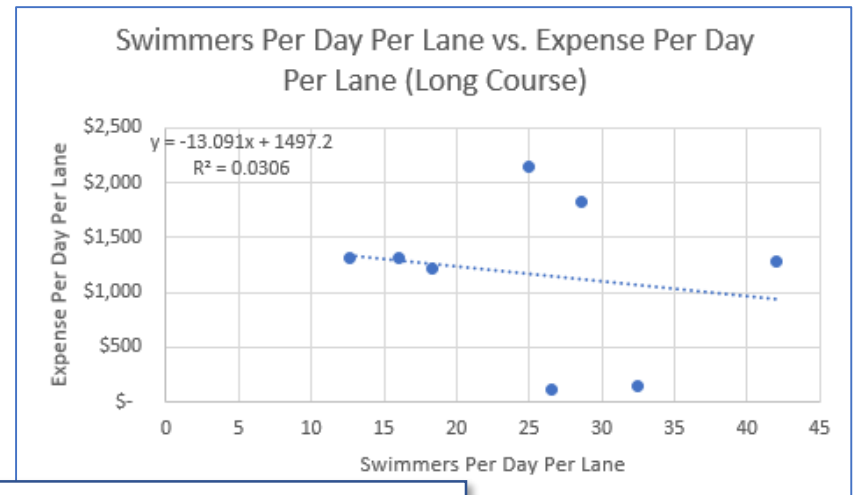
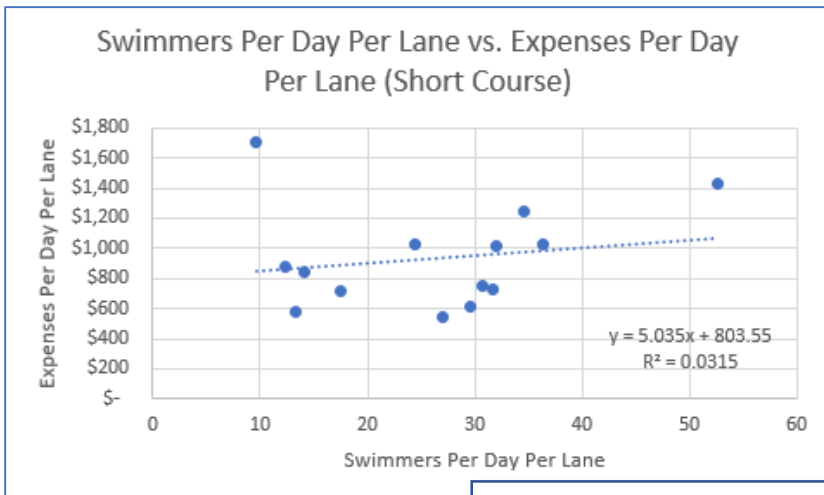
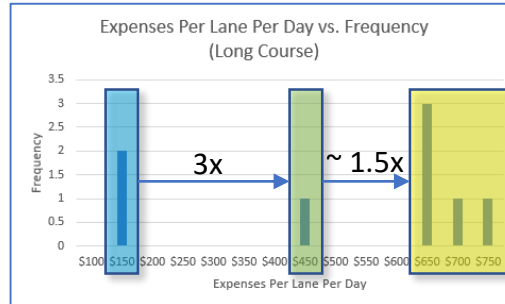
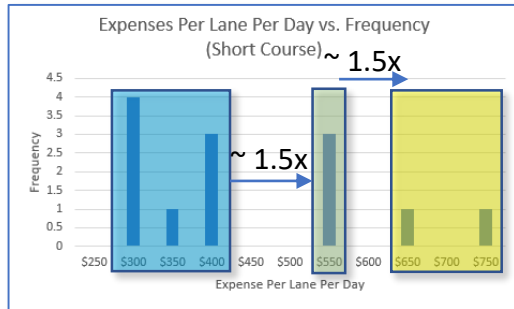


Sponsors

- 2 Examples
- \$1,500 & \$3,000

Great idea with significant results!

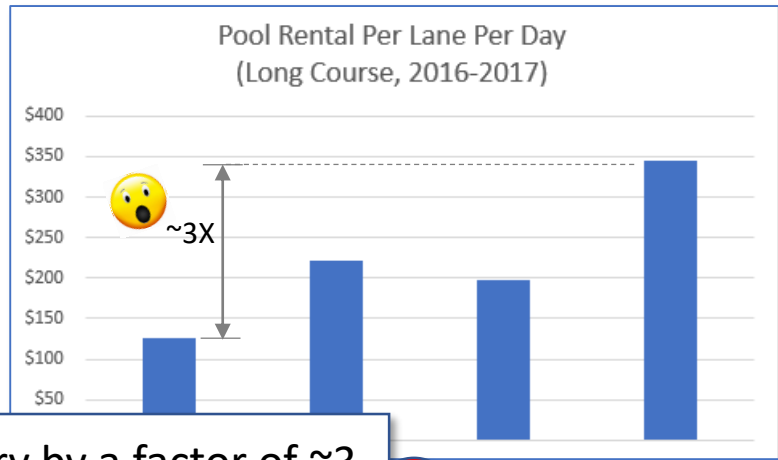
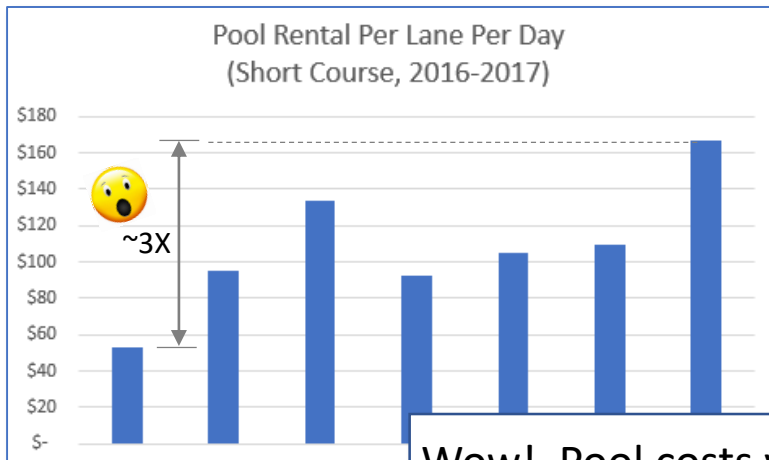
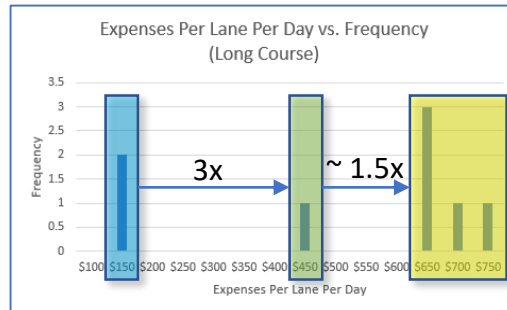
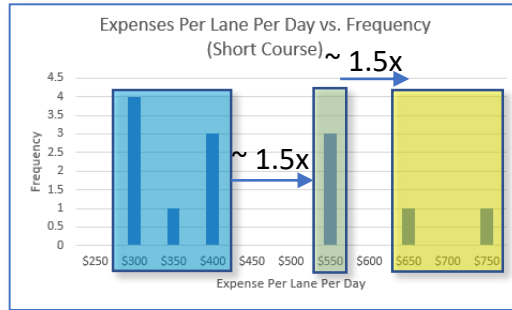
Analysis of Expenses



Why isn't expense proportional to swimmers per day per lane?



Analysis of Expenses – Pool Costs



Wow! Pool costs vary by a factor of ~3.

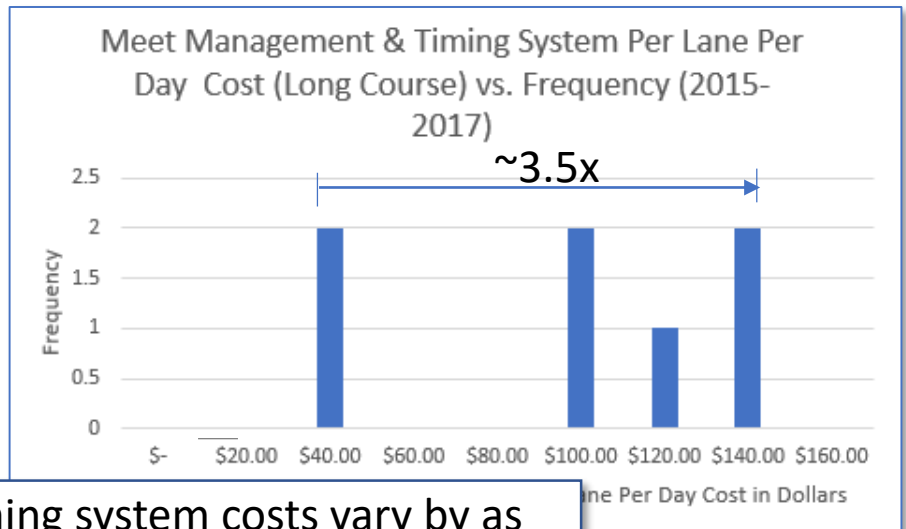
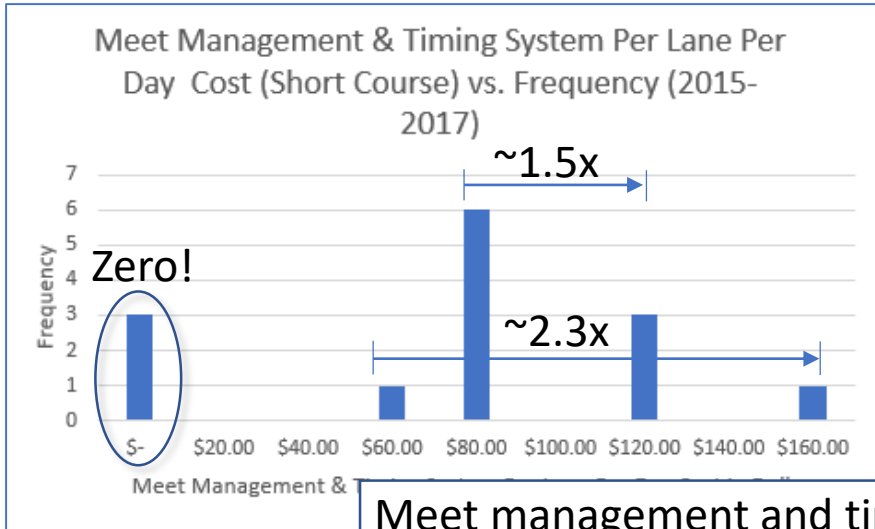
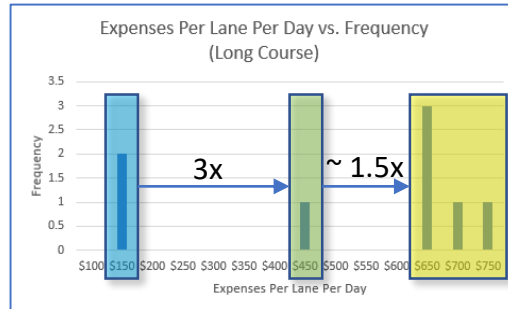
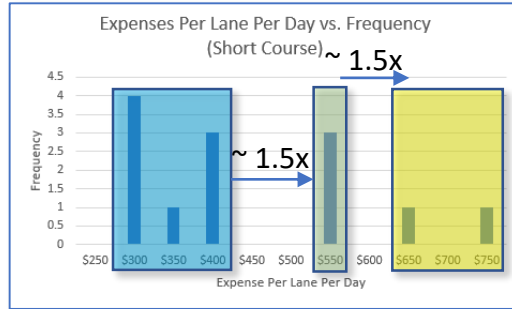


Analysis of Expenses – Pool Cost con't

- Including “swim meet water” when negotiating “club water” has benefited at least one club
- Knowledge of alternative sites and their costs could aid in negotiating lower costs
- Negotiating multiple meets could lower pool costs
- Negotiate for the water used
- Partner with other clubs to collectively negotiate multiple meets for a more favorable pool cost



Analysis of Expenses – Meet Management & Timing Systems



Meet management and timing system costs vary by as much as 3.5x per lane per day



Analysis of Expenses – Meet Management & Timing Systems con't

- Those who provide meet management and timing system services are like good doctors! However, their prices and services vary considerably – shop wisely.
- Self-service is possible, but requires the purchase of equipment and requires dedicated parents to run the system. Proceed with caution!

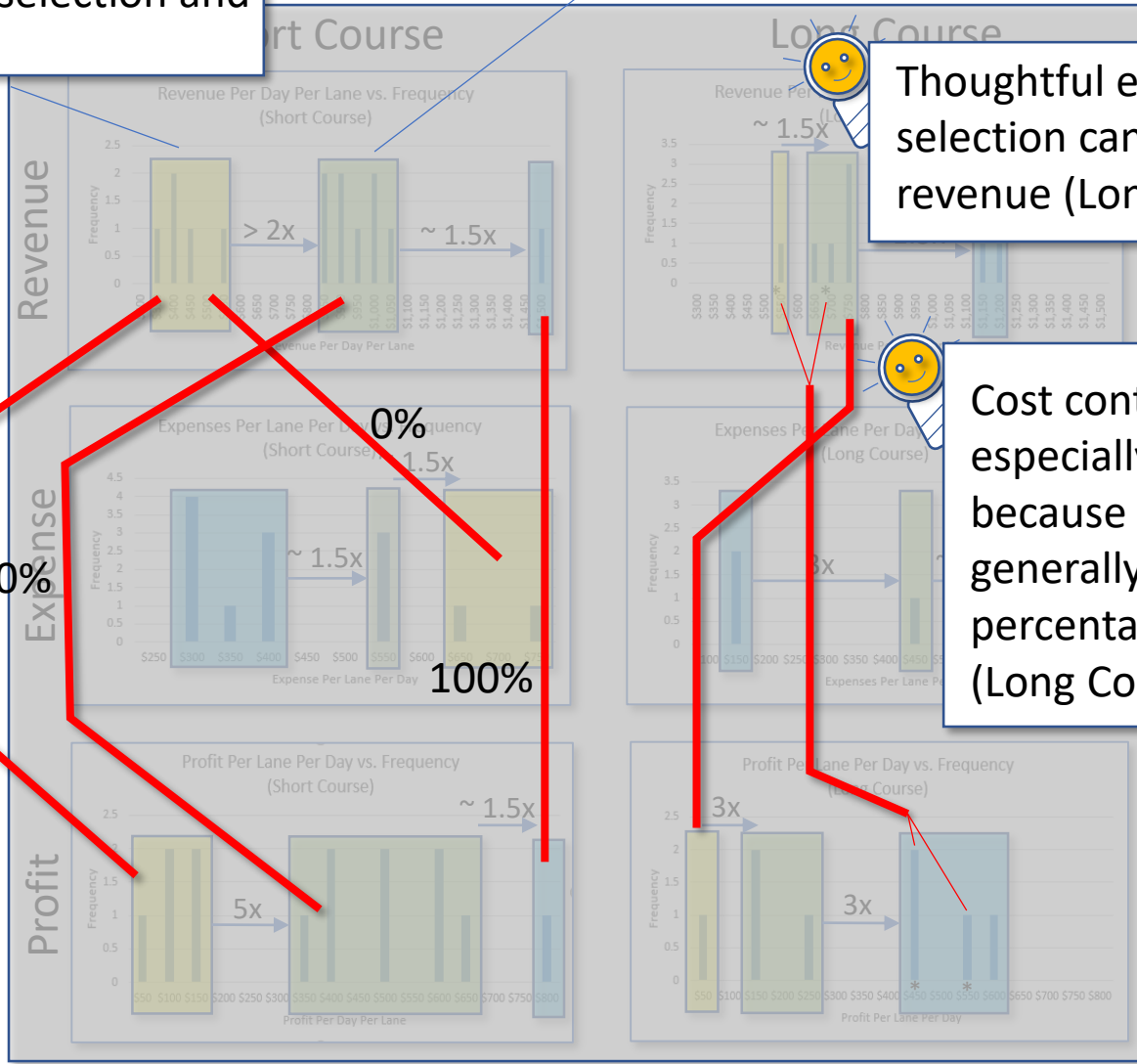
Analysis of Profit



Some clubs need to improve cost control



Improve date selection and cost control



Thoughtful event selection can improve revenue (Long Course)



Cost control is especially critical because costs are generally a higher percentage of revenue (Long Course)

Profitability Rules of Thumb



Short-Course

- Improve Revenue: Avoid meet dates where the sum of meets (including yours) is equal to or greater than 4
 - Sum of Meets = meets on your proposed weekend + meets following your proposed weekend + meets prior to your proposed weekend
- Alternative Sources of Revenue: Sponsors, vendors, raffles, and ideas may supplement swim fees
- Reduce Cost: Decreasing pool as well as meet management / timing system costs can have a dramatic impact on profitability
- Use of Parent Labor: Consider how best to use parent labor

Long-Course

- Cost Control: Not managing costs is disastrous because long-course profitability margins are “thin”
- Improve Revenue: Balance altruistic goals of supporting all swim ages with selection of events
- Use of Parent Labor: Consider how best to use parent labor