



St. Francis Yacht Club in the Community

One doesn't often stop to think of the many important contributions the St. Francis Yacht Club makes to our community. In fact we may be the most productive piece of recreational real estate per square foot in the City!

Being a private club on public land on a public waterway is tricky business. We are legally obligated as a private club to abide by specific laws dictated by federal and state laws as well as our charter. We also want to be active members of the communities we serve -- and we are! We do so through developing and promoting water sports, promoting the City of San Francisco, making a variety of contributions to community life and local, regional, national and international boating activities. In addition we make significant financial contributions to the City -- directly and indirectly.

Our charter requires that we develop and promote water sports. All of which is made possible by almost 500 Club volunteers.

- Over 6000 people race in our races each year, almost three quarters of whom are nonmembers. And they bring about 12,000 people with them. We invest \$691,000 in our race program
- *Over 2000 persons participate in our cruises.
- Boating education is both formal and informal with navigation and seamanship classes, Wednesday Yachtsman's Lunches and specialty sailing clinics.
- **Learning** -- In accordance with a long tradition, 318 individuals participated in St. Francis **Learn-to-Sail Programs** in 2006 -- of whom 208 (65%) were *non members*.
- **Juniors Program**--This yacht club has always taken seriously its role in teaching sailing and seamanship to the younger generation. Many leaders of the club have come from eager young people initially with nothing more than expressed interest and helped hone them into international champions. With formal and informal programs. Examples are: Tom Blackaller, Paul Cayard, John Kosteki, and Pam Healy, and Morgan Larsen. This Junior Program has a budget of \$167,000. This program also has a full-time staff of two, a seasonal part-time staff, and a fleet of training boats invested in by the club. StFYC funded scholarships are provided for those needing **support**.
- **San Francisco Middle and High Schools**--For the last four years, recognizing both the crunch in school budgets and the fact that high school sailing is the fastest growing high school sport in America, the Club has undertaken an even more aggressive campaign to the 143 San Francisco Middle and High Schools offering participation in Learn to Sail Programs and team sailing for students aged 8 to 16. Full and partial scholarships are available for this introduction to a lifetime sport. The 2007 emphasis will include recruiting from Boys' and Girls' Clubs.
- St. Francis members founded and in large part have financed public sailing programs and are involved in leadership and volunteer effort in nearly every maritime public service organization in the area, plus many others regionally, nationally and internationally. (36 different organizations that we know about plus government-related organizations)

In promoting the City of San Francisco Club members have long served as ambassadors.

- When one says one is from San Francisco anywhere in the world, no one asks where that is. There is only one San Francisco. When one says one is from the St. Francis Yacht Club anywhere in the world of boating, no one asks where that is. There is only one St. Francis Yacht Club. Since its founding this club has literally and figuratively carried the banner of San Francisco around the world with pride and grace--racing, cruising and providing leadership locally, regionally, nationally and internationally.
- In 2002 the Club members wrote and published an attractive and comprehensive history of the St. Francis Yacht Club in celebration of its 75th Anniversary. This book was sent to all appropriate San Francisco, California, National and International libraries as the first printed material available on this particular **maritime history of San Francisco**.

• **Media coverage** of club activities here and world wide bring attention to the assets of the City. Our web site was listed as one of the top ten yacht club web sites in the nation. This newly enhanced web site makes it even easier for members and nonmembers to get specific club, junior and racing information as well as access to general sailing data. It has an astounding reach. In 2005 the site had 884,818 hits, of which 78% (685,743) did not log in as members. In 2006 it had 850,373 hits, of which 82% (694,751) were not logged in as members.

• The St. Francis **Mainsheet** goes to 2411 individuals in this country and to yacht clubs and members in 28 other countries.

• **Important visitors** to the City are often hosted by members on and off the water.

Other contributions to community life include:

• Member-sponsored **community meetings** are held at the Clubhouse. Last year 48 different community groups and associations used the Club as a meeting venue. Total attendance at these events was 4976.

• **Guest dock moorage** for visiting sailors (1370 in 2005 and 73 plus regatta participants in 2006)

• **Guest memberships** for organizational neighbors

• **Public spectating opportunities**—obviously an unknown number, but the Bay and its sailboats are visible by several million people. And because most races start and end directly in front of the Club, spectators in the Club and on the Marina Green and Crissy Field beaches have close up views of great sail boats and boating—a phenomenon scarcely known anywhere else in the world of sailing. Wind surfers and Kite sailors add to the excitement on a daily basis. As the *Chronicle* noted recently, the frequent appearance of sailboats in the Bay adds appreciatively to the ambiance of the City. Examples in addition to our many regattas include Opening Day, Lighted Boat Parade, Big Boat Series,

• Singing ambassadors since their founding in 1969 the **Sons of the Sea**, The St. Francis men’s chorus, have sung at many public occasions In addition to their Club performances. They have been on the steps of the City Hall Rotunda for the National Mayors’ Conference, at Fleet Week’s Navy Daylunch, at Giants games and at many other venues. They have grown into one of the best amateur choruses in the United States. In the last two years, they have sung at seven outside functions including one for Easter Seals, the English Speaking Union, the DAR Convention and Master Mariners, for audiences totaling over 1200. Also performing since the 1980’s are the **High Seas**, the Club’s Women’s Chorus. In the last two years they have performed a dozen times to diverse groups such as Pacific Lutheran Theological Seminary and the Metropolitan Club

*On a rotating basis a variety of community organizations are helped who have a relationship to water sports. The **SF Fire Dept. Toy Drive** in 2006 yielded more than 170 bicycles (\$3679), plus \$3500 in cash and more than two thousand pounds of toy's which was more than doubled 2005 results. This was primarily a result of the Bike Drive which was a big hit with the members.

In matters of safety for example, the Club was the primary advocate of the use of PFD’s, nationally, members participate as members of the Coast Guard Auxiliary and give emergency help to wind surfers and small boaters in front of the Club if required The City marina is safer because of our activity and observations.

Stewardship of land and care of environment: Self-financed on a continuing basis, improvements to its physical site have added appreciably to the beauty and value of the Marina waterfront. Sailors by the nature of their relationship with the sea and the elements of nature are very mindful in all ways of the importance of caring for the environment.

Financial Benefits to the Community: Regatta income and a good portion of our entire budget goes to San Francisco merchants, jobs for those who serve and equip persons active in the sport of sailing, Club staff, City taxes and fees represent millions of dollars a year.

Currently, it is possible that no other small plot of city-owned recreational land in San Francisco (150' x 300' “dry” footprint--45,000 sf) generates more in terms of numbers of involved volunteers (490) plus venue participants (about 10,000) and millions of dollars into city coffers--directly and indirectly. All this at no administrative cost or additional investment of time and resources by the City.

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