



STRATEGIC PLAN

We are USRowing, fostering community, cultivating excellence and developing Olympic Champions.

WHERE WE ARE



We are on a mission to refresh USRowing to ensure it is effectively serving our industry – the Rowing community – to steward growth, safety, life experience, winning results.

STRATEGIC INITIATIVES

1. Retooling **Internal Systems** & Improving Impact through **Partnerships**
2. Increasing Points of **Access** through **Venues & New Communities**
3. Strengthening & Growing the **Brand**



INTERNAL



OUR BONES. The USRowing of today was designed to support a particular model and aid in the maintenance of existing assets. In order to fully support growth and the new vision, internal systems at the head quarters will be reworked. Simultaneously, the structure of the organizations existing governance systems (bylaws, policies, publications and committee structure) will be analyzed.

HOW

- **Align Operating and Business Structure**
- **Business Planning**
- **Bylaw & Policy Review**



IMPROVING IMPACT

OUR MUSCLE. USRowing's partners include current and future partners, as well as our membership. As an organization well positioned to provide others leverage, USRowing will seek enhanced partnership relationships, which will in turn provide a better affiliated value to stakeholders including; athletes, members, officials, coaches, and fans of the sport.



HOW

- **Create Partnership Structure**
 - **Sign Current Available Partners**
 - **Seek New Industry Partners**
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ACCESS: NEW VENUES

OUR WATER. Growth of our sport is tied significantly to access. Whether they are actual physical access points to water or indoor venues or new rowing markets (i.e.; indoor, age groups, adaptive, open water, etc.) barriers need to be analyzed and addressed.



HOW

- **Inventory Current Assets**
 - **Design protocol/define new venues**
 - **Compile list of new venue**
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ACCESS: NEW COMMUNITIES

OUR REACH. New markets are developing around our sport and our current definition of rowing. Indoor rowing, middle schools, ocean rowing are a few of the new growing industries. With a focus on indoor rowing first, all markets that are not currently addressed by USRowing will be studied for potential future inclusion.

HOW

- **Inventory of New Markets**
- **Recommend Priorities**
- **Sign New Affiliates**



STRENGTHEN THE BRAND

OUR FACE. Getting out in front of what rowing in America 'looks like' is key to our growth. Proactively addressing USRowing's brand and image and with our current and future affiliates. Then we hope to assume a leadership role on how rowing is defined and perceived nationwide.



HOW

- **Market Research**
- **Use New Avenues**
- **Launch Brand Overhaul**

END GAME



1. Rowing is recognized as the safest, cleanest sport in the country.
2. USA consistently meets performance goals on world stage.
3. We grow the number of rowers, fans and boats in the water.
4. We increase total revenue for the sport for all involved.

WE ARE ALL USROWING



& WE ARE IN IT FOR THE LONG HAUL

WE ARE ALL USROWING

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