

## USMS Mission

To promote health, wellness,  
**fitness**, and **competition** for  
**adults** through  
**swimming**.

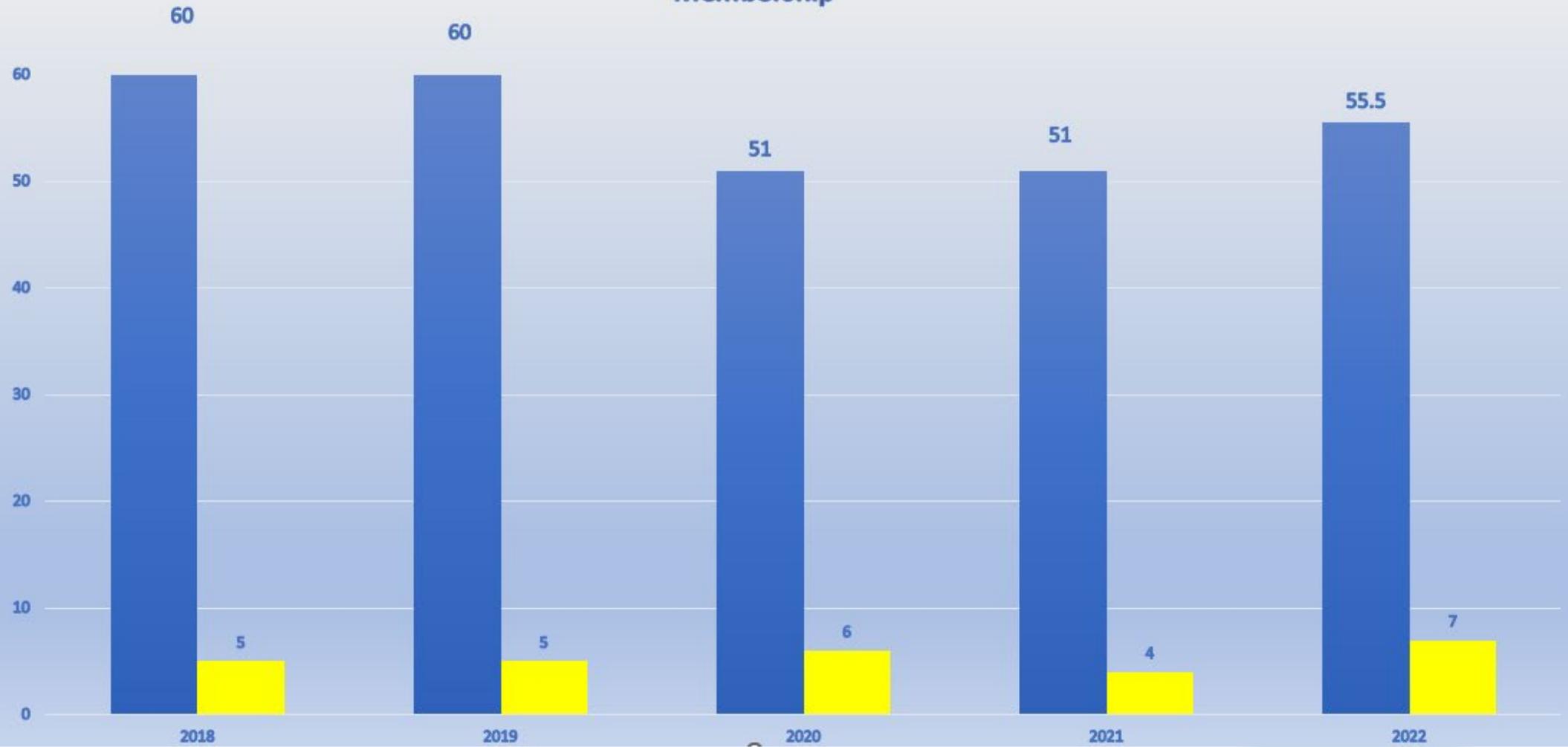
# USMS ANNUAL MEETING



# FOCUS



## Membership

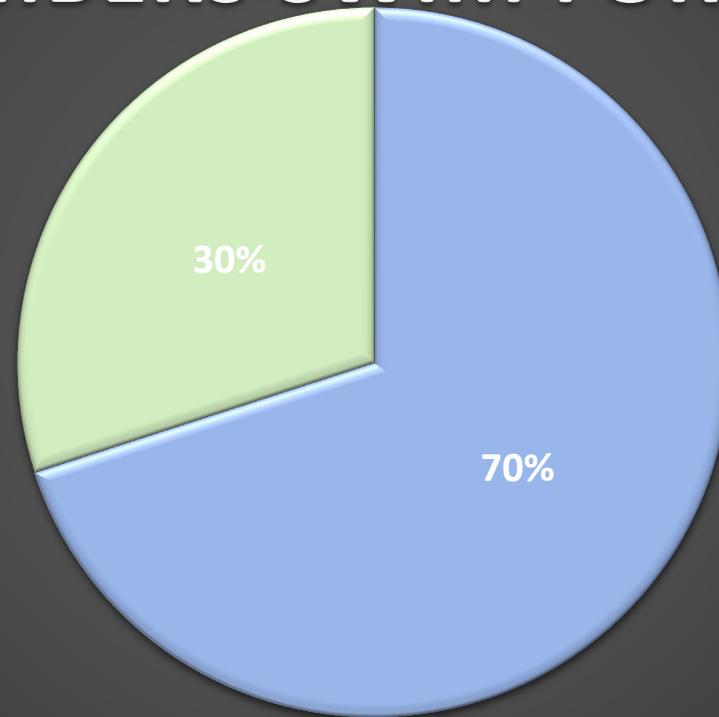


## USMS Meet Participation

	2022 YTD	2021	2019
Meets with results	256	260	493
Total meet participants	20,377	12,987	37,027
Unique participants	10,145	6,845	15,297
Splashes (swims in meets)	91,829	57,081	163,063
Splits recorded	269,463	158,281	490,807

# USMS MEMBERS SWIM FOR FITNESS

■ Event Participants



## Retention Rates

	1st Year Member Event Participant	1st Year Member No Event	Renewing Member Event Participant	Renewing Member No Event	Total by age demo
Kids (18-29)	46%	36%	72%	52%	46%
Mids (30-49)	59%	45%	83%	66%	60%
Core (50-69)	66%	54%	92%	79%	75%
Seniors (70+)	73%	59%	94%	83%	83%
<b>Total - by event participation</b>	<b>57%</b>	<b>45%</b>	<b>87%</b>	<b>73%</b>	

Three Largest Age Groups

1987: 25-39

2021: 50-64



## • Club Stats:

- ~ 1000 clubs and workout groups
  - only 230 are Gold Clubs
  - most don't require or suggest joining USMS unless swimming in an event
- Top 31 Clubs have 200 or more swimmers  
nearly 20% of membership are affiliated with these 31 clubs
- 2/3 of membership swim on a club of 50+ swimmers

- Club Development Support, Consulting, and Grants



August 31, 2012

Kevin Eklund  
President  
San Ramon Valley Livermore Aquatics  
P.O. Box 973  
San Ramon, CA 94583

\*\*\* Letter of Understanding \*\*\*

Dear Kevin:

In response to San Ramon Valley Livermore Aquatics' (SRVLA) request for financial assistance to start a Masters swimming program, The Pacific Masters Local Swimming Committee (PacMasters) has voted to provide \$3,600 of funding. This amount is expected to fund the program's entire coach and pool expense for the first 2 months of operations, two-thirds of these expenses for months 3 and 4, and one-third of coach and pool expenses for the 5<sup>th</sup> and 6<sup>th</sup> months of operation. The conditions under which this financial assistance is being provided are as follows:

## Testing Club Development

Truckee, CA  
Durham, NC  
Melbourne, FL  
Wellington, FL  
Glendale, CA  
Ocala, FL  
Spokane, WA  
Lexington, KY  
Orlando, FL  
Greensboro, NC  
Spearfish, SD  
Center Grove, IN  
Asheville, NC  
Calabasas, CA  
Boise, ID  
Birmingham, AL



## LOCAL FOCUS

Year	Assets	Revenue	Expenditures
2019	\$2,206,216	\$ 820,936	\$864,048
2020	\$2,364,740	\$626,559	\$464,997
2021	\$2,802,637	\$808,297	\$295,892



### Start a USMS Club

Why and how to register or renew a club



## Calendar of Swimming Events

Find a swim event near you

Filter by

Filters

**1st Annual SWAGtoberfest Masters Meet** EVENT

Oct 23, 2022

Join us for our 1st Annual SWAGtoberfest. All swimmers will receive a t-shirt, raffle ticket (we had over \$400 in raffle prizes at our Spring

**2022 Shark Tank SCM Meet** EVENT

Nov 05-06, 2022

Annual Short Course Meters meet at the beautiful Selby Aquatic Center in Sarasota, Florida. The pool will be the host of the 2023

