


## BYC Strategic Plan SWOT Analysis

<p style="text-align: center;"><b>Strengths</b></p> <p>Location; Access to the Bay and New England in Bristol/Boating Community</p> <p>Facilities; Launch and Docks, enjoyable indoor and outdoor space, gear/small boat storage, J-22 and Mercury fleet</p> <p>Volunteers; Ownership, comradery, keep cost down</p> <p>Wide Variety of Activities; Social, Racing, Cruising, Day Sailing, Informal Gatherings, Training</p> <p>Atmosphere; Fun, friendly, welcoming, unpretentious</p> <p>Knowledgeable and Experienced Staff</p>	<p style="text-align: center;"><b>Weakness</b></p>  <p>Facilities; Limited parking, limited boat dry storage, boat ramp, inefficient use of space, limited dry boat facilities</p> <p>Depth of water at main dock, ramp, and dinghy docks</p> <p>House; outdated outside bathrooms, lack of AC, non-member rentals</p> <p>Finances; Use of bar as a major profit center, transparency, emergency funds</p> <p>Demographics; average membership is aging</p> <p>Reliance on Volunteers; Burn out, changing priorities, lack of continuity</p> <p>Lack of Food Service</p> <p>Non-member overuse of facilities</p> <p>Communication; static website, multiple e-mails, lack of calendar update, timely and accurate information, mainsheet</p> <p>One full time employee; overburdened, no backup</p>
<p style="text-align: center;"><b>Opportunities</b></p> <p>Local activity increasing; Cruising, one design racing, team racing</p> <p>Potential Community Partnerships; Marine industry, Bristol Marine, Herreshoff Museum, Roger Williams College</p> <p>Bristol Marine; Improved waterfront facilities, sharing space</p> <p>EBSF; Member access to boats, better classes, staff assistance, pride in support to EBSF community sailing program</p>	<p style="text-align: center;"><b>Threats</b></p> <p>Financial; Economy, increase costs, affordability of boating</p> <p>Environment; Sea level rise, storms, pollution</p> <p>Government; Changes in fees, additional taxes, legislation, zoning, CRMC actions</p> <p>Neighbors; keep abutters happy, Bristol Marine expansion</p> <p>Commercialization of Bristol Harbor Masters Office;</p> <p>Maritime center; slip expansion, mooring expansion, fuel dock</p>