



2023 ORC AGM PDC US Report from Dobbs Davis

(1) Newsletters & Press releases

65 sent from the Constant Contact system from the AGM 2022 to today. These include news about ORC and other ORC-related events, newsletters in the winter months, and ORC-related promotions.

980,370 emails were sent, with 306,562 opened. 93% of opens are on desktop/laptops and 7% are on mobile devices. Of 13,689 clicks, 71% are from desktops and 29% from mobile devices...interesting.

Open rates are 35-40% and click rates are about 2% among 19,155 contacts. 23% of subscribers (4413 contacts) are “most engaged” (meaning regularly click open the emails), 29% of subscribers are “somewhat engaged,” and 36% (6973 contacts) are “least engaged.” 12% of subscribers (2257 contacts) are new and have received too few emails to measure engagement yet.

(2) ORC presentations

Presentations about the ORC system were made in several areas of the USA and CAN:

- Chicago (January)
- St Petersburg, Florida at US Sailing Leadership Forum (February)
- Annapolis Yacht Club (February)
- Royal Vancouver and West Vancouver Yacht Clubs (April)
- St Francis Yacht Club (April)
- Royal Halifax Yacht Club (June)
- Lakewood Yacht Club, Texas (September)

(3) ORC columns for Seahorse magazine

Bi-monthly feature articles were written and published for the January, March, May, July September and November issues on a wide variety of topics. Most were written in consultation with ITC Chairman Andy Claughton.

(4) ORC-Seahorse partnership

Seahorse wants to have better activation of its partnership with ORC by engaging with Rating Offices to send promotion to their owner lists. This is the arrangement they have with IRC, which is easier since all certs are issued directly by RORC and UNCL.

(5) Other articles and promotions

Sailing World Magazine will publish a new article on the success of ORC at the Essex (Connecticut) Yacht Club’s local fleet of older production and custom MORC boats. This fleet has grown to have >30 boats in their first season of active ORC racing.



Bruno and I were invited to be speakers about the ORC system at the St Francis YC's Stag Cruise in late September, where influential YC members and PRO's from other West Coast races and events were in attendance. A strategy meeting was held here with Stan Honey and StFYC Commodore and USA Congress member Beau Vrolijk on cooperating with ORA for future US offshore races.

A USA-CAN version of the ORC Race Management Guidebook was written and published on the US Sailing website to explain best practices for organizing and scoring inshore and offshore races using the ORC rating options on USA and CAN certificates.

(6) Regatta support activities

Besides ORC World, European and Mediterranean championships, direct regatta support and promotion activities were provided for several other events in North America, many using the ORC system for the first time:

- Southern Straits Regatta (Vancouver)
- St Petersburg, Annapolis and San Diego Helly Hansen Regattas
- Charleston Race Week (South Carolina)
- Chicago and Bayview Mackinac Races (Illinois and Michigan)
- Detroit Area YRA local races and regattas (Michigan)
- Harvest Moon Regatta (Texas)
- All races of the SORC (Florida)
- Ida Lewis Race (Newport)
- Rolex Big Boat Series (California)
- Pre-planning and promotion of ORC Worlds 2024 at New York YC

(7) Plans for 2024

Better coordinate communications and guidance with US Sailing is being planned to help promote more widespread ORC use in new markets (eg, PHRF fleets). Particular targets are the Gulf Coast (eg, New Orleans, Florida and Texas), West Coast (Seattle and Southern California), and local areas on the East Coast (eg, Charleston, Savannah, Boston area and the lower Chesapeake Bay).

Some ORR-EZ fleet captains are unhappy with ORA and want to "defect" their fleets of >200 certificates to using ORC Club certificates...coordination will be needed with ORC tech staff and US Sailing for this initiative, and possibly Mancom guidance on promotional levy rates for first-year use.

A Measurement Seminar will be held in the USA prior to the Worlds, but the location is preferred to be in San Diego where it can link with promotional activities and help fill void of qualified measurers in this region. This is being coordinated with US Sailing.