



## **U.S. Ski & Snowboard Application for SURFING**

*February 2025*

U.S. Ski & Snowboard (“USSS”) seeks to take on the Olympic Surf Team in the United States. The intent is for the U.S. Olympic and Paralympic Committee (“USOPC”) to transfer the currently internally managed Olympic Surf team to USSS. Below responds to the USOPC’s application questions.

### **Section 1: Organization Overview**

- *Why does your organization want to become the NGB for this additional sport and what benefits can your organization bring to the USOPC and athletes by becoming an NGB?*
  - In discussions with World Surf League (“WSL”) athletes and 2024 Olympic Team surf athletes, we’ve heard their strong desire to be a more integral part of Team USA. They hope to feel more of and contribute to the Team USA team unity. In addition, these athletes’ performance at Olympic Games would benefit from more elite level support and programming at Olympic and Olympic qualifying events.
  - No one can support these athletes to help them achieve their Olympic dreams better than USSS, which has a proven, long-term record of high-performance support and podium success for athletes. With the growth and popularity of surfing, it’s critical that a well-managed organization take responsibility to help the sport, and these athletes reach their full potential at the Games, and we are best positioned to do so. Team USA will win more medals with surfing under USSS than it will under any other organization. USSS has experience in growing new Olympic sports to the highest medal potential. Please see the high performance and international success of the Freeski and Snowboard sport disciplines. Further, USSS builds strong teams from both genders and has equal success for medals in both genders.
  - USSS, as an established NGB (one of the largest), has an organizationally scalable structure and the leadership to easily grow and add sports.
  - The athlete support model USSS currently employs for all our athletes is proven in its ability to develop U.S Champions. This model is always applied to new athletes entering the USSS portfolio. We are 10 sports, 240 athletes and #OneTeam focused on the success of each individual athlete. We take a holistic approach to developing athletes not just as athletes but also as people. Significant thought and effort go into supporting all aspects of team members both on the hill and off, during their career and beyond. Additional resources that US Surf athletes will have available to them include assistance in building their personal brands, content and imagery for social media, tuition assistance



for their education, career advice, internships, and more. The image at the end of this application illustrates the multitude of ways USSS supports its athletes and would do the same for these surf athletes.

- In addition, from a commercial perspective adding a summer sport to our 10-winter sport portfolio gives us year-round assets and programming to sell. In recent years, our commercial engine has demonstrated its ability to drive significant revenue and by including surfing in our portfolio we're best set up to drive upside in the commercial business for surfing.
  - We have a proven track record of working closely with the USOPC to drive the success of our programs. Allowing USSS to take on surfing ensures the USOPC will work with a known partner who has demonstrated significant success in performance, professionalism, and partnership.
- *How many full-time staff members does your organization currently employ? Will your organization have sufficient capacity to adequately staff this additional sport at this level or are there plans to expand?*
    - 172 full time staff plus another 75 athletic staff who are contractors.
    - All surf staff will be incremental to USSS and will be hired and onboarded immediately after the transition date except for the Sport Leader who may be hired shortly before to lead the transition.
  - *Do you know of any other national sports organizations in the sport for which your organization is seeking NGB certification?*
    - The USSS CEO, Sophie Goldschmidt, is the previous CEO of the World Surf League ("WSL") and knows that organization, its staff, and the athletes on tour very well. In addition, she is familiar with and knows the leaders at ISA. Her experience and relationships in surfing are unmatched from a leadership perspective.
  - *What are the key challenges your organization faces in becoming an NGB? What are your plans to address these challenges?*
    - USSS is one of the larger NGBs (and the largest winter NGB) managing 10 different sports and 240 winter sport athletes. The addition of a summer Olympic Sport such as surfing would require some learning with regard to international elite level events, the athletes, and Summer Games Operations. Engaging with an additional Summer Sport High Performance Team at the USOPC would both be a challenge in creating a separate reporting vertical and a great opportunity to learn across different USOPC teams. Similarly developing close operating relationships with a new IF - ISA - would be a new learning opportunity. However, we have a proven track record of successfully working with an IF and its governance.



- All these new endeavors are manageable with the intended hiring of a Sport Leader focused on surfing (and potentially skateboarding) who is an insider with knowledge and experience. This person will hire endemic surf coaches to lead the athletes in their programming, technical development, and performance. In addition, USSS' executive team has the leadership and experience for integrating and leading this program to success.
- The success USSS has had in integrating ski jumping, nordic combined, para snowboard, and para alpine (a total of 35 athletes) in the last two years is evidence of our ability to integrate new sports and to have such sports reach top ten finishes and podiums.

## **Section 2: Governance and Compliance**

- *How does your organization plan to incorporate the additional sport's 10 Year Athletes when implementing athlete representation requirements?*
  - This activity will be run the same as our other 10 sports which have been reviewed and approved as part of the USOPC compliance process. Our GC effectively manages this process with our Chief of Sport. It is expected that the USOPC would provide the database of 10-year athletes' contact information to effectively engage the correct athlete population eligible to participate. However, it must be noted that surfing is a relatively new Olympic sport thus the population of eligible athletes is significantly smaller than our other sports.

## **Section 3: Financial Standards and Reporting Practices**

- *Describe your organization's funding model and primary revenue sources. How would the organization support programming for an additional sport?*
  - FY2025 (yearend April 30, 2025) is forecast to be \$61.7M: \$18M from our foundation efforts, \$17.5M from commercial partnerships, \$2.6M from the endowment, and the remainder through earned revenue sources. USSS consistently spends 83% of its budget directly on athletic programs.
  - Revenue in the last 4 years has grown 66% with commercial revenue alone doubling.
  - As discussed, high performance funding for surfing would largely come from the USOPC as part of an agreement with commercial upside to be executed by the USSS to help grow the program.

## **Section 4: Athlete Protection and Rights**

- *How does your organization plan to comply with applicable anti-doping rules, policies, and procedures for the additional sport? Please detail any additional resources that your organization will allocate in this area to maintain compliance.*



- USSS is already well entrenched in the responsibilities of supporting both athletes and USADA to ensure anti-doping rules are followed. With 240 athletes, including 22 in the RTP, 18 in CAP, and 129 in the Education Pool, we manage this daily.
  - The additional surf athletes would integrate seamlessly into our existing processes, which include annual Whereabouts training and reminders about their Whereabouts for the next quarter and frequently shared key Whereabouts information such as hotel addresses including changes as they happen.
- *How does your organization plan to comply with applicable U.S. Center for SafeSport requirements and USOPC athlete safety policies for the additional sport? Please detail any additional resources that your organization will allocate in this area to maintain compliance.*
  - USSS would take responsibility for the Olympic Team SafeSport requirements as it does with all the other 240 National Team athletes and all our staff, such a process having been previously reviewed and approved by the USOPC.
  - USSS currently has a VP of SafeSport and an Athlete Safety Manager who would manage this process for these additional athletes.

## **Section 5: Sport Performance**

- *Describe your organization's high-performance program and high-performance planning process, including specifics for the additional sport. If you have a high-performance plan for the additional sport prepared, please share it here.*
  - USSS incorporates the “Plan, Do, Review” philosophy for annual and quadrennial performance planning. At the end of our competitive season, each of our programs embarks on a thorough debrief of the season in the major areas of Performance, Preparation, Athlete-specific needs, Strategic Priorities, and Logistics. We then apply these learnings to the development of an annual plan addressing each of these areas, as well as refine our 4- and 8- year plans for each program.
  - USSS already has an established and effective review process with the USOPC Winter Sport Team.
  - We plan to apply both our internal and USOPC reporting processes with Surfing and are confident that our experience in applying in this overall process differentiates us from any newly established NGB.
  - The USSS High Performance program is world-leading and highly respected in the NGB and professional sports world. Our integrated model sets the standard for how to fully support an athlete and parts of our programming have been adopted by other NGBs and even NBA Teams. Examples of resources that are available within our HP department include: a full-time Sports Medicine Physician, clinical and performance medical specialists, strength and conditioning coaching, a full-time nutritionist providing personalized fueling advice, extensive sports science research for numerous sports including GPS systems, and 3D motion capture projects. In



addition, we have several contracted sports psychologists working to improve the integration of mental toughness skills into athlete rehab and preparation.

- As mentioned, the USSS High Performance program includes a fully integrated sports medicine department. With in-house PTs available for clinical work in our USANA Center of Excellence (“COE”) rehabilitation area, as well as partnerships with leading orthopedic doctors such as The Steadman Clinic in Vail, CO, and the University of Utah in Salt Lake City, UT, USSS can provide U.S. National Team Surf athletes with the immediate, world-class sports medicine support they need.
  - With the COE based in Park City, all U.S. Olympic Team Surf athletes will have an incredible facility to do their strength, conditioning, and agility work. The COE also serves as a powerful unifying factor in creating the #OneTeam culture we strive for. Having one place where all 240+ USSS athletes come together to meet and support each other will accelerate the integration of the surf team into the overall USSS culture and make them feel they too are part of this #OneTeam.
  - USSS also has a strategic partnership with Woodward where many of our existing trick-based athletes (snowboard, freeski) train and the surf athletes would also be able to train in these facilities located around the country.
  - Furthermore, for many of our snowboard and freeski athletes who surf becoming teammates with the Olympic Surfers will have a positive halo “cool” factor.
- *Describe your proposed method for selecting athletes for a national team if you were to become the NGB of the additional sport.*
    - Like our other sports this would be a data-driven process selecting the top athletes capable of winning Olympic medals in the near term or with the potential to win at a later date.
    - The primary task of the appointed Sport Director, in conjunction with the Head Coach, would be to identify talent through the network of recognized international competitions and create a majority data-driven selection criteria that would be posted on our website well ahead of the selection period.
  - *What activities and programs will you support to help grow and promote the additional sport?*
    - By naming and operating a National Team, we will support the maturation of surfing in the Olympic Sport model. Access to world class coaching, well managed training opportunities, and high-performance support staff will provide Team USA what it needs to meet Best in the World goals.
    - USSS has previous experience of growing new Olympic sports to the highest medal potential in both international competitions and Olympic Games.

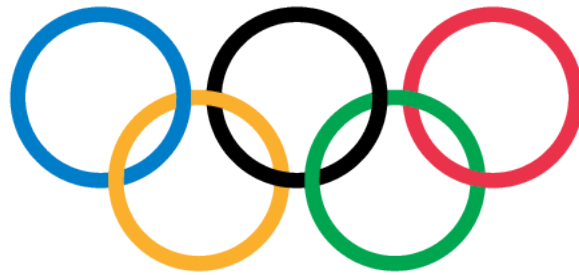


- *Does the IF for the additional sport recognize your organization as the national federation in the U.S. for the sport? If not, please indicate what organization is recognized, if any, and detail your relationship with that organization.*
  - ISA as the IF does not currently recognize USSS as the NGB.

### **Other**

- *Do you anticipate asking for any exceptions to the NGB Compliance Standards or to any of the athlete representation requirements as it relates to incorporating an additional sport at your NGB?*
  - No.
- *Upload any additional documents you feel are relevant to your application.*
  - Athlete Support Model as referenced in Question 1:





# UNITED STATES OLYMPIC & PARALYMPIC COMMITTEE

USOPC Membership Application  
USSS Membership Application - Surfing

PREPARER:  
Alison Pitt

REVIEWER:  
Mark Storey

DUE DATE:  
2025-02-05

SUBMITTED BY:  
Alison Pitt

SUBMITTED DATE:  
2025-02-05

CERTIFIED BY:  
Laurel Travis

CERTIFIED DATE:  
2025-02-05

Welcome to the USOPC Member Organization online application. This application is intended for sport organizations seeking to become National Governing Bodies (NGBs) for an additional sport.

Reference documents that include information on what documents you will need to have available to upload, the questions we will ask, and an overview of the certification process. are linked below.

Thank you in advance for taking the time and effort to complete the application process. We look forward to working with you throughout.

## SECTION 1 : Organization Overview

1. Why does your organization want to become an NGB and what benefits can your organization bring to the USOPC and athletes by becoming an NGB?

**Response:**  
See attached.

2. How many full-time staff members does your organization currently employ? Will your organization have sufficient capacity to adequately staff this additional sport at this level or are there plans to expand?

**Response:**  
See attached.

3. Do you know of any other national sports organizations in the sport for which your organization is seeking NGB certification?

**Response:**  
See attached.

4. What are the key challenges your organization faces in becoming an NGB? What are your plans to address these challenges?

**Response:**  
See attached.

## SECTION 2: Governance and Compliance

5. How does your organization plan to incorporate the additional sport's 10 Year Athletes when implementing athlete representation requirements?

**Response:**  
See attached.

## SECTION 3: Financial Standards and Reporting Practices

6. Describe your organization's funding model and primary revenue sources. How would the organization support programming for an additional sport?

**Response:**  
See attached.

## SECTION 4: Athlete Protection and Rights

7. How does your organization plan to comply with applicable anti-doping rules, policies, and procedures for the additional sport? Please detail any additional resources that your organization will allocate in this area to maintain compliance.

**Response:**  
See attached.

8. How does your organization plan to comply with applicable US Center for SafeSport requirements and USOPC athlete safety policies for the additional sport? Please detail any additional resources that your organization will allocate in this area to maintain compliance.

**Response:**  
See attached.



## SECTION 5: Sport Performance

9.

Describe your organization's high performance program and high performance planning process, including specifics for the additional sport.

**Response:**

See attached.

10. If you have a high performance plan for the additional sport prepared, please share it here.

1 file(s) attached:

USSS Surfing Application.pdf

11.

Describe your proposed method for selecting athletes for a national team if you were to become the NGB of the additional sport.

**Response:**

See attached.

12.

What activities and programs will you support to help grow and promote the additional sport?

**Response:**

See attached.

13.

Does the IF for the additional sport recognize your organization as the national federation in the U.S. for the sport? If not, please indicate what organization is recognized, if any, and detail your relationship with that organization.

**Response:**

See attached.

## SECTION 6: Other

14.

Do you anticipate asking for any exceptions to the NGB Compliance Standards or to any of the athlete representation requirements as it relates to incorporating an additional sport at your NGB?

**Response:**

See attached.

15. Upload any additional documents you feel are relevant to your application.

1 file(s) attached:

USSS Surfing Application.pdf