

OHIO LSC MERGER GAINS

- [LSC Unification](#) : the creation of a true Ohio Swimming “statewide” LSC encompassing all USA Swimming athletes, families, coaches etc. within the state of Ohio. OSI and LESI will collaborate to combine resources and expertise to deliver high quality services, programming & support throughout Ohio under a single consolidated LSC.
- [Enhanced competitive position](#) : improve the competition position & experience by adding quality venues; offering higher levels of competition by bringing all Ohio athletes together.
- [Program/service expansion](#) : uniting our Clubs, LSC Boards and HODs will allow expansion of what we do best through vertical alignment versus establishing a new LSC.
- [Enhanced relationships with service providers](#) : as a larger LSC we gain enhanced resources and benefits with partners, service providers, etc.
- [Increased operational efficiencies](#) : the merger “Transition Phase” would include predetermined reorganization & absorption procedures resulting in establishing “best practices” that will improve all aspects of our LSC operations (competition, governance, permanent office, financial, strategic planning, etc). A specific “Transition Plan” would be created & approved by both LSC Boards with respective LSC HOD ratification. Legal & Safe Sport will be among the disciplines consulted in creating & executing the Transition Plan. Upon transition conclusion, members will experience higher quality of service with greater efficiency through the merging of 2 independent LSC operations into a single streamlined LSC without duplication of operations and expenses. This would also serve as a good opportunity to move from a traditional Board Model towards a Functional Model that further positively impacts efficiencies with emphasis on consistent future strategic vision aligning us with a quad-year planning regimen.
- [Strengthen financial position](#) : The merger will result in increased overall membership and an enhanced financial picture. Profit & loss analysis will identify short-term duplication related expenses while demonstrating long term financial stability.
- [Attract NEW families to USA Swimming](#) : Promotion & Marketing strategies (social media, advertising, partners, etc) will create new energy & excitement throughout Ohio that will attract interest from families that may not have thought about competitive swimming for their kids. This becomes a prime directive as LSC’s are reporting declining Clubs and Athlete loss/retention.