

State-wide
Non-profit
350 members

Produce:
3 Boat Shows
AND industry
education

Manage:
2 Foundations
RBIEF &
MCMP



MICHIGAN BOATING INDUSTRIES ASSOCIATION

ADVANCING, PROMOTING, PROTECTING BOATING



SINCE 1958

2020 Stats strong – 13th years of consecutive growth

The desire to recreate safely and outdoors during the pandemic brought hundreds of new boaters to our fold.

Michigan remains 3rd largest marine market in the country.

Boating has a \$7.8 billion economic impact on Michigan's economy each year.

Harbors have a \$19 billion annual impact

Boating industry supports more than 1,500 businesses and 58,000 jobs

Nearly 50 percent of Michigan's population get on the water each year to boat and fish



CELEBRATING STRENGTH OF OUR INDUSTRY!

Great recognition for our outdoor industries!

The Bureau of Economic Analysis (BEA) says outdoor recreation represents **2.2 percent of GDP** – higher than mining, legal services, and agriculture

... and Boating is among the largest contributors to Outdoor Recreation Economy

In Michigan, outdoor recreation generates \$26.6 billion a year in consumer spending

Provides for 232, 000 direct jobs
\$2.1 billion in state and local tax revenue



Not without challenges:

- **High water levels have challenged us all** – thankfully currently declining.
- **Supply chain issues have severely impacted our manufacturers** – causing inventory shortages around the country.
- **Increasing retaliatory tariffs for U.S. boat manufacturers shipping to EU**– Going from 25% - 50% (lost market and affects on pricing in U.S.)
- **With the influx of new and first-time boaters**, and the growing number of paddle craft, our limited number of access site parking spaces cannot support all those interested in getting on the water.
- We soon will be in a fight to keep our new customers as travel restrictions ease, other **industries will begin to try to re-claim market share.**
- While we are grateful that our MI Sea Grant and MDNR Coastal **Management organizations are focused on high water issues**, our challenge comes in that only high-water programs received grant funding this year which left out our Michigan Clean Marina program.



MBIA Produces MI's top 3 Boat Shows

- And partners to promote 3 non-mbia shows serving our members in other regions
- This year MBIA is operating at a loss due to the inability to produce boat shows due to Covid-19
- Shows will continue to play an important role in the sales cycle once we are able to have them again.
- As we get permission to again conduct boat shows, which are so very important to the selling cycle, we are still challenged to keep our exhibitors and attendees safe.

Other Challenges:

No Boat Shows in 2021 due to C19



One of MBIA's top Strategic initiatives is Workforce Development

- MBIA helped start Marine Tech Schools at Great Lakes Boat Building School in the UP and Macomb Community College.
- Working to build additional programs at Ferris State, Mott CC, and Oakland Community College.
- Also working to build awareness of careers in our industry and lead students to available education and jobs.



Other challenges: Workforce Shortage





Important messages to share

- NOT SEASONAL
- Parents need to understand we have full-time, year-round jobs
- Well paying jobs
- Diversity of positions
- Fun industry



Legislative Representation is #1 member benefit when surveying our members

Some of the things MBIA is extremely interested in protecting would be:

1. STOD in Michigan for boats – win for all!

For years MI was losing boat sales to states around us who had STOD in place.

In 2013 we were successful in passing STOD legislation and this legislation was a win for all: Keeping sales in MI creates more tax revenue for MI, creates stronger businesses and more jobs, and gives the consumer a much-needed tax break.

2. Michigan Going Pro funding & all efforts to help workforce training.

Perkins Funding – This is federal funding managed at the state level. The Federal government has indicated this funding is eligible for non-credit certifications, but MI has not made that approval. That approval would greatly help programs like our MCC marine tech program.

3. Pure Michigan – funding to encourage all to vacation and recreate in MI.



Legislation we would be interested in supporting:

1. Allowing for **emergency repair and/or protection** of property and allow permit application post emergency repair.
2. **Registration of Paddlecraft – Broad Conversation** - boating access sites under huge stress as more people recreate, forcing boats to miss launch opportunities.
3. **Funding for infrastructure** - development, repair, maintenance as it relates to Harbors, Dams, and Boating Access sites, helping to keep people safe and create more access for families recreate outdoors.
4. Funding for **AIS control** – especially, to stop Asian Carp from entering the GLs.
6. With the surge in boating activity, accidents are up. MBIA would support legislation to **guide boat rental companies** to assure those renting boats have the appropriate boater education certificate and/or training prior to renting a boat.

Advocacy



On behalf of our members, MBIA will stand against:

1. Banning of Wake Boats or any boats

Our industry supports education not bans. Wake studies available to show the science behind wave dissipation.

2. Expansion of Commercial Fishing to include game fish

We understand there are valid arguments on both sides of this issue. However, the preservation of game fish is extremely important to our members as 70 percent of all recreational boating in Michigan is fishing related.

3. The industrialization of our Great Lakes by wind turbine fields

MBIA members support alternative energy sources, however, without environmental impact studies and regulations in place, the risk of damage to our fragile Great Lakes should not be tolerated.

There is a long list of failed in water turbine fields currently being decommissioned or are simply abandoned around the world.

Advocacy



You are invited!

- Please reach out to discuss industry issues.
- Have MBIA schedule a boat dealer, or marina visit.
- Have MBIA schedule a boat manufacturing tour or boat show visit.
- Arrange for a day on the water to experience boating and fishing first hand.



THANK YOU!

on behalf of our members and industry
for this opportunity.

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