



MICHIGAN[®]
BOATING
INDUSTRIES
ASSOCIATION

THE VOICE OF BOATING IN MICHIGAN

Advancing, Promoting & Protecting
the marine industry since 1958



2019 ANNUAL REPORT





From the Chair

The MBIA Board of Directors and Staff are pleased to present the 2019 MBIA Annual Report. For 62 years MBIA has been a leader in the boating industry in everything from dealer support and education, legislative issues, and recreational boating programs, and we are proud to continue the tradition of sharing

with you our many achievements during the past year.

Our accomplishments are thanks to many including the MBIA Board, the MBIA staff, our lobbyists in Lansing, and many other people and partners who have come together under the MBIA umbrella. But, our biggest thanks for our continued success is to **you, our MBIA members----without all of you, none of this would be possible!**

MBIA's boat shows, conferences, membership, and overall value continued to grow in 2019. This was all due to another strong year for the economy, and the boating industry in general. It is also a testament to all of the hard work that all of our members do each and every day for the industry. Michigan continues to rank 3rd nationally in boat and accessory spending and 3rd in boat registrations (even though we do not include "paddle sport" craft like some other states do). We are proud to promote the fact that recreational boating has a more than **\$7.8 billion annual economic impact** to our "Great Lakes state!"

I am especially proud to have been appointed to the Outdoor Recreation Advisory Council helping to lead the MI Office of Outdoor Recreation Economy this past year, and I am especially honored to have been recognized by my peers and as an inductee to the MBIA Hall of Fame in 2019.

Looking forward to 2019, I want to assure you that the Michigan Boating Industries Association will continue to do our very best to raise the bar for all things boating, and we will strive to exceed the expectations of all of our membership. We want to make all of our members proud to belong to the MBIA, and we are committed to each and every one of you and the continued success of your businesses.

I would like to thank you personally for your support this past year and as I pass the handle to our next MBIA Board Chair - Tom Den Herder, I thank you in advance for your continued support as we work together to advance, promote, and protect boating here in Michigan. Please feel free to contact me, any of our dedicated board members, or any of our wonderful hard working MBIA Staff at any time with ideas on how MBIA can bring more value to you and your business.

Once again, thank you and Happy Boating!!

Sincerely,

Patti Smith, VP Silver Spray Sports
2019 MBIA Board Chair

2019 Board of Directors

Chairman:

Patti Smith
Silver Spray Sports
Fenton, MI

Vice Chairman:

Tom Den Herder
Yacht Basin Marina
Holland, MI

Secretary/Treasurer:

Jim Coburn
Coburn & Associates
Macomb, MI

Directors:

Jim Adams
Freeway Sports Center
Fenton, MI

Amy Crouchman
Toledo Beach Marina
LaSalle, MI

Rob Davis
Club Royale
Waterford, MI

Chris Lisowicz
North Shore Marina
Spring Lake, MI

Tim Tadsen
Toledo Beach Dockominium
Assoc.
Carleton, MI

Regional Directors:

Pete Beauregard, Jr.
Southeast
Colony Marine
St. Clair Shores

Tom Ervin - Northern
Walstrom Marine
Harbor Springs, MI

Warren Wolf - Southwest
Wolf's Marine
Benton Harbor, MI

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boatmichigan.org
detroitboatshow.net
noviboatshow.net
metroboatshow.net



**THE VOICE OF
BOATING IN MICHIGAN**

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the marine industry since 1958



Executive Director's Letter

First, I would like to thank you, our members, for your membership support this past year. We have had many significant achievements, but none of which would have been possible without the support of our members.

I would also like to thank our MBIA Board of Directors, a dedicated group of individuals who volunteer time and energy as leaders of this Association. Together, we have achieved many of our goals for the MBIA in 2019.

Our industry had an impactful start to the year, with stats showing another growth year. Michigan held its position as the 3rd largest marine market in the country, and hit an exciting milestone in exceeding \$1 billion in new boats, motors, trailers and accessory sales for 2018. Boating has a \$7.8 billion economic impact on Michigan's economy each year, supports more than 40,000 jobs, and 1,500 businesses and, nearly 50 percent of Michigan's population get on the water each year to boat and fish.

Additionally, exciting new information came to us from the Bureau of Economic Analysis (BEA) – which stated that outdoor recreation represents 2.2 percent of the country's GDP. Sounds small, but it is actually larger than: legal services, agriculture, and mining, oil, and gas extraction. We also learned boating is among the largest contributor to the Outdoor Recreation Economy. With this new information, we were pleased to see our Governor create the MI Office of Outdoor Recreation Economy, and to have MBIA Board Chair Patti Smith invited to sit on the advisory council for this office assuring boating will be well represented.

We produced three successful boat shows in 2019, and partnered to promote three non-MBIA shows serving our members: Ludington Boat Show, Bay Harbor Boat Show, Great Lakes Boating Festival. With the Auto Show's move to June, we moved our Detroit Boat Show to January, helping dealers get an earlier start to the selling season and consumers get earlier product delivery. This move also assures no overlap with mid-winter break, the Miami Boat Show, and the Grand Rapids Boat Show, assuring more of our boating customers will be in town.

MBIA hosted a Board Strategic Planning Session with your membership survey results in hand. Discussions focused on strategized spending to help our members and grow our industry. Workforce Development again emerged as a top issue, and we are happy to announce we are on track to see three marine tech education programs start in 2020 with the Great Lakes Boat Building School, Macomb Community College and Oakland Community College. We hope to bring several more to other parts of the state in 2020.

Now that we have programs to which we can direct interested students, we have been busy promoting career awareness. MBIA exhibited at the Wayne County Career Fair and MI Career Quest SE, where we saw 11,000 kids in one day. We continue to communicate with the SE Michigan Automotive Teachers

Association and a long list of school counselors, and will conduct our 3rd annual Career Days at the Detroit Boat Show in January. In 2020 we will expand our presence around the state. The most important message for all of us to communicate to students and parents is these jobs within our industry are not seasonal. They are full-time, year-round, well-paying jobs in a fun industry.

The rest of the goals and initiatives outlined in our strategic planning session were built around our mission statement Advance - through education, including a bigger budget for RBEC, more regional meetings, and webinars; Promote - boating for market expansion, including campaigns to address the barriers to entry: Access, Affordability, Anyone can operate a boat; and Protect – through advocacy and lobbying efforts. You will see more on these in the coming months.

We are pleased to report MBIA and our members continue to be represented by the top lobbying firm in Lansing: Muchmore Harrington Smalley Associates – who's staff monitors thousands of legislative introductions each year for impacts to our industry, and helps protect important legislation already in place. In 2019 we held a Michigan Boating Caucus meeting and through MHSA, continue to communicate to our MI delegation, the importance of our industry to businesses, citizens, and the economy. This also occurs at the federal level where MBIA supports national organizations and attends the American Boating Congress each year in Washington D.C.

It is important to recognize our Recreational Boating Industry Educational Foundation which granted \$11,500 in 2019, to students and industry personnel. With this granting, the Foundation has distributed \$382,867 since 1986. Our Michigan Clean Marina Program also continues to grow with six newly certified marinas to this non-regulatory program, bringing our total to 79. Five additional marinas pledged getting us closer to our goal of 100. We thank our partners at EGLE, Coastal Zone Management and MI Sea Grant and invite all marinas to take part in this great program in 2020.

Realizing we will have challenges with high water again this spring, looking forward to 2020, we can try to focus on the positives. Economists are showing little concern for any upcoming market adjustment, and as I write this headlines announce retail unit sales of new powerboats are estimated to have held steady in 2019 and are expected to be up as much as 2 percent in 2020.

Also, know your association along with many others continue to work on market expansion, inviting new people to discover boating and there are many free, proven effective tools to help growth continue which will be with us in 2020 including: RBFF's – Get Hooked! Program and the DiscoverBoating Campaign. And, hopefully soon - MBIA's Michigan specific "Discover Boating efforts" and year-round promotional campaigns WILL BEGIN!

Sincerely,

Nicki Polan
Executive Director

AWARDS | ACHIEVEMENTS | ACCOLADES



Patti Smith accepts the Hall of Fame Award from MBIA Executive Director Nicki Polan.



Captain Denny Grinold and family with the 2019 Lifetime Achievement Award.

Honorary Members

The MBIA Board of Directors approved 2 individuals in 2019 to be awarded Honorary Lifetime Memberships in MBIA. The Honorary members are: Eric Foster and Steve Remias. "Eric and Steve were chosen in recognition of their longevity and impactful contributions to the MBIA and the boating industry in Michigan" said MBIA Executive Director Nicki Polan. "We're proud to have each of these individuals continue to be a part of our organization."



Steve Remias accepts Honorary Membership from MBIA's Nicki Polan. Not pictured is Eric Foster who was unable to attend the event.

Patti Smith of Silver Spray Sports was inducted into the **Michigan Boating Industries Association Hall of Fame** for the year of 2019.

"Patti has served on the MBIA Board for many years and recently finished her term as the MBIA Chair," said Nicki Polan, executive director of the MBIA. "Through her tenure and under her leadership, MBIA has thrived and she has been a tireless advocate for our association and industry."

Patti is Vice President and co-owner of Silver Spray Sports in Fenton with her husband Jeff Smith. Silver Spray Sports is one of the largest and longest running Nautique Exclusive dealerships worldwide for nearly 40 years. They have won numerous sales and service awards for their dedication and hard work.

Over the years, Patti has served on the MBIA Board she has been the Southeast Regional Director, Secretary/Treasurer, Vice-Chair and Chair of the Board, and has served on numerous committees. Currently Patti represents boating on the Michigan Outdoor Recreation Advisory Council that makes recommendations to the Office of Outdoor Recreation Industry, the DNR, and the Michigan Economic Development Corporation.

Patti, who grew up on the water in Holly, Mich. became the first woman to be a senior rated barefoot water ski boat driver for USA Water Ski in 1979. "... so I wouldn't have to just sit on the shore all the time waiting to watch Jeff ski his events, I got involved with what I loved to do, which was driving the boat," said Smith. She drove 15 years of Regional Barefoot Championships, 15 US National Barefoot Championships, and is the only woman ever to drive two World Barefoot Water Ski Championships in 1988 in Melbourne, Australia and 1990 in Jacksonville, FL. In 1980, the couple co-founded the Barefooting Unlimited Ski School.

"Patti's dedication is second to none, we appreciate her leadership as the MBIA Board Chair, and her point of view always advocating for the boating industry," said Jim Coburn of Coburn and Associates of Macomb and Secretary/Treasurer of the MBIA Board. "The MBIA Board voted unanimously that she should be awarded this, one of MBIA's highest honors."

Captain Denny Grinold, former president of the Michigan Charter Boat Association, was awarded with the **2019 Ray L. Underwood Lifetime Achievement Award** for his outstanding contributions to the recreational boating and fishing industries through leadership, dedication, innovation, and personal motivation.

"Denny has spent a lifetime tirelessly advocating for fishing, boating and tourism in Michigan and has been recognized by many," said MBIA Executive Director Nicki Polan. "His list of accomplishments is long, and we are grateful for his advocacy on important legislative issues and his innovations and partnership building, which have brought us promotions like the "Catch and Cook" program in Michigan.

In addition to owning and running an auto repair business in Lansing, Grinold is a 30-year veteran charter boat captain based out of Grand Haven is an avid Salmon fisherman. Outdoor Life Magazine has included Grinold as one of the 20 best anglers in the planet more than once. The Michigan United Conservation Clubs named Grinold as the 'Fisheries Conservationist of the Year.' He has also been honored by the Michigan Salmon and Steelhead Fisherman's Association with the Dr. Howard Tanner Award, named after the man behind Great Lakes Salmon. The Great Lakes Fishery Commission honored Grinold with the C.D. "Buzz" Besadny Award for fostering Great Lakes partnerships. He also has been appointed to the Michigan State Waterways Commission.

"Denny's advocacy has always aligned with our MBIA mission to promote, protect and advance the recreational boating industry in Michigan. Because of his dedication, the MBIA Board of Directors has unanimously voted to award him the prestigious Ray L. Underwood Lifetime Achievement Award," said Polan.



Recreational Boating Educational Conference

The 2019 Annual Meeting and Recreational Boating Educational Conference (RBEC) was deemed a success. This year's theme was "On the Horizon," with expert speakers educating attendees on working with the next generation (and people of all ages), a forecast of Great Lakes Water Levels and the Economy, and closing keynote Marcus Sheridan spoke to the new, digital consumer. The content was received very well with great reviews coming in through the postevent survey. Thank you to all who attended, sponsored, and supported this year's event. "It was great to see more than 100 members taking advantage of the quality education and networking opportunities right in our backyard here in Michigan," said MBIA's VP of Marketing Amanda Wendecker. "We're changing up the location for 2020 and hope to see even more members attend!"

Mark your calendar for the **2020 Recreational Boating Educational Conference, December 2 & 3, 2020**. The location is yet to be determined

Workforce Development Initiative

The MBIA and its workforce partners around the state continue to relentlessly address the workforce shortage in the marine industry and create awareness of the marine tech programs coming to Michigan in 2020.

The 2nd Annual Career Day was held at the 2019 Detroit Boat Show to create awareness of the fun and exciting careers in the marine industry to high school and college students. Students were offered free admission and received a map of participating exhibitors to visit and learn more about career opportunities available.

MBIA partnered with the Great Lakes Boat Building School (GLBBS) to form the Michigan Boating Industries Talent Consortium and was successful in achieving a \$470,000 grant through the state of Michigan's Marshall Plan. The grant was awarded on May 31st, but funds were not made available until mid- August. With the funds, the GLBBS will focus on marine tech programs for high school junior and seniors and a post-secondary student program. Both programs look to be up and running by the Fall of 2020.

In October, the MBIA joined more than 50 colleges, universities, and vocational schools to attend the 2019 College and Career Fair at Wayne County Community College to promote careers in the recreational boating industry.

In November, the MBIA participated in MI Career Quest SE at the Suburban Collection Showplace, which was attended by 11,000 high schoolers from SE Michigan. "The boats on display were a huge hit with the students," said Amanda Wendecker, MBIA's VP of Marketing. "While most students told us they hadn't thought about a career in the industry, they were intrigued when we explained the opportunities available and that Michigan is the third largest marine market in the country." Skipper Buds had 3 boats on display that were swarmed by

students who enjoyed boarding the boats and learning more about job opportunities. The students were also given the opportunity to operate a boating simulator provided by the US Power Squadrons, which was very popular. Many students had never operated a boat before. Career Quest was a great stepping stone to bring awareness for the industry and part of the MBIA workforce development initiative.

MBIA is working with the Oakland and Macomb community colleges to create fast track programs for marine techs in 2020. We have asked ABYC about marine engines which may be available to these institutions, along with their ability to provide a certification for the introductory course. "MBIA's Board of Directors confirmed the commitment to purchasing the ABYC curriculum for each school willing to teach it (\$5,000 value) and sponsor the \$500 per year maintenance updates," said Wendecker. "We are excited to add these two fine institutions as partners."



Recreational Boating Industries Educational Foundation

RBIEF Directors:

President

Jim Coburn
Coburn & Associates, LLC.
Macomb, MI

Treasurer

Rob McCarthy
Skipper Bud's
Harrison Township, MI

Secretary

Nicki Polan, MBIA
Commerce Township, MI

Matt Anderson
Global Marine Ins. Agency
Traverse City, MI

Amy Krueger-Malow
Jefferson Beach Yacht
Sales
St. Clair Shores, MI

Torre Miller
Diesel Fuel Doctor
Lansing, MI

The Recreational Boating Industries Educational Foundation (RBIEF) awarded \$7,500 in scholarship funds to 7 students, and one marine industry educator for advanced education. The RBIEF scholarship fund was developed in 1986 by the Michigan Boating Industries Association (MBIA) as a support program for students interested in pursuing careers in the recreational boating industry. Scholarships are awarded to college students interested in a career in the marine industry, as well as current MBIA members and their employees for industry conferences, certifications and other continuing education programs. With this granting, the fund will have distributed \$382,867 to deserving recipients. The RBIEF Board has allocated another \$4,000 for industry scholarships in 2019.

"The marine industry, like others, is nearing a crisis in the need for skilled employees to replace the aging workforce," said RBIEF President Jim Coburn of Coburn & Associates. "The recipients of scholarships this year all show a keen interest in jobs in our industry, along with the current teacher who will use his scholarship to further his education to better teach marine technicians in Michigan."

The MBIA Board donated \$15,000 to the educational foundation in 2019 and encourages other to donate as well. Contributions are tax deductible. The boating industry in Michigan represents a \$7.4 billion economic impact in Michigan, nearly 1,500 marine businesses and nearly 40,000 jobs.

RBIEF scholarship recipients:

- Brenda Andrews, Harbor Springs
(*Gregory P. Krueger Recipient*)
- Gretchen Hambrick, Clarkston
- Keri Lozen, East China
- Taylor Mowery, Fenton
- Spencer Mykols, Howell
- Joseph Spencer, White Lake
- Maxwell Wagner, St. Clair Shores
- Dave Mackey, Wexford-Missaukee ISD



Michigan Clean Marina Program

The Michigan Clean Marina Program saw an incredibly successful year, with 6 new certified marinas: Elba Mar Boat Club- Grosse Ile, Indian River Marina- Indian River, Mayea Marina- Fair Haven, Ottawa Beach Marina- Holland, Pine Lake Marina- West Bloomfield, and Sommerset Pointe Yacht Club- Boyne City. 80 Marinas are currently certified in Michigan.

Eleven marinas were re-certified for another 5-year period. Bay Harbor Lake Marina- Bay Harbor, Bay Harbor Yacht Docks- Bay Harbor, East Jordan Municipal Marina- East Jordan, Eldean Shipyard- Macatawa, Irish Boat Shop- Charlevoix, Irish Boat Shop- Harbor Springs, Kean's Marina- Detroit, MacRay Harbor- Harrison Twp. , Rogers City Marina- Rogers City, Saugatuck Yacht Services- Saugatuck, and St. Clair Boat Harbor- St. Clair.

The MCMP received grants through the Michigan Sea Grant and the DEQ / NOAA Coastal Zone Management, to help fund the program in 2019, and encourage marinas in the state to become certified as an ambassador for clean waters.



michigancleanmarina.org

2019 CMP Directors:

President

Mark Breederland
MSU Sea Grant
Traverse City, MI

Secretary

Eric Foster
Belle Maer Harbor Marina
Harrison Twp., MI

Treasurer

Nicki Polan, MBIA
Livonia, MI

Chris Babcock, MI EGLE
Lansing, MI

Gerry Santoro
Macomb County, MI

Kathleen Torresen
Torresen Marine
Muskegon, MI

REPRESENTATION & PARTNERSHIPS



MBIA Works Closely With National and State Organizations

In our commitment to offer continued education, industry statistics and timely industry news, MBIA maintains membership and partnerships with many related associations, and maintains working relationships with many industry experts in order to provide information to our members that will help them manage their businesses more effectively. MBIA works closely with these local and national groups:

- Michigan Society of Association Executives
- Great Lakes Small Harbors Coalition
- US Army Corps of Engineers
- Michigan Secretary of State's Office
- Lake St. Clair Tourism Initiative
- Michigan Waterways Commission
- Michigan Natural Resources Commission
- Michigan Economic Development Corp.
- Michigan Inland Lakes Partnership
- DNR Land & Water Management Division
- DNR Law Enforcement Division
- Grow Boating Initiative/Discover Boating
- Michigan Port Collaborative
- Tourism Industry Coalition of Michigan
- National Marine Manufacturers Association
- Recreational Boating Leadership Council
- Advisory Council of Marine Associations
- National Marine Trades Council
- Marine Retailers Association of America
- Michigan Clean Marina Foundation
- Michigan Sea Grant (MSU & UofM)
- Metro Detroit Convention and Visitor's Bureau
- Pure Michigan/Travel Michigan
- Marine Bankers Association
- Association for Marina Industries
- American Boat and Yacht Council
- Boat U.S.
- Recreational Boating & Fishing Foundation
- Michigan Charter Boat Association



Michigan Waterways Commission

MBIA's Executive Director, Nicki Polan received recognition from MI State Waterways Commission for six years of dedicated service as a Commissioner. MBIA is still represented on the Waterways Commission with three MBIA members, Mary Rising of Action Water Sports, Pete Beauregard Jr. of Colony Marine, and Barb Brooks of Boyne City/F. Grant Moor Marina. The Michigan State Waterways Commission was established by the Michigan legislature in 1947. The Commission is responsible for the acquisition, construction, and maintenance of recreational harbors, channels, docking and launching facilities, and administration of commercial docks in the Straits of Mackinac. The Commission members are appointed by the Governor, with the advice and consent of the Senate, to serve three-year terms.

PROTECTING - LEGISLATIVE OVERVIEW

5,000 or more Legislative bill introductions each year!

In any given year our Michigan Senators and Representatives can introduce 5,000 or more bills to be considered for passage into law here in Michigan. In any given year, it is not unusual for hundreds of these bills to have some impact and/or direct impact to boating in Michigan.

The MBIA maintains a full-time, well-respected lobby firm in Lansing whose qualified lobbyists watch these bill introductions, communicate regularly with legislators and report to the MBIA to be sure our industry does not miss an opportunity to support bills that can help us and speak out against bills that work against us.

Important issues we continue to work for and monitor:

- Assuring Ethanol free fuel is available for our industry
- Protecting Post Labor Day School Start and Daylight Savings Time
- Monitoring attempts to increase dealer plate fees
- Monitoring attempts to increase OSHA penalties
- Monitoring changes to emissions standards and how they effect tow vehicles
- Stopping aquatic invasive species which threaten boating activity and our Great Lakes fisheries, especially Asian Carp
- Stopping any diversion of water from the Great Lakes
- Uniformity in States reporting of boating registration numbers
- Protecting funding for boating access sites and infrastructure
- Speaking on behalf of our members regarding excessive OSHA and MIOSHA inspection and fines
- Lobby against over taxation, regulation, and oversight
- Stop attempts to limiting boat types or certain boating activities
- Help fight threats to the Great Lakes such as: Asian Carp, Algae Blooms, Net Pen Aquaculture, Microbeads, Line 5, Nuclear Waste Depositories
- Supporting alternative energy but stopping the placement of Wind Turbines in Lake Erie (and all Great Lakes)
- Share the Lake Watch Your Wake Campaign to educate boaters and stop overregulation on wake boats



MBIA-PAC
c/o Michigan Boating
Industries Association

Donate today to support your industry!

Your Association has worked hard to establish itself as “the voice” of both the marine industry and its consumers here in Michigan. Through this voice, and the MBIA Political Action Committee (PAC), the MBIA has taken a leadership role in making the leaders of our state and local government more responsive to the recreational boating community. Every individual who works in the marine industry and/or enjoys boating in Michigan should make an annual contribution to the MBIA PAC. It is the single most effective method by which we can make our voice more powerful, and through our united voice and our PAC, your association works to make the leaders of our state and local government more responsive to the recreational boating community.

State Legislative victories over the years include:

- 2019 - Stopped MI Treasury's attempt to disqualify documented boats from STOD law
- 2018 - Clarified language on the SOS website related to in-transit repair plates
- 2017 - Lowered Bottomland Lease Rates by 25 percent and addressing unfair interpretations of the language
- 2016 - Passed Abandoned Boat Legislations
- 2015 - Introduced Abandoned Boat Legislations
- 2015 - Stopped Skier in Tow Flag requirements
- 2014 - Won Sales Tax on the Difference for boats
- 2013 - Lobbied for and received \$21 million to emergency dredging funds
- 2013 - Expedited dredging permits with more flexible restrictions
- 2013 - Low interest marina dredging loan program
- 2012 - Stopped random inspections for boats with Coast Guard Safety Sticker
- 2012 - Passed requirement to have all barges lit at night
- 2012 - Eliminated requirement for persons riding on or being towed behind a personal watercraft to wear certain personal flotation devices.
- 2012 - Clarified criteria for investigatory stops of moving vessels.
- 2012 - Allowed electronic verification of identity for title and registration purposes.
- 2012 - Revised boat livery permit term and certificate of number fee and term for certain non-motorized livery boats.
- 2012 - Established Multistate Aquatic Nuisance Species Compact
- 2011 - Advisory council to recommend laws to prevent aquatic invasive species introduction through trade pathways.
- 2011 - Empowered police department with jurisdiction over body of water to remove floating objects presenting a hazard
- 2010 - Extended sunset on reapplication meetings to review permit applications for lakes
- 2010 - Extended sunset on preapplication meetings to review permit applications
- 2009 - Federal government granted Michigan funding for shallow harbor dredging
- 2008 - Discontinuation of marina operator permits
- 2008 - Discontinuation of multiple permits for moving boats to off site storage areas
- 2008 - Allowed disabled persons to obtain a special permit to operate certain watercraft
- 2008 - Restored the exclusion of recreational boaters from the Clean Boating Act
- 2007 - Exempted marina services from new services tax
- 2007 - Defeated DEQ's fee hike for marina operator permits
- 2007 - Extended the sales tax deduction for boat owners
- 2006 - Passed Proposal 06-1 to stop any raid on Michigan's Harbor Development Fund
- 2006 - Removed the federal longshore insurance requirements for recreational boating industry
- 2005 - Passed post Labor Day school opening legislation
- 2004 - Established mandatory education requirements for PWC operators. Added provisions setting times of operation, restrictions on types of behavior and safety requirements
- 2004 - Stopped raid on Waterways Funds to be used to create boat noise monitoring device
- 2004 - Passed Friday off before Labor Day (pre-cursor to Post Labor Day school opening)
- 2004 - Defeated National effort to mandate adults wear PFDs while underway in all boats
- 2004 - Reauthorized the Wallop-Breaux Trust Fund
- 2004 - \$12.248 million for Great Lakes sea lamprey control
- 2003 - Michigan forms Boating Caucus in Legislature

PROMOTING

Boat Shows

All three MBIA produced boat shows, the **Detroit Boat Show**, **Novi Boat Show** and **Metro Boat Show** had a successful run in 2019, with exhibitors telling MBIA staff that sales leads were up and new prospects were strong, both great signs for the industry. Throughout the year, more than 80,000 consumers visited the shows and were introduced to new model introductions and hundreds of exhibiting boating companies. At the Detroit and Novi shows, a popular boaters safety course is held to increase awareness of boating rules and regulations. Media and PR efforts highly publicized the events to bring boating to TV and radio news outlets all year long.



Detroit Boat Show

Social Media & Websites

A summer-long social media campaign on MBIA's consumer and industry social media pages garnered hundreds of new followers, captured by the promotion of boating in Michigan. The MBIA also maintains consumer, industry and boat show websites with hundreds of thousands of visitors annually. These sites heavily promote MBIA members, exhibitors, industry partners and the boating lifestyle.

Creating Positive Boating Press

MBIA works year-round to promote boating, our members, boat shows and the lifestyle to Michiganders. In 2019, Paul W. Smith from WJR Radio hosted his 4th annual Harbor Tour, highlighting MBIA member locations and boating communities around the state in July. Other 2019 headlines read:

Detroit Boat Show moves to January

Boating expenditures in MI exceed \$1 billion

MBIA Chair represents boating industry on the Outdoor Recreation Advisory Council

New boating and fishing laws to prevent spread of invasive species

Team MBIA visits congressional offices on Capitol Hill during ABC

Michigan Harbors represent \$19 billion economic impact to state's economy each year

MBIA applauds DNR for \$8 million to stop Asian Carp

Detroit Boat Show results mirror thriving industry

Celebrate Michigan Boating Week June 4-11



Novi Boat Show



HARBORSIDE MARINE



Metro Boat Show

MBIA MISSION STATEMENT

The purpose of the Michigan Boating Industries Association is the general ethical, educational, communicative and promotional advancement of the boating industry in the State of Michigan. The Association shall be the voice of the industry in dealing with government agencies, affiliated national and local organizations, and national or local issues affecting the boating industry. MBIA, founded in 1958.