

# MARINE ACCESSORIES & COMPONENTS DIVISION (MACD)

The National Marine Manufacturers Association (NMMA) is a unifying force and powerful voice for the recreational boating industry, working to strengthen and grow boating and shape public policy to protect the interests of NMMA'S 1,300 members.

**600**  
MEMBERS

**\$6.9**  
BILLION

SPENT ON ACCESSORIES  
& COMPONENTS  
PER YEAR

NMMA's 600 MACD member companies produce 80% of the marine components, electronics, accessories and trailers used by boaters and anglers in the U.S. and Canada.

## TAKE ACTION

Advance boating's legislative agenda and trade policy to policymakers, the media and the public.

- BoatPAC—Political action committee
- American Boating Congress (ABC)—legislative conference
- Boating United—boating, angling & outdoor recreation

**\$170**  
BILLION ANNUAL  
ECONOMIC  
IMPACT

**691,149**  
AMERICAN JOBS

## STAY INFORMED

Use NMMA's Business Intelligence market research and industry data to make informed business decisions.

- Sales data, boat registrations, wholesale shipments, etc.
- Analyze market trends and the competitive landscape
- **FREE** member access to publications which retail for \$8,400

**62%** HAVE AN ANNUAL  
BOAT OWNERS HOUSEHOLD INCOME  
OF \$100K OR LESS

**95%** ARE SMALL  
TOWABLE  
OF BOATS UNDER 26FT

## PROMOTE BOATING

Increase boating participation, connect with new demographics, and attract the next generation of boaters.

- DiscoverBoating.com engages 4.5m visitors annually
- National marketing and public relations campaigns
- Research on first time boat buyers and selling to emerging demographics and younger consumers

IN 2019, **31% OF ALL BOAT BUYERS** WERE FIRST  
TIME BUYERS, **DOWN FROM 42% IN 2000—**  
**A TREND THE INDUSTRY MUST REVERSE**

## GROW YOUR BUSINESS

Boat shows, industry trade events and resources help members sell more product and provide workforce benefits.

- 300,000+ visitors attend NMMA's 13 major market boat shows annually
- IBEX trade event connects OEM with boat builders
- Member only access to quality healthcare, 401k planning, B2B directories and product certification

**120**  
MILLION AMERICANS  
GO BOATING  
EACH YEAR

**41.6**  
MILLION REGISTERED  
BOATERS IN  
THE U.S.

NMMA's aggressive COVID-19-related advocacy at the federal, state and local level, ensures members are protected from unnecessary regulation, taxes, and other burdens while helping to secure relief funding.

NMMA is positioning boat shows, consumer experiences, and Discover Boating to attract consumers in a post-coronavirus environment and capture market share for recreational boating. NMMA continues to deliver a united voice and positive reputation for recreational boating to drive demand and position the industry for long-term growth.

## COST EFFECTIVE BENEFITS

- 5 to 30 percent member booth space discounts at select NMMA boat shows and International Boatbuilders' Exhibition and Conference (IBEX) as well as preferred member space allocation
- Free access to NMMA's Business Intelligence marine market research and publications including the *U.S. Recreational Boating Statistical Abstract*— the industry's most comprehensive summary of boating statistics, which retails for \$4,199
- Complimentary NMMA boat show credentials for member staff (\$50 value per person) with exclusive access two hours prior to show opening
- Significant discounted rates on UPS, rental cars, office supplies and equipment, printing services, utility contract analysis
- Discounts on NMMA advertising which reaches a highly targeted audience of industry stakeholders and decision makers

## EXCLUSIVE MEMBER'S ONLY RESOURCES

- Marine Industry Retirement Plan, a customizable multiple employer 401(k), provides flexible and competitive plan options while lowering administrative expenses and participant fees
- Access to quality, ACA-compliant healthcare through NMMA's partnership with the National Association of Manufacturers— NAM Healthcare is available to U.S. based manufacturing members with less than 99 employees
- Advocacy support from NMMA experts on regulatory policy and trade and tariff challenges, as well as timely economic news and compliance alerts to monitor the ever-changing business climate
- Member B2B Directory, a trade-only marketplace connecting buyers and suppliers with member-only access to sales contacts including email and phone
- Expert advice and technical support on manufacturing compliance standards and industry regulatory requirements

**BENEFIT QUESTIONS | MEMBER'S ONLY ACCESS | HOW TO GET INVOLVED:**

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[nmma.org](http://nmma.org) | [DiscoverBoating.com](http://DiscoverBoating.com) | [GrowBoating.org](http://GrowBoating.org) | [boatshows.com](http://boatshows.com) | [ibexshow.com](http://ibexshow.com)

## NMMA ACCOMPLISHMENTS, RESOURCES AND PRIORITIES

### 2019 ADVOCACY WINS

- Secured 15 Section 301 tariff exclusions, saving the industry \$25+ million.
- Expanded Gulf Red Snapper fishing season from 3 to 30 days, resulting in 600+ new jobs and millions of dollars in investments.
- Harmonized federal and state environmental regulations, saving the industry more than \$75 million.
- Raised more than \$250,000 for BoatPAC, helping to reelect dozens of boating champions in Congress.
- Secured \$22 million in Boating Infrastructure Grants, leading to construction of new boating access facilities across the country.
- Established offices in seven states dedicated to protecting and expanding outdoor recreation opportunities.
- Passed vessel titling laws in two major boating states, bolstering the integrity of the industry and its products.



### ADVOCACY DURING COVID-19

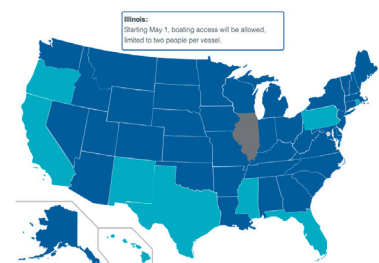
- Interpreting state orders impacting marine manufacturing and advocating for all marine manufacturing to be essential.
- Monitoring state orders impacting boating access and advocating for relaxing restrictions.
- Helping the recreational boating industry receive economic assistance and positioning the industry to benefit from future stimulus measures.
- Expanding economic assistance for trade organizations, trade events, and consumer boat shows.

### ADVOCACY WINS SINCE COVID-19

- Reversed marine manufacturing restrictions in 36 states.
- Reopened boating access in all 50 states.
- Secured \$760 billion in small business loans, saving scores of businesses and thousands of jobs.
- Delayed payment of Social Security payroll taxes.
- Established the Employer Retention Tax Credit.
- Established Main Street Lending Program targeted at medium-sized businesses (500-15,000 employees).

#### Find Places to Go Boating Near You

Get onboard with social distancing—take to the water to relax, refocus and recharge. Discover nearby locations to go boating in your local community by using our interactive map below. Select your state to see the latest updates and closure status from state officials regarding public water access points, boat landings, and ramps.



KEY:  
 ■ Open  
 ■ Open with restrictions  
 ■ Closed

Last Updated: May 2, 2020

## DISCOVER BOATING DURING COVID-19

- Since COVID-19, consumers are visiting **DiscoverBoating.com** in record numbers to explore escaping to the water:
  - March **+30%** in visitors compared to March 2019;
  - April **+43%** in visitors compared to April 2019; and
  - First weekend in May (Saturday and Sunday) **+128%** in visitors compared to the same period in 2019.

## BUSINESS INTELLIGENCE COVID-19 REPORT

- 81% of manufacturers reported declines in business overall in Q1, with 54% of manufacturers reporting moderate to substantial declines in sales.
- The top ask from marine CEOs is for funding and relief from the government, as well as employee assistance.
- U.S. boat building production is expected to decline through the remainder of 2020 and into the first half of 2021 before rising in the latter half of next year.
- By 2022, the rebound in production is expected to be at levels similar to those in spring 2017.

## LOOKING AHEAD

- Aggressive COVID-19-related advocacy at the federal, state and local levels, making sure the industry is protected from unnecessary regulations, taxes, and other burdens while securing relief funding to offset losses.
- Engaging both presidential campaigns during the 2020 election cycle to ensure the industry is on the strongest footing possible ahead of the next administration.
- Positioning boat shows, consumer experiences, and Discover Boating to attract buyers in a post-COVID-19 environment and capture market share for recreational boating.
- Delivering a united voice and positive reputation for recreational boating to drive demand and position the industry for long-term growth with an industry-wide campaign to get Americans on the water.
- Ensuring a safe boating experience through the rigorous NMMA Certified program as consumers seek products they can trust more than ever.
- Providing members with free access to business intelligence, delivering data to make informed business decisions in one of the most uncertain business environments in history.