



# 2020 Virtual American Boating Congress

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May 13, 2020



# 2020 ABC Sponsors

## BRUNSWICK



# YAMAHA





# 2020 ABC Co-Hosts



*The voice of the marina industry*



Soundings  
**Trade Only**



MASSACHUSETTS  
MARINE TRADES  
ASSOCIATION



**Boating**Industry





# Industry Update

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# RECREATIONAL BOATING INDUSTRY



**\$170 BILLION**  
ECONOMIC ECOSYSTEM

**691,000** JOBS

**35,000**  
U.S.-BASED MARINE BUSINESSES

**95% OF BOATS SOLD**  
IN THE U.S. ARE MADE IN THE U.S.



# OUTDOOR RECREATION INDUSTRY

The background is a collage of four vertical panels. The left panel shows an aerial view of a marina with many boats docked. The second panel shows a person's legs and feet on a bicycle. The third panel shows a person in a kayak on a body of water. The right panel shows a person wearing a helmet and riding a motorcycle.

**2.2% OF U.S. GDP**

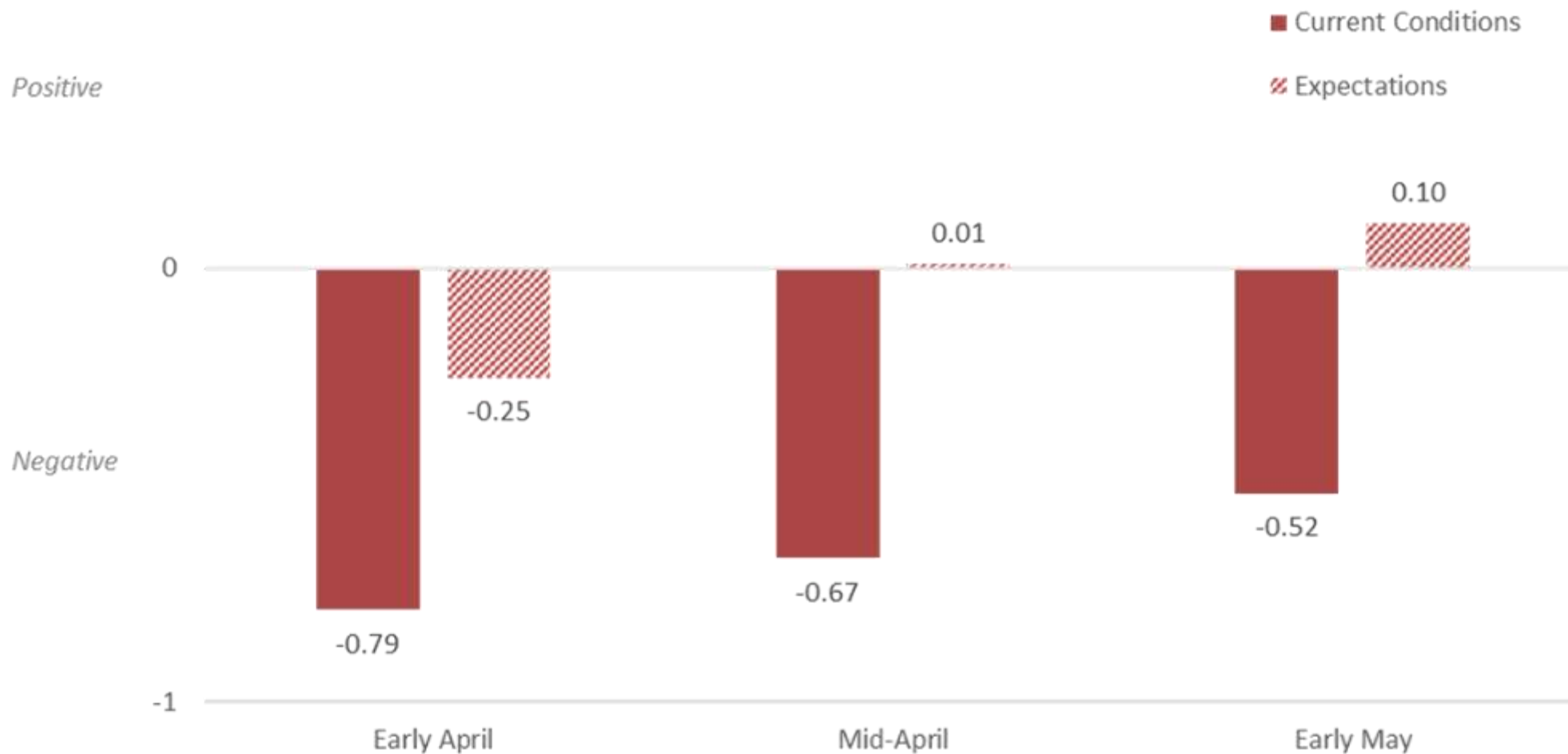
**\$778 BILLION**  
IN GROSS OUTPUT  
SUPPORTING  
**5.2 MILLION JOBS**





# CORONAVIRUS (COVID-19)

# CEO Sentiment







# How has COVID-19 Impacted Marine Businesses?

**81%** of marine manufacturers reported business declines



**61%** expect business conditions to worsen over next six months



**15%** of manufacturers permanently closed facilities or locations

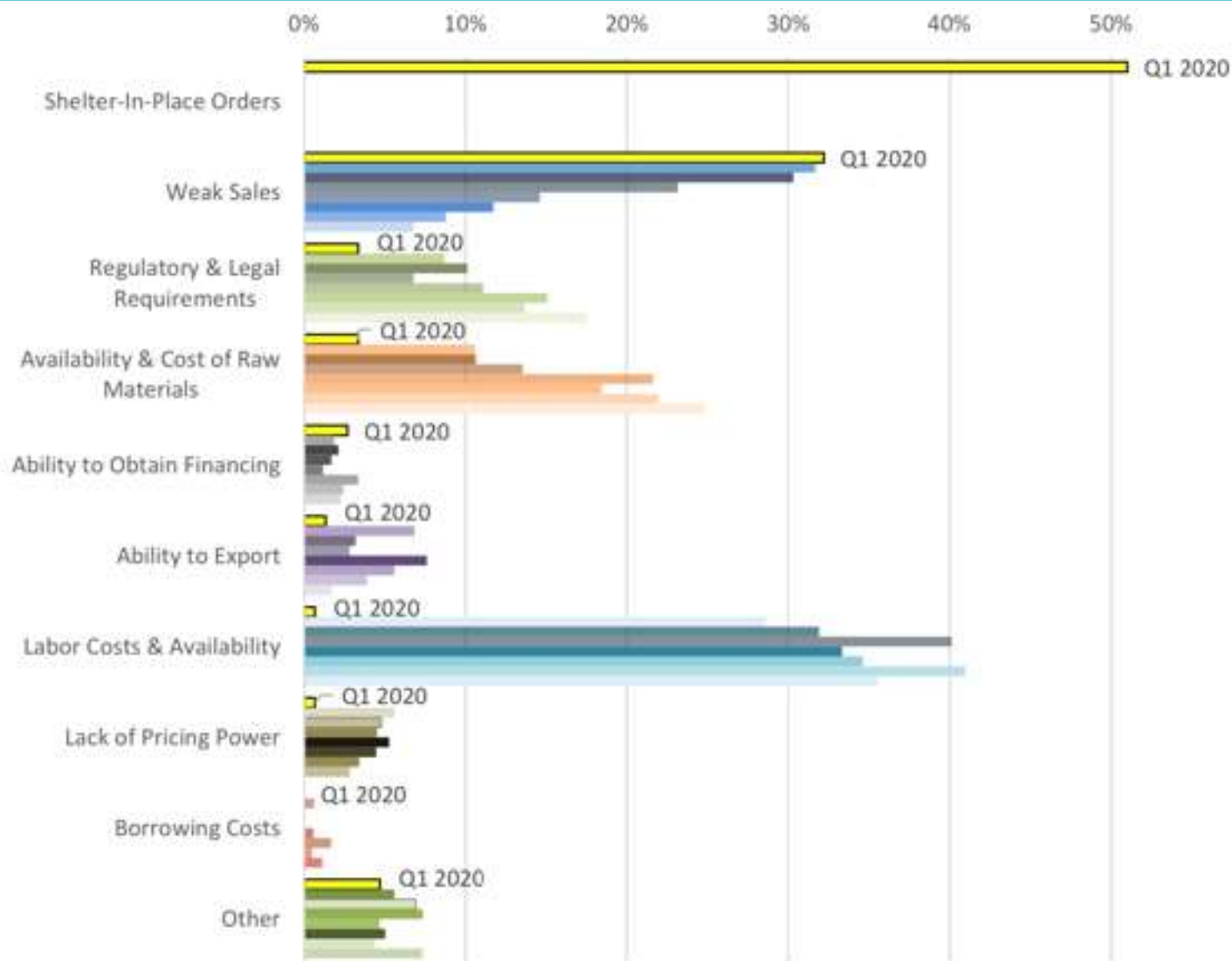


**90%** of marine dealers have applied for PPP



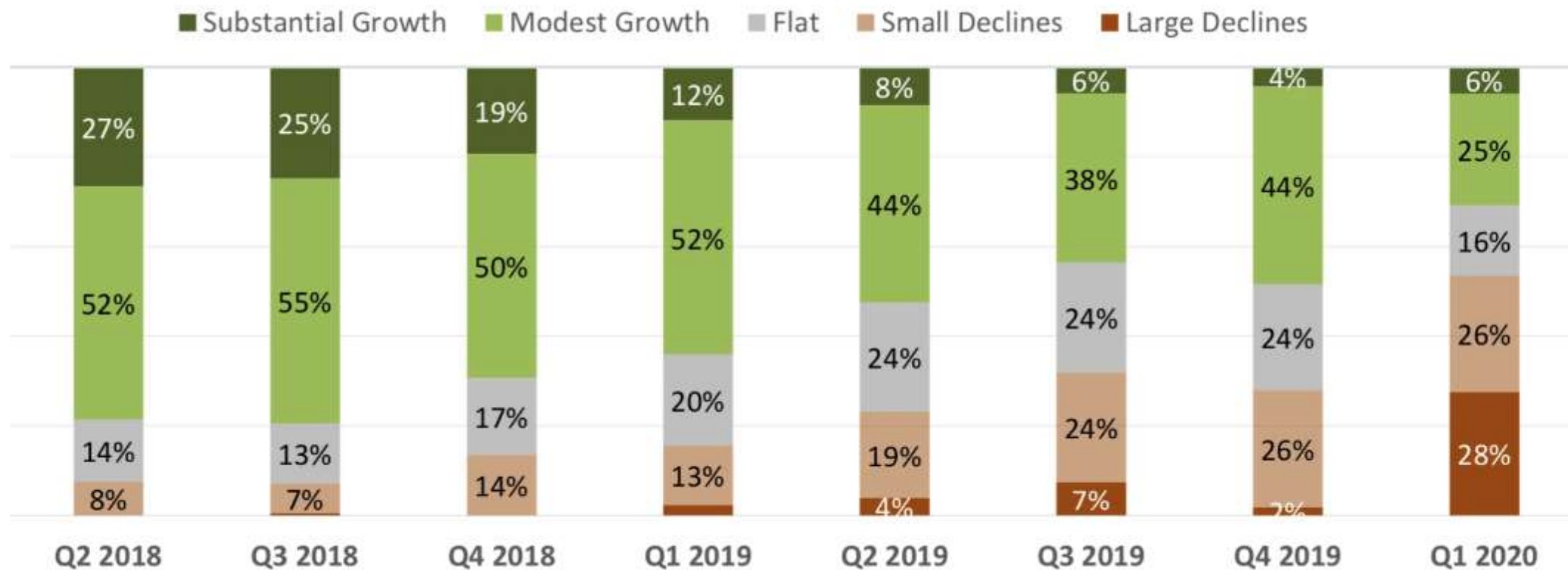
**70%** of marine dealers have cash-flow to stay open < 2 months

# Top Business Challenges

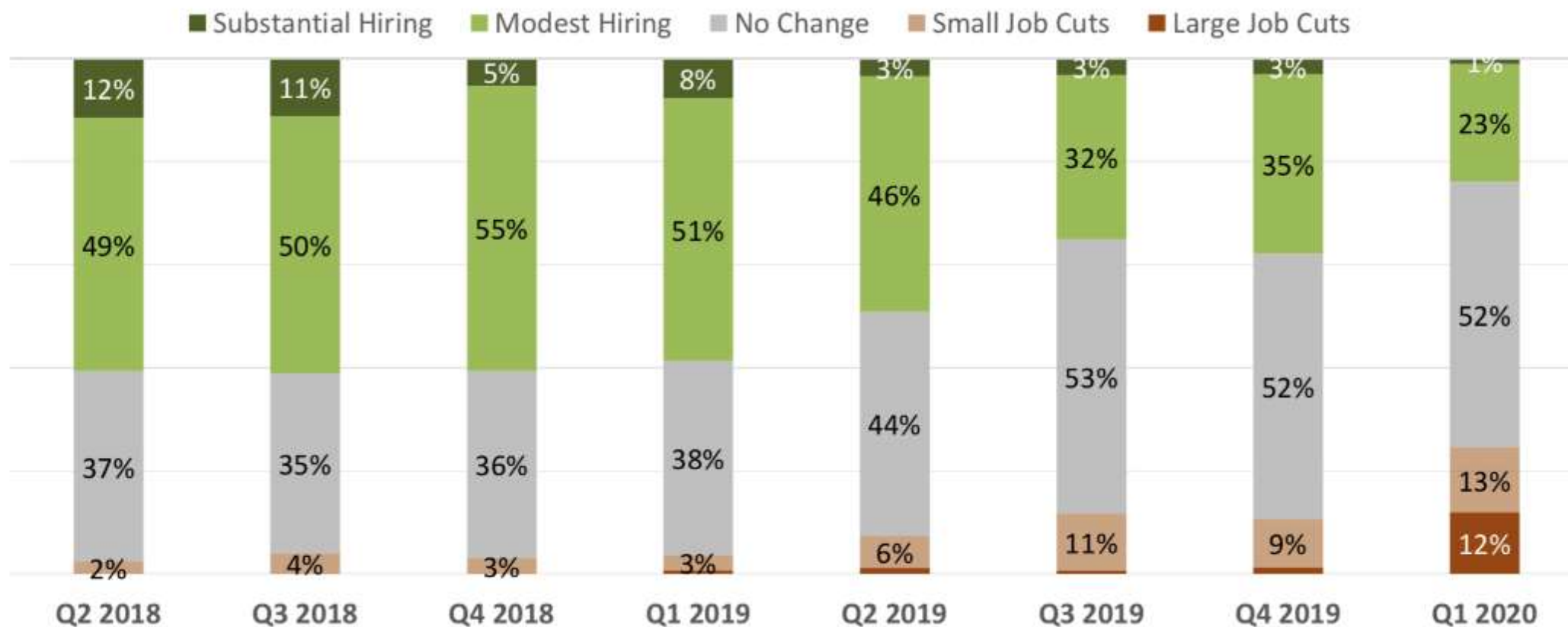




# Manufacturing Sales

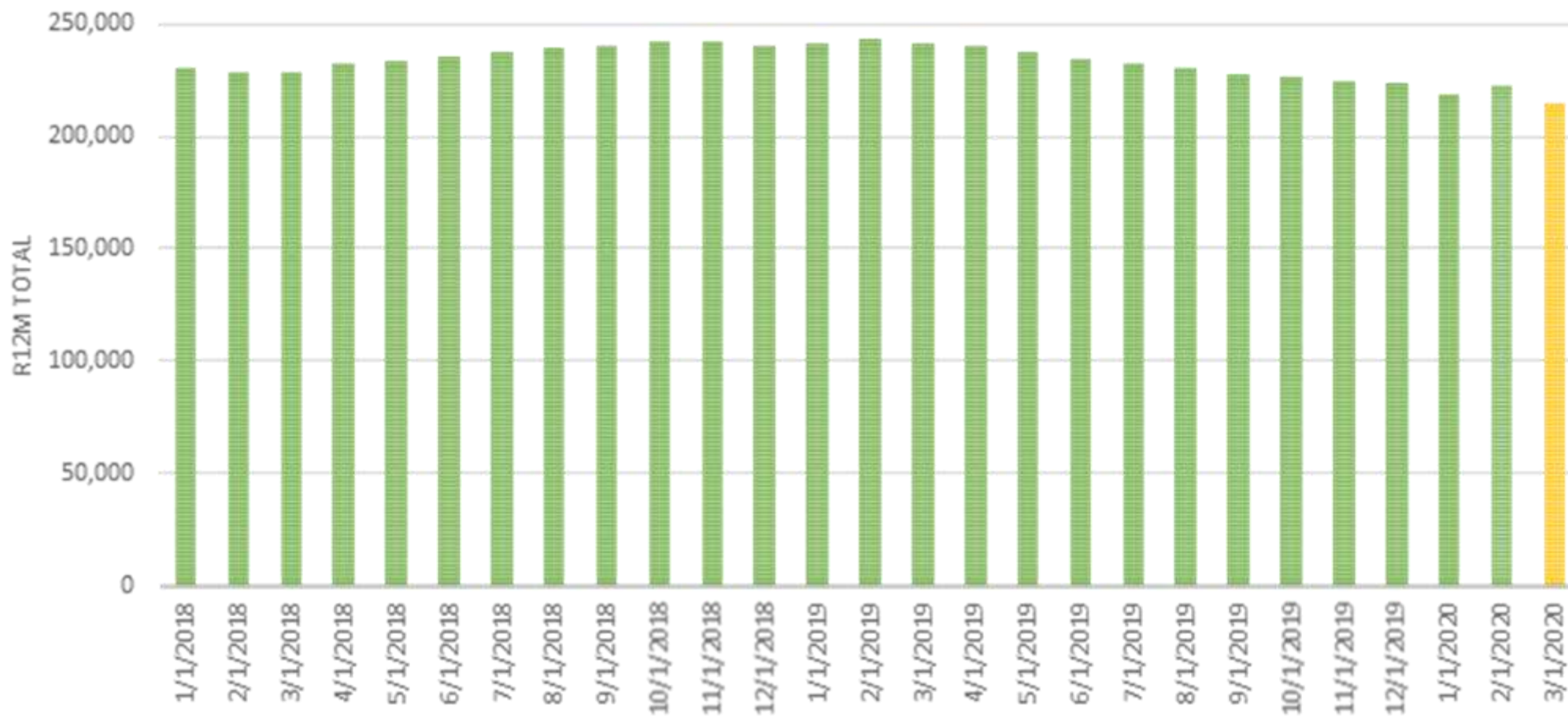


# Workforce Impact

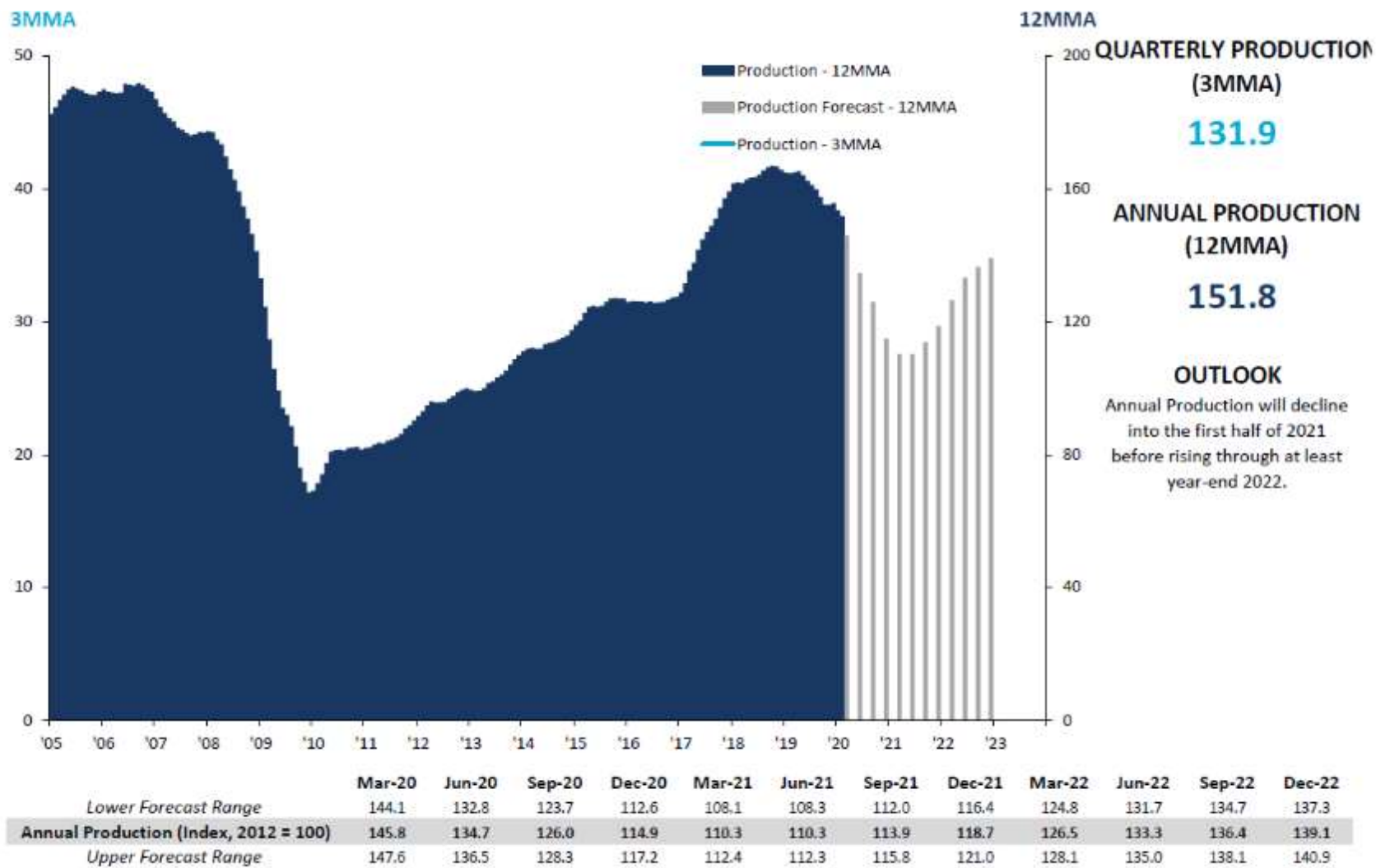




# Boat Wholesale Shipments

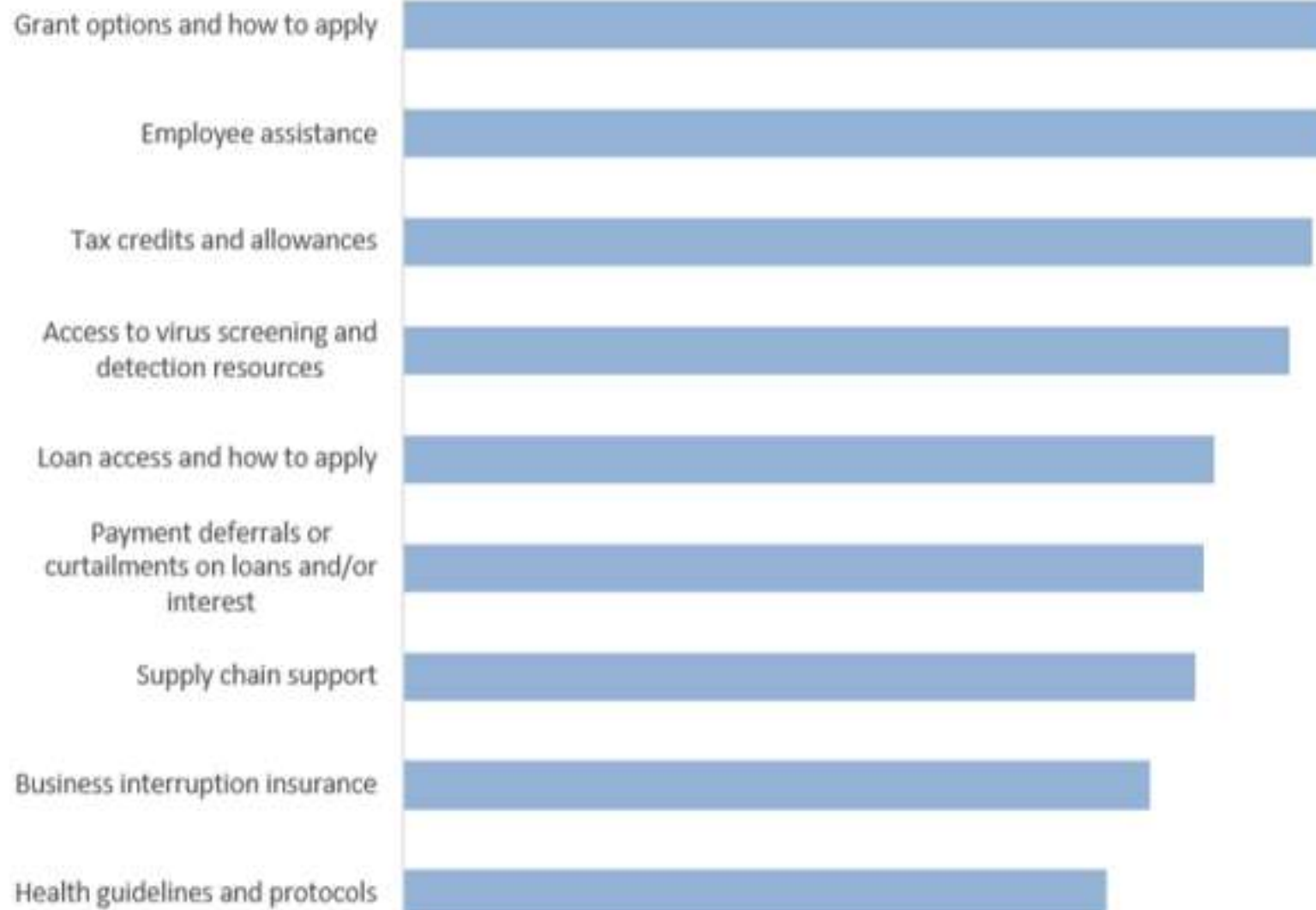


# Boat Building Forecast





# Top Industry Needs



# Boating Gives Back

Across the country, the boating industry has stepped up to help combat COVID-19 by giving back, innovating and helping their local communities through converting manufacturing to producing personal protective equipment (PPE) and donating supplies and gear to those on the front lines of this pandemic.

**NMMA** National Marine Manufacturers Association



Face Masks

**227,000+**



Face Shields

**103,000+**



Hand Sanitizer Pumps

**120,000**



Tyvek Suits

**2,600**



Gloves

**5,300**



Protective Clothing & Gowns

**1,800**



Snorkel Respirators

**1,200+**

**TOTAL | 460,000+ UNITS**



# Could Recreational Boating Save Summer for Americans?

SINCE COVID-19, CONSUMERS ARE COMING TO DISCOVERBOATING.COM IN RECORD NUMBERS TO EXPLORE ESCAPING TO THE WATER.

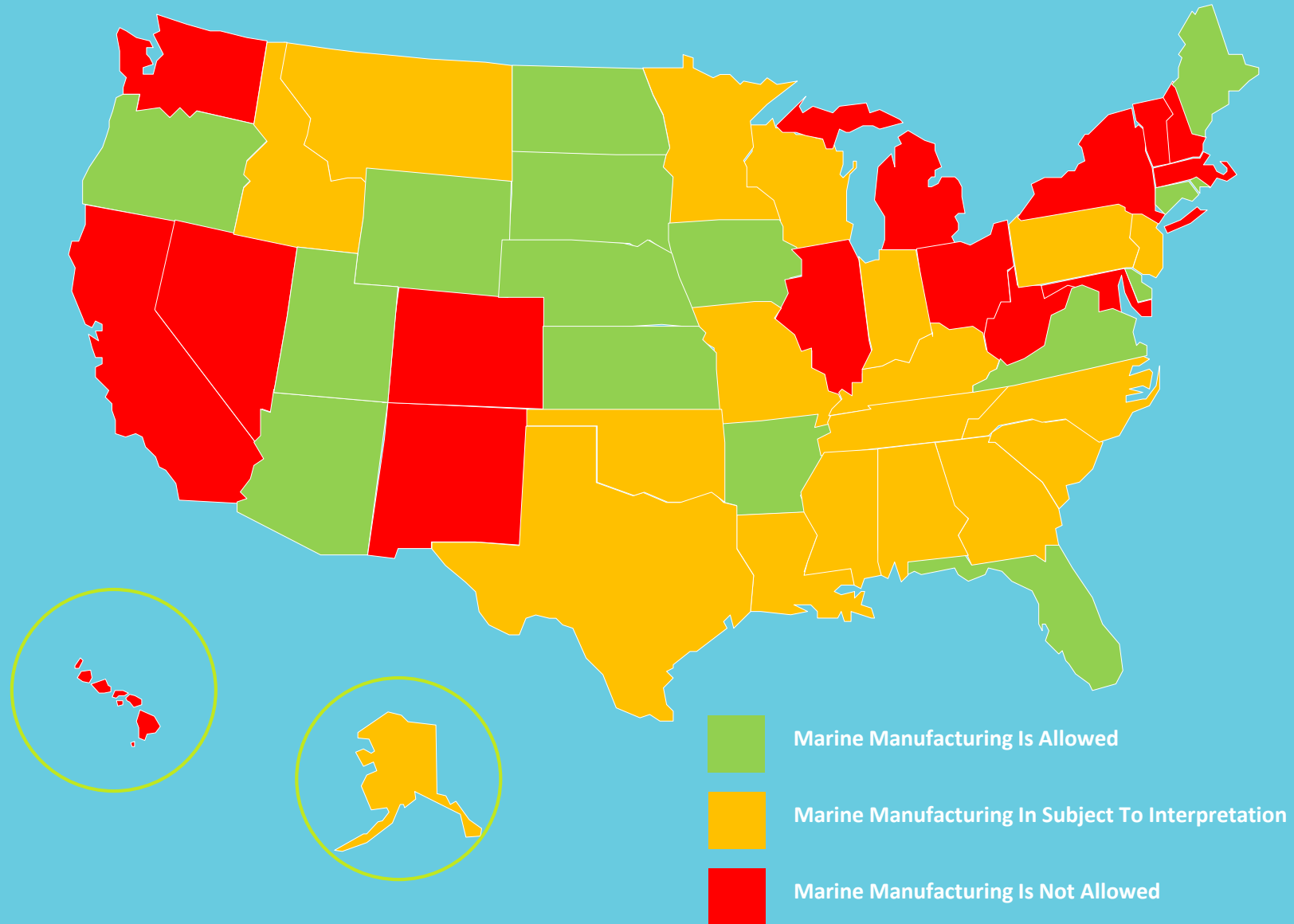
MANUFACTURERS AND DEALERS ATTRIBUTE THE RISE TO BOATING'S WELLNESS BENEFITS AND ABILITY TO PROVIDE A CONTROLLED ENVIRONMENT FOR SOCIAL DISTANCING.

- ↑ **March +30% in visitors compared to March 2019**
- ↑ **April +43% in visitors compared to April 2019**
- ↑ **First weekend in May (Sat and Sun) +128% in visitors compared to the same period in 2019**





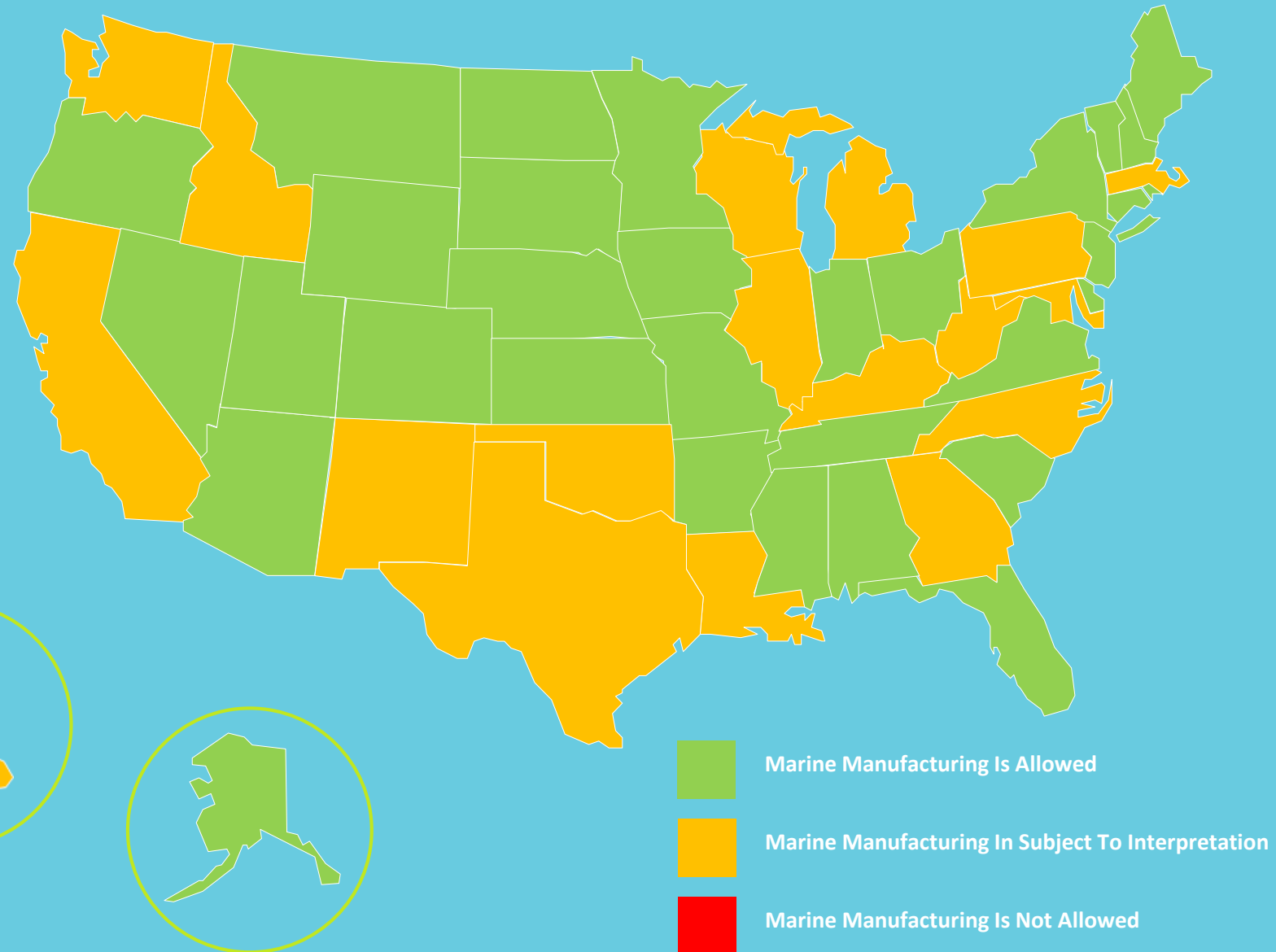
# Manufacturing: April 1, 2020



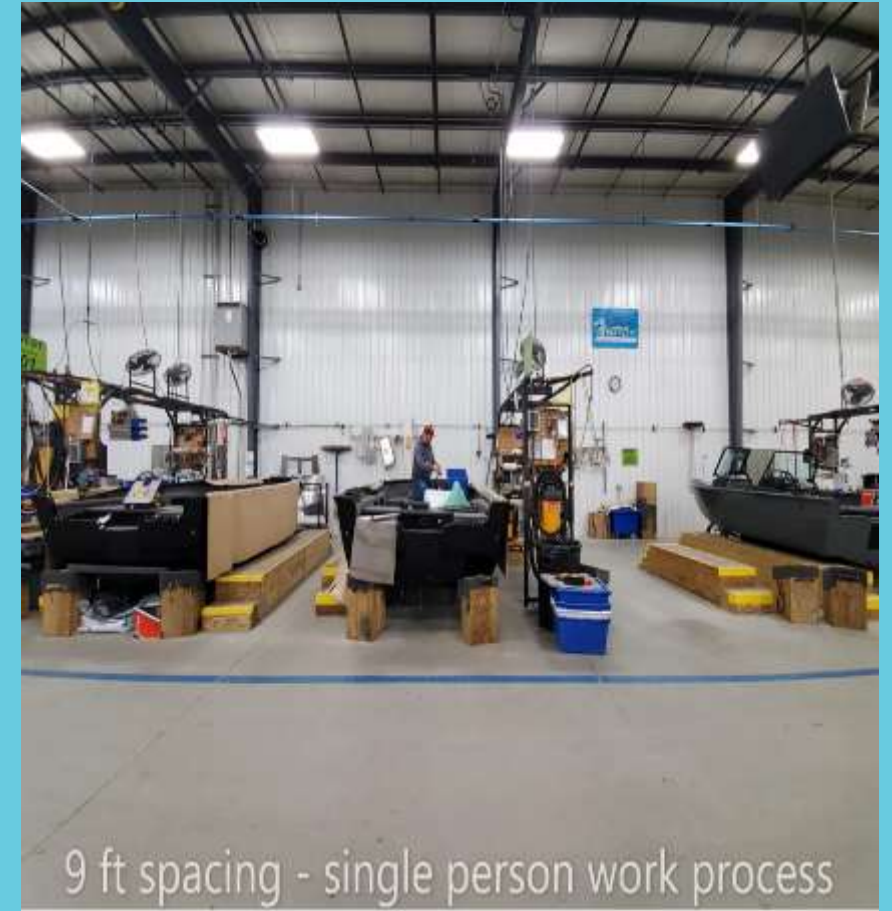




# Manufacturing: May 13, 2020



# Marine Manufacturing Allows for Social Distancing



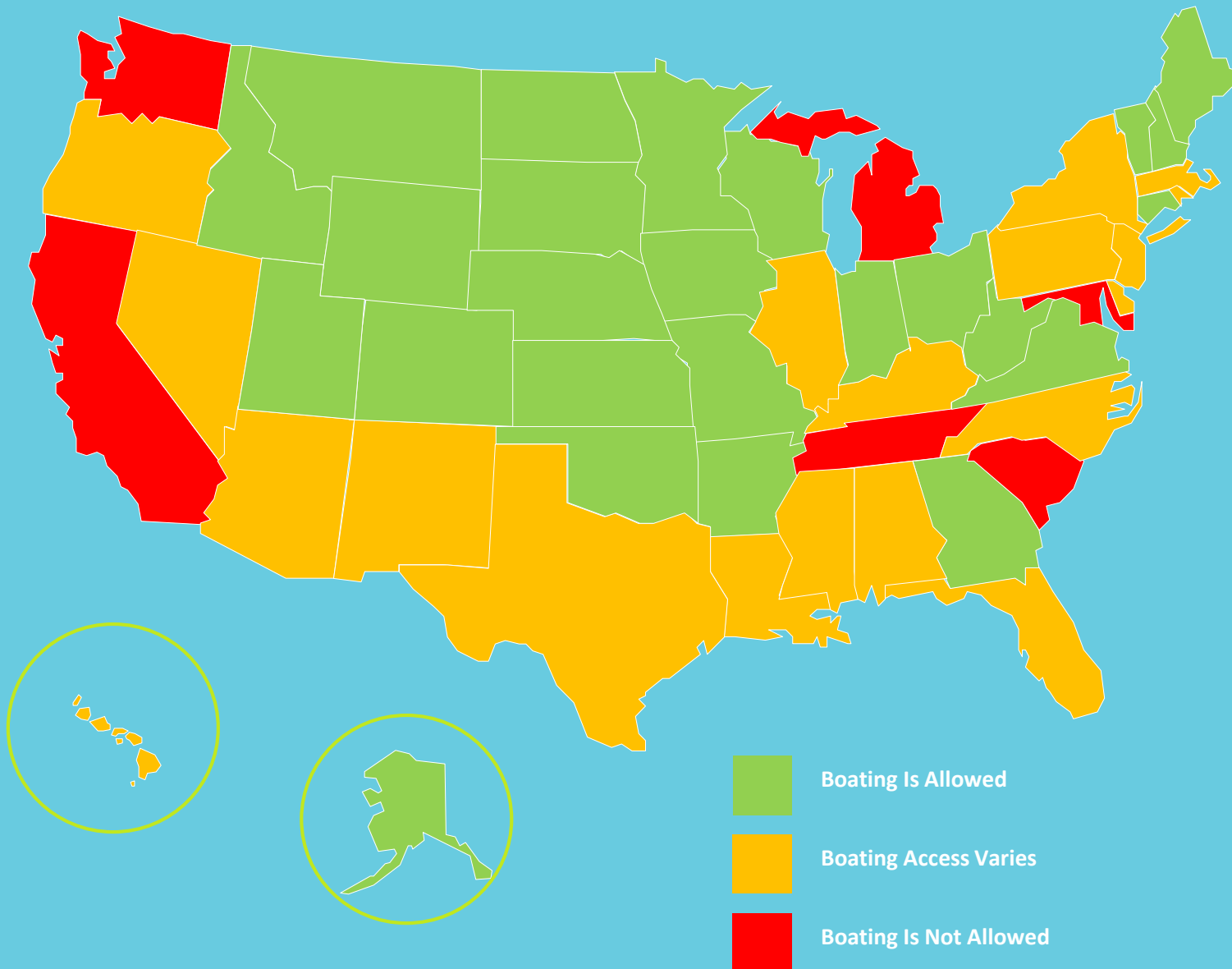
# Ensuring Employee Safety







# Boating Access: April 1, 2020





# Boating Access: May 13, 2020



# State of the States



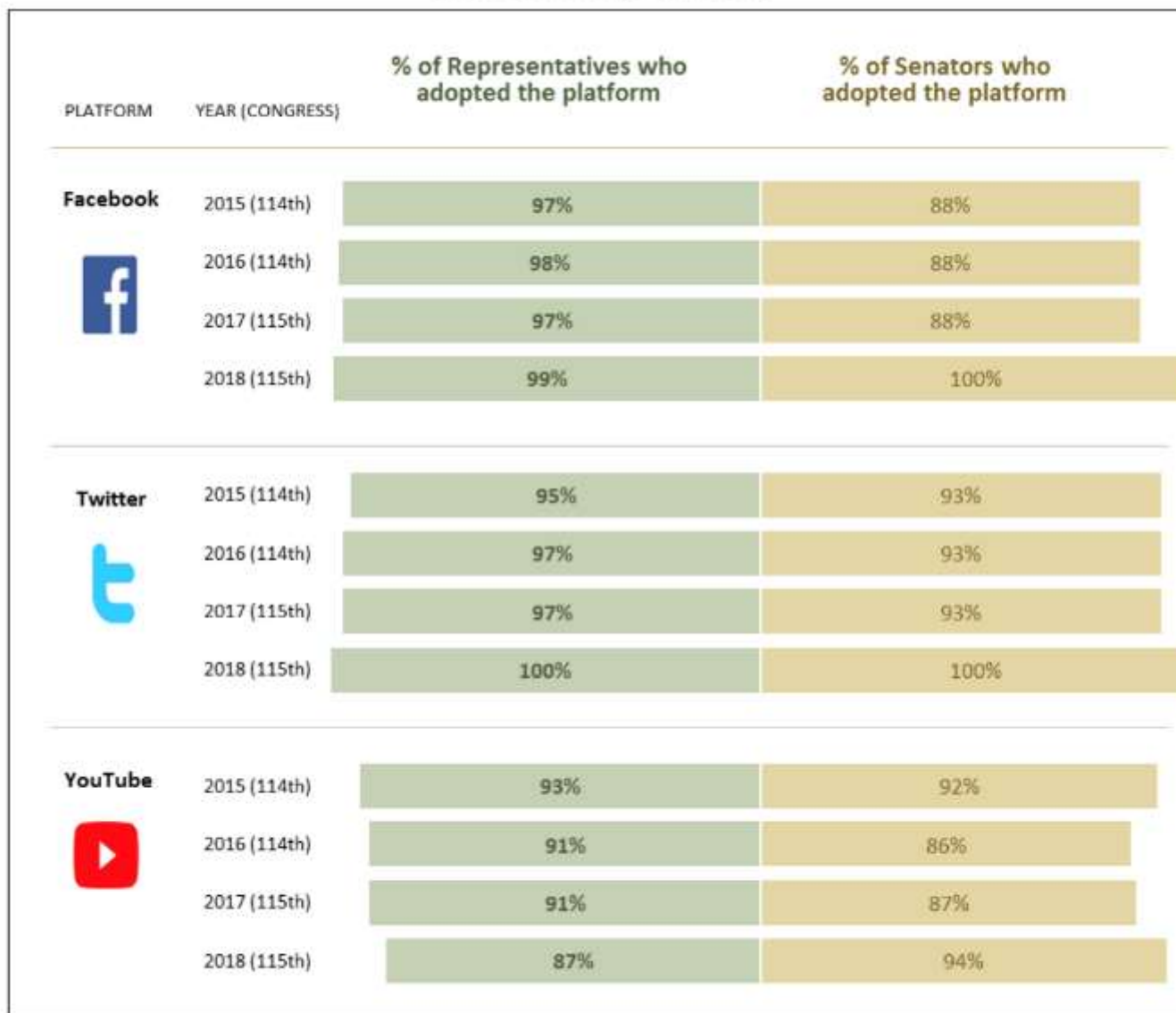


# **American Boating Congress: Virtual Advocacy**

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**Figure I. Adoption Percentage of Facebook, Twitter, and YouTube by Representatives and Senators, 2015-2018**



**Source:** LBJ School of Public Affairs and CRS data analysis.

**Note:** Percentages represent a snapshot of platform adoption at the time of collection during the Congress mentioned.

# 2020 Virtual Advocacy

Text “BOAT” to 345-345  
or  
Visit [BoatingUnited.org](https://BoatingUnited.org)







# 3 Simple Clicks

## ABC 2020: SUPPORT BOATING VIRTUALLY

Advocate for recreational boating on social media!

While we can't be together for the 2020 American Boating Congress, we can still advocate for boating – and social media is one of the best tools we have. As we chart a course through uncertainty, we must continue to tell Congress to support key policies that will shape our industry's future.

- Economic relief for small businesses
- Recreation infrastructure
- Healthy & abundant fisheries
- Fair & free trade

With so many people now online and glued to their computers and phones, there's never been a better time to post on social media.

Enter your information to send the tweet in just a couple clicks – or write your own!

Fill out the form below to tweet your member of Congress!

CONGRESSMAN
NAME
john.norton@congress.gov
1702 U Street NW
Apartment 102
Washington
District of Columbia
20001
TWEET NOW

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**RECIPIENT**

**DEL. ELEANOR NORTON**  
(R-DC)

[@EleanorNorton](#)

[Tweet Now](#)

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**What's happening?**

[@EleanorNorton](#) Boating is more than an American pastime. It's an economic mainstay, and way of life. We're asking you to support key policies that will shape our industry's future.

[Tweet](#)

1

2

3



# Questions?