



Marine Retailers Association of America

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MEMBER ADVISORY

MRAA Welcomes News of End of Engine Assessment Redirection

MRAA is gratified the redirection of 85% of the Grow Boating Engine Assessment is ending July 1, 2010. This is a request we have been making since February of 2010.

MRAA also welcomed the news the Grow Boating Board of Directors had been reconvened and was taking action to re launch the program. MRAA was disappointed with the news that full funding was not being restored to Grow Boating immediately. With only 15% of the engine assessment going to fund the ongoing Discover Boating internet marketing and public relations efforts not much can change in the media marketing effort.

“Dealers who have been seeing the full Grow Boating assessment charged on their boat invoices should see those amounts reduced by 85%” was the word from Thom Dammrich, President of Grow Boating Inc. As an example the engine assessment of \$41.00 for engines 100 to 199 horse power should now be \$6.15 as of July 1st. For a complete listing of what the new assessment amounts should be dealers can contact MRAA’s office and request the information be sent their way. There will be no change in the assessment on loose engine sales. Dealers who did not see engine assessments prior to the change should not see any changes.

MRAA is supporting fully funding the Grow Boating marketing imitative as soon as possible. “When you look at the results this program achieved during three years of 100% funding how could anyone not want to see it re-launched A.S.A.P.?” Was the question asked by Ed Lofgren, MRAA Chairman. “Participation in boating increased substantially in 2006, 2007 and 2008. Adults participating in boating as a recreational activity peaked in 2008 as did fuel prices by the way. This didn’t happen by accident. It was a direct result of the Discover Boating advertising and marketing efforts.” This increase in boating as a recreational activity reversed ten years of previous steady decline. 2009 saw participation start declining again when the national advertising program was suspended. New information just released shows of all the people who received a Discover Boating DVD, 17.6% have purchased a boat. These are strong reasons the program must move forward.

Grow Boating/Discover Boating was conceived and developed as an industry wide long term initiative to increase awareness and participation in boating. Increased participation would lead to an expanding market and increased sale opportunities. GB was meant to involve all aspects of the marine industry and the composition of its board of directors reflected that. It was never meant to be a short term sales promotion. When NMMA’s Boat Manufacturers Divisional Board moved to redirect Grow Boating funding that long term commitment and total industry involvement was lost. “I’m glad to see the redirection ending and the job of determining how best to re-launch it begin”, noted Joe Lewis, MRAA Director & Grow

Boating Board member.. “I’m still very concerned about restoration and fully funding this vital marketing program. I question why the BMD of NMMA redirected the GB funding in the first place, I was under the impression this job was a responsibility of the Grow Boating Board of Directors”.

On a Grow Boating Board Conference call held in May a task force was appointed to revisit the funding for the program. When the GB was first discussed back in 2004 it was the recommendation of one of the organizing task force committees the program be funded by a horse power assessment amount collected by the engine manufacturers. This funding assessment would then be passed thru the distribution chain as a net line item to be ultimately paid by the consumer. MRAA is encouraging the new funding committee to revisit this model and would support changing the collection source for funding to engine manufacturers. It also believes that any future decisions about funding amounts and how those funds are invested must be made by the Grow Boating Board of Directors. “Grow Boating is, as it should be, an industry supported program to broaden the opportunities for everyone in the marine industry. We need Grow Boating and a revitalized Discover Boating marketing program more now than ever.” said Phil Keeter, MRAA President.

On that same GB Conference call in May another task force was established to search for a new PR and Marketing agency for Grow Boating. The task force has met twice and hopes to make recommendations to the GB Board by early August.