



MICHIGAN[®]
BOATING
INDUSTRIES
ASSOCIATION

MBIA is a non-profit, state-wide marine trade association representing approximately 350 marine businesses.

MBIA has been working on behalf of boaters and marine business people for more than 64 years.

To fund the MBIA's work, we produce four boat shows and manage two foundations.

**Advancing,
Promoting,
Protecting
boating since 1958**



Boating is important to the Economy

We're #3

- Michigan is the 3rd largest marine market in the country.
- Boating has an \$11.7 billion dollar economic impact on Michigan's economy each year.
- Supports more than 1,500 businesses and 58,000 jobs



Boating is important to the People

- Michigan ranks #3 in boat registrations with more than 835,000 registered boats on file.
- Nearly 50 percent of Michigan's population get on the water each year to boat and fish.
- Heritage Sport – offering quality family time.
- Scientifically proven that getting on and near the water has health benefits.



We're #3



Other important information to share

- Outdoor recreation came to the forefront due to the **pandemic – surge in new boaters**
- Michigan was one of the early states to recognize this and establish an **Office of Outdoor Recreation**
- 95 percent of boats sold in America are **made in America**
- 93 percent of boat manufacturers, boat dealers, and marinas are classified as **small businesses**



Who are Michigan's Boaters?

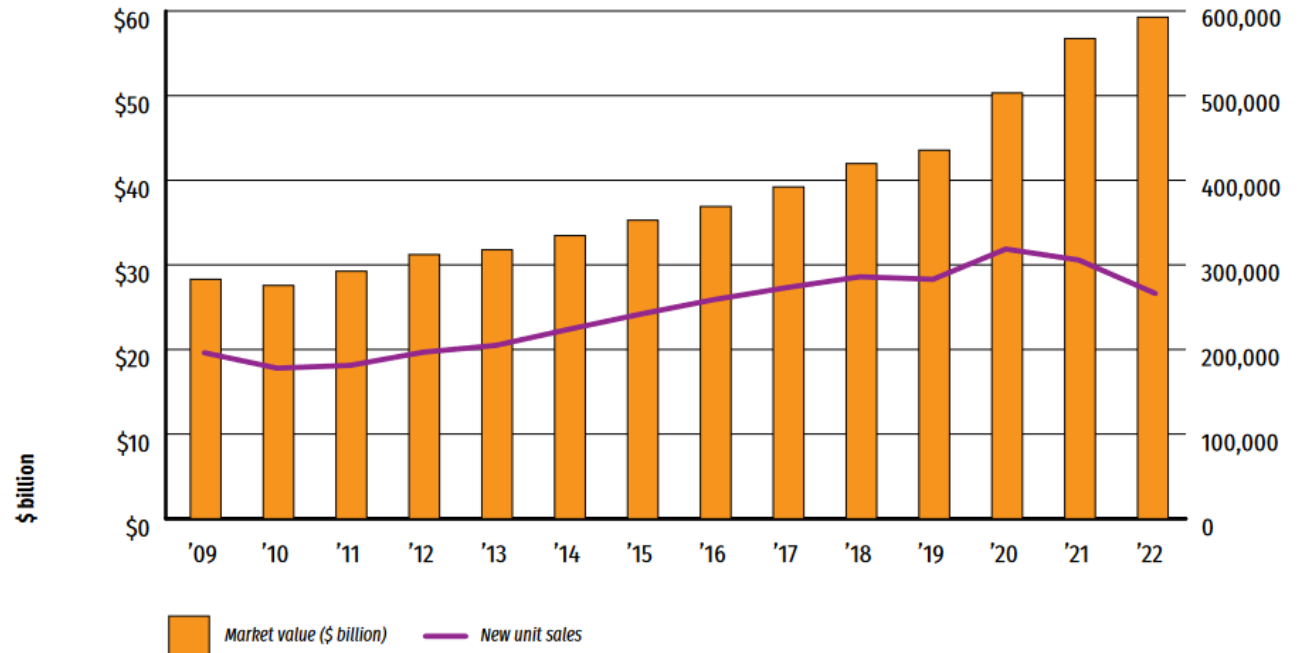
- They come in all shapes and sizes. (paddle to yachts)
- 60% have household income of less than \$75,000
- 95% of boats on the water in MI are less than 26 feet in length and can be trailered by a vehicle.



Recap of the NMMA 2022 Statistics – Normalizing sales

- ***Surge in boat sales in 2020 and 2021***
- ***In 2022, both New and Pre-owned boat sales were down about 13%.***
- ***Aligning with 2017 unit sales***
- ***Wake boats represent only 4.7 of boat sales***
- ***Some are returning to original spending habits***

Chart 1.3: U.S. recreational marine retail expenditures and new boat unit sales



Won't lose all our new boaters

Surveys say that
since the Pandemic,
people are looking
for “a life well lived”
and experiences.

*This is what boating
offers!*



New BEA stats for 2022 show another year of growth

The Bureau of Economic Analysis (BEA) 2022 report says **outdoor recreation represents 2.2 percent of GDP** – higher than mining, legal services, and agriculture.

BEA says, “Boating largest contributor to the outdoor recreation economy.”



Our Industry Champions Sustainability

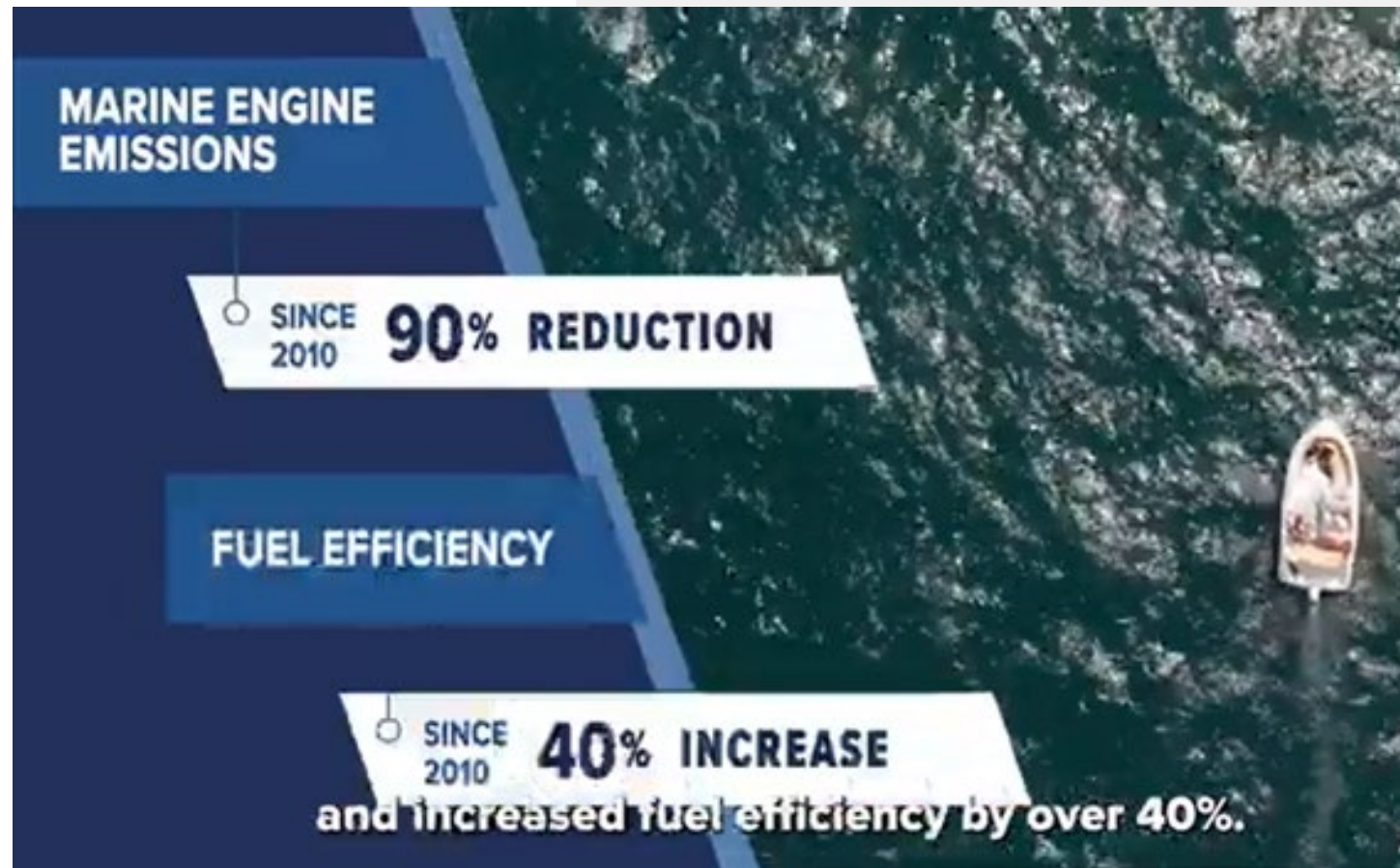
Recreational marine accounts for only 0.7% of transportation CO2.

Our industry has pioneered the very first device to quantify greenhouse gas emissions from boats.

Since 2010 we have reduced engine emissions by 90%

...and increased fuel efficiency by 40%

Implemented evaporative fuel controls to eliminate emissions from fueling



We Promote Shrink wrap Recycling

1. Helped nearly doubled the amount recycled by the MRC in 2022

2. Can you be a program steward?

- Lake Associations
- Townships
- Boat Clubs
- Marinas
- Boat Dealers
- Individual boat owners



Helping MDNR develop a Fiberglass Recycling program

- Partnering with MDNR & Michigan Clean Marina Foundation
- Identified more than 800 boats in the database for pickup
- To use fiberglass as a fuel source at cement factories
- Funding challenges for boat pickup and transportation.
- Seeking grant opportunities





Growing the Michigan Clean Marina Program:

- Reducing pollution and improving water quality
- Protecting fish and wildlife habitat
- Promoting environmentally sound practices
- **Educate boaters on their role to protect our waterways and fisheries**



To-date 101 Marinas in Michigan have the CMP designation



MBIA is also underway with a 3-year grant to

Educate all Boaters on their role in stopping the spread of AIS

We are in year 2 of a 3-year grant to communicate with the general boating public their role in helping to stop the spread of invasive species by utilizing the **#CleanDrainDry** practice when pulling their boat out of the water

– IT'S THE LAW!



And educate Boaters the importance of sharing the Lake

- User conflicts typically come from “users” unwilling to collaborate - not boat types
- We are educating all Users should collaborate to “Share the Lake”



WAKE RESPONSIBLY

- 1 Stay at least 200 feet away**
from the shoreline, docks, or other structures.
- 2 Keep music at reasonable levels.**
Sound travels well over water. If it's loud enough to hear at 80 feet back, it is likely loud enough for homeowners to hear, too.
- 3 Minimize repetitive passes**
on any one portion of shoreline. Once you've run the same line for a while, move on to another area.

REMEMBER, YOU ARE RESPONSIBLE FOR YOUR OWN WAKE.

wsia
WATER SPORTS INDUSTRY ASSOCIATION
"To Promote & Protect"

The infographic features a vertical orange stripe on the right side. The background of the infographic is a photograph of a man in a blue wetsuit surfing on a blue and white surfboard on a lake. The text is overlaid on a white background with blue and orange accents.



One
example:

Outreach
to
wakeboat
operators

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wsia
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How and where?

- Manufacturers
- Dealer level
- Boat Shows
- Social Media
- Direct mail
- E-mail
- Websites
- Videos



What else could help!

- Signage at launch ramps (Watch your Wake & Clean Drain Dry)
- Inserts in all SOS renewing boater registrations
- Parents to teach their kids
- Continued education and collaboration



MDNR Fisheries: “Literature Review of Wake Studies”

- MDNR strong advocate for MI boaters, lakes, fisheries
- MBIA and DNR have a long history as strong partners
- MDNR provides incredible access to all types of boaters around the state of Michigan with 1200 launch sites
- While the Literature Review Suggested **Voluntary best operating practices** and no “New Rules” are recommended
- **MBIA felt the review would still be used to weaponize against wake boats.... And it has.**



Since the Literature Review release:

- *Many calls from worried boaters – losing their lakes and boats*
- *Calls from lake associations who have regular meetings with property owners who are successfully educating and collaborating with no problems.*
- *Calls from boaters who have already collaborated with fellow riparians to map out wake surf areas that allow for in some cases a 400 ft. setbacks that are now being challenged because of the 500 ft. recommendation*



MBIA expressed concerns re: **recommended 500 ft. setback**

If taken beyond a recommendation: will **eliminate many Michigan lakes** and potentially take away recreational activities from families who have purchased homes and boats on these lakes.

It can **decrease property value** and **render personal assets un-usable**.

It can also **create unsafe boating** on lakes that can't manage a 500 ft. setback by decreasing the usable surface area.

National marine trade associations (NMMA, WSIA and MRAA) have identified 200 ft. as the recommended set back based **on the Cotty Fay Study, the only peer reviewed study**.

And a **national educational campaign** has been underway to educate boaters on the 200 feet for many years.



MBIA expressed concerns re: **singling out one boat type**

All boats make wakes, in many cases equal in size to wake boat wakes.

While recommendations say “voluntary best operating practices” this review has already **escalated conflict** in our state.

It will be used to **facilitate bans**. Banning boat types is a slippery slope.



MBIA response to MDNR re: **draining ballasts**

The recommendation to fully drain the ballast tanks prior to transporting over land is included.

Note: Without fully draining the ballast of wake boats it would not be possible to pull these boats out of the water.

Once fully drained, less than ½ gallon of water. Much less than a live well.

Unlike other boat types, wake boats typically do not visit multiple lakes in a day.



MBIA response to MDNR re: **operate in 15 ft. of water**

The recommendation for wake boats to operate in no less than 15 ft. of water is included – but unnecessary.

Wake boat cannot operate in shallow water and operators naturally seek out deep water.



MBIA response re: **The studies chosen for review**

- There have been many studies over the years and no consensus.
- Vastly different recommendations from 200ft. to 1000 ft.
- Perceptions are that groups are funding science to fit their agenda
- Just as Cotty Fay has been challenged in the Fisheries Review, each study is open for criticism



For example: **University of MN St. Anthony Falls (2022)**

- Crowd funded by anti wake groups, not the university
- Would not allow industry to participate
- Compared a smaller late model ski boat designed to make no wake to a larger wake boat in full wake surf mode.

Why not compare a wake boat to a tri-tune, or a deck boat of the same size?

- Just 6 weeks before the wakesurfing study St. Anthony Falls released a study on wind driven waves.
- One of its three conclusions was the majority of shoreline erosion was directly caused by wind driven waves.



MBIA response re: **Consensus**

1. *There is no consensus in the studies reviewed*
2. *Industry stands by the peer reviewed Cotty Fay Study which states a 200 ft. set back is needed.*
3. *Where **we can all find consensus is on educating and collaboration for all boaters.***
4. *And industry has been underway with educating wakeboat operators for many years!*



TIME BEST SPENT EDUCATING
& COLLABORATING
THANKYOU!

INTRODUCE ETHAN HELLIER,
MIDWEST GOVERNMENT
AFFAIRS MANAGER, WSIA



Advancing - through education
Promoting - boating for market expansion
Protecting - through lobbying efforts

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