

National Marine Manufacturers Association

# Strategic Plan

**NMMA**<sup>®</sup>

National Marine  
Manufacturers Association

## NMMA 3-year Strategic Industry Objective

Recreational boating grows through a favorable business environment and is widely embraced as a preferred activity for recreation.



# Continued Commitment to Core Activities

## **Advocacy**

*Protecting marine businesses*

## **Engineering Standards and Certification**

*Helping manufacturers provide safer products*

## **Industry Research and Statistics**

*Timely data and insights to guide decision making*

## **Boat Shows**

*Connecting the Industry with the boating consumer*

## **Trade Events**

*Helping members generate sales, reach new markets  
and improve marine products*

## **CSI**

*Continuous improvement to drive boater satisfaction*

## **Communications**

*Maintaining a positive reputation for boating*

## **Export Development**

*Expanding access to overseas markets*

## **Grow Boating**

*Attracting the next generation of boat owners*



### Activity 1

## Engaging Membership and Industry in Advocacy



A crowd of industry voices supporting a strong advocacy agenda elevates the message among key decision makers, resulting in measurable/beneficial outcomes to the industry.

### Activity 2

## Enlist Membership in the Policy Setting Process



Membership that has direct ownership and involvement in policy setting and progress will be more engaged. Maximum member engagement means greater chance for industry success.

# Advocacy Offensive

### Activity 3

## Position NMMA as a Strong Advocacy Brand



The boating industry is branded as an essential component to economic development and members are directly connected to our federal/state advocacy work.

### Activity 4

## Build the PAC to \$500,000/Year



A strong political fund helps the industry build relationships with key lawmakers, and ensures we are at the table for conversations and ultimately involved in decision making.



# Retaining and Recruiting Boat Owners

## Activity 1

### Research on Attrition and Attracting First Time Boat Buyers



Knowledge that helps determine what to do to retain current boaters, attract back lapsed boaters, support recruiting efforts of first time boat buyers and better understand feeder activities into boat ownership.

## Activity 2

### Enhanced Commitment to Discover Boating



Enhanced financial commitment to Discover Boating and greater focus on all Discover Boating efforts through adequate staffing.

# Attracting a Competent Workforce

## Activity 1

### Supporting the Industry's Implementation of the 10+1 Strategy



Understand the desires/needs of competent laborers and help employers attract sufficient employees into the marine industry by creating programs that train the skills and that promote the benefits and opportunities of working in recreational boating.

# Industry ROI



Presence and influence among key decision makers at all levels, to ultimately advance a protective and proactive agenda



Stronger industry and consumer voice that compels decision makers to support a pro-boating agenda



At the table for decision making, and at the genesis of every conversation about boating



Knowledge to develop strategies and take action to slow boater attrition and better attract first time boat buyers



Create sustainable long-term industry growth



Attract and retain skilled labor to build product and address product downtime