

NATIONAL SAFE BOATING COUNCIL

2017 ANNUAL REPORT



SAFEBOATINGCOUNCIL.ORG

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CHAIR COMMENTS

Fellow friends and members of the National Safe Boating Council:



The Council has undergone many changes this past year. This Annual Report reflects many of these changes and serves to inspire you in all the NSBC has accomplished this year with your help. It is through the direct help and support of NSBC partners and members that we are able to work towards a brighter future in boating safety.

Our collective goal is to educate boaters on safety and to prevent loss of life on our nation's waterways. We are the catalyst to create this change. Whether you are an individual member, a boating safety organization, an education provider or instructor, a boating-related manufacturer, a boating accident survivor or anyone else with a passion for safer boating, you each play an important role in this narrative.

"All hands on deck..."

-Richard Moore

SAFE BOATING CAMPAIGN

2017 was an exciting year for the Safe Boating Campaign! It continued to receive national attention for its award-winning tactics to communicate boating safety and life jacket wear.

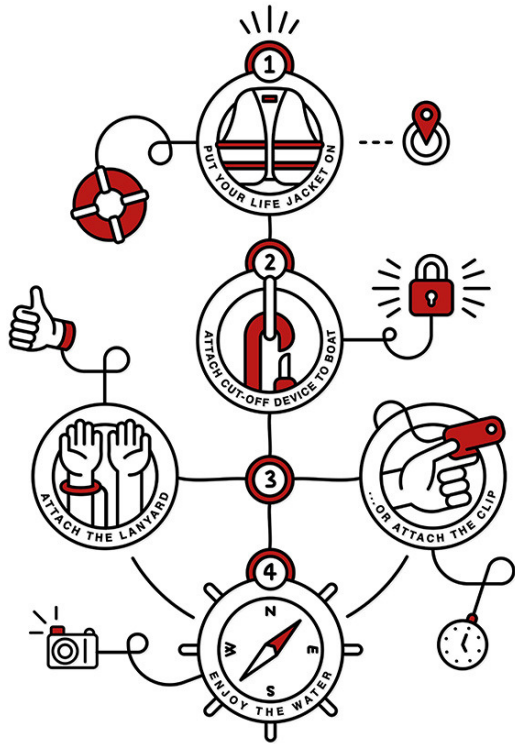


A new video PSA was released featuring Hunter Bland and Conner Young of the University of Florida Bass Fishing Team. During a tournament, the teammates took all the proper safety precautions, but were ejected from their boat due to a hydraulic steering part failure. Hunter and Conner were traveling approximately 55 mph, and a GoPro camera captured the incident. The video has a combined total of 12,100+ views on Facebook and 1,299 views on YouTube.

The campaign received media attention around the U.S. including mentions on The Weather Channel leading up to the Fourth of July, online feature with Associations Now, and national TV coverage with Daytime TV and The Lifestyle List. There were numerous trade and local media placements, totaling more than 6,600 print, radio television and online media hits sharing boating safety messages with the public.

The NSBC awarded over 20 grants to our Grassroots Outreach Partners who provide incredible resources in their efforts to support the campaign and influence boaters to wear life jackets. Projects impacting safe boating behaviors ranged from the establishment of new life jacket loaner stands to popular community events.

NSBC PROGRAM UPDATES



GET CONNECTED

ALWAYS WEAR YOUR ENGINE CUT-OFF DEVICE

Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard



GET CONNECTED

The Get Connected campaign launched July 12, 2017. Materials provided are designed to support recreational boating safety professionals, including video and audio public service announcement, fact sheets, press release, social media image library, and downloadable promotional files. Messaging is designed to educate boaters about the different engine cut-off device technologies that are currently available on the market, and how they can proactively make a day on the water safer.

INTERNATIONAL BOATING AND WATER SAFETY SUMMIT

The 21st International Boating & Water Safety Summit (IBWSS) was held in St. Petersburg, FL, April 23 – April 26, 2017. The IBWSS is the premier event for training, education, awareness, meeting, and networking for professionals, volunteers, and anyone involved in boating and water safety. Sessions cover a broad spectrum of national and international concerns with a focus on The Strategic Plan of the National Recreational Boating Safety (RBS) Program and implementation opportunities, and allow the individual to attend classes geared toward their profession including Education, Risk Management, Law Enforcement, Communications and Outreach.

NSBC AUDIENCE STATISTICS



5k+

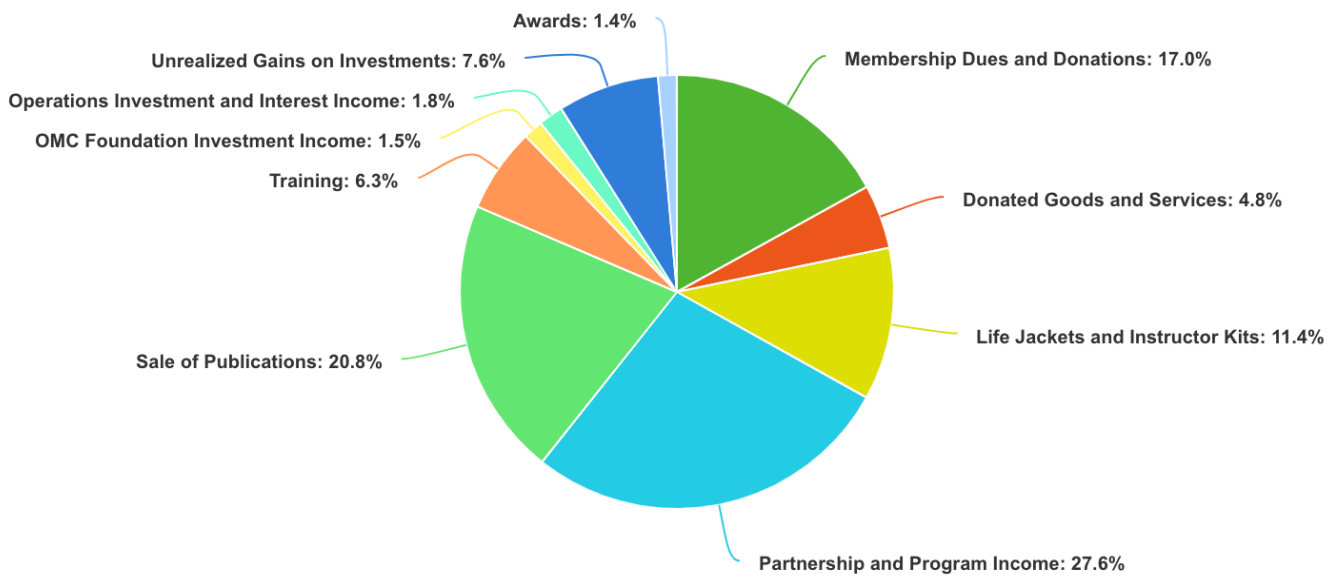


13.7k+

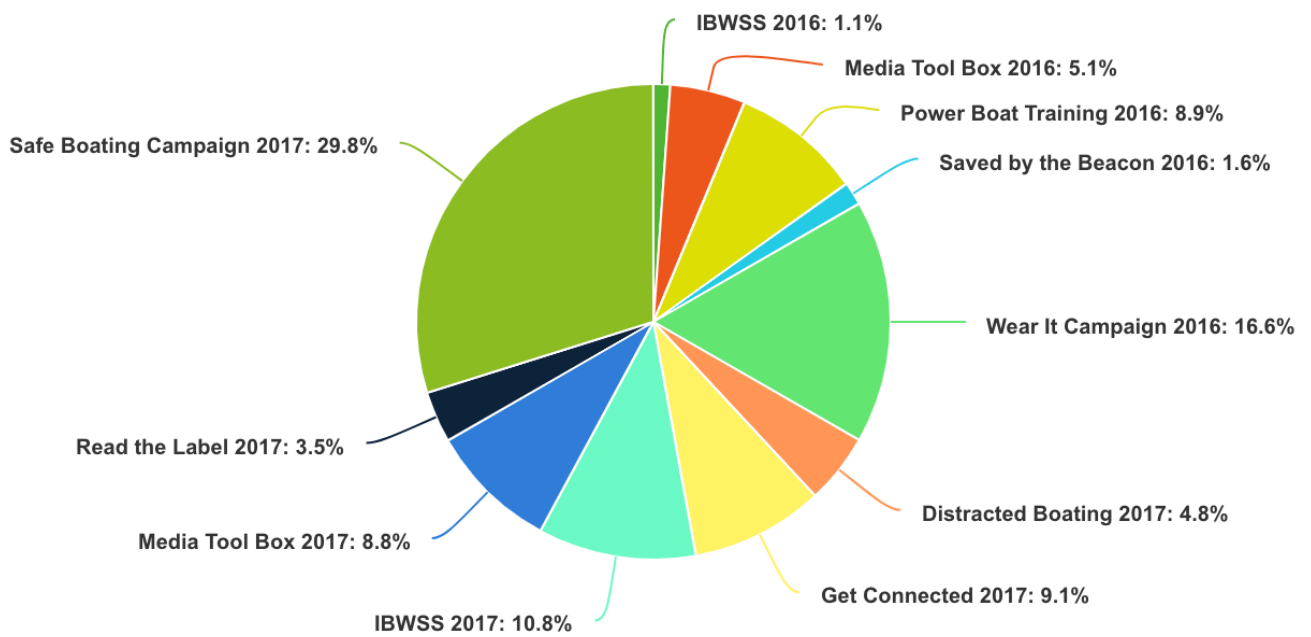


500+

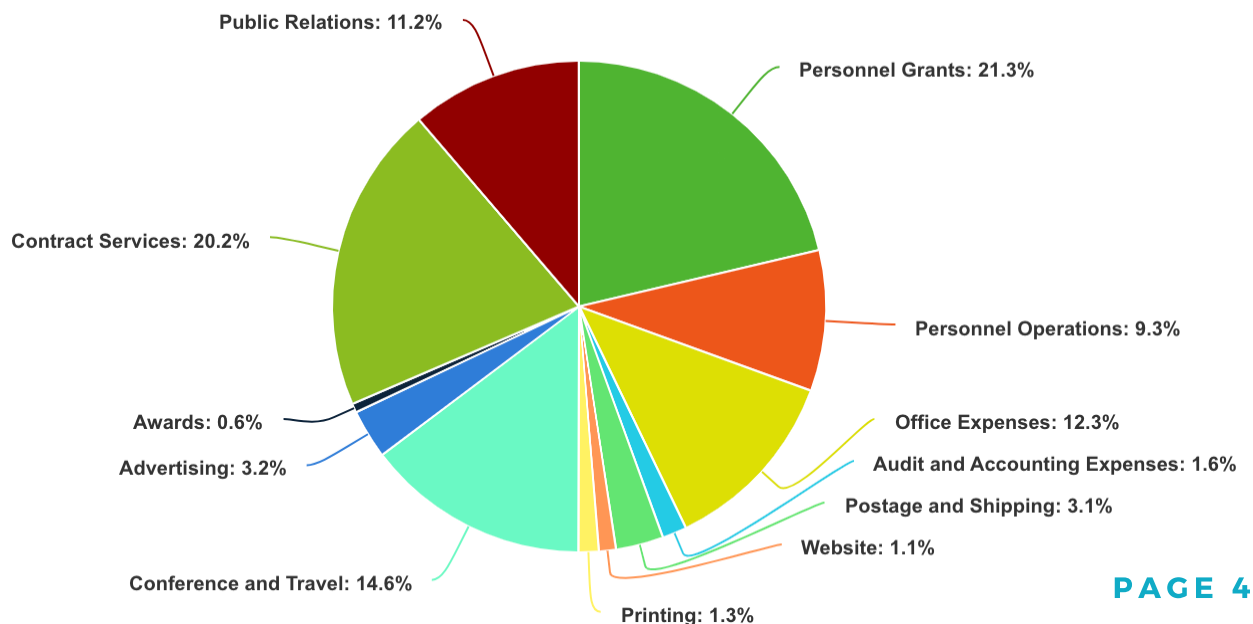




2017 OPERATIONS INCOME



2017 U.S. COAST GUARD GRANT INCOME



2017 EXPENSES

ADMIRAL CLUB MEMBERS



MARINER CLUB MEMBERS

Absolute Outdoors
BOATsmart!
Brunswick Boat Group
Kawasaki
Mustang Survival
Sure Shade
The Coleman Company
West Marine

ACR Electronics
Boater Rewards
Fell Marine
Mercury Marine
Orion Safety Products
Tennessee Wildlife
Resources Agency
Weems & Plath

EXECUTIVE BOARD OF DIRECTORS

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US Sailing

