

NATIONAL SAFE BOATING COUNCIL

2024 ANNUAL REPORT



SAFEBOATINGCOUNCIL.ORG

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CHAIR COMMENTS

The National Safe Boating Council (NSBC) serves an important role within the recreational boating safety community. From connecting with and listening to those who live, work, or play on our nation's waterways, the National Safe Boating Council helps cultivate a safe boating experience for all boaters. It's an honor to serve as chair of the National Safe Boating Council Board and continue to help lead the NSBC in making our waterways a safer place.

The NSBC team continued to serve as a national catalyst for developing a safe boating culture by providing educational resources, outreach programming, and training opportunities for industry partners and the boating community to influence fun, safe, and responsible boating. Here are a few highlights from 2024:

- Exceeded the NSBC Board's operational income goals
- Continued to provide resources and services to our partners and Waves of Hope coalition
- Set new high-water marks with training and membership revenue
- Continued partnership with the U.S. Coast Guard in administering award-winning outreach grants
- Established significant partnerships with new Admiral Club members
- Developed key collaborations with boating safety influencers like the Boat Boss and the Qualified Captain
- Over 240 individuals attended IBWSS from 9 different countries



The NSBC's Safe Boating Campaign and Boat On Course grant programs were recognized by leading marketing associations as recipients of the Communication Awards, Hermes Awards, and Telly Awards.

My sincere thanks to the U.S. Coast Guard, fellow NSBC members, and our partner organizations for your dedication to and passion for the recreational boating community. A sincere thank you to the NSBC staff and partners for your dedication to raising the bar each year and creating truly impactful programs.

With gratitude,
Alan Dennison

TRAINING

The National Safe Boating Council and our team of instructors continued to meet the high demand for on-water powerboat instruction. We helped cultivate a safer recreational boater experience by training responsible boaters through our two courses that meet the American National Standard for on-water power skills.

- **NSBC Instructor Certification:** Instructor candidates must be pre-approved by the NSBC. Upon completion of the three-day on-water training, instructor certificates are issued. All current NSBC Instructors may opt-in to the national database and may teach the Boat Control On-Water Training Course.
- **Boat Control On-Water Training:** This curriculum can be taught to recreational boaters, marine patrol, or marine first responders by a NSBC Instructor. The course has four modules; each module is three hours of on-water instruction. A certificate of completion can be awarded for each module, but this is not an instructor certification course.

The NSBC training program continued to grow with first responders on marine patrol, boat clubs, rental agencies, and recreational boaters seeking on-water training. Learn more about NSBC on-water training at www.safeboatingcouncil.org/training.



NSBC PROGRAM UPDATES

SAFE BOATING CAMPAIGN

The Safe Boating Campaign provided resources encouraging all boaters to wear a life jacket and boat responsibly. National Safe Boating Week and Wear Your Life Jacket at Work Day were the foundation for public outreach events around the world. Over 400 partners used resources from the Safe Boating Campaign to reach boaters nationwide through outreach events, launch signs, impactful social media posts, and attending conferences and community outreach opportunities across the country. In addition, Twiggy the Water Skiing Squirrel educated more than 100,000 people at in-person events on the importance of wearing a life jacket, and they prominently displayed the Safe Boating Campaign logo poolside. The NSBC distributed thousands of free resources to partners. Earned media relations efforts resulted in 4.09 billion impressions – including high profile placements with FOX Weather, USA Today, Southwest Florida media tour, and more. Organic social media content reached over 3.2 million people and received over 4.5 million impressions. This was accomplished through key collaborations with influencers like the Boat Boss, the Qualified Captain, and many more. The campaign was also supported and emulated by partners in Australia, Brazil, Canada, Japan, Mexico, and New Zealand. Learn more at www.SafeBoatingCampaign.com.

INTERNATIONAL BOATING & WATER SAFETY SUMMIT

The 2024 International Boating and Water Safety Summit (IBWSS) was hosted in Albuquerque, NM, from April 8-11, 2024 at the Embassy Suites by Hilton. This engaging and affordable symposium brought together over 240 recreational boating safety partners, boating and water safety professionals, volunteers, and others from the boating community. Attendees were able to network, share experiences, and learn about safe boating through general sessions, breakouts, workshops, and hands-on training. There were 30 sessions led by 47 speakers. Attendees enjoyed the return of hands-on training through our safety stations. Attendees had the chance to rotate through stations that included: Gear, how to trailer a boat, a boat show (with local specialized rescue equipment), and a pool station focused on life jackets and paddling. Thank you to the U.S. Coast Guard and support from all of our sponsors for making this conference possible. Learn more at www.IBWSS.org.

WAVES OF HOPE

Waves of Hope gives a voice to families to remember loved ones lost in a boating or water tragedy, while sharing their story with the boating public in hopes of preventing future tragedies. The NSBC led monthly networking calls for members, with new families continuing to join the coalition. Nine recipients received Waves of Hope funding to support local outreach. Together they attended events, distributed launch point reminder signs, educated hundreds of youth, and received 11.9 million impressions through a billboard campaign in South Florida. Learn more at www.WavesOfHopeBoating.org.

FREE RESOURCES

Total boxes shipped: 1,000+

Individual resources: 432,771+



MEMBERSHIP SNAPSHOT

Admiral Club: 36

Mariner Club: 8

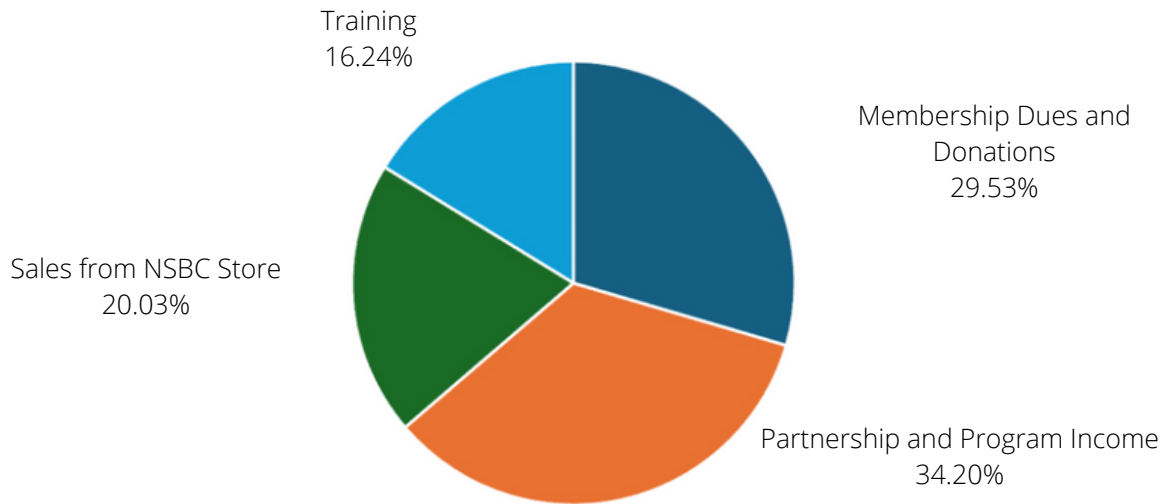
Crew Club: 46

Instructors: 570

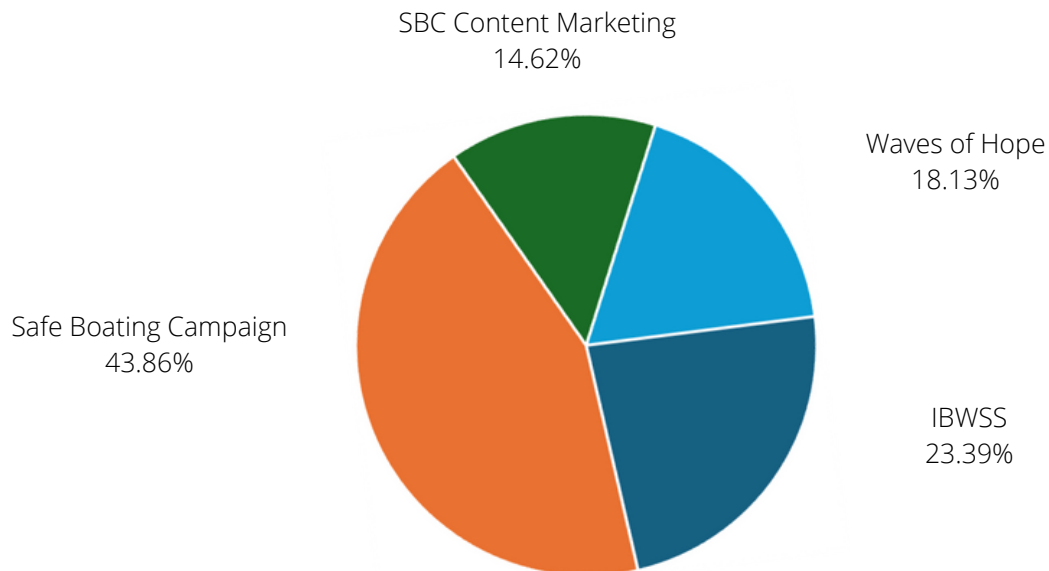
Ambassador Club: 76



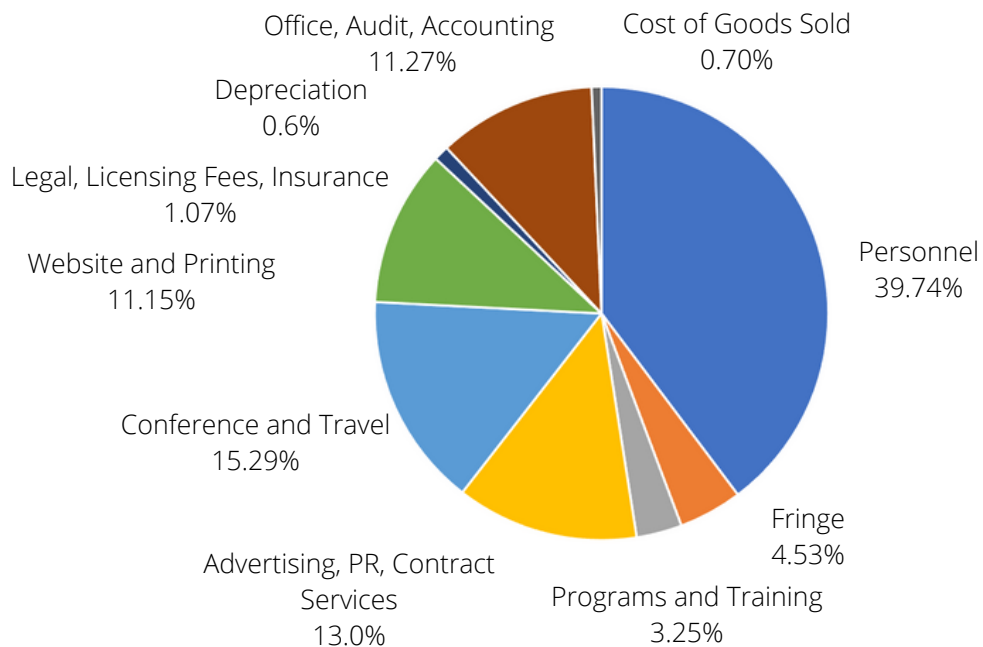
2024 OPERATIONS INCOME



2024 U.S. COAST GUARD GRANT INCOME



2024 EXPENSES



ADMIRAL CLUB MEMBERS



MARINER CLUB MEMBERS



EXECUTIVE BOARD OF DIRECTORS

Chair, Alan Dennison
BoatU.S. Foundation

Vice Chair, Grant Brown
Colorado Parks and Wildlife

Past Chair, Robert Newsome
National Marine Manufacturers Association

Treasurer, Scott Johnson
Executive Leadership Coach

Secretary, David Broadbent
American Boat and Yacht Council

Member at Large, Chad Tokowicz
Marine Retailers Association of the Americas

Member at Large, Stacey Brown
Virginia Department of Wildlife Resources

Member at Large, Ray Fernandez
Bridge Marina, Inc.