

NMTA Grow Boating Committee

November 6, 2024

10:00 a.m. - Noon

Present:

Lisa Samuelson, Samuelson
Communications
Karsten McIntosh, NMTA
Wyatt Asbury, NMTA
George Harris, NMTA
Mike Kirshenbaum, Roswell Marine

Dwight Jones/Marina Management
Kelly Hawley, Tom & Jerry's/Master Marine
Peter Klauser, Bullseye Creative
Erik Rhyne, Rock Harbor Boats

Budget Update

George Harris informed the committee the NMTA has approximately \$80,000 of unspent designated Grow Boating funds and expects to receive approximately \$50,000 in February from the 2025 Seattle Boat Show Grow Boating surcharge for a total available budget of \$130,000.

Grant Applications for FYE 2024/2025

The committee reviewed and discussed 26 grant applications using a decision matrix for ranking and discussion (below). Staff informed the committee that the current budget plans for up to 20 - \$1,000 grants to be awarded in December 2024 and paid in Spring 2025. The committee asked staff to follow up with Bellingham Sailing Foundation about possible grant funding from RCO.

No grants were approved at the meeting and grant decisions will be made by the committee at the next meeting on December 3, 2024.

			DECISION MATRIX								
			SCORE: 1 - LOW, 2 - MEDIUM, 3 - HIGH								
			WEIGHT:								
Company/Organization Name	History	# People	PNW	New	Mission	Reach	NonProfit	Success	DEI	Total	Media
SEASTR	New	2000	1	1	2	3	1	2	3	13	1
Seattle Flying Dragon Boat Club	New	1000	1	1	2	3	1	2	3	13	1
Angling 4 Autism Society	New	297	1	1	2	2	1	2	3	12	
Footloose Sailing Association	2024	200	1	0	1	2	1	3	3	11	
Neptune Warrior	New	50	1	1	2	1	1	2	3	11	
Sail Sand Point	2014, 2017, 2018, 2019	400	1	0	1	3	1	2	3	11	
Campus Life	2022, 2023	2000	1	0	2	2	1	1	3	10	
Renton Sailing Center	2018, 2019, 2020, 2024	650	1	0	1	3	1	3	1	10	
Sail Kingston Cove (SKC)	2016, 2017	975	1	0	1	3	1	2	2	10	
Sisters in Action Sports	2020, 2022, 2023, 2024	150	1	0	2	2	1	2	2	10	1
Anacortes Waterfront Alliance	2019, 2020, 2023	50	1	0	2	2	1	2	1	9	
Friends of Bainbridge Island High School Sailing	New	26	1	1	1	1	1	2	2	9	
Washington Yacht Club	New	550	1	1	1	2	1	1	2	9	
Bellingham Sailing Foundation	New	230677	1	1	1	2	1	1	1	8	
Gig Harbor Junior Sailing	2024	88	1	0	1	2	1	2	1	8	
Port Townsend Sailing Association	New	100	1	1	1	2	1	1	1	8	
S3 Maritime	New	100	1	1	2	2	0	1	1	8	
Blue and Gold Association of University of Washington	2023	35	1	0	1	1	1	1	2	7	
Everett Community Church	New	75	1	1	0	2	1	1	1	7	
Oregon Youth Sailing Foundation	New? 2018?	50	1	1	1	1	1	1	1	7	
Sea Tow Foundation	New	2700	1	1	1	1	1	1	1	7	
The Sailing Foundation	2020	90	1	0	1	2	1	1	1	7	
Schooner Martha Foundation	2019, 2024	15	1	0	1	1	1	1	1	6	
Best Coast Sailing	New	20	0	1	1	1	1	1	0	5	
Hoover Sailing Foundation	New	250	0	1	1	1	1	1	0	5	
NU ERA LLC DBA HAVA STYLE RECREATION	New	1000	0	1	1	1	0	1	0	4	

Grow Boating Promotions & Events

Karsten McIntosh and George Harris discussed five ideas for promoting boating in 2025.

- Continue Summer Public Relation with Samuelson Communications
- Use NMMA Discover Boating and/or NMTA/Bullseye 2016 videos (links below) to promote boating with a SBS25 and AB&YS25 discount ticket call to action. Serve digital ads to SBS Segment 3 & 4 “boating adjacent” audience. Note, this is the same audience used for SBS24 with a \$20,000 digital advertising budget that generated 3.7M impressions with 6,543 clicks.
 - DISCOVER BOATING [SEE YOU OUT HERE](#) 60-SECOND VIDEO
 - DISCOVER BOATING [VOICES](#) 30-SECOND VIDEO
 - DISCOVER BOATING [FIND YOURSELF](#) 30-SECOND VIDEO
 - NMTA [EXPLORE](#) 30-SECOND VIDEO
 - NMTA [EXPLORE](#) 60-SECOND VIDEO
- Improve the 2014 and 2015 #IWANTABOAT social media promotion January – May 2025 using a 3-person PWC.
- Create “boating report” for weekend morning TV news with local or eastern WA station
- Create new boating event at Port of Everett in October 2025
- Create pilot program to help high school and middle school students obtain their Boater Education Card

The Committee approved and recommended staff continue to develop a plan to use NMMA Discover Boating creative assets with a \$25,000 digital advertising budget in advance of the 2025 Seattle Boat Show and Anacortes Boat & Yacht Show.