

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Solutions Group
Grant Number: 70Z02322MO0005092
Grant Title: “Educate and Equip” Rental Boat Safety Outreach Campaign
Period of Performance: 1 year grant

Award Amount: \$175,000.00

Summary:

Water Solutions Group, Inc. is pleased to partner with the United States Coast Guard in response to the Recreational Boating Safety (RBS) Grant Program. Since 2009, the Rental Boat Safety Campaign (www.RentalBoatSafety.com), in partnership with the U.S. Coast Guard, has successfully reached the rapidly growing rental boat market, providing video training resources to rental liveries and promoting core boating safety messaging to non-traditional boating customers. Over a decade of marketing experience in the boat rental and boating safety industry, has allowed the WSG team to test and refine a strategic approach to develop a highly impactful multi-channel marketing campaign accomplishing the primary objectives of “Educating Rental Customers and Equipping Rental Liveries”.

The rapid expansion of digital technology directly impacts the Rental Boat Market. Rental Agencies and boat owners alike utilize online boat rental and booking services, making the process of renting a boat easier than ever before. This accessibility paired with the repercussions of the global pandemic, has led to more and more inexperienced boaters on the water.

Understanding this, we’ve identified three main objectives we plan to accomplish through the proposed Rental Boat Safety Campaign:

1. Increase content accessibility; we are committed to making safe boating resources accessible to all rental organizations and customers and will work to create integrated solutions in collaboration with rental agencies.
2. Refresh + Develop Video Training Content and supporting materials to meet “best practice” standards for video resolution and marketing distribution.

3. Expand the Rental Boat Safety Community and Customer base through the use of a strategic digital marketing campaign which includes promotion of the campaign through mainstream media and marketing exposure, strategic advertising, continuation of boating safety partnerships and creating training content that positions Rental Boat Safety “subject matter experts”.

The Rental Boat Safety Campaign, or RBSC, focuses on supporting Grant Area of Interest #2: Outreach, Marketing and Year-Round Safe Boating Campaign Projects. In accomplishing the three objectives above, we are committed to promoting a “safe boating culture” among the rental boat markets nationwide. The most unique aspect of this campaign is that it will target rental liveries AND their renters - most renters are not boaters. Because they are not boaters, they are not exposed to and not influenced by traditional safety campaigns and messaging targeted at boaters. Reaching this niche market is vital to keeping our waterways safe. The Rental Boat industry continues to increase annually nationwide, and this rate of growth demands continuing and expanding the Rental Boat Safety Campaign. The Boat Rental Market has exploded over the past decade, with a projected value of \$19.7 billion dollars by 2030 (Transparency Market Research, 2020). Renting a boat is easier than ever before, as more and more rental agencies turn to online booking. With more inexperienced boaters on the water, there is an urgent need to make boating safety resources readily available to keep America's waterways safe. With every passing year, we have gained experience and knowledge that allows us to more effectively execute our campaign. We are committed to stewarding USCG dollars well, and doing everything we can to influence and educate the market of rental liveries and their customers, to create a safe boating experience for boaters nationwide.

<https://www.rentalboatsafety.com/>