



*The Voice of the
Marina Industry*

My goal today

- Who we are
- Added value of partnering
- What we hope to achieve together
- Answer your questions



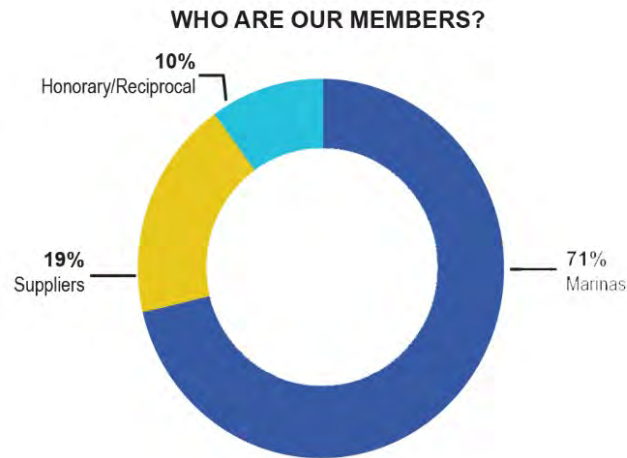


Who are we?

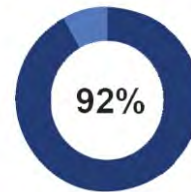


- Was formed in 2005 by the Merger of MOAA and IMI
 - International Marina Institute (IMI) formed in 1985 in Rhode Island to train and certify marina managers
 - Marina Operators of Association of America (MOAA) was formed in 1992 to advocate for a domestic legislative and regulatory agenda.
- Membership has grown by over 50% in 3 years to over 900 members.
- Supported by a full time staff based in RI

Who are the members



MEMBERSHIP RENEWAL RATE



MEMBERSHIP INCREASE IN PAST 5 YEARS



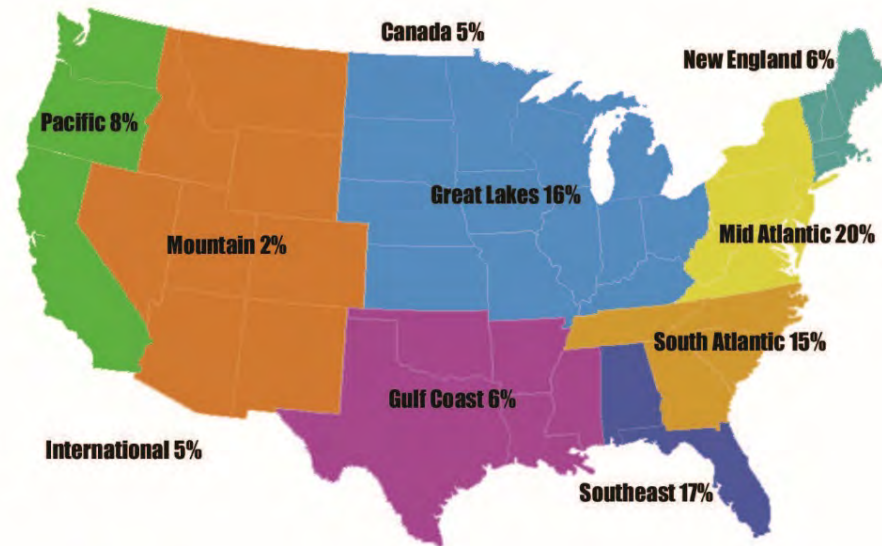
55%

MEMBERSHIP NUMBERS

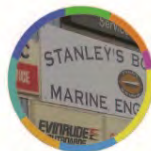
HOW HAS AMI GROWN?



Where are our members



Marina 74%



Vendor/Supplier 16%



Honorary/Reciprocal 10%

AMI's Overall Strategic Goals

1. AMI is recognized nationally as the **expert and voice** for the marina industry.
2. AMI is the recognized worldwide **source of information** about the marina industry.
3. Continue to **increase** the marina and vendor **members** of the association to 1,500 by year-end 2020.
4. Ensure that **IMBC continues to be *THE*** marina industry event that all owners, operators and vendors, both domestic and international, must attend.
5. Support and encourage marina professionalism with **training and certification**.



Training and Certification



Annual Industry Conference



Advocacy and Government
Relations





Advocacy & Government Relations

Strategic Plan Goals

- **Voice of the Industry**--be the recognized voice and resource to those who make and enforce rules and regulations as well as interest and advocacy groups that share common interest with AMI (i.e., clean water) but do not have a shared agenda.
- **Worldwide source of information on the industry**--AMI as the recognized center for marina-related information, including demographic information about the marina industry.

Who are we working with?

- USFWS as reviewer for BIG and Boating Access & CVA program assessments
- RBFF and NMMA as board members
- Recreational Boating Leadership Council members
- NSBC as a Wear It campaign team member
- State Clean Marina programs as program advocate, advisory board member, listserv discussion participant
- Regularly communicating with federal agencies such as EPA, USFWS, ACOE



US Army Corps of Engineers



National Safe Boating Council
Safer Boating Through Education, Outreach and Training

Where are we?

- AMI attended the following events and meetings this year:
ABC, SOBA, National Marine Trades Council, Northwest Marine Trades Association, VA MTA, MAT Annual meeting, KY/TN Annual meeting, Recreational Boating Leadership Council, Docks and Marinas Conference, and Working Waterfronts.

Government relations



- Partner with NMMA on industry-wide issues
- Dedicated lobbying firm in Washington D.C. to track marina and business related issues
 - Provides monthly report to membership
 - Facilitates informational meetings
- Legislative consultant to pursue specific issues identified by membership
- Track and protect federal grant programs



Issues we are tracking

- Ethanol-E15 labeling issue
- Clean Water Act & marina permit updates-threat of citizen suits
- Sportfish Reauthorization-will it happen and how
- OSHA inspections and minimum limits
- Invasive species

AMI legislative outreach

- Work with affiliate/partner marina associations
 - Define the issues that need attention
 - Regular flow of accurate and timely information
- Encourage members to join **Boating United**
- Produce outreach materials for affiliates, partners, and members
- Use AMI's legislative committee to communicate with membership to decide where and how to spend resources on legislative and outreach issues
- Work with partner organizations (SOBA, NMMA, TNC, etc.)




Marinas Give Back Day


- Rebrand national marina day as “Marinas Give Back Day.”
- Partner with Folds of Honor to leverage their audience and marketing strength
- Use marina day as a platform to raise money for charity
- introducing new customers to recreational boating and thanking existing customers.



AMI economic data collection

- Objectives: AMI will serve as a sources of information on the Marina Industry
- Action:
 - Marina Economic Impact Calculator
 - Regular census of AMI members
 - Update AMI benchmark report
 - Complete wage-rate and trends survey





Marina Economic Impact Calculator

This calculator tool estimates the economic impacts of marinas using regional economic multipliers.

State: Florida East Region: Atlantic South Year: 2013 Revenue: \$5,000,000

Total Economic Impacts by Effect and Type of Impact

Impact Effect/Type	Output	Employment (Jobs)	Value Added	Labor Income	Tax on Prod. & Imports
Direct	\$5,000,000	80	\$2,079,330	\$1,745,940	\$333,390
Indirect	\$3,450,520	31.3	\$1,977,830	\$1,268,220	\$167,185
Induced	\$10,502,890	83.4	\$6,305,505	\$3,855,490	\$461,265
Total Impact	\$18,953,410	194.7	\$10,362,665	\$6,869,650	\$961,840

Economic Impacts by 2-digit NAICS sectors

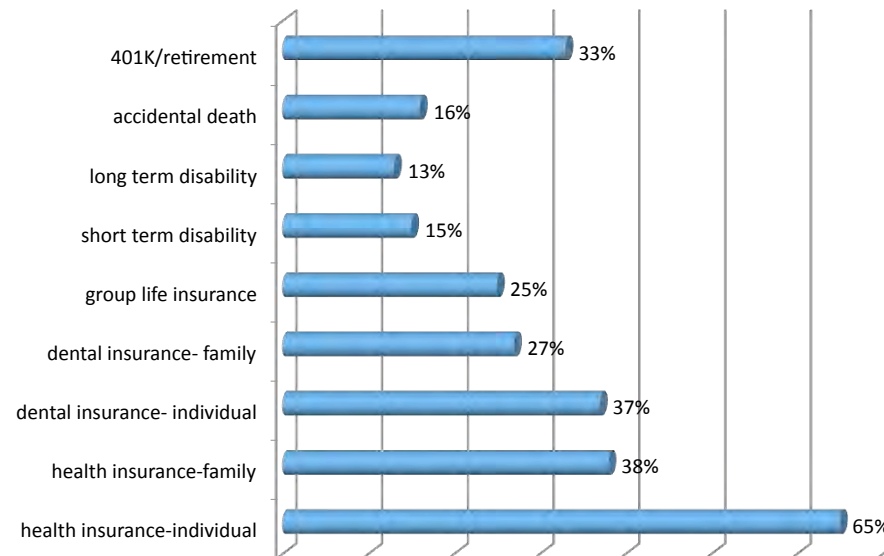
2-Digit NAICS Sector Impacts	Output	Employment (Jobs)	Value Added	Labor Income	Tax on Prod. & Imports
Agriculture, Forestry, Fisheries	\$72,130	0.6	\$39,986	\$25,499	\$824
Mining	\$25,810	0.1	\$11,734	\$4,424	\$529
Utilities	\$417,635	0.4	\$181,101	\$45,415	\$50,225
Construction	\$890,935	4.9	\$345,639	\$257,180	\$5,443
Manufacturing	\$778,005	1.8	\$247,877	\$110,338	\$15,204
Wholesale Trade	\$551,445	2.4	\$359,996	\$185,490	\$72,211
Retail Trade	\$1,131,815	15.3	\$705,993	\$479,208	\$128,110
Transportation	\$476,605	3.6	\$229,976	\$171,567	\$12,240

Data Collected

- Economic Impact – Direct, Indirect, Induced
 - Output, employment, value added, business tax, etc.
- Marina demographics
 - Financial, characteristics, operation, etc.
- Industry trends
 - Wages, occupancy, fee rates, etc.



Wage Rate Survey: Benefit summary



Wage Rate Survey: Salary Summary

	# paid annually	ave salary	HIGH	LOW
General Manager	105	\$ 83,705	\$ 180,000	\$ 30,000
General Manager CMM	29	\$ 85,279	\$ 167,000	\$ 30,000
Manager/Harbor Master	45	\$ 56,897	\$ 120,000	\$ 35,000
Manager/Harbor Master CMM	9	\$ 72,111	\$ 87,000	\$ 54,000
Dockmaster	52	\$ 42,383	\$ 80,000	\$ 21,000
Office Manager	66	\$ 41,778	\$ 80,000	\$ 20,000
Office Administrator	27	\$ 39,649	\$ 60,000	\$ 15,600
Marketing Manager	10	\$ 55,200	\$ 75,000	\$ 24,000

Marina Trends Survey

- AMI & Marina DockAge combine efforts
- Fourth year of annual survey
- 285 marinas from 39 states responded
- Information such as occupancy rates, profitability, type and size of facility, on-site services, and more

Marina Economic Impact Calculator (MEIC)

- Developed in 2015
- Uses marina industry calibrated Input/Output model to evaluate impacts of the marina industry on other parts of the economy.
- Businesses provide data → revenue data
 - Calculator reports
 - Total economic output
 - Employment
 - value added
 - labor value
 - business taxes



<https://marinaassociation.org/meic/>



The screenshot shows the homepage of the Marina Economic Impact Calculator (MEIC). At the top, there is a header for the "Association of Marina Industries" with contact information: "50 Water Street, Warren, RI 02885, Phone: (866) 367-6622". Below the header is a navigation bar with links: Home, About, Membership, Training, Certifications, Government, Publications, and Contact. The main heading is "Marina Economic Impact Calculator" with a subtext: "This calculator tool estimates the economic impacts of marinas using regional economic multipliers." Below this are buttons for "Calculator", "Documentation", "View Region Map", "Edit Account", and "Log Out". The page features logos for the University of Florida, the Association of Marina Industries, and VIMS (Virginia Institute of Marine Science). A text block explains that users enter Gross Operating Revenues to calculate impacts, with a note that gross revenues include dockage, slip fees, rentals, maintenance, and repair services, but exclude fuel, boating accessories, dealer margins, and major equipment sales. A form section prompts users to enter full, unabbreviated US dollar amounts, with examples "1,500,000" or "800000". The form includes dropdown menus for "State" (set to Hawaii) and "Region" (set to Pacific South), a "Year" dropdown (set to 2016), and a "Revenue" input field (set to 5,000,000). A "Run Calculation" button is located at the bottom right of the form. At the very bottom, it says "THANK YOU TO OUR SPONSORS".

Marina Economic Model

- Enable users to quickly and easily evaluate the economic impacts of their marina on the regional and national economy.
- Provides data so AMI can develop:
 - an economic composite of the marina industry – what is the impact nationally
 - An industry wide benchmarking report that allows members to compare themselves to other similar businesses

Marina Economic Impact Calculator

This calculator tool estimates the economic impacts of marinas using regional economic multipliers.

State: Florida East

Region: Atlantic South

Year: 2013

Revenue: \$5,000,000

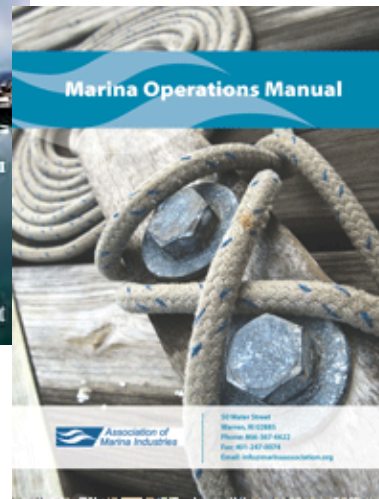
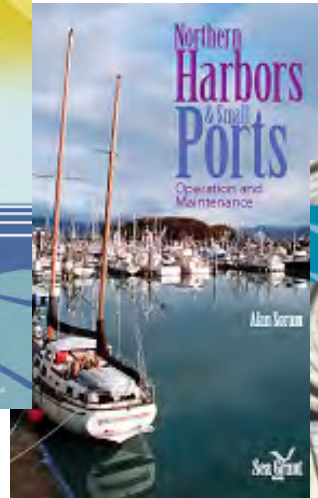
Total Economic Impacts by Effect and Type of Impact

Impact Effect/Type	Output	Employment (Jobs)	Value Added	Labor Income	Tax on Prod. & Imports
Direct	\$5,000,000	80	\$2,079,330	\$1,745,940	\$333,390
Indirect	\$3,450,520	31.3	\$1,977,830	\$1,268,220	\$167,185
Induced	\$10,502,890	83.4	\$6,305,505	\$3,855,490	\$461,265
Total Impact	\$18,953,410	194.7	\$10,362,665	\$6,869,650	\$961,840

Economic Impacts by 2-digit NAICS sectors

2-Digit NAICS Sector Impacts	Output	Employment (Jobs)	Value Added	Labor Income	Tax on Prod. & Imports
Agriculture, Forestry, Fisheries	\$72,130	0.6	\$39,986	\$25,499	\$824
Mining	\$29,810	0.1	\$11,734	\$4,424	\$529
Utilities	\$417,635	0.4	\$181,101	\$45,415	\$50,225
Construction	\$890,935	4.9	\$345,639	\$257,180	\$5,443
Manufacturing	\$778,005	1.8	\$247,877	\$110,338	\$15,204
Wholesale Trade	\$551,445	2.4	\$359,996	\$185,490	\$72,211
Retail Trade	\$1,131,815	15.3	\$705,993	\$479,208	\$128,110
Transportation	\$476,505	3.6	\$229,976	\$171,567	\$12,240

AMI as a source of information



AMI As A Resource to members

Answering public, media, industry inquiries such as:

- What do I do with abandoned boats
- How will boat lemon laws affect my customer
- How do we fight unfair proposed legislation for marina electric installation, boating licensing, water use
- Can you help with my BIG application



Training & Certification

IMI's goals

- **Providing** world-class professional development opportunities to the marina industry globally.
- **Ensuring** that those professional development opportunities provide consistent learning across geographies.
- **Supporting** existing and future professional certification programs for marina professionals.
- **Evolving** the notion that a successful training program is dependent on a successful CMM and CMO program and vice-versa.
- **Supporting** a uniform marina management certification program that is globally recognized.

Professional training & certification in our industry....

- IMI has been training marina professionals since 1986 and certifying marina managers since 1992.
- Nearly 400 managers, representing many of the top marinas in the world, have successfully completed IMI training and have been awarded the CMM and/or CMO certifications.
- Today's numbers are rapidly growing as the demand for highly skilled management increases within the industry.

IMI's Certification opportunities

- Certified Marina Manager (CMM)
- Certified Marina Operators (CMO)
- Certified Marina Professional (CMP)

(this training and certification is in development)



Professional training opportunities

- **Certification schools**

- Advanced Marina Management School (**AMM**)
- Intermediate Marina Management School (**IMM**)

- **Special courses/conferences**

- SE Florida Marina Study Tour & regional study tours
- Marina 101
- CMM Retreats/Roundtable events
- 2-day topical conference (bi-annually Drystack)
- Marina makeover workshop
- Owners Forum
- Safety webinars



Member Services and Communication

Member Services and Communication

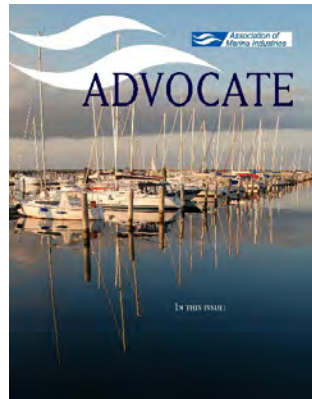
- Continually adding new affinity programs to better serve you



Member Communication



Weekly and monthly
messaging



Specialized
online
forums



Biggest and
best marina
network in the
world



International Marina & Boatyard Conference



IMBC - Largest marina and boatyard conference

- **Value – continue to invest in top-level leadership speakers and educators**
 - 3 keynote speakers
 - over 32 educational seminars and workshops
 - 135 of the industries top vendors and suppliers
 - Record attendance in 2016 with 900 industry leaders
- **Great minds DON'T think alike**
- **It's all about your connections**
- **Joint exhibition with Professional BoatBuilder's Refit event**

Join us at IMBC 2017...



IMBC INTERNATIONAL
MARINA & BOATYARD
CONFERENCE

YOUR BUSINESS. YOUR EDUCATION. YOUR CONFERENCE

THE Leading Marina & Boatyard Conference

January 25-27, 2017
Greater Fort Lauderdale/Broward County Convention Center
Fort Lauderdale, FL

The banner features two circular inset images: the left one shows the exterior of the Greater Fort Lauderdale/Broward County Convention Center at night, and the right one shows a close-up of a thick, coiled rope on a wooden surface.

Looking ahead....

- Become Bigger & Louder Advocate
- Build strong, productive relationships with Affiliate member programs
- New approach for tracking and affecting legislation
- improved economic impact and financial benchmark information
- Continue to change the composition of Board to better reflect state and regional MTAs partnerships
- New training partners to deliver a broader range of training options
- Expand the membership to include US military marinas, public facilities and wider regional impacts





Why should you join?

You may ask....



How can you join?

AMI's Affiliate Program

What is an affiliate program

- Allows all the members of a group to join AMI
- Because it is a “bulk” purchase, membership is offered at a significantly discounted rate
 - Typical AMI rates are \$350 to \$550
 - Affiliate rates are typically between \$50 and \$100
- Work collaboratively to develop shows, seminars, and educational programs specifically for the PCC membership
 - Bring IMI training to you
- Grow the PCC membership
- Cooperative legislative efforts
- Maintain a seat on the **AMI** board of directors to represent PCC.





What Value is added?

Value Added

#1

#2

#3

#1 Access to services, information and networking not already provided

- Global trends and issues
- Data that informs business decisions
- Get questions answered
- International networking and learning events



- Largest marina and boatyard conference worldwide
- Social events and engagement
- Content specific workshops shaped by your members
- Free meeting space to hold your own events



#2

Access to globally recognized professional training & certification

- **Certification schools**

- Intermediate Marina Management School (IMM)
- Advanced Marina Management School (AMM)



- **Certification programs**

- Certified Marina Managers (CMM)
- Certified Marina Operators (CMO)

A blue banner advertisement for the International Marina Institute (IMI). The top section features the IMI logo (two stylized figures) and the text "YOU KNOW WHAT YOU NEED TO KNOW ABOUT BOATS... LET IMI TEACH YOU THE REST." in white. Below this, a white text line reads "Get on the inside track by becoming a Certified Marina Manager." The middle section contains a grid of eight topics: Personnel management, Regulatory obligations, Customer service and marketing, Fire and emergency response, Health and safety compliance, Environmental management, Risk and liabilities, Industry networking, Marine law, and Quality control. The bottom section features the IMI logo and the text "International Marina Institute" and "a subsidiary of Association of Marine Industries". To the right, it says "For more information and for the 2012 Training Schedule, please visit: www.marinaassociation.org".

**YOU KNOW WHAT YOU NEED TO KNOW ABOUT BOATS...
LET IMI TEACH YOU THE REST.**

Get on the inside track by becoming a Certified Marina Manager.

- Personnel management
- Regulatory obligations
- Customer service and marketing
- Fire and emergency response
- Health and safety compliance
- Environmental management
- Risk and liabilities
- Industry networking
- Marine law
- Quality control

International Marina Institute
a subsidiary of Association of Marine Industries

For more information and for the 2012 Training Schedule,
please visit: www.marinaassociation.org

Global Recognition

- IMI's Certified Marina Manager's and Certified Marina Operator's certificates (CMM/CMO) are the **only** Marina Manager's certifications recognized globally



Why is training and certification important

....

- Better informed workforce
- Reduce liability and exposure
- Increased profits
- Safer facilities
- Happier customers
- Greater earnings potential
- More job opportunities
- Networking with colleagues
- Instant recognition

#3

Return on investment

- **With your membership fee**
 - Be eligible for scholarship money
 - Savings per employee
 - \$500 if you attend Intermediate training course
 - \$300 if you attend the SE Study tour plus attend FLIBs for free
 - \$100 if you attend IMBC and receive \$1,730 worth of value
 - Individualized berthing contract review by Maritime Law specialist Dennis Nixon - \$2,500 value

Why is it good for PCC

- Seat on national board, influence national agenda
- National monitoring, regional support
- Increase in the programming and services offered to members
 - Co-branded, customized
- Access to national network of speakers and experts
- More marketing horsepower to keep and grow membership
 - Combined potential lists
 - Direct calling
 - Access to AMI's marketing material

The truth is...

AMI and MAT share the same condition...

How many marinas are there in TX that aren't MAT members?

They are getting the same benefits paying members are?

If you don't pay, we are still going to provide training, legislative tracking and data & trends.

It just means someone else is paying for it.

Member profile - 2013

- 164, 334 combined slips
- 4708 full time employees
- 3040 part-time employees
- 172 certified clean marinas
- 105 conduct new boat sales on their properties
- 171 conduct used boat sales on their properties
- 251 offer repair service
- 86 provide self-service yards to their customers
- 14 have boat building on site
- 350 have pumpouts
- They have sold 38,000,000 gallons of fuel annually



Marina Electrical Safety Manual



#1

Join the Marina Industry's leading and *only* national advocate group

- Track federal legislation and agency actions
 - Report on web site and advocate
 - Participate in national dialogue with industry partners
 - Take independent action as necessary
- Identify and track state actions that are marina/boating related and report on web site and advocate
 - Partner with states and MTAs to take action
 - Lend national support to provide leverage
- Maintain direct and independent contact with [key federal groups & agencies](#)

For example...

- Fought unfair proposed legislation in KY to mandate electric inspections and types of installation
- Fought proposed legislation to end sales tax cap on boats in Virginia
- Worked with Central Texas Water Collation to ensure recreational boating was considered in water permit distributions
- Researched and influenced abandoned boats laws
- Post Hurricane Sandy helped find and distribute information on grants and other assistance for repair and rebuild
- Researched and reporting on how lemon laws affect marina customers
- Fought unfair proposed legislation for boating licensing in Virginia
- Assistance with BIG applications



Access to services, information and networking not provided by MAT

- National legislative support
- Training & certification
- National networking and learning events
- [Data and trends](#)
- Information
- Scholarship funding
- Additional affinity programming

Professional training & certification



- **Certification schools**

- Intermediate Marina Management School (**IMM**)
- Advanced Marina Management School (**AMM**)

- **Certification programs**

- Certified Marina Managers (**CMM**)
- Certified Marina Operators (**CMO**)
- Certified Marine Professional (**CMP**)

A promotional banner for the International Marina Institute. The top half has a blue background with white text: "YOU KNOW WHAT YOU NEED TO KNOW ABOUT BOATS... LET IMI TEACH YOU THE REST." The bottom half has a dark blue background with white text: "Get on the inside track by becoming a Certified Marina Manager." Below this, a list of topics is presented in a grid: Personnel management, Regulatory obligations, Customer service and marketing, Fire and emergency response, Health and safety compliance, Environmental management, Risk and liabilities, Industry networking, Marine law, and Quality control. The bottom left corner features the International Marina Institute logo and the text "a subsidiary of Association of Marina Industries". The bottom right corner contains the text "For more information and for the 2012 Training Schedule, please visit: www.marinaassociation.org".

**YOU KNOW WHAT YOU NEED TO KNOW ABOUT BOATS...
LET IMI TEACH YOU THE REST.**

Get on the inside track by becoming a Certified Marina Manager.

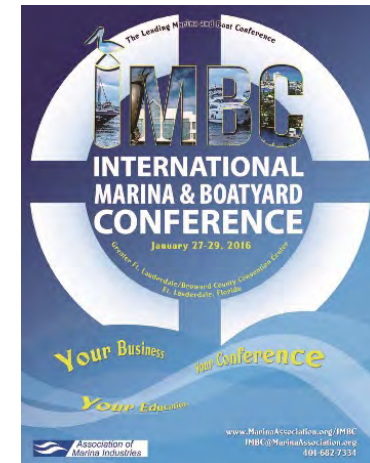
· Personnel management	· Fire and emergency response	· Risk and liabilities	· Marine law
· Regulatory obligations	· Health and safety compliance	· Industry networking	· Quality control
· Customer service and marketing	· Environmental management		

International Marina Institute®
a subsidiary of Association of Marina Industries

For more information and for the 2012 Training Schedule,
please visit: www.marinaassociation.org



- Largest marina and boatyard conference
- **Value – continue to invest in top-level leadership speakers and educators**
 - Over 800 participants
 - 3 keynote speakers
 - over 32 educational seminars and workshops
 - 135 of the industries top vendors and suppliers
- **Great minds DON'T think alike**
- **It's all about your connections**
- **Prepare for the future**





Return on investment

- **You pay \$80**
 - Be eligible for \$1,000 of scholarship money
 - Attend the IMI and understand OSHA's ladder requirements (29 CFR 1962) and avoid a \$7,000 fine
 - Receive a \$25,000 BIG grant
 - Insurance savings based on Risk Management training of \$2,500/per year
 - Save \$500 per year on your energy bill
- **You pay \$80 and save (per employee)**
 - \$500 if you attend Intermediate training course
 - \$300 if you attend the SE Study tour plus attend FLIBs for free
 - \$100 if you attend IMBC and receive \$1,730 worth of value

Receive **\$1,730** of value

- Eleven educational sessions (over 575 minutes) – a **\$1,375 value**.
- Two lunches – **\$100 value**.
- Six refreshment and networking breaks – **\$55 value**.
- Three evening receptions with hors 'oeuvres – **\$200 value**.
- Eight hours of exclusive exhibit hall access.
- Complimentary bag with conference program, name badge, and USB drive.
- Admittance into all of IMBC's receptions and networking socials.
- Admittance into IMBC's product demonstrations.

plus endless networking, purchasing and educational opportunities.