



# LAKE ERIE MARINE TRADES ASSOCIATION

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April 5, 2017

RE: House Bill 84

Annual  
Marine  
Exhibitions  
Produced by  
Lake Erie  
Marine  
Trades  
Association

Chairman Balderson, Vice Chair Jordan, Ranking Member O'Brien and members of the Senate Energy and Natural Resources Committee, thank you for the opportunity to testify today in support of House Bill 84.

## Mid-America Boat Show

Cleveland  
Ohio

My name is Bryan Ralston and I am the current President of the Lake Erie Marine Trades Association (LEMETA). Our association welcomes boat dealers, marina operators, watercraft manufacturers, clubs, financial entities, and other water-based organizations.

HB 84 would designate June as "Ohio Goes Boating Month". LEMTA believes that codifying this designation will not only help make people more aware of all the wonderful types of boating activities available in Ohio, it will also help promote state parks, and generate more business for boat dealerships, marinas, yacht clubs, gas docks, and retailers selling boating accessories.

## Catawba Island Boat Show

Port Clinton  
Ohio

Ohio is fortunate to have a great Department of Natural Resources, which operates many State parks and boating facilities. A promotion to introduce more people to those facilities would be a significant benefit to the Department and the citizens of Ohio. Boating of all levels (kayaking, canoeing, sailing, paddle boards, and power boats) could be enjoyed by more Ohioans if there was information readily available about how and where to participate.

## Michigan City In-Water Boat Show

Michigan City  
Indiana

LEMETA supports the more than 700 Ohio businesses in the marine industry statewide. LEMETA is committed to investing in Ohio Goes Boating Month by asking businesses across the state to tag all of their advertising and promotions with the "OGBM" logo for the month of June and plans to promote the initiative not only at new boat shows in June, capitalizing on the program, but also at all the other boat shows across the state in the spring and fall.

## North American In-Water Boat Show

Sandusky  
Ohio

Our organization wants to promote boating and the use of the facilities in Ohio to keep people boating in Ohio instead of traveling out of state. This designation also introduces more people to the lifestyle of boating. In Ohio, annual retail sales of new boats, engines, and marine accessories were \$352 million dollars in a recent study by the National Marine Manufacturers Association. Designating June as "Ohio Goes Boating Month" would help take the program to a higher level in 2018 and beyond.



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Ohio Goes Boating Month offers a great opportunity to maximize the return on the investment that the State has already made to boating. This initiative keeps more recreational dollars here, gets more people involved in the boating lifestyle, and brings more tax revenue to the State. It's a definite win for the citizens, win for the state, and win for businesses involved in boating.

### **Mid-America Boat Show**

Cleveland  
Ohio



More than 14,000 Ohioans work in the recreational boating industry and an additional 5,000 work in supporting industries. As of 2012, the total annual economic impact of boating to the state of Ohio is \$3.6 billion. Of note, 95% of boats sold in the U.S. are also made in the U.S. Please see the enclosed economic impact study for additional information.

### **Catawba Island Boat Show**

Port Clinton  
Ohio



Mr. Chairman, members of the Committee, thank you for your consideration of this legislation, I would be happy to answer any questions you may have.

### **Michigan City In-Water Boat Show**

Michigan City  
Indiana



### **North American In-Water Boat Show**

Sandusky  
Ohio