

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-2021-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Solutions Group
Grant Number: 3321FAN201125
Grant Title: Rental Boat Safety Outreach Campaign: "Refresh and Refine" Phase VII
Period of Performance: 1 year grant

Award Amount: \$175,000.00

Summary:

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 propose to continue to advance a “safe boating culture” among the rental boat markets nationwide. The most unique aspect of this campaign is that we 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.

1. Increase content accessibility; we are committed to making safe boating resources accessible to all rental organizations and customers, regardless of their participation in technology. We will expand and adjust our focus to be inclusive of all current and potential boat rental participants.
2. Refresh Video Training Content and supporting materials to meet current video resolution standards.
3. Expand the Rental Boat Safety Community and Customer base through the use of press and media exposure, strategic boating safety partnerships and creating training content that positions us as Rental Boat Safety “subject matter experts”.

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). 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/>