

October 30, 2020

October 2020 Newsletter: Nominations open for 2021 NMMA Canada Hall of Fame

From the Desk of Sara Anghel, President, NMMA Canada

I wanted to take this month's newsletter to give you a look at engines sales and pleasure craft operator card (PCOC) numbers from the spring and summer. According to Transport Canada PCOC information, an additional 100,000 people took their PCOC this spring and summer compared to 2019 — an outstanding indicator of the season our industry saw. In July, August and September, the number of PCOCs issued was as much as double over last year. Now if even one in every 10 of those people purchases a boat in the next year or two, we will see a continued positive outlook for the industry.

Engine sales in Q2 were actually down -9.3% for wholesale and -0.5% for retail compared to 2019. In Q3, however, there was 4% and 43.9% growth respectively compared to 2019. In addition, outboard engine manufacturing picked up in Q3 but remains constrained, down 6% (R12M YOY) through September. Meanwhile, outboard engine retail sales are up 11% (R12M YOY) through September, helped by healthy demand in sales in Q3.

New boat sales in Canada were down an estimated -8% year-to-date through August, but we saw an encouraging increase of 24% in the last three months (June, July and August combined) compared to the same three months in 2019. Personal watercraft retail sales in 2020 were up 5% through August compared to the same period in 2019. Sales in PWCs in May and June alone were up a combined 39% compared to the same months in 2019.

As some of you may know, we have been challenged by some of the data we obtain from Transport Canada for pleasure craft licensing. We are working closely with Transport Canada to improve the data and provide as much retail sales data to the industry soon.

While, unfortunately we will not see each other this January at TIBS, I wanted to let you know that it is NMMA Canada's intention to host a short virtual industry event to connect us all and provide you more relevant market intelligence.

Federal update — government enhances business relief programs as country deals with second wave of COVID-19

Earlier this month, the federal government released its plan to continue helping businesses that are suffering losses due to the pandemic. The announcement included:

- A new commercial rent subsidy of up to 65% that will go directly to tenants. The subsidy would be in effect until June 2021 and be retroactive to September 27, 2020. Businesses would need to show a revenue drop to qualify for funding
- An extension of the [Canada Emergency Wage Subsidy](#) to June 2021
- An expanded [Canada Emergency Business Account \(CEBA\)](#) that would allow businesses to access an additional \$20,000 interest-free loan, on top of the original \$40,000 CEBA loan. Half (\$10,000) of this new financing would be forgivable if repaid by December 31, 2022. The application deadline for CEBA is being extended to December 31, 2020

The government will need to pass legislation to bring in these enhanced programs. Please consult the links above for the latest updates.

2021 NMMA Canada Hall of Fame — Call For Nominations

Nominations are now being accepted for the 2021 National Marine Manufacturers Association (NMMA) Canada Hall of Fame. Inductees in the NMMA Canada Hall of Fame include those who have, or those who continue to, generate substantial and lasting contributions toward the advancement of the marine industry. The due date for nominations is December 1, 2020. The 2021 NMMA Canada Hall of Fame inductee will be announced virtually in January at the NMMA Canada State of the Industry event.

“The NMMA Canada Hall of Fame is the Association’s highest honour and a way to recognize the significant contributions to recreational boating by one of our industry leaders,” said Sara Anghel, President of NMMA Canada. “The boating industry plays a significant role in Canadian recreation and our national economy — we are proud to be able to showcase the dedication and innovation of one of our boating leaders each year and put a spotlight on our industry.”

To nominate an individual for the 2021 NMMA Canada Hall of Fame, please fill out the nomination form [here](#) and email it to Sara Anghel at sanghel@nmma.org. To be eligible to submit a nomination, one must be an active member of NMMA.

Transport Canada survey on PFD/lifejacket usage

Transport Canada's Office of Boating Safety is currently conducting an online survey on PFD/lifejacket usage that is targeted at recreational boaters. The survey data will be used to inform future Transport Canada policy and public outreach related to boater safety. We encourage you to take the survey to ensure a wide range of boater opinions are reflected.

The survey, which is open until December 31, 2020, can be accessed through the links below:

English: <https://www.surveymonkey.ca/r/2XRC2RD>

French: <https://www.surveymonkey.ca/r/2XRC2RD?lang=fr>

Watch Now: ICOMIA World Marinas Conference (WMC) Industry Reconnect webinar series

Over the past few weeks, ICOMIA has been hosting webinars with industry experts to cover issues of concern for marinas. Topics have included: state of the industry around the globe; boating and tourism with COVID-19; technology looking forward; and vision of change. Most pertinently, these useful sessions are 100% free to watch — please visit <https://www.icomia.org/wmc-industryreconnect> to see the speaker lineup and watch the webinar recordings.

Upcoming Events: Metstrade Connect and U.S. Department of Commerce virtual demonstration

Mark your calendars: following the cancellation of this year's METS in Amsterdam, METSTRADE will be hosting a 'METSTRADE Connect' virtual event on December 10, 2020. This event will provide marine industry professionals with high-quality content focused on innovation and sustainability. Registration will open on November 1st — please keep an eye on <https://www.metstrade.com/> for more info.

The U.S. Department of Commerce is hosting a virtual demonstration event that will showcase two American suppliers — Hydro-Shield and HydroHoist Boat Lifts — to Canadian marinas, wholesale distributors, dealers, and dock builders. The event will be held on Tuesday, December 1st at 1:30pm EST on Microsoft Teams. Each company will present for 20 minutes followed by a 5-minute Q&A. If you are interested in participating, please email Luz.Betancur@trade.gov to register.

ABYC Online Certification Courses

The American Boat & Yacht Council (ABYC) is now offering interactive online certification courses that will allow you to earn your certification without travelling or meeting in-person. Highlights of the courses include:

- ABYC instructor leads LIVE online sessions with Q&A
- Recordings of each session available the next day
- Online proctored certification exam
- Exam pass rate is up 15%

For a full course calendar and to register, please visit: https://abycinc.org/events/event_list.asp.

Welcome Aboard!

NMMA Canada is pleased to welcome the following new members who were approved at the last Board of Directors meeting:

Craig D. Ritchie Media Inc.

Provide full marketing communications services for boat builders and OEMs, including website and brochure copy, e-blasts, corporate newsletters, B2B marcomm, custom publishing, photography and more (Ontario)

Department of Fisheries and Oceans (DFO)

Canada has an abundance of freshwater and marine and coastal areas that are ecologically diverse and economically significant. Fisheries and Oceans Canada and the Canadian Coast Guard manage Canada's fisheries and safeguard its waters (Ottawa, Ontario)

TCF Inventory Finance (TCF Commercial Finance Canada)

TCF Inventory Finance provides tailored inventory finance solutions to marine manufacturers and dealers. (Mississauga, Ontario)

SV Business Group

A team of creative-thinking and passionate professionals, united by an ambitious goal to promote and develop recreational boating in British Columbia through environmentally conscious innovations, research of new materials and technologies and development of marine infrastructure (West Vancouver, BC)
