

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-2023-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Solutions Group

Grant Number: 70Z02323MO0001525

Grant Title: Rental Boat Safety Campaign - Educating Rental Customers and Equipping Rental Liveries

Period of Performance: 1 year grant

Award Amount: \$150,000.00

Summary:

The national Rental Boat Safety Campaign (RBSC) aims to *Educate Rental Customers and Equip Rental Liveries* on safe boating practices. The Rental Boat Safety campaign is a comprehensive initiative aimed at promoting safe recreational boating practices. Our goal is to reduce the number of accidents, injuries, and fatalities associated with recreational boating and paddlesports, specifically targeting the rental market.

The campaign targets two specific markets: rental liveries and non-traditional boating rental customers. The Rental Boat Safety Campaign targets rental liveries by providing them with essential safety education and resources. This eliminates the need for liveries to create their own safety content and ensures that the education is relevant and accurate. Through the RentalBoatSafety.com website, rental boat customers can view various training videos on a specific vessel and take an assessment test before renting a boat.

The campaign seeks to extend its reach through a digital and social media marketing strategy, strategic partnerships with influential organizations, a video content refresh, and website infrastructure upgrades. The campaign will leverage its rental boating data to inform decisions and improve outreach efforts. Additionally, RBSC will continue to connect with and support rental liveries and customers through its established brand recognition. Through these initiatives, RBSC will continue to promote safe boating practices and make an impact on reducing boating accidents and fatalities.

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