



**Marine Industries Association**  
OF PALM BEACH COUNTY, INC.

# 2019 ANNUAL REPORT

So much has happened this year, including the honor of being promoted to your new executive director on March 1, 2019. I really could not be prouder to lead this association that I have had the pleasure of serving for the past 11 years. I have an amazing team that I am extremely proud of. Stephanie Brown was promoted to operations director and has been with the association for almost five years. Aubrey Fleming, our administrative manager whom started with us in August, has been a member and volunteer with the organization for several years. Last but not least, Nicole Squartino is an integral part of our team who handles graphic design and various marketing projects. I hope to get to Tallahassee and even Washington, D.C. in 2020 to expand my knowledge in legislative issues as it pertains to the marine industry.



**ALYSSA FREEMAN | EXECUTIVE DIRECTOR**  
Marine Industries Association of Palm Beach County, Inc.

## SPREADING AWARENESS

Reflecting on the past year is important to gauge how far we have come as an organization and industry, and how far we must go to maintain and elevate our place in the community. One of our main goals was to bring more awareness to the marine business community in Palm Beach County. That meant engaging with leaders and other organizations outside of our industry. We have worked more closely with **Junior Achievement** and **Palm Beach State College (PBSC)**, especially as PBSC formed a marine tech certification program this year, the only program of its kind in Palm Beach County. We partnered with **CareerSource Palm Beach County** for grant funding for a marine industry pre-apprenticeship program, which has been funded and is in the beginning stages. We are working with and supporting charter high schools with marine programs like **Inlet Grove** and **South Tech**. We developed a new page on our website this year dedicated specifically to workforce and development. Furthermore, every opportunity we get to speak to young people about the marine industry and the potential careers available to them we take it. We are so thankful for all our volunteers. From serving on the Board of Directors or committees, to helping with events we could not do much without all the support from our amazing volunteers.

**George Gentile**, a founding partner with **Gentile Glas Holloway O'Mahoney & Associates, Inc.**, became our newly appointed Board president this year.

George is well-connected in the community as outgoing Board Chair for **Palm Beach North Chamber of Commerce** and as chairman of the **Jupiter Inlet District**, among other roles.



George Gentile, MIAPBC Board President





## MEMBERSHIPS & COMMITTEES

- Palm Beach North Chamber of Commerce (Trustee)
- Business Development Board
- Chamber of Commerce of the Palm Beaches
- Discover the Palm Beaches
- Riviera Beach Waterfront Advisory Committee
- Riviera Beach Workforce Development Task Force
- Inlet Grove High School Career Advisory Committee



Alyssa was accepted into the Leadership Palm Beach County Class of 2020, which began in August 2019. It is a highly competitive program. She is actively creating meaningful relationships with close to 60 other business leaders in our community. Building relationships equates to more awareness of our industry and its more than \$2 billion economic impact in Palm Beach County, but it also equates to more members and a larger voice.



MIAPBC Staff, Board of Directors, and committee members attend marine industry events and conferences throughout the state and country. For example, Alyssa traveled to Seattle, Washington for a conference to collaborate with other marine trade association executives.





## MIAPBC MEMBERSHIP

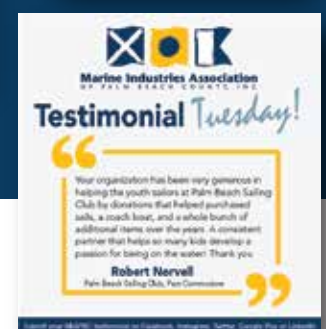
Business membership has grown this year by about 20 percent. Boater Membership has continued to be popular with almost 200 members. To make our new members feel welcome, we have started an ambassador program. Creating more personal and meaningful experiences for new members will help us ensure we retain them as members for years to come, thus maintaining the size and power our voice has for the local marine industry. We have increased membership benefits by increasing the offerings of insurance sponsored by the MIAPBC. We continue to post and promote member news and job openings at no additional cost to members. Several events throughout the year are free for members to attend or are at a subsidized cost. The Membership Committee continues to meet regularly to discuss ways in which we can improve membership benefits and the overall membership experience in the MIAPBC. If you are interested in participating please contact the MIAPBC office.

**+20%**



## MARKETING

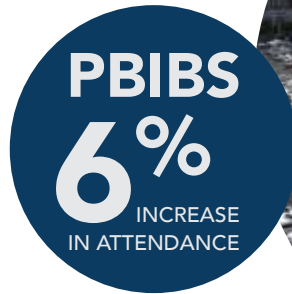
The MIAPBC's investment in a professional marketing manager has continued to pay off. The MIAPBC has a presence on all major social media platforms, which continues to grow an audience. Our marketing campaigns and graphic design have a more professional look and feel. Similarly, the MIAPBC's investment in a professional event management company to handle event logistics for Palm Beach Holiday Boat Parade, Palm Beach Paddlefest and soon a new event in June have given the association a more professional look and vibe.





## SIGNATURE EVENTS

The MIAPBC signature events are growing in size and awareness. The Palm Beach International Boat Show reported a six percent increase in attendance over last year and has something new and exciting planned for 2020, **Superyacht Show Palm Beach**. Revenue for the show also increased and continues to do so.



PBIBS 2020  
**SUPERYACHT  
SHOW**



The **Palm Beach Holiday Boat Parade**, our gift to the community, had more than 50 boats participating and collected thousands of toys for **Toys for Tots** and **Little Smiles** by land and by water. This year our television partner WPBF televised the parade for the first time ever on Saturday, December 14. **Palm Beach Paddlefest** increased racer participation by 10 percent this year with 125 participants. More racers are coming from outside of Palm Beach County and even Florida. We are excited to introduce a new event this June in West Palm Beach to mark the start of the summer boating season and promote boating safety. Stay tuned for more exciting information.







## COMMUNITY RELATIONS

We just signed another two-year lease on the current office space in North Palm Beach. The success of the Palm Beach International Boat Show determines how much the association can give back to local marine-related organizations and events each year. This year we increased charitable giving to more than \$200,000, an increase of about 25 percent over last year. With that being said, the organization is financially stable.



DONATED  
**\$200K**

BACK TO THE  
COMMUNITY

INCREASE

**25%**

IN GIVING



## LEGISLATIVE ISSUES:

### **WATER QUALITY, SPEED ZONES, BOATING ACCESS, ANCHORING, MANAGED MOORING FIELDS.**

There have been several local and statewide issues affecting the marine industry this year. One of our largest investments is to our lobbyists in Tallahassee. We continue to monitor the progress of Virgin Trains and any impact it may have to our local marine community. We continue to monitor issues affecting our coral reefs and water quality, in part by sitting on various task forces and committees. Our concerns are protecting the environment and public access to waterways—having a healthy balance between the two is important. We continue to lobby the state for funds to remove derelict vessels and seek grant money for managed mooring fields. We continue to monitor proposed anchoring legislation. We continue to fund studies that provide us with information to grow and protect the marine industry. We will continue to advocate on behalf of boaters in terms of unjustified changes in speed zones to our waterways. We will continue to support candidates for office that support the marine industry and share our values in protecting it. The Legislative Committee meets with elected officials and political candidates throughout the year.

Looking into 2020 we want to continue to focus on growing business membership, bringing awareness to the marine industry as a leading industry in Palm Beach County, and honing in on workforce development initiatives. If you have anything you would like to add or suggest please feel free to contact us anytime. Thank you for supporting this organization as we support your business and marine industry here in Palm Beach County. We are always working to serve our members and the community the best we possibly can.

Sincerely,

*Alyssa Freeman*

Alyssa Freeman  
Executive Director  
Marine Industries Association of Palm Beach County, Inc.

*George Gentile*

George Gentile  
President  
Marine Industries Association of Palm Beach County, Inc.





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