Marine Industries Association
OF PALM BEACH COUNTY, INC.

2020 ANNUAL REPORT

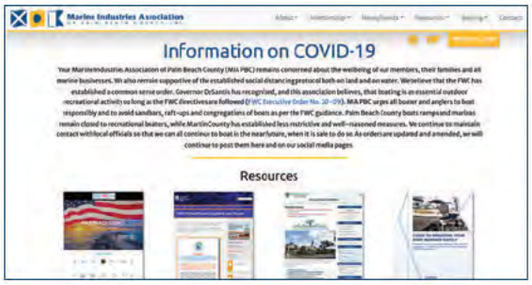
Undoubtedly, this year has been unlike any other year we have experienced both as a nation, a community and as an association. Flashback to March: everyone in the industry was busy preparing for the **Palm Beach International Boat Show (PBIBS)** when we got word of a highly contagious, potentially deadly virus in China that was now spreading throughout the world. Shortly after that, the virus made its presence known in our communities and the exceedingly difficult decision was made to postpone the boat show. The **Marine Industries Association of Palm Beach County (MIAPBC)** office closed its doors from mid-March until June 1. Staff was able to successfully work from home that entire time, answering calls and emails from many concerned members and industry businesses.

We should be proud of the way we all came together with the common purpose of keeping our industry afloat. Little did we all know our industry would soon be thriving in some of the worst economic conditions. Boat sales are consistently up month over month, so much so that manufacturers were having a hard time keeping up with demand and dealers were having a hard time keeping inventory. At a time when people could not or did not feel comfortable traveling or spending time indoors, they sought to spend time with their families on the water. This was indeed the silver lining to this crazy ride of a year.

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

MIAPBC
RESPONSE TO COVID-19

There were several ways MIAPBC was able to adapt and pivot this year including offering members the chance to submit "Hot Deals" at no cost to them. The deals were displayed on the MIAPBC website and advertised in the monthly newsletter, email blasts and on social media. A special page on the MIAPBC website was also created for COVID-19 related news that impacted members. The MIAPBC staff and Board of Directors was in frequent communication with County staff and elected officials to ensure our industry was represented in discussions related to closings and restrictions.



One thing that was particularly difficult was not being able to host our monthly Marine Mingles and membership dinners. Instead, we held ten virtual events from March through August. A variety of topics and speakers were covered, which were recorded so that members could watch them back at any time of the day or night.

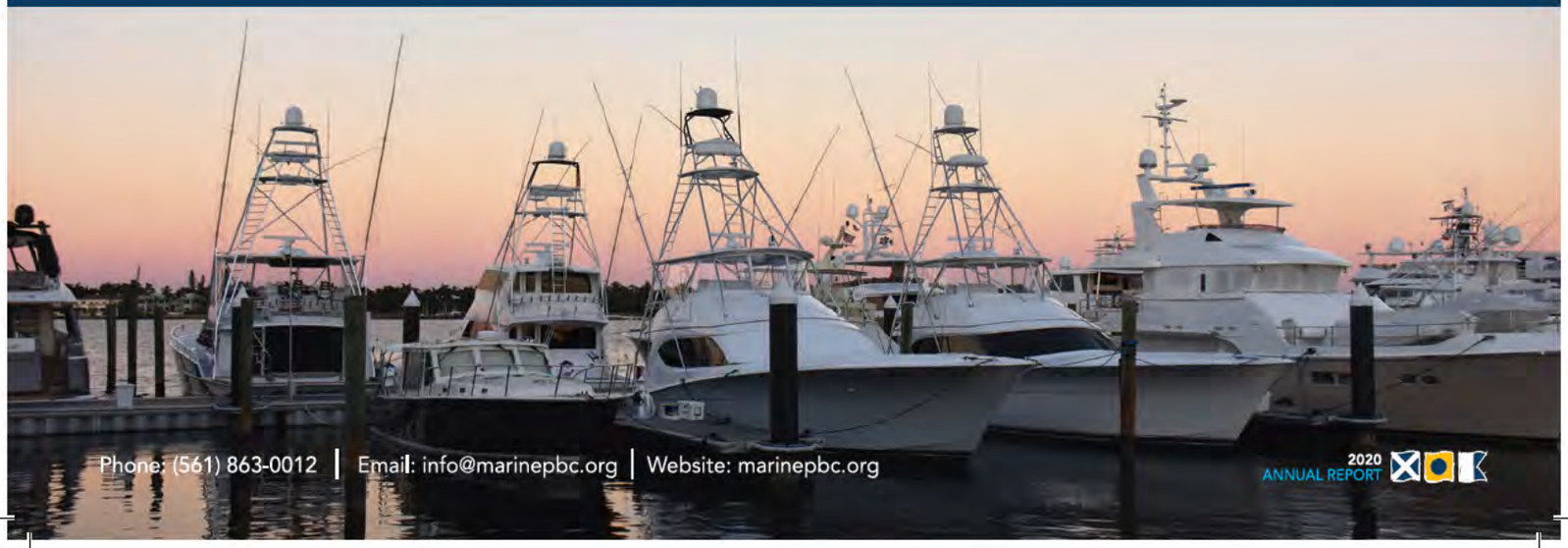
MIAPBC MEMBERSHIP

Your membership and involvement are what really keeps the MIAPBC thriving. Despite the economic downturn, business membership has remained steady. This year, business membership has decreased by less than four percent. As we hopefully hold and sponsor more in-person events, this will make up for any loss in membership.

We have increased membership benefits by increasing the offerings of insurance sponsored by the MIAPBC. The new Hot Deals section of the website mentioned above also creates more tangible benefits for members than we have ever had. 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.

Everyone loves free money, right?! All Boater Members were eligible for extra prize winnings in three different fishing tournaments this year ranging from $500 to $1,000. A new contest opportunity this year was the "Shop Local" campaign, which was open to anyone to participate however only Boater Members were able to win an extra $500 on top of the original $500 prize money. All people had to do was shop at a MIAPBC member business in the month of September, spend $100 or more, and submit their receipt(s) to MIAPBC staff. A winner was randomly drawn at the end of the month. We hope to continue this contest in the future to bring more business to our members, while hopefully attracting some new members too.

Lastly, we would like to again congratulate the **2020 Member of the Year Lisa Samuels with T. Spencer Samuels Financial Services.**



SIGNATURE EVENTS

The last event MIAPBC was able to host pre-COVID was **Palm Beach Paddlefest** on February 8, which saw a 40 percent increase in race registrations compared with 2019. Race participants traveled from all over the U.S., in addition to Puerto Rico and Canada. The difficult decision was made to cancel the event for 2021, but we hope the event will be back and bigger than ever in 2022.

PADDLEFEST 2020
40%
INCREASE IN RACERS

PBIBS
7.5K
VIRTUAL ATTENDEES ON DAY ONE!
AND 48K+ PAGE VIEWS

Once it was determined that the **Palm Beach International Boat Show (PBIBS)** could not take place in-person, our partners at Informa quickly worked to put together a virtual event that included all existing exhibitors. A press conference was organized aboard a yacht at Palm Harbor Marina in Downtown West Palm Beach followed by a "sounding of the horns" to kick-off the virtual event. The goal was to attract 5,000 attendees on the first day, but that goal was exceeded with 7,500 virtual attendees and 48,325 page views. By the end of May there were a total of 14,741 virtual attendees and 171,634 page views. While we are planning for 2021, we have decided not to hold the exclusive superyacht event at the Flagler Museum as originally planned in 2020. Please plan to join us for the PBIBS March 25 through 28.

PBIBS 2021
MARCH 25-28

The **Palm Beach Holiday Boat Parade and Toy Drive**, our gift to the community, had 50 boats participating on December 5 and collected more than 5,500 toys for Toys for Tots and Little Smiles by land and by water the night of the parade (toys still being collected at the time of publishing). The total toy count for 2019 was 10,000. This year, our television partner WPBF live streamed the parade on all its digital platforms and televised the parade on Sunday, December 13. In addition, $5,000 was raised for the toy drive.

PBHBP
50+
BOAT ENTRIES

10K
TOYS COLLECTED FOR **TOYS FOR TOYS** AND **LITTLE SMILES** IN 2019!

MARKETING BY THE NUMBERS

98	E-mail blasts promoting MIAPBC and Signature Events
12	Press releases to media outlets
53	Mentions in the media
41	Ad placements
190k+	Digital ad impressions
5	National TV Interviews
22	Videos marketing MIAPBC and Signature Events
5	Publications
90	Social media posts
11k+	Social media followers maintained
12	Dynamic newsletters
23	Education marketing efforts

COMMUNITY RELATIONS

Bringing awareness to the marine business community in Palm Beach County

Community Partners:

- Palm Beach North Chamber of Commerce Trustee
- Business Development Board (BDB) of Palm Beach County
- Palm Beach County Tourist Development Council/Discover the Palm Beaches
- Chamber of Commerce of the Palm Beaches
- Junior Achievement of the Palm Beaches and Treasure Coast
- Palm Beach State College (PBSC)/Martin E. Murphy, Sr. Scholarship Fund for the marine tech certification program
- CareerSource Palm Beach County
- Leadership Palm Beach County
- Atlantic Intracoastal Waterway Association
- Florida TaxWatch
- Palm Beach County League of Cities
- Palm Beach County Environmental Resources Management

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. Even though funding had to be scaled back this year, we are still proud of the $150,000 we were able to donate to 24 organizations and events.

FINANCIAL STRENGTH

Despite not having an in-person boat show this year, the financial health of the MIAPBC is still strong thanks to the diligent work of our Board of Directors and Finance Committee throughout the years ensuring that wise investments were made and that money was saved in reserves. The budget was revised mid-year and necessary cuts will be made to the 2021 budget to ensure the association remains financially healthy for years to come.

GOVERNMENT RELATIONS

ADVOCACY

Your Association continues to advocate for water access and funding for boating infrastructure, derelict vessel removal, and clean water legislation/regulation. The Association opposes unreasonable restrictions on anchoring and boating restriction zones. The MIAPBC maintains two professional lobbying firms in Tallahassee and supports local and state candidates for office who support the industry's interests. In addition to monitoring legislation that impacts boating, the Association participated in a marine industries forum in Tallahassee and the National Marine Manufacturers Association legislative conference. Board members and lobbyists met with legislators both in Tallahassee, while in session and afterwards in their districts, on boating issues. The MIAPBC participated in post-session video conferences with several members of the Florida House of Representatives and Senate, Florida's Chief Financial Officer and Florida's Commissioner of Education. We participated in FWC stakeholder meetings in Tallahassee and by video conferences, and in forums on water quality and blue green algae. In October, the Association held a legislative update with a candidate meet-and- greet and pre-election presentation from our lobbyists. Looking ahead, the 2021 legislative session will present challenges as the state deals with COVID issues, funding shortfalls, and limited access to legislators while in session. However, your Association's Legislative Committee while working with the Board of Directors and our lobbyists will continue its agenda to protect and advance our industry and boating in Florida..

GOALS FOR 2021

Truthfully, 2021 does not have much to live up to. The Association will continue to focus on growing business membership and bringing awareness to the marine industry as a leading industry in Palm Beach County. There is power in numbers, so we hope to retain all members in 2021. We will continue to advocate on behalf of the marine businesses and boaters of Palm Beach County; we are your voice! The more power we have together as an industry, the more we will be able to accomplish for the good of everyone. Thank you for supporting this organization as we support your business and the marine industry here in Palm Beach County. We are always working to serve our members and the community the best we possibly can.

- ✔ Complete monthly member visits or virtual meetings for the purpose of addressing challenges
- ✔ Attend monthly partner events and maintain contacts/referrals
- ✔ Attend statewide industry events
- ✔ Maintain regular communication with lobbyists and local elected officials and leaders
- ✔ Promote the marine industry and its workforce during speaking engagements throughout the year
- ✔ Contact 50 or more businesses for potential membership
- ✔ Encourage members to become more active in the MIAPBC through events, meetings and committees
- ✔ Organize at least one event per month for members
- ✔ Research new member benefits

MISSION

The MIAPBC is a not for profit organization created to promote and protect the sound growth of the marine industry in Palm Beach County for the benefit and education of its members, the community, and the environment.

MIAPBC
BOARD OF DIRECTORS

OFFICERS

GEORGE GENTILE
President
Gentile, Glas, Holloway, O'Mahoney & Associates, Inc.

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Vice President
E.J. Schrader Mattress Company, Inc.

MICHAEL KENNEDY
Vice President
Michael J. Kennedy, P.A.

MIKE SAMUELS
Treasurer
Viking Yachts Service Center

RAYMOND GRAZIOTTO
Secretary
Seven Kings Holdings

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LACH CHEATHAM
Board Member
Palmdale Oil Company

TAMRA FITZGERALD
Board Member
Venue Marketing Group

TINO GARCIA
Board Member
Ferreira Construction Company, Inc.

JANET ZIMMERMAN
Board Member
Florida Inland Navigation District

MIAPBC STAFF

ALYSSA FREEMAN
Executive Director

STEPHANIE BROWN
Operations Director

AUBREY FLEMING
Administrative Manager

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