



Marine Industries Association
OF PALM BEACH COUNTY, INC.

2021 ANNUAL REPORT

As the marine industry continued its steady growth through 2021, the **Marine Industries Association of Palm Beach County** was grateful to get back to a sense of normalcy by hosting a successful **Palm Beach International Boat Show** and several in-person membership events. The MIAPBC was also proud to continue to sponsor many events and organizations throughout the year. There were some legislative issues that required attention, but MIAPBC remains optimistic about the coming year, and we look forward to growing membership and community presence in an effort to protect and maintain the growth of the marine industry in Palm Beach County and all of Florida.

The **National Marine Manufacturers Association** (NMMA) reported new powerboat sales for 2021 exceeded 300,000 for only the second time in 15 years. Looking ahead, 2022 is projected to surpass 2021 totals by as much as three percent, making it another strong year for new boat sales.

This year, **MIAPBC** welcomed two new staff members. Rena Blades was hired to focus on government and community relations for the Palm Beach International Boat Show, and more recently Stephanie Button was hired as administrative manager.

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



AUSTIN BURKETT
President

A NOTE FROM THE PRESIDENT

"This year has been one for the books for the marine industry. Every business I have talked to has had a record year this year as the boat market in our area has skyrocketed. The **MIAPBC** has been working overtime to ensure we protect the industry both politically and environmentally. The board of directors and I want to take this time and say thank you to all our members this year. Without you, we wouldn't be able to accomplish everything we do for the industry. We also want to take the time to say thank you to our amazing team in the office, Alyssa Freeman, Stephanie Brown, and our newest team member Stephanie Button. These ladies truly are the backbone of the association, and their hard work does not go unnoticed. At the moment, we can only guess that 2022 will be just as good, if not better for our industry. With that being said, we are dedicated to providing more high-end events for our members. We will be striving to make events more informative and giving our members more opportunities to network. I really look forward to what next year brings, and the Board and I look forward to seeing each and every one of you in the new year!





MIAPBC MEMBERSHIP

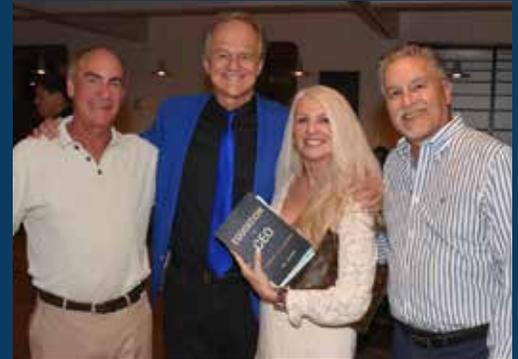
Your membership and involvement are what will keep the **MIAPBC** thriving. The good news is that we started to bounce back from the pandemic by increasing membership just beyond 2019 numbers with overall membership up by 14%!

2019: 226 business members/ 181 boater/ 407 total
2020: 216 business members/ 142 boater/ 358 total
2021: 220 business members/ 188 boater/ 408 total

However, there are still many businesses that should be members, but aren't. We ask that our members help be ambassadors for membership in the MIAPBC. The larger our voice, the more we can accomplish for the benefit of everyone.

We look forward to holding more quality membership events throughout the year and encourage members to submit their ideas or get involved in the Membership Committee. 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. We will continue to offer free and subsidized events to members, including complimentary and reduced cost **Palm Beach International Boat Show** tickets.

All Boater Members were eligible for an extra \$1,000 prize winnings in four different fishing tournaments this year. Boater membership grew by 23% from 2020 to 2021!



CONGRATULATIONS TO THE 2021 MEMBER OF THE YEAR GEORGE GENTILE WITH 2GHO



SIGNATURE EVENTS

The last event MIAPBC was able to host pre-COVID was **Palm Beach Paddlefest** on February 8, 2020. Ultimately, the difficult decision was made this year to indefinitely cancel the event. However, another event geared more towards our members and their families will take its place on May 15, 2022. Stay tuned for more details—it's going to be really fun.

The Palm Beach International Boat Show made waves with a successful 35th Annual event in March after going virtual in 2020. The show showcased over \$1.2 billion in vessels and products and granted thousands of visitors with the opportunity to witness in-person the debut of various luxury yachts. From an exclusively curated VIP experience at the Windward Club to family-friendly programming offered by fishing clinics from Hook the Future and the AquaZone, the Show remarkably adapted to the new normal and continued to raise the bar on safe, enjoyable outdoor exhibitions. As for the marine and boating industry at-large, the return of the Palm Beach International Boat Show was a significant opportunity for local exhibitors and vendors to showcase new goods and services in-person with visitors and enthusiasts. Based on feedback, the show generated extraordinary sales for exhibitors, underscoring the uptick in boating sales experienced industry-wide over the last year.

Attendance for the 2021 Show exceeded everyone's expectations and was on par with 2019 attendance levels. Please plan to join us for the **36th Annual Palm Beach International Boat Show** **March 24-27, 2022.**

The Palm Beach Holiday Boat Parade and Toy Drive, our gift to the community, had 50 boats participating on December 4 and collected 12,912 toys compared with 11,273 toys collected in 2020. This year, television partner **WPBF** again livestreamed the parade on all its digital platforms and televised the parade on Sunday, December 12. In addition, \$10,000 was raised for the toy drive!





MARKETING BY THE NUMBERS

- 92** E-mail blasts promoting MIAPBC and Signature Events
- 11** Ad Placements
- 5** Press releases to media outlets
- 11** Membership/Community Events

- 285** Social media posts
- 12k+** Social media followers maintained
- 12** Dynamic newsletters



COMMUNITY RELATIONS

Bringing awareness to the marine business community in Palm Beach County. Community Partners in 2021:

- Palm Beach North Chamber of Commerce (Trustee)
- Business Development Board 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 (Board/Committee Representation)
- Palm Beach State College Marine Program (Advisory Committee Representation)
- Florida Inland Navigation District (FIND)
- CareerSource Palm Beach County (Board Representation)
- Leadership Palm Beach County (Committee Representation)
- Atlantic Intracoastal Waterway Association (Board Representation)
- Florida TaxWatch
- Palm Beach County League of Cities
- Palm Beach County Environmental Resources Management

2021: \$112,750 DONATED TO 35 ORGANIZATIONS AND EVENTS.



FINANCIAL STRENGTH

Thanks to a successful boat show and smart investment decisions, the financial health of the **MIAPBC** is strong. In addition, the Association successfully secured and was forgiven a PPP loan as well as secured funds through available employee retention credits.



GOVERNMENT RELATIONS

ADVOCACY

The biggest challenge of the 2021 legislative session was an anchoring limitation bill supported by Boat U.S. lobbyists and contained several provisions which **MIAPBC** felt were not supportive of managed mooring fields and were unreasonably restrictive on Florida's boaters who are required to wet store their boats due to a lack of available dockage and our seasonal visitors. The bill as filed would have allowed local governments to designate 100 percent of their waters as anchoring limitation zones, place a 30-day limit on anchoring, and disincentivize local governments from establishing managed mooring fields. MIAPBC became aware of this legislation three days before its filing and was able to secure amendments which expanded the time limit to 45 days and limited the anchoring limitation areas to 10 percent total of a county's "navigable in fact" waters. The bills' sponsors refused to include managed mooring fields in the legislation.

Furthermore, MIAPBC was able to successfully provide comments on several bills which related to derelict vessels, floating structures, and the safe operation of vessels. MIAPBC legislative priorities for the 2022 session include expansion of managed mooring field programs, funding for and construction of additional boat ramps, protection of anchoring areas, marine workforce incentives, and protection for working waterfronts.

GOALS FOR 2022

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. We will continue to advocate on behalf of the marine businesses and boaters of Palm Beach County; we are your voice! 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.

- ✓ Conduct monthly member visits or calls
- ✓ Attend local monthly partner events
- ✓ 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
- ✓ Continue to recruit businesses for membership
- ✓ Encourage member participation at MIAPBC events, meetings and committees
- ✓ Organize several quality events for members throughout the year
- ✓ Research new member benefits

MIAPBC BOARD OF DIRECTORS



OFFICERS

AUSTIN BURKETT

President
E.J. Schrader Mattress
Company, Inc.

RAYMOND GRAZIOTTO

Vice President
Seven Kings Holdings

JANET ZIMMERMAN

Secretary/Treasurer
Florida Inland Navigation
District

BOARD MEMBERS

LACH CHEATHAM

Board Member
Palmdale Oil Company

TAMRA FITZGERALD

Board Member
Venue Marketing Group

TINO GARCIA

Board Member
Ferreira Construction
Company, Inc.

BILL GOULD

Board Member
Intracoastal Marine Construction
Company, Inc.

DAN MUELLER

Board Member
Viking Yachts Service
Center

CHARLIE NICKLAUS

Board Member
C. Nicklaus Starling &
Associates

MIAPBC STAFF

ALYSSA FREEMAN

Executive Director

STEPHANIE BROWN

Operations Director

STEPHANIE BUTTON

Administrative Manager

RENA BLADES

*PBIBS Director of Community Relations
and Government Affairs*



Marine Industries Association
OF PALM BEACH COUNTY, INC.

Purpose:
The voice of
Palm Beach County's
marine industries.

Vision:
Providing excellence
through advocacy,
education and promotion.

Mission:
To promote and protect the sound growth
of the marine industry for the benefit and
education of its members, the community
and the environment.

