

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



**2022**  
ANNUAL REPORT



**AUSTIN BURKETT, Board President**

Overall, 2022 was another successful year for the marine industry with a little more normalization than the year prior. Boat builders are finally starting to chisel away at their wait time on orders, as material shortages are starting to become a thing of the past. As far as the refit and maintenance side of things, we are still seeing the same issues we have run into over the past couple of years. Companies are still swamped with work and are having a hard

time finding skilled labor to keep up with demand. To combat this, the staff at the **Marine Industries Association of Palm Beach County (MIAPBC)** has been visiting career showcases, local nonprofits, and local schools to help spread the word about this industry, and to promote the many career opportunities that students are unaware of.

The Association strives to continue membership growth year after year to help solidify our name in the state. In fact, membership growth is so important to the **MIAPBC** that we continue to keep annual dues low and affordable to all businesses.

Over the past year, the **MIAPBC** team has been working tirelessly with the City of West Palm Beach, Informa Markets, and Venue Marketing Group to ensure the longevity and success of the Palm Beach International Boat Show. Our boat show is the main reason we have been able to give back more than \$2.5 million to nonprofits that promote, protect, and preserve our local marine environment.

As president of the **MIAPBC**, I have been blessed with one of the best board of directors and staff. With Executive Director Alyssa Freeman at the helm, we have been able to fulfill our promises made in the years prior, and we continue to grow. I want to thank all our members, staff, and board members for being a part of this Association. It takes everyone involved to make the **MIAPBC** what it is today. I really look forward to what 2023 brings, and I'm excited to serve you all for yet another year.



**ALYSSA FREEMAN, Executive Director**

The **MIAPBC** saw many changes in 2022, as did the marine industry. Despite record inflation and other challenges, the industry still came out strong. The team at the **MIAPBC** has evolved again with welcoming a new staff member in October, Marketing and Membership Manager Paola Pineros. It has been my honor to continue serving as your executive director, and even more so because 2023 marks 15 years for me as an employee of

the **MIAPBC**. Thank you to our members, board of directors, volunteers, and community partners who work so hard to help us accomplish the mission of the **MIAPBC**.

# MEMBERSHIP

YOUR MEMBERSHIP AND INVOLVEMENT ARE WHAT WILL KEEP THE MIAPBC THRIVING. IN 2022, OVERALL MEMBERSHIP INCREASED BY A STEADY 3%.

## 2020

216 business members +  
142 boaters  
**358 total**



## 2021

220 business members +  
188 boaters  
**408 total**



## 2022

232 business members +  
189 boaters  
**421 total**



Do you know a person or business that would benefit from being a member? As always, we appreciate members being ambassadors of the MIAPBC. The larger our voice, the more we can accomplish!

There was a range of events held in 2022 for members of the MIAPBC, and we look forward to even better events in 2023. If members have ideas for future events, we would like to hear about them. Members are encouraged to get involved in the Membership Committee, which meets regularly to discuss ways that membership benefits and the overall membership experience in the MIAPBC can be improved. The MIAPBC will continue to offer free and subsidized events to members, including complimentary and reduced cost Palm Beach International Boat Show tickets.



## MIAPBC 2022 Events

- January:** Marine Mingle at Loggerhead Marinelife Center
- March:** Palm Beach International Boat Show/Kickoff Party
- May:** Member Picnic
- June:** Marine Mingle at Safe Harbor Rybovich North
- September:** Member Awards and Legislative Update Dinner
- November:** Palm Beach Holiday Boat Parade Kickoff Party
- December:** Palm Beach Holiday Boat Parade and Toy Drive

All Boater Members were eligible for an extra **\$1,000 in prize winnings** in three different fishing tournaments this year.



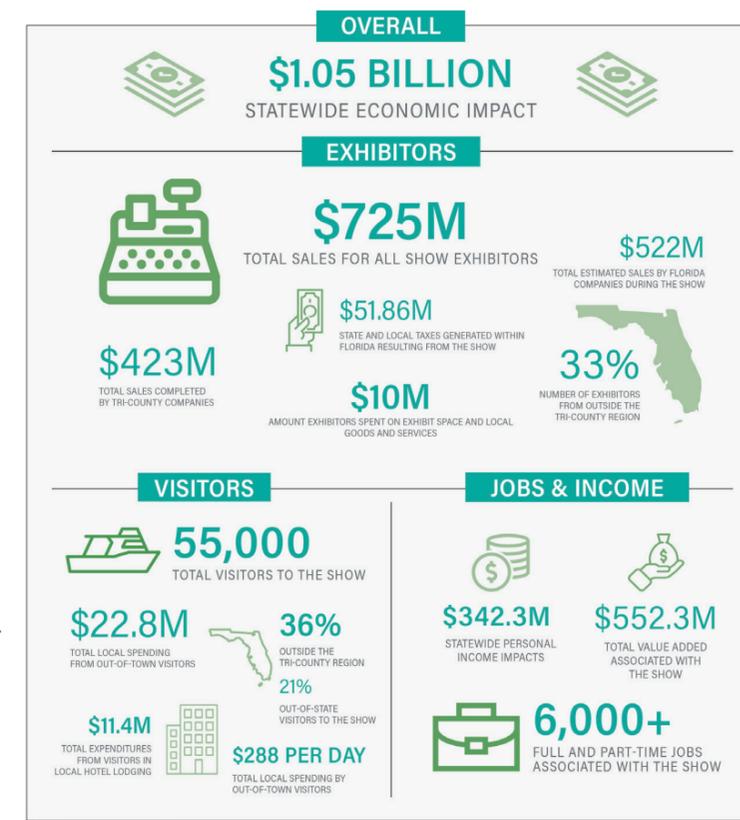
**CONGRATULATIONS TO THE 2022 MEMBER OF THE YEAR, ANDY FLACK!**

# SIGNATURE EVENTS

In 2022, we celebrated a very important anniversary, the **40th Annual Palm Beach International Boat Show**. What a show it was! An Economic Impact Report revealed that the boat show generated more than \$1 billion in statewide economic impact, had over \$700 million in sales, welcomed 55,000 visitors, and created 6,000 jobs as a result of one of the region's largest events.

The first day of the boat show is always exciting, and this year's was more spectacular than ever. The waterfront ribbon-cutting was also an opportunity for a major philanthropic announcement, with Informa presenting a \$300,000 donation to the Fish and Wildlife Foundation for marine life conservation. Following the ceremony, a private luncheon was attended by community and elected leaders where Jack and Gary Nicklaus discussed their love of boats, the marine industry, and their long history of supporting our environment. This luncheon, a partnership with the Business Development Board, is now planned as an annual event.

Locals and tourists enjoyed four full days of perfect weather and a few new features this year. The Historical Society of Palm Beach County presented an exhibition on historic shipwrecks from the area – a terrific addition for families. The Mansion Yacht, an amazing vessel that was docked near the north entrance to the boat show, was used as a special VIP experience for sponsors like Related Southeast. A variety of yachts, watersports, and boaters were featured in a television show that was created as part of the 40th anniversary.



March 24-27, 2022 | pbboatshow.com

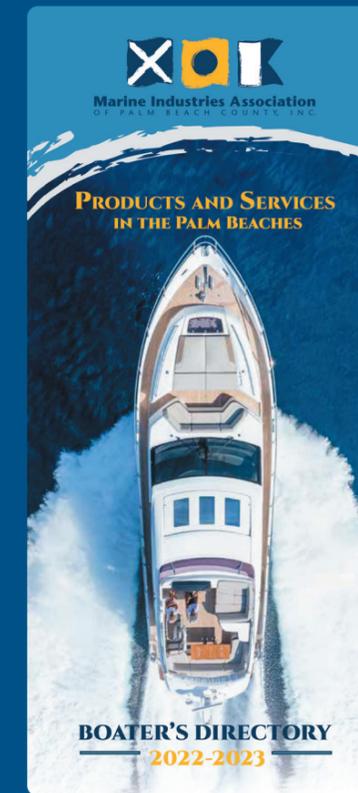
# SIGNATURE EVENTS Continued

The **Palm Beach Holiday Boat Parade and Toy Drive**, our gift to the community, had 60 boats participating on December 3 (an increase of 10 boats from 2021). The boat parade collected 14,229 toys in 2022 – a big increase from the 13,000 toys collected in 2021, and surpassing our goal by more than 1,000 toys. Our television partner, WPBF, again livestreamed the parade on all its digital platforms and televised the parade on two separate days: Christmas Day and New Year's Eve. In addition, \$8,500 was raised for the toy drive, which was used to buy additional gifts for Toys for Tots and Little Smiles to distribute to local children in need.



# MARKETING & ADVERTISING

- **Radio Campaigns:** 3 (featured on all local stations promoting boating safety: Memorial Day Weekend, July 4, and Labor Day Weekend).
- **Boater's Directory:** All members receive a free directory listing with option to purchase an ad. Printed copies are available at select member locations and included in local fishing tournament buckets.
- **Boating South Florida:** An insert in *The Palm Beach Post* highlighting the Palm Beach International Boat Show is published in print and online the Sunday before the boat show. Members have access to deeply discounted advertising.



85

Email Blasts



925

Social Media Posts



14,708

Social Media Followers



12

Newsletters

# FINANCIAL STRENGTH

Thanks to another successful boat show, the Association is in good financial standing with a healthy savings going into 2023. The 2022 Actual vs. Budget was either on or under budget, with a few exceptions. In addition to the Palm Beach Holiday Boat Parade and Toy Drive, the MIAPBC was able to increase its financial supportive contributions to the community by sponsoring fishing tournaments, student marine career exploration programs, hurricane disaster relief support for FWC personnel, and much more. In fact, the MIAPBC hopes to continue expanding community giving in 2023.

## COMMUNITY RELATIONS: bringing awareness to the marine business community in Palm Beach County

### Community Partners 2022:

- Atlantic Intracoastal Waterway Association (Board representation)
- Business Development Board of Palm Beach County (Board representation)
- CareerSource Palm Beach County (Board representation)
- Chamber of Commerce of the Palm Beaches
- Florida Inland Navigation District (FIND)
- Florida TaxWatch
- Inlet Grove High School (Career Advisory Board representation)
- Junior Achievement of the Palm Beaches and Treasure Coast (Board/Committee representation)
- Leadership Palm Beach County (Committee representation)
- Palm Beach County Environmental Resources Management
- Palm Beach County League of Cities
- Palm Beach North Chamber of Commerce (Trustee)
- Palm Beach County Tourist Development Council/Discover The Palm Beaches
- Palm Beach State College Marine Program (Advisory Committee representation)



2022: **\$212,000** donated to **40 organizations** and **events**.

# ADVOCACY

During the 2022 legislative session, the MIAPBC, through its lobbying team of Timmons Consulting and Corcoran Partners, generally supported SB 494. This legislation prohibited local governments from creating a swim area in the marked channel of the Florida Intracoastal Waterway or within 100 feet of the marked channel, and also made revisions to the derelict vessel law. For safety reasons, the MIAPBC opposed the provision that would allow operation of human-powered vessels in the marked channel of the Florida Intracoastal Waterway.

The Association supported the FWC Vessel Turn-in Program and participated with Congressman Brian Mast's demonstration to the USCG of vessel traffic under the St. Lucie FEC railroad bridge. The MIAPBC reviewed and commented to NOAA regarding the proposed Right Whale Dynamic Speed Zone rule that would affect vessels 35 feet and longer traveling into our waters. Looking ahead to this year's session, the MIAPBC is monitoring bills that will negatively impact our industry, boaters, and boating access. The MIAPBC is also working to secure funding from the state for the Peanut Island Shoal dredge project.

The MIAPBC will continue to support local, state, and federal elected officials and candidates who promote and protect the marine industry.



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 in the best way possible.

- ✓ 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 and meetings, and on committees
- ✓ Organize several quality events for members throughout the year
- ✓ Research new member benefits

## ADDITIONAL GOALS FOR 2023

One Word: **Rebranding!** Yes, that's right. The MIAPBC is rebranding with a new logo in 2023 to better align with the Palm Beach International Boat Show and another exciting program to be announced in the near future.

# BOARD OF DIRECTORS

**Austin Burkett, President**

E. J. Schrader Mattress Company, Inc.

**Raymond Graziotto, Vice President**

Seven Kings Holdings

**Janet Zimmerman, Secretary/Treasurer**

Florida Inland Navigation District

**Mallory Doremus**

Palmdale Oil Company

**Tamra FitzGerald**

Venue Marketing Group

**Tino Garcia**

Ferreira Construction Company, Inc.

**George Gentile**

G2HO

**Bill Gould**

Intracoastal Marine Construction

**Michael Kennedy**

Attorney

**Dan Mueller**

Viking Yachts Service Center



## STAFF

**Alyssa Freeman**

Executive Director

**Paola Pineros**

Marketing and Membership Manager

**Stephanie Button**

Administrative Manager

**Rena Blades**

PBIBS Director of Community Relations and Government Affairs

- **Purpose:** The voice of Palm Beach County's marine industries.
- **Vision:** Providing excellence through advocacy, education, and promotion.
- **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.