**A Letter from the Executive Director**

This year marked my second year as Executive Director for the Marine Industries Association of Palm Beach County (MIAPBC). 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. One of the roles of an Executive Director is to detail the value our Association has brought to its members. Below are the metrics that show our focus, including our successes, shortcomings, work in progress and a brief explanation for each.

**Focus areas and analysis:** Focus areas and the metrics we use to measure progress is the key to understanding our achievements. I have chosen to use a stoplight approach so everyone can see at a glance our progress.

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Within each focus area we provide a stoplight which has three colors that show you success, work in progress, or failure at a glance. Green represents success, yellow represents work in progress, and red represents failure

**Focus Area 1: Strategic Analysis--**includes the association efforts as it pertains to growing our industry:

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| Palm Beach International Boat Show | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | The 2016 Palm Beach International Boat Show (PBIBS) was an outstanding success. Even though we had some inclement weather attendance was on par with 2015 with over 40,000 visitors. In fact attendance was up by 15% the first two days before weather forecasts impacted the weekend. With the opening of the additional boat slips in Palm Harbor Marina we had even more boats in the water than in 2015. |
| Palm Beach Holiday Boat Parade | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | The Holiday Boat Parade benefiting Toys for Tots continues to be one of our most popular events. Thanks to the careful planning of our Operations Director (Alyssa Freeman) it continues to expand. This December’s weather was absolutely perfect. As a result we had over 400 attendees at our VIP Viewing Party, which was an increase of 50 compared to 2015 and 50 boats which was an increase of 10 from 2015. To-date we have collected 2,000 more toys than in 2015.  |
| Palm Beach Paddlefest | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | In order to further promote our brand and keep the MIAPBC in the spotlight it is important we hold events that relate directly back to our mission. This year marked our inaugural Paddlefest event which was held in May at Curry Park in West Palm Beach. Attendance for the first year was good with over 30 exhibitors participating in the festival. Participants overwhelmingly agreed the event has the potential to greatly improve and grow. The committee has continued to meet to improve the event for 2017. This review has resulted in numerous potential changes. The location of the 2017 event will be moved to Jupiter’s Harbourside Place and will be incorporating new paddle races. |
| Growing Membership | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Membership continues to grow; in 2015 the Membership committee set a goal of growing our membership to over 300 which we exceeded with a final count of 309. In 2016 this trend continues with membership now exceeding 465.  |
| Marine Business Memberships | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Marine business memberships are the core of the marine industries. This segment of our membership has shown growth. In 2015 these members numbered 143 and in 2016 they numbered 164. An increase of 14%. |
| Allied Business Memberships | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Allied members are an important segment of our membership because they offer key services to other members of the association. In 2015 these members numbered 47 and in 2016 they numbered 54. An increase of 14%. |
| Captain Memberships | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Our Captain membership is extremely popular. In 2015 we had a total of 106 Captains members and now those members number 233, an increase of 120%. For only $20 a boat owner can join the organization and be eligible for up to $4,000 in discounts from our marine-related businesses.  |
| Junior Membership Program | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | This year marked the inaugural year of our Junior Membership Program. Stephanie Brown, our administrative assistant, is in charge of this program. She started this year with approximately 20 high school students who each month got exposed to a different segment of the marine industries in Palm Beach County. Response and feedback has been extremely positive, however we are going to implement several changes in 2017 to improve the program.  |
| Growing the Marine Industries Association | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | With approximately 800 marine-related businesses and over 40,000 boat owners there is room to grow. By aggressively promoting our low cost of memberships, providing value through events, high profile activities, and influencing, the industry will continue to grow. **(*Continued on back*)** |
| Community Outreach | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | In 2016 the MIAPBC donated a whopping $98,780 to 40 organizations that requested funding to improve the boating experience or introduce boating to potential new customers, or to develop the marine industry workforce. This included 27 reoccurring requests and 13 new funding requests. |

**Focus Area 2: Financial Analysis--**looks at the financial health of the association:

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| Income | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | The attendance and sales from the 2016 PBIBS and increased membership has translated into increased income for the MIAPBC. |
| Expenses | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | We continue to carefully monitor our expenses and donations. We are within budget and seek to cut costs where appropriate, while at the same time increasing efficiency.  |
| Office | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Our new office in North Palm Beach has proven to be positive for the Association. We have seen an increase in visitors to the office and have held numerous meetings with elected and government officials at the location. |
| Trends | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Palm Beach County is growing both in terms of visitors and jobs. Unless we have an unforeseen downturn in the economy or very bad weather during our PBIBS we can expect the positive trend in terms of our financial status to continue.  |

**Focus Area 3: Influencing/Political Analysis--**keeps track of our political landscape:

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| State Issues (All Aboard Florida) | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | All Aboard Florida continues to be a mixed bag in terms of the MIA getting some important changes to protect our industry; we are working with AAF for an alteration to the bridge on the Loxahatchee proposed by the Jupiter Inlet Navigation District which would allow 87% of the vessels that now transit the area to continue unaffected. While the St Lucie River AAF proposal is not in PBC it does affect our members. Hurricane evacuation, vessels coming from west coast for boat shows, and commercial barges and cranes for water access projects use this important waterway.. |
| State Issues (Boating Safety Initiatives) | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | In 2016 we successfully lobbied to defeat a bill that would have increased the age of vessel operation from 14 years of age to 16 years of age. We lobbied to defeat another bill that would have revised the requirements for boating safety identification cards that removed an exemption for a person who is accompanied in the vessel by a person who is otherwise exempt from the requirements or who holds a valid identification card, is 18 years of age or older, and is attendant to the operation of the vessel and responsible for the vessel’s safe operation. Win addition we will be working on a bill to correct a safety issue that arose from legislation passed last year. |
| State Issues (Derelict/At Risk Vessels) | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Derelict vessels are a problem that continues to plague our waterways. Our Governmental Affairs Committee was successful in lobbying the state to pass a bill that makes it illegal for vessels in neglected or deteriorating condition from reaching a likely and foreseeable state of disrepair and becoming derelict. We were also instrumental in assisting FWC to include $1,400,000 in the budget for Derelict vessel removal funding. In 2016 twenty six vessels on the list were removed in PBC under this program. |
| State Issues (Anchoring) | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | We successfully lobbied to prevent a boating recreational zone from being established in Palm Beach County. The Zone would have prohibited a person from anchoring a vessel at any time between the hours from one-half hour after sunset to one-half hour before sunrise in any such area. We will continue to monitor this issue in the upcoming legislative session to minimize any negative affects to recreational boating and fishing.  |
| Artificial Reef Committee | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | We sit on and coordinate with the artificial reef committee to provide artificial reefs to enhance our fishing and diving habitat in Palm Beach County. |
| Governmental Affairs Committee | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Our Governmental Affairs Committee addressed and developed our position in several of the above issues previously listed. Other areas of work include manatees, coral reefs, and water quality. We are members of the Manatee Forum and are actively participating and working with FWC and USFWS on reclassification of the Manatee. This reclassification is under consideration because the species is recovering with populations continuing to increase. We have a representative and current Boating Issues Committee Chair on the Sport Fish and Boating Partnership Council providing input to the Secretary of Interior and the Director of USFWS on all national boating and fishing Issues. The Governmental Affairs Committee continues to work with other organizations and NMFS on fishing regulations. This Committee also coordinates with our Lobbying firms, working on issues having negative affects to our Members and our customers, the boaters and fishing public. All this while balancing the protection of the environment. ***(Continued on next page)*** |
| Federal Issues(Coral and Oceans Task Force & USCG bridge closures) | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | Our Governmental Affairs Committee’s efforts were successful in preventing the Coral and Oceans Task Force from recommending the establishment of a National Marine Sanctuary off the southeast coast of Florida. We also continue to coordinate closely with the USCG on construction projects on our bridges to ensure any closures have the least amount of impact on boaters. |
| State/Federal Issue (Our Florida Reefs) | **D:\Users\CCollins.MIA\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YQRMAQM\trafficlight[1].png** | This group came up with 67 recommendations, many of which we supported; i.e. water quality and educational recommendations. However there were many proposals we did not support, including establishing MPA’s which will close 20% to 30% of Southeast Florida’s reef tract and the establishing of a National Marine Sanctuary. In addition our Governmental Affairs Committee is working with Florida’s state agencies to defeat proposals that restrict access and/or the transfer of state authority to the Federal Government. |

**Future Projects-**In 2017 we plan to expand our metrics to include data that will help us determine the state of the marine industries in Palm Beach County. That data will be used in conjunction with the above stoplight metrics in a bi-annual report we plan to distribute beginning in December of 2017.

**Summary-**Thanks to the efforts of our Board of Directors, committees, members, and staff our trends have continued to be positive with more to come in 2017. As you read this report and think about our focus areas please feel free to contact me if you have comments regarding the metrics and/or would like us to look at some other focus areas for 2017.

Sincerely,

Chuck Collins, Executive Director

Marine Industries Association of Palm Beach County, Inc.