



SWFMIA & WCIND JOIN IN ALGAE BLOOM IMPACT SURVEY

The Southwest Florida and Tampa Bay Marine Industries Associations are partnering with the West Coast Inland Navigation District to fund a study of the economic impacts of Harmful Algae Blooms (HAB) on businesses along Florida's west coast. The year-long study is being conducted by University of Florida, Institute of Food & Agricultural Sciences.



“We all know that solving Florida's water quality issues are complex challenges requiring a massive cooperative effort to fix for future generations,” says Association President Hans Wilson. There is also the reality that local, mostly small businesses, have experienced a significant impact on their direct and indirect sales from the HAB.

Virtually all of our members from boat dealers to marinas to service suppliers saw business plummet last summer. Putting real-life numbers on the economic impact the HAB has had will be a valuable tool for our industry and local and state government moving



Study Objectives: This project generally aims to document the economic impacts of the 2017-2019 HABs in Southwestern Florida. Specifically, this project will address the following objectives through survey methods and regional economic analysis:

1. Identify the people, assets, and business activities at risk in the water-dependent communities affected by the 2017-2019 HABs in the Southwestern Florida counties of Monroe, Collier, Lee, Charlotte, Sarasota, Manatee, Hillsborough and Pinellas.
2. Estimate the economic losses to commercial businesses resulting from the 2017-2019 HABs in Southwestern Florida.
3. Measure the economic impact of HABs on real property values in affected areas.
4. Determine how these economic impact estimates can be used to identify efficient and cost-effective management strategies for mitigating their impact on local water-based communities.

This project will focus on counties in Southwest Florida that experienced a HAB in between October 2017 and January 2019 and surrounding counties that comprise the functional economic areas. Assessment of the economic impacts of the 2018 blue-green algae event will focus on areas adjacent to the Caloosahatchee River estuary and assessment of the red-tide event will focus on affected coastal counties on the Gulf coast.”

“We want to thank both WCIND and The University of Florida for helping us make this study a reality. The study will begin as soon as final contracts are processed and signed,” says Association President Hans Wilson.

For more information contact John Good. John@swfmia.com. 954-570-7785.

2019 Scholarships Awarded

SWFMIA awarded a record seven \$1,000 scholarships and one \$1,000 grant at its recent Board meeting. “Every recipient

Scholarship Chairman Justin McBride.



Congratulations to:

- Kelly Esterline – Ft. Myers Tech, University of Florida
- Curtis Collins – Fish Tale Boats, Florida SW State College
- Haylee Mixon – Hans Wilson & Assoc., Florida State University
- Tiffany Mixon - Hans Wilson & Assoc., Florida State University
- John (Jack) Hansen – The Boat House, Univ. of Pennsylvania Wharton School
- Lexie Pedit – Pelican Isle Yacht Club, Univ. of Central Florida
- Megan Bettley – Freedom Boat Club, Florida State University

A one-time grant of \$1,000 for continuing education was awarded to

- Sam Secord – Mastry Engine Center, St. Petersburg College

Scholarships are open to SWFMIA and TBMIA member employees and their immediate family who are post-secondary students enrolling in college, trade, or vocational schools.

A MESSAGE FROM JOHN GOOD

THE VALUE OF MEMBERSHIP



I have been involved in boat shows and trade association for more than 40 years and have seen first-hand the impact that local and national associations have on our industry. Seems obvious that every business making a living from boating should be a member, yet far too many are not. Why? Too busy? No time to be involved in one more thing or attend meetings? My focus is on my business and navigating through today's demands?

My strengths are in promotion and communication and not so much in all the political and legislative “stuff”. Keeping an eye on that “stuff”, however, is vital to our industry and our businesses. Knowing that there are people who do take an interest in the “stuff” that can both hurt and help our businesses is plenty of reason alone to be a member.

Clearly there is strength in numbers and simply listing your business as a member strengthens the industry’s voice locally and in Tallahassee. If you do no more than join and pay your \$225.00 annual dues, that’s OK. We happily welcome you!

SWFMIA and TBMIA, however, are much more than just the political “stuff”.

We produce three successful boat shows which are the association’s primary source of funding. We provide regular communications between members, the industry, and the boating public. We maintain a robust consumer web site (goboatingflorida.com) loaded with boating information and designed to drive boaters to our member’s web sites. Our Facebook page has over 23,000 likes. We maintain an industry web site to provide you with important information affecting our businesses.

We provide funding for the Marine Industries Association of Florida’s Tallahassee Lobbyist, we have a local Government Affairs consultant who monitors city and county agendas from Lee through Pasco. We have an advertising/marketing firm on retainer who maintains web sites and social media. We have recently hired Misty Bottorff as our TBMIA Regional Manager, and my company manages Association Boat shows, member services and administrative Duties.

Being a member of an association like SWFMIA / TBMIA means you are joining with other marine businesses to grow and protect boating. Using our logo in your promotions and displaying our membership decals at your business lets your customer know you are part of something beyond just your business. Not to mention there is a good chance we will help you find a new customer or two.

Thanks to all of our members for supporting our efforts to grow boating. To join, go to swfmia.com.

Upcoming Boat Show Dates.

- Ft. Myers Boat Show
 - *November 21-24, 2019*

- *January 9-12, 2020*
- Bonita Springs Boat Show
 - *March 5-8, 2020*



Representing the interests of Recreational Boating since 1972

- *Fort Myers Boat Show*
- *Charlotte County Boat Show*
- *Bonita Springs Boat Show*

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