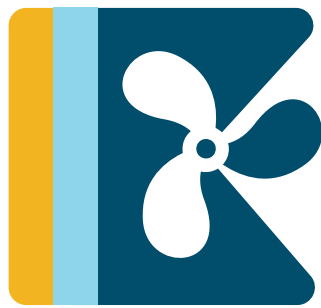
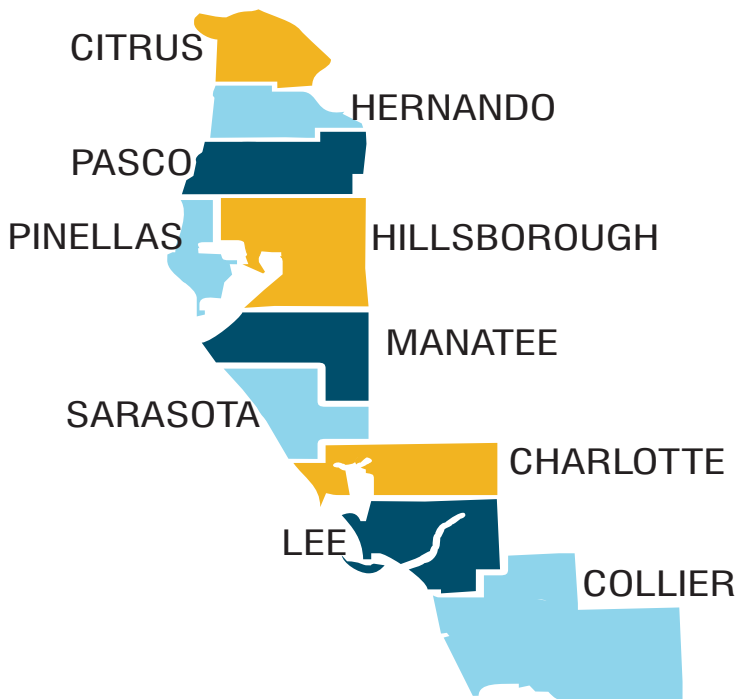


Promoting & Protecting Recreational Boating Since 1973

Become a Member



# Marine Industries Association Southwest Florida



Join us as we work to grow and support the future of recreational boating.



## RECREATIONAL BOATING IS BIG BUSINESS IN SOUTHWEST FLORIDA



<b>Annual Economic Impact:</b>	<b>\$7.1 Billion</b>
<b>Jobs Supported:</b>	<b>30,644</b>
<b>Businesses Supported:</b>	<b>1,946</b>
<b>Registered Boats:</b>	<b>302,435</b>

Economic Data from 2023 Recreational Economic Impact Study  
(Congressional Districts: 12, 13, 14, 16, 17, 19, 26)

Conducted by: National Marine Manufacturers Association

Boat Registration Data from Florida Boating Accident Statistical Report  
(Collier, Lee, Charlotte, Sarasota, Manatee, Hillsborough, Pinellas, Pasco, Hernando, and Citrus counties)

Join Online Today at [www.miaswf.com](http://www.miaswf.com)

# THE VALUE OF MEMBERSHIP

## PROMOTING BOATING & MEMBER BUSINESSES

*What's in it  
for my business?*

The Marine Industries Association of Southwest Florida (MIASWF) strives to grow and promote boating through several marketing initiatives on our web and social platforms as well as our three boat show's. Member businesses play a key role in association efforts to promote the boating lifestyle in Southwest FL.

## Go Boating Florida

Go Boating Florida (GBF), the association's consumer facing brand, aims to promote both the boating lifestyle in Southwest Florida as well as our member businesses. GBF has a large web following with over 200,000 site visits in 2023 and social media presence with over 26,000 followers. GBF provides a hub of boating information such as weather and tides, navigational charts, waterfront dining, boating essentials and more. In addition to web and social efforts, the monthly GBF E-Newsletter is a favorite among local boaters.

One of the key feature's on GoBoatingFlorida.com is the Boater's Directory which connects the products and services of association members to local boater's. This interactive directory provides a drop down menu with options of various product and service categories. The directory filters by county and provides contact information for member businesses based upon the products or services selected.



## Marketing Campaigns & Initiatives



Marketing efforts constantly evolve and adapt with boating trends in Southwest Florida. As boating saw an unprecedented surge in 2020, boating safety became a top priority for the association. This precipitated our "Know Before You Go" (KBYG) campaign which began as a simple brochure of boating basics and evolved into a large social media campaign with interactive displays at boat show's. The KBYG brand continues to grow as the association produces member hosted videos of boating essentials such as docking, navigation, maintenance and more.

As industry recovered from Hurricane Ian and waterways became navigable, boater's remained hesitant to get back out on the water which affected many member businesses. This sentiment led to our "Welcome Back to the Water" campaign to help boater's feel comfortable on local waterway's. Member's provided first hand knowledge in a series of interviews on our web and social channels.

## Boat Shows

The association produces three boat shows each year; Bonita Springs Boat Show, Charlotte County Boat Show, and Fort Myers Boat Show. These boat show's drive a lot of business in local industry, as the perfect setting to match buyers and sellers. The downtown Fort Myers Boat Show, along the beautiful Caloosahatchee River, sets the standard as the largest display of boats and boating products on Florida's gulf coast.

These boat shows are owned by the association and members receive substantial discounts on their exhibit rates. The revenues from these three shows are the main funding source for the association.



# PROTECTING BOATING & MEMBER BUSINESSES

## Legislative & Political Involvement

The association is involved in local and regional political and legislative issues that impact recreational boating. Our government affairs consultant, Joe Mazurkiewicz keeps an eye on city and county commissions throughout Southwest Florida. There are many subjects at local levels such as boat ramps and dock/seawall regulations that need to be monitored to preserve and create boating access.

As a participant of the Marine Industries Association of Florida, we are represented in Tallahassee by our lobbyist, Missy Timmins. Missy works with elected officials and state agencies such as FWC to best protect and support our member businesses.

There is strength in numbers. A broader membership base builds the marine industry's profile and gives us a stronger political voice at home and in Tallahassee. That alone should be enough reason to join many other businesses and become a member of MIASWF.



## Scholarships, Industry Development & Community Efforts



The association provides annual \$1,000 Scholarships to member employees and their immediate family members for post high school education and training programs, scholarships can easily be applied for at [www.miaswf.com](http://www.miaswf.com).

As part of a continued effort to develop qualified marine technicians, Yamaha Marine and the association teamed up to help provide the funding and equipment to make it possible for Ft. Myers Technical College (FMTC) to offer Yamaha's new Maintenance Certification Program (MCP.) Additional equipment was donated by multiple member businesses.

Activities and events that enhance interests of recreational boating in the community are supported through our community donation fund. We donate annually to Fishing Tournaments, Regattas, Educational Programs, waterway clean ups and other projects that enhance the community and our industry.

## Meetings/Roundtables

Each year, MIASWF holds an Annual Dinner Meeting which brings our membership together for an update on the state of the association and the industry while providing an opportunity to meet and socialize with other members. We additionally recognize a member of the year for outstanding service in the marine industry and host a silent auction and raffle to raise funds for our Scholarship and Community Donation Fund.

Additional membership meetings and issue oriented roundtables are conducted throughout the year such as our breakfast at the St. Pete Yacht club to keep members informed and connected.



## Member Communications

MIASWF keeps membership informed about issues and happenings of interest to boating through web sites, newsletters, e-mail, and social media. Communications are critical today, and often times an issue your business has is shared by other businesses within our industry.



## Who We Are

The Marine Industries Association of Southwest Florida (MIASWF), established in 1973 as the Southwest Florida Marine Industries Association, has grown in recent years to represent over 250 marine businesses along Florida's West Coast. Our membership includes a wide array of businesses associated with recreational boating and dedicated to the responsible growth and preservation of the boating lifestyle.

## Joining the Association

Being a member of MIASWF 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. To join the association, please visit [miaswf.com](http://miaswf.com) to fill out an online application. Annual membership dues are \$250.00.

## Marine Industries Association of Florida (MIAF)

Your membership includes membership in the Marine Industries Association of Florida. MIAF is a coalition of Regional MIA's from around the state. The MIAF Board and Lobbyist play a proactive role in Political, Legislative, and Rule Making issues on a state level that affect the Marine Industry.

## MIASWF Board of Directors & Staff

The Marine Industries Association of Southwest Florida is administered by a 14 person volunteer Board of Directors. This is an active and engaged board meeting frequently to establish goals and budgets and insure that the Association operates on solid financial footing.



Hans Wilson  
Hans Wilson & Assoc.  
President



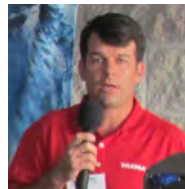
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The Boat House  
Vice-President



Vivian Esterline  
Eagle View Boats  
Secretary



Bob Schmid  
Marker 5 Financial  
Treasurer



Kevin Carlan  
Yanmar Mastry Engine Ctr.  
Director



Gary Cullen  
Cape Coral Marine  
Director



Chris Forman  
Results TV Media SWFL  
Director



Clint Frick  
HH Insurance Group  
Director



Bill Golden  
Golden Boat Lifts  
Director



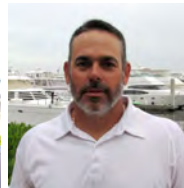
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Viage Group  
Director



Justin McBride  
West Coast Inland Nav. Dist.  
Director



Tom Papesh  
W-Yachts York Rd. Marine  
Director



Ron Paluck  
Shoreline Lumber  
Director



Brent Stokes  
Stokes Marine  
Director



John Good  
MIASWF  
Executive Director



Laura Good  
MIASWF  
Boat Shows & Member Services



Kyle Good  
MIASWF  
Boat Shows & Member Services



Phil Secord  
MIASWF  
Tampa Bay Regional Mgr.



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Local Gov. Affairs