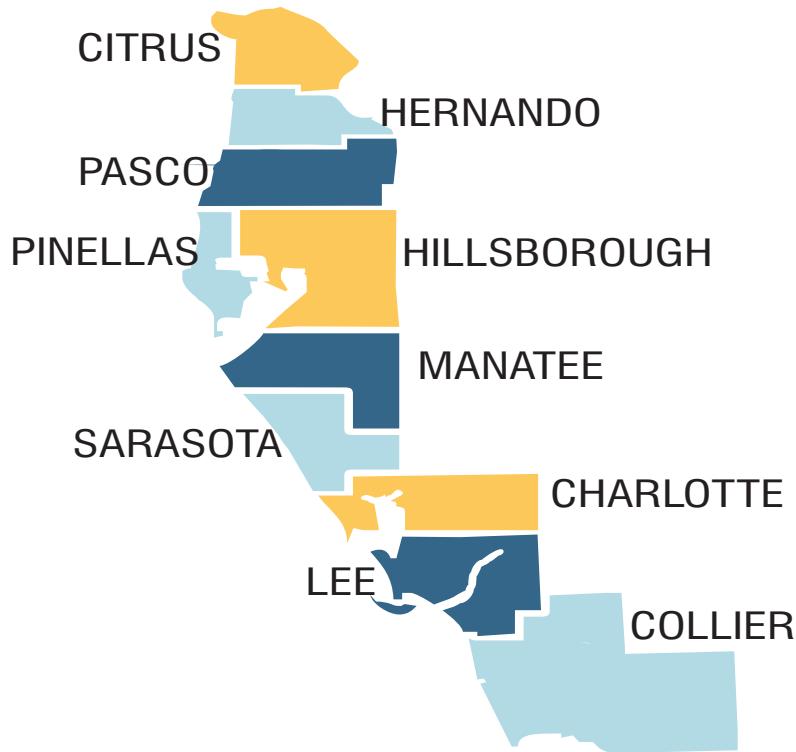


Promoting & Protecting Boating Since 1973

Become a Member

Marine Industries Association

SOUTHWEST FLORIDA AND TAMPA BAY



RECREATIONAL BOATING IS BIG BUSINESS ON FLORIDA'S WEST COAST



Annual Economic Impact: \$4.9 Billion
Boating Related Jobs: 25,000 Jobs
Registered Boats: 286,000 Boats

Data from 2018 Recreational Economic Impact Study

(Congressional Districts: 11, 12, 13, 14, 16, 17, 19)

Conducted by: National Marine Manufacturers Association

Join Online Today at www.swfmia.com

THE VALUE OF MEMBERSHIP

What's in it for me?

PROMOTING BOATING & MEMBER BUSINESSES



The Marine Industries Association of Southwest Florida & Tampa Bay promote boating and our member businesses in many ways. Boat Shows play a key role, and we have gone further with a dynamic consumer web site connecting boaters to our member businesses. The Boater's Directory allows users to select a boating product or service and specify their local county. An interactive map with contact info for our member businesses allows easy navigation of the site.

In 2019
-60,000 Site visits
-24,000 Facebook Followers



LEGISLATIVE & POLITICAL INVOLVEMENT



SWFMIA Members at the American Boating Congress with Senator Rick Scott

Joe Mazurkiewicz
Local Governmental Affairs



The Marine Industries Association of Southwest Florida & Tampa Bay are 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 & Tampa Bay. There are many subjects at a local level 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 reason enough to join many other and become a member of your Marine Industry Association.

BOAT SHOWS



The association produces three boat shows each year, and the revenues from these shows are the main funding source for the association. Member businesses receive a substantial discount as an exhibitor in these three boat shows. The downtown Ft. Myers Boat Show, along the beautiful Caloosahatchee River, sets the standard as the west coast's finest display of boats and boating products.



COMMUNICATIONS

The association keeps our membership informed about issues and happenings of interest to boating through web sites, newsletters, e-mail, and social media. Communications are critical today and we make it easy for members to stay on top of the Marine Industry in the Region.



Tampa Bay Region Continues to Grow



Misty Bottorff
TBMIA Regional Manager

The association, established in 1973, has had a strong membership base in Lee and Charlotte counties for several years and has grown to the north in recent years through Sarasota and into Tampa Bay. The Marine Industries Association of Southwest Florida & Tampa Bay is rebranding with a new logo and name to more accurately describe the entire region of Florida's west Coast that we now encompass. The Tampa Bay region is Chaired by Kevin Carlan of Mastry Engine Center & Yanmar. To further develop membership and represent the interests of the Tampa Bay region, in June of 2019 the association's board of directors appointed Misty Bottorff as the Tampa Bay regional manager.

MEETINGS/ROUNDTABLES

Each year, the Marine Industries Association holds a number of Membership Meetings along with issue and legislative oriented roundtables designed to keep our members informed and connected. October's Annual Dinner Meeting 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.



SCHOLARSHIP & COMMUNITY

The association provides annual \$1,000 College Scholarships to member employees and their immediate family members, scholarships can easily be applied for at www.swfmia.com.



In an effort to support career advancement within the industry, grants are awarded to recently graduated technicians employed by member businesses to help with initial tool purchases.

Activities and events that enhance interests of recreational boating in the community are additionally supported through our community donation fund. We have donated to Fishing Tournaments, Regattas, Educational Programs, waterway clean ups, and Lobbying Efforts throughout the region.

SWFMIA BOARD OF DIRECTORS



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Director

Barry Marshall
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Director

SWFMIA & TBMIA are 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.



Marine Industries Association

SOUTHWEST FLORIDA AND TAMPA BAY

*The Recreational Boating Industry
Must Play A More Active Role
in the Responsible Management
of this Resource*



Florida's West Coast is Home to America's Finest Boating Waters

The Marine Industries Association of Southwest Florida & Tampa Bay, 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.

The Marine Industries Association plays an active role in governmental and legislative matters throughout the region, working to increase awareness of the economic impact of boating and strengthen the industries political voice. The Association works to grow boating and promote member businesses to the boating public through boat shows, web sites, social media and advertising. We keep members informed on a regular basis of issues and news affecting the industry.

Being a member of the Marine Industries Association 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 the association, please visit swfmia.com.

MARINE
INDUSTRIES
ASSOCIATION
OF FLORIDA, INC.



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.

Member Services & Boat Show Management Provided By

G. E. M.
Good Event Management
goodeventmanagement.com

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Kyle

