The Marine Industries Association of South Florida (MIASF) has prepared a Master Plan presenting a comprehensive and coordinated action agenda for retaining and expanding the marine industry in Broward County. The Plan contains goals, objectives, and recommended actions that respond to several key issues facing the industry: the scarcity of waterfront sites for expansion, displacement of existing facilities, industry/government cooperation and coordination, workforce education and training, and public education.

**Goals of the Marine Industry Master Plan:**

- Document the economic importance of the industry, its needs and goals for future growth.
- Propose recommendations and models for responding to the industry's needs in public policies, programs, plans, and regulations.
- Identify sites within the study area with potential to support growth of the marine industry consistent with local economic development and environmental protection considerations.
- Provide a basis for coordinated decisions and cooperative relations between the MIASF and county and municipal governments, other applicable regulatory agencies at federal, state, regional, and local levels, and the general public.
- Develop a marine industry public education campaign with a strategy for ensuring that the general public, governmental agencies, the business community, and environmental groups, have an accurate understanding and favorable impression of the marine industry and its contributions to the community.
- Increase the amount and types of technical training programs available in south Florida for the marine industry.

**Background**

The idea for a Master Plan emerged from the Marine Industry Summit held on September 29, 1999. During the following year, a Steering Committee of industry representatives and government officials was created to guide preparation of the plan. The Joint Center for Environmental and Urban Problems at Florida Atlantic University, the Urban Harbors Institute of the University of Massachusetts Boston, and the Center for Visual Planning Technology at Florida Atlantic University provided research, analysis, and technical assistance for drafting the plan.

**The Marine Industry in Broward County**

A database was compiled of marine facilities within the study area for purposes of profiling the industry and developing the Geographic Information System for this plan. A total of 163 marine facilities were identified and catalogued in the study area. For purposes of this project, collection efforts focused on the facilities located adjacent to a navigable body of water.

With an estimated 825 marine industry facilities, Broward County surpasses all other counties in Florida in marine industry gross revenue. The marine industry in Broward County generated $8.8 billion in total economic output in 2000, providing $3 billion in wages and earnings. The 109,820 full time jobs provided by the industry make it among Broward County's largest employment sectors.
The industry’s economic importance is growing. For fiscal year 2000, gross marine sales in Broward County totaled $1.4 billion, representing a 64 percent increase over the past five years and a 286 percent increase over the past 10 years. Broward County has consistently led the state in gross marine sales, responsible for an average of 29 percent of all marine sales in Florida. Broward is third among Florida counties in total number of registered recreational watercraft. The number of registered boats in Broward County increased three percent between 1994 and 1999 while the average expenditure increased 60 percent.

**ISSUES, NEEDS, AND GROWTH OPPORTUNITIES**

**MEGAYACHTS**

The single most economically significant trend in the yachting industry is the growth of the megayacht sector. The fleet of megayachts has grown to more than 4,000 vessels worldwide, with an estimated increase of 250 new boats each year. It is estimated that 20 percent of the megayachts in the world travel through south Florida each year. A 1998 study estimated the direct economic impact of megayachts on the Tri-County region in 1997 to be $287 million.

**DOCKAGE AND SERVICE FACILITIES**

The adequacy of dock space and service facilities—particularly for megayachts—is an increasing concern in Broward County. The problem is the limited number of locations on navigable waterways suitable for new or expanded facilities. There is growing concern that if Broward County does not continue to develop
new and expanded dockage and repair facilities, it will decline as a premier destination for megayachts and other boats.

**THE COMPETITION FOR WATERFRONT LAND**

Waterfront land is a relatively limited commodity, and coupled with an almost universal desire to be located near the water, this results in intense competition for waterfront property and high real estate values. These physical and economic conditions present a challenge to both maintaining and expanding water-dependent businesses and industries.

**MARINE INDUSTRY WORKFORCE**

Any expansion in number or size of marine facilities in the region will require an increase in the workforce. Eighty percent of marine industry jobs are in technical fields. A recent MIASF survey indicates nearly 1,000 new technical positions will be needed by the major boatyards in the coming year. There is an immediate and long-term need to increase and expand training programs to meet the industry’s current and future demand for skilled workers.

**PUBLIC EDUCATION**

It is in the industry’s interest to enhance community awareness of its ongoing contributions to Broward County and its value to the south Florida economy. An expanded public education campaign needs to be organized around the goals of MIASF: Environmental Protection, Boating Safety and Education, Economic Growth and Contribution to the Community, and Workforce Development.

**ACTION RECOMMENDATIONS**

The Marine Industry Master Plan presents a wide-ranging strategy for addressing the issues facing the industry. A number of recommended actions are within the capacity of the association and its members to carry out independently by committing appropriate attention and resources. Others require coordination and collaboration with government and other institutions to use available economic incentives and planning and regulatory authorities to insure that marine industries remain a vital part of Broward County’s economy.

A variety of public programs, plans, and regulations influence economic development and the use of land and water resources. The marine industry can advance its goals by utilizing opportunities offered by these programs and integrating its objectives with public policies, plans and regulations.

**GOVERNMENT PROGRAMS AND INCENTIVES**

**Recommendation:** Work in partnership with municipal, county, and state government and landowners to explore opportunities presented by these economic development, planning, and infrastructure programs for retaining, expanding, and strengthening the marine industry.

- The Urban Infill and Redevelopment Program: provides financial assistance to local governments for the purposes of economic development, job creation, housing, transportation, crime prevention, and neighborhood revitalization.
- The Community Redevelopment Act: designates eligible areas as “redevelopment areas” where tools such as tax increment financing allow additional property taxes from new development to pay for certain development expenses.
- Florida Inland Navigation District Waterway Assistance Program: provides grants to local government agencies to make improvements in support of boating, such as channel dredging, markers, boat ramps, and docking facilities.
Florida Communities Trust/Florida Forever Program: undertakes, coordinates, or funds activities and projects to promote public recreation consistent with Local Comprehensive Plans.

Florida's Coastal Management Program's Waterfronts Florida: provides support to communities to revitalize and renew declining waterfront districts through the development or implementation of strategic plans for waterfront revitalization.

Brownfield Redevelopment: encourages cleanup and redevelopment of contaminated and abandoned or underused sites using state financial, regulatory, and technical incentives.

**Recommendation:** Reexamine the efficacy of Use Value Taxation for retaining critical waterfront uses such as boatyards and explore with local and state elected officials possible legislation for waterfront property tax assessments to be based on current use.

**INTERGOVERNMENTAL COORDINATION**

It is in the industry's interest to coordinate and integrate its objectives as much as possible with those of the state, county, and municipal governments. The marine industry's importance to south Florida's economy and lifestyle needs and deserves to be reflected in public policies and programs affecting the use of coastal land and water resources.

**Recommendation:** Use the MIASF’s Master Plan as a basis for a discussion with the Florida Coastal Management Program about the issues affecting the future of the marine industry and the consistency of the industry’s goals and objectives with those of the federal and state coastal zone management laws and policies. Encourage the Program to renew emphasis on marine-dependent economic development policies and strategies.

**Recommendation:** Continue to work with staff of the Broward County Department of Planning and Environmental Protection on developing a Manatee Protection Plan for Broward County.

**Recommendation:** Continue to coordinate with the staff of the Broward County Department of Planning and Environmental Protection and the Broward County Planning Council to ensure that the county’s comprehensive plan continues to be supportive of municipal efforts to give priority to water-dependent uses in appropriate locations.

**Recommendation:** Participate on task forces and committees of the South Florida Regional Planning Council and the South Florida Water Management District on issues of economic development, land use, and environmental protection.

**Recommendation:** Work closely with the Port Everglades Department of Broward County and the cities of Hollywood, Fort Lauderdale, and Dania Beach on the development of the new Deepwater Port Master Plan.

**Recommendation:** Work with environmental agencies and clean water advocacy groups to promote strategies and practices designed to reduce marina and boater impacts on the coastal environment.

**COMPREHENSIVE PLANS AND LAND DEVELOPMENT REGULATIONS**

Local governments are responsible for preparing comprehensive plans that, among other things, guide the use of land, water, and resources. These local plans are required to be consistent with the State Comprehensive Plan, South Florida's Regional Policy Plans, and Broward County
Planning Council’s Countywide Plan. These plans are implemented through locally adopted land development regulations, capital improvement programs, and other mechanisms.

The Marine Industry Master Plan provides guidance and recommendations for amendments to municipal comprehensive plans and land development regulations designed to retain and expand marine-dependent uses. The Master Plan presents (1) general recommendations for amendments to plans and regulations, (2) model language for plan and regulation amendments appropriate for any coastal municipality, and (3) specific recommendations relating to the plans and regulations for Fort Lauderdale, Dania Beach, and Pompano Beach.

**Recommendation:** Work with the local planning department in each community to consider amending the comprehensive plan, as necessary, to include provisions and features that protect and preserve existing marine-dependent sites and give priority to these uses at suitable waterfront locations.

- Definitions of water-dependent uses and facilities
- Policies giving priority to marine-dependent uses in appropriate waterfront locations
- Future Land Use Map classifications recognizing water-dependent uses and specific marine facilities

**Recommendation:** Work with the local planning department in each community to integrate and coordinate the objectives of the Coastal Management Element with the Land Use Element.

One means for accomplishing this is to create a new sub-element in the plan that contains the definitive policies, objectives, and land use recommendations for those portions of the waterfront where marine-dependent industries are to be preserved and promoted.

**Recommendation:** Work with the local planning department and local governing body in each community to amend the land development regulations to implement the objectives and recommendations in the Comprehensive Plan.

- General definition of water-dependent uses and specific definitions of various marine facilities
- Exclusive marine-dependent zoning district
- Mixed use zoning district with criteria to protect and promote marine-dependent uses
- Marine-dependent overlay district
- Review criteria for giving priority to water-dependent uses

**IDENTIFYING SITES WITH POTENTIAL FOR INDUSTRY EXPANSION**

The Marine Industry Master Plan presents a methodology for identifying potential sites for development of new or expanded marine facilities. A Geographic Information System and existing databases are used to select sites with suitability for development of marine-dependent or marine-related uses based on physical
characteristics of land and water areas. The methodology is illustrated in maps and tables using Fort Lauderdale, Dania Beach and Pompano Beach. The siting analysis also identifies physical and/or regulatory considerations relevant to future use of the site.

MARINE INDUSTRY PUBLIC EDUCATION

MIASF AND THE ENVIRONMENT
Recommendation: Continue to provide manatee-related education, including articles in MIASF newsletter and in Soundings Trade, op eds in south Florida publications, manatee mascot appearances at all MIASF events, distribution of manatee key chains, and boater-oriented manatee information at all major industry events. Conduct symposia to educate boaters about the manatee issue.

Recommendation: Sponsor Annual Waterway Countywide Cleanup and arrange for press conference to garner publicity and support of VIPs. Strive to attract business and community sponsors.

Recommendation: Proceed with MIASF’s planned activities, such as exhibits at the International Game and Fish Association Museum, improved manatee brochures for boaters, and expanded Broward Safe Boating Guides.

BOATER SAFETY AND EDUCATION


Recommendation: Continue ongoing efforts and further develop proposed plans, such as integrating Boater 101 into school curriculum and promoting boating safety classes through regional agencies and National Safe Boating Week at the local level.

EDUCATION AND WORKFORCE

Recommendation: Continue existing and planned activities, such as supporting the Boys and Girls Club Admiral’s Club through the Steering Committee and industry internship programs, including internships at McFatter Technical Center.

Recommendation: Proceed with planned activities such as Marine Industry Careers Promotion, career and workforce content additions to the MIASF website, and School Board Career Counselor Education Program.

ECONOMIC IMPACT AND INDUSTRY STRENGTH

Recommendation: Continue to provide activities such as VIP Tours at Ft. Lauderdale International Boat Show, support for megayacht facility in Port Everglades, Annual Marine Summits with City of Ft Lauderdale, new memberships and strategic alliances, Annual Meeting, and feature articles on the economic impact of Broward County’s marine industry.

Recommendation: Proceed with planned activities such as economic impact brochure, Fort Lauderdale welcome center display, Leadership Broward and Leadership Fort Lauderdale presentations in 2002, Boat Show VIP tours, and Volvo Ocean Race in Miami.

Recommendation: Use the Winterfest Boat Parade to communicate MIASF’s key role in the community.

MARINE INDUSTRY WORKFORCE

Recommendation: The MIASF Committee members should continue to review various training venues that provide training and certifications in the trade, such as the American Boat Builders and Repairers Association, the American Boat and Yacht Council, and the International Marina Institute. The objective is to introduce these groups to the various local vocational centers in an effort to bring courses to south Florida that are normally only available in the northeastern United States.
### Marine Master Plan Steering Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Position</th>
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<tbody>
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For further information, contact MIASF at (954) 524-2733

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