



Association Alliance Member Feature—The Marine Industries Association of South Florida (MIASF)

The Marine Industries Association of South Florida (MIASF), created in 1961, is a non-profit trade organization dedicated to protecting and growing the region’s \$11.5 billion marine industry, which generates 136,000 associated jobs. MIASF has over 500 members in Broward, Miami-Dade, and Palm Beach Counties and is the owner of the Fort Lauderdale International Boat Show (FLIBS).

FLIBS is the largest boat show on the planet and has evolved over nearly six decades from a local boating exhibit to a five-day, international destination experience attracting 100,000 visitors and exhibitors from more than 35 countries and generating a state-wide economic impact of \$857 million. As the world’s largest in-water boat show, FLIBS displays 1,500 boats throughout six miles of docks and more than three million square feet of exhibit space, where approximately 1,200 exhibitors will display more than \$4 billion worth of products that last year generated \$508.3 million in total sales - more than \$100 million a day!

Community engagement through events and partnerships is important to marine industry members, and MIASF plans annual events that draw thousands of participants, including **Marine Industry Day**, **Plywood Regatta**, **Fort Lauderdale Billfish Tournament**, and **Waterway Cleanup**. MIASF also partnered with **Habitat for Humanity of Broward** to sponsor and build the first-ever, two-story duplex in Fort Lauderdale that will soon become home to two separate families.



MIASF works closely with educational institutions and workforce organizations to develop apprenticeship and internship opportunities, and recently created and produced, Salty Jobs, a video series designed to appeal to millennials that highlights a variety of

marine industry jobs, which typically pay 28% higher than the state average.

Through its connectivity with marine businesses, philanthropists, and entrepreneurs, MIASF is collaborating to develop South Florida as a Marine Research Hub, along with several of Florida’s public and private universities that are pioneering research into some amazing underwater discoveries.

MIASF has raised the professionalism of the industry and its impact at the local, state, and federal levels. Members have fostered a reputation for the region to be known as the goods and service center of the world for the yachting and marine community.

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