

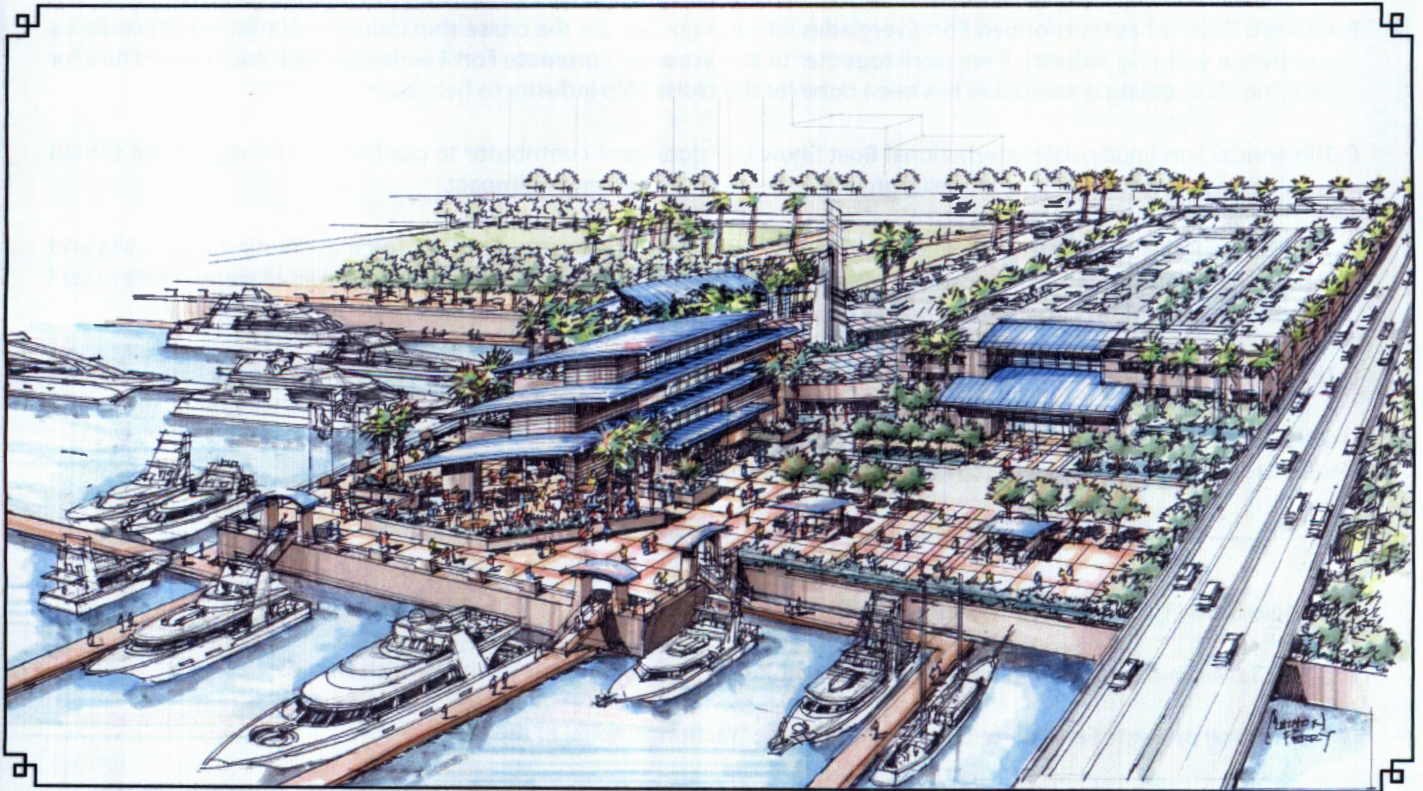
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WORKSHOP

PROVIDED BY  
COMMISSIONER TRANTALIS

## Yachting Center of America – Las Olas Marina Expansion

Gateway to the Fort Lauderdale International Boat Show

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# Yachting Center of America – Las Olas Marina Expansion

## Gateway to the Fort Lauderdale International Boat Show

### General Thoughts:

- A. Cities throughout the world would like to be recognized or identified by a particular trade, industry, tourist attraction, etc. Fort Lauderdale is identified by many of its attributes, including being called the "Yachting Capital of the World". However, in order to maintain and promote this title, the city needs to do more than just provide dockage. Something exceptional is needed.
- B. Broward County has transformed Port Everglades into a major hub for the cruise ship industry. Similar results could be had by the yachting industry if we work together to showcase and promote Fort Lauderdale as a major world hub for yachting. Something is needed as has been done for the cruise ship industry to help accomplish this.
- C. The annual Fort Lauderdale International Boat Show is a significant contributor to our local economy, and we should consider means available to promote its growth and enhance its economic impact.
- D. The marine industry in Fort Lauderdale and South Florida is a significant economic force generating many jobs and significantly contributing to the area's economy. However, the industry is historically comprised of many smaller-sized companies, and a unifying catalyst is needed to collectively promote the marine industry.
- E. The marine industry in Fort Lauderdale and South Florida is represented by at least six trade associations, each representing a particular facet of the industry and over 5,000 members. A facility is needed to provide meeting, exhibition, office, and other support facilities for these trade associations and enable marine industry meetings and mini-conventions, and this will increase their collective effectiveness and increase their impact on our local economy.

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### Overview of the Yachting Center of America Concept:

The Las Olas Marina expansion project should be a multi-faceted marina with facilities which would:

- Focus on and promote Fort Lauderdale's identity as the "Yachting Capital of the World"
- Promote the growth and enhance the economic impact of and become the "Gateway to the Fort Lauderdale International Boat Show"
- Promote tourism by creating a "destination" marina
- Exhibit the significant marine-related resources we offer, including world-class service and support capabilities
- Serve as a unifying force and a catalyst to promote marine-related business and jobs and provide a cohesive vision for the future
- Provide meeting, exhibition, office, and other support facilities for the marine industry's trade associations and become a draw for marine-related meetings and mini-conventions
- Serve as a valuable resource for the community and a source of civic pride for the people of Fort Lauderdale.



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Although the current Las Olas Marina expansion proposal provides additional docks,

- The location is one of the last premier waterfront locations in Fort Lauderdale available for redevelopment.
- Consideration should be given to redevelopment in a way that realizes the facility's full potential, promotes the marine industry in Fort Lauderdale and causes the marina to become the "Gateway to the Fort Lauderdale International Boat Show."
- The redevelopment should include enhancements which would result in the Las Olas Marina with a Yachting Center of America becoming a landmark centerpiece for boating and the marine industry in Fort Lauderdale.
- An inclusive, industry-focused, well-designed Las Olas Marina with a signature Yachting Center of America would draw more yachts and marine industry meetings and mini-conventions to Fort Lauderdale and promote related business.

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### **Yachting Center of America Facility:**

- Traditionally, chief ports of call throughout the world have facilities to receive crews from distant or foreign places.
- *The Yachting Center of America would*
  - o Showcase Fort Lauderdale's identity and role as the "Yachting Capital of the World" and the city's immense waterway resources;
  - o Emphasize the importance of boating and the marine industry in Fort Lauderdale and South Florida;
  - o Provide meeting, exhibition, office, and other support facilities for the marine industry's trade associations
- *The Yachting Center of America could also*
  - o Become draw for boats of all sizes, including megayachts, and their owners, managers, captains, engineers, and crews throughout the world;
  - o Act as unifying force in a traditionally fragmented industry; and
  - o Serve as a catalyst to globally promote boating in Fort Lauderdale and South Florida.
- *This could be accomplished in the following ways:*
  - o Facilities: The Yachting Center of America facility would
    - Have first-class dockage and hospitality facilities strategically focused in the center of the complex.
    - Be designed as a logical northward expansion of the Fort Lauderdale International Boat Show.
    - On year-round basis, provide a host of in-water yacht services through participating businesses, plus services and facilities like:
      - Reception and hospitality facilities with concierge, internet, and other services for visiting yacht owners, managers, captains, engineers, and crews;
      - Referral services facilities, e. g. health care providers, banking, currency exchange, legal and professional, travel, etc.;
      - US Customs and Immigration facilities, including information distribution and guidance; and
      - Meeting, exhibition, office, and other support facilities for the marine industry's trade associations.
  - o Yacht-Inclusive Website: The Yachting Center of America would have a state-of-the-art website that would serve as a recognized resource for yacht owners, managers, captains, engineers, and crews throughout the world. This Would encourage feedback via a continual survey feature to discern the needs of yacht owners, managers, captains, engineers, and crews. This will be used as a promotional tool by giving South Florida marine industry businesses the opportunity to promote their goods and services to visiting yachts and others throughout the world.
  - o Advertising: The Yachting Center of America would be promoted as a prime port of call and would be used to intensively promote Fort Lauderdale and South Florida as the major yachting center through strategic world-wide advertising in a variety of venues such as yachting magazines and other media.



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## Additional Features:

- The Yachting Center of America would include an Exhibition Center which could display yachting-related information and objects from all over the world and showcase the history, vitality, and contributions of Fort Lauderdale's yachting industry. This Exhibition Center could be a unique venue drawing domestic and international yachting enthusiasts and tourists.
- The Yachting Center of America's Exhibition Center would have meeting rooms and conference and display facilities for use by the marine industry in South Florida and host marine industry meetings and mini-conventions.
- The Yachting Center of America's Exhibition Center could include an Education Center that would be used to hold classes for boating education, marine safety, and marine ecology awareness. College-level, maritime-related classes could also be held in conjunction with a local university.
- One of the industry trade associations could perhaps take the lead role in the management of the facility.

## Multi-Level Parking Garage with "Liner" Retail and Office Facilities:

- The Yachting Center of America would include multi-level garage which would provide parking for the facility and also provide much-needed parking for the beach area in general.
- This garage would include surrounding aesthetically-pleasing "liner" retail and office facilities which would be high-demand accommodations for retail stores, boating-related restaurants, and marine industry-related offices.
- This facility would draw crowds to the expanded Las Olas Marina complex and promote its community recognition and could result in the Las Olas Marina and its Yachting Center of America being a positive revenue generator for the City.

