



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING

#13-0237

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: April 16, 2013

TITLE: Conference Report - Marine Industry Strategy Report

To address the City Commission Annual Action Plan (CAAP) item relating to the Development of a Marine Industry Strategy city staff prepared the attached status report on the local marine industry. The objective of the status report is to provide a recap of the issues discussed at the 2009 workshop, identify our progress and successes since that time, and discuss the opportunities and challenges that face the marine industry today.

In preparing this status report, city staff had several discussions and meetings with marine industry business owners, leaders and advocates to solicit input and recommendations for the City Commission to consider. Staff has also met or spoken with leadership from the Marine Industries Association of South Florida, the Marine Advisory Board, the Economic Development Advisory Board and the Marina Mile Association.

Like most industries across the country the marine industry has been impacted by the recession. Data provided by the Marine Industries of South Florida cited a 30% decrease in gross sales from 2005 to 2010. This is in sharp contrast to the significant growth (+150%) seen over the 1995 to 2005 period.

As a result of preparing this status report, city staff recommends seven opportunities for further collaboration between the city and the marine industry in Fort Lauderdale.

1. Host another Marine Industry Workshop in 2013
2. Better utilize existing incentive programs to encourage more investment (QTI, Enterprise Zone, Direct Cash)
3. Marine Industry-specific incentives such as a Brownfield designation or other redevelopment tools available within the Florida Statutes

4. Collaborate more workforce development opportunities with local colleges, universities or public schools
5. Jointly host job fairs and/or large hiring events
6. Work with the MIAF and other groups to develop an industry-specific marketing program
7. Continue to work collaboratively on new models of marine infrastructure planning and development

Recommendation number seven is suggested for more detailed discussion by the City Commission in light of information provided by staff from the Marine Facilities Division. A recently authored report examines the feasibility of expanding the Las Olas Marina to capitalize on the worldwide growth in accommodating luxury yachts of 80' or greater. The report is relevant because it is a response to a proposal by the City of Fort Lauderdale through the Central Beach redevelopment program to expand the Las Olas Marina. In summary, the city estimates the Las Olas Marina expansion project to cost approximately \$20.9M (not including the cost of mitigation which is referenced in Exhibit 1), the revenue projections provided in the independent feasibility analysis suggest that the incremental revenue generated by expanding the marina can only support a \$9M project.

Additionally, after further communication between the Broward County Florida Inland Navigation District (FIND) Commissioner and the City's Marine staff, the Commissioner is proposing a \$3 MM contribution to the Las Olas Marina Expansion, where \$7.8 MM was previously discussed. Once staff has received comments from the various permitting agencies regarding the seagrass mitigation, the draft feasibility study for the marina expansion will be placed on the Commission Conference Agenda.

Upon discussion and direction from the City Commission, staff will proceed in implementing the recommendations outlined above.

Resource Impact

No budgetary impact

Attachment

Exhibit 1 – Marine Industry Update

Prepared by: Karen Reese, Economic Development Representative

Department Director: Greg Brewton, Sustainable Development