

**PUBLIC RELATIONS
COMMITTEE MEETING
October 28, 2011**

PRELIMINARY AGENDA
FLORIDA INLAND NAVIGATION DISTRICT'S
PUBLIC RELATIONS COMMITTEE

**Following the Board Meeting,
Friday, October 28, 2011**

**The Westin Hotel
321 North Fort Lauderdale Beach Boulevard,
Ft. Lauderdale, Broward County, Florida.**

**Committee Members
Tyler Chappell, Chair
Commissioners Donn Colee, Spencer Crowley, Bruce Barkett, & Jerry Sansom**

Item 1. Call to Order.

Chair Chappell will call the meeting to order.

Item 2. Roll Call.

Assistant Executive Director Mark Crosley will call the roll.

Item 3. Additions or Deletions.

Any additions or deletions to the meeting agenda will be announced.

RECOMMEND Approval of a final agenda.

Item 4. Economic Study Update, Public Fact Sheets.

Our economic consultant has prepared Public Fact Sheets for the Economic Study Update. Two samples are in the back up for committee review and comment. These can either replace the previous brochures or be in addition to those brochures.

(see back up pages 3 - 6)

Item 5. Generic Public Relation Services Agreement with McNicholas and Associates.

Staff requested a generic public relation services agreement from McNicholas and Associates. The generic agreement allows us to have a public relations firm under contract if needed to respond to a specific time sensitive matter. If approved, any work under the agreement would be performed based upon a work order detailing a specific scope of services and fee. Similar agreements could be executed with other firms.

(see back up pages 7 - 11)

RECOMMEND Approval of the generic public relations services agreement with McNicholas and Associates.

Item 6. Volvo Ocean Race Sponsorship.

The Board directed staff to work with the Volvo Ocean Race to develop options for District sponsorship of the race when it stops in Miami in May. They have submitted a sponsorship package with 3 options for Committee consideration.

(see back up pages 12 - 28)

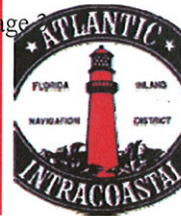
Item 7. Additional Staff Comments and Additional Agenda Items.

Item 8. Commissioners Comments.

Item 9. Adjournment.

ECONOMIC BENEFITS OF THE DISTRICT'S WATERWAYS

Page 7

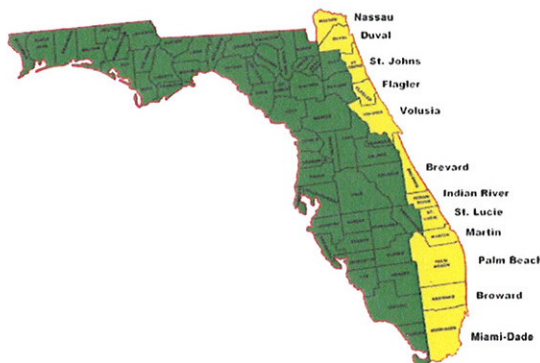


Purpose

To estimate the total State-wide economic benefits of marine-related activities on the Districts' Waterways in order to provide the general public and Federal, State, and local officials with a clear understanding of the importance of maintaining the waterways.

Four Scenarios Were Evaluated

1. Current Existing Conditions
2. Cessation of Waterways Maintenance
3. Increase in Waterways Maintenance
4. Estimated Impact of the 2007-2009 U.S. economic recession



ECONOMIC BENEFITS

Current Existing Benefits

- \$20.251 billion in business volume
- \$5.442 billion in personal income
- 114,786 jobs
- \$928.4 million in tax revenue

Impacts of Cessation of Waterways Maintenance

- Decrease of \$5.354 billion in business volume
- Decrease of \$1.399 billion in personal income
- Decrease of 31,950 jobs
- Decrease of \$247.0 million in tax revenue

Impacts of an Increased in Waterways Maintenance

- Increase of \$1.295 billion in business volume
- Increase of \$345.3 million in personal income
- Increase of 7,837 jobs
- Increase of \$61.0 million in tax revenue

Impact of the 2007-2009 U.S. Economic Recession

- Decrease of \$8.7 billion in business volume
- Decrease of \$2.24 billion in personal income
- Decrease of 50,446 jobs
- Decrease of \$390.9 million in tax revenue

Economic Benefits as of April 2011

STATE-WIDE BENEFITS



ECONOMIC BENEFITS OF THE DISTRICT'S WATERWAYS

Page 4

STATE-WIDE BENEFITS

The Intracoastal Waterway

The Atlantic Intracoastal Waterway (AICW) is a 1,391-mile channel between Trenton, New Jersey, and Miami, Florida. The Waterway along Florida's eastern seaboard is 370 miles long and follows coastal rivers and lagoons past numerous tourism-oriented communities. The channel is authorized to a depth of 12 feet from Nassau County to Fort Pierce, and a 10 foot depth south through Miami-Dade County. Boating activities on the waterways contribute to the existence of numerous marine-related businesses such as marinas and boatyards and have stimulated development of residential properties on the Waterways.

The Navigation District

The Florida Inland Navigation District, created in 1927, is the local sponsor for the AICW in Florida. In cooperation with the Jacksonville District of the U.S. Army Corps of Engineers, the Navigation District is responsible for maintenance of the AICW in Florida. To maintain navigation, the waterways need to be periodically dredged due to shoaling from currents, upland soil erosion, and the movement of offshore sands through the ocean inlets. Maintenance dredging is projected to cost approximately \$12 to \$16 million annually during the next 50 years, of which 50 percent of the costs are expected to be borne by property owners within the Navigation District's jurisdiction.

Source of Data Used in This Analysis

The economic benefits of the Waterways were estimated for each of the District's 12 counties in a series of documents titled *Economic Analysis of the District's Waterways*. The State-wide economic benefits were not estimated in these previous analyses. This analysis estimates the State-wide benefits using updated county level direct economic impacts of the Waterways.

Updating of Previously Estimated Benefits

The benefits presented in this analysis were estimated by updating the direct marine-business impacts in the 12 counties within the District's boundaries in the original analysis to current values using the change in gross sales reported by boat dealers to the Florida Department of Revenue (FDOR). The updated direct impacts were used in

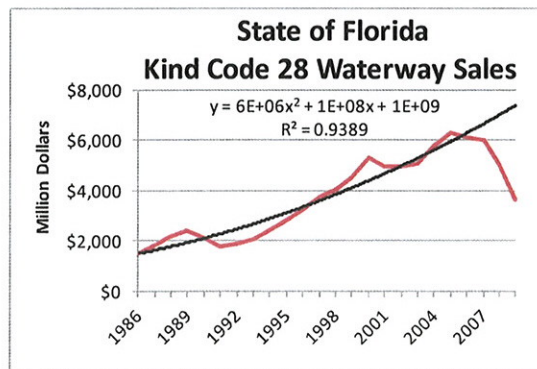
conjunction with an IMPLAN input/output model to estimate total economic benefits.

The Impact of Study Area Size

The current existing State-wide benefits of the Waterways include \$2.4 billion in sales, \$966 million in personal income, 20,400 jobs, and \$109 million in tax revenues in excess of the summation of the benefits of the District's 12 counties. Larger study areas, such as a state, generate a greater percent of the goods purchased within its borders, thereby generating greater total impacts. In addition, the State-wide impacts include non-marine-related purchases by boaters residing outside of the District.

Estimating the Impact of the Recession

The impact of the recession was estimated by determining the trend in gross sales of boat dealers over the 20-year period prior to the onset of the recession for each of the District's 12 counties. These trends were used to estimate the theoretical gross sales if sales had continued to increase at the rates previously experienced. The red line in the figure below illustrates reported actual gross sales of boat dealers and the black line illustrates the trend of those sales.



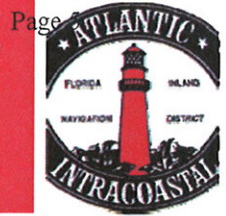
Annual Boater Spending on Gas, Food, and Drinks at Non-Marine-Related Establishments

- Current existing conditions: \$349.7 million
- Cessation of maintenance: \$259.9 million
- Increased maintenance: \$349.7 million
- Assuming no recession: \$501.3 million

Vessel Draft Restrictions Assumed for Each Scenario

- Current existing conditions: 6.5 feet MLW
- Cessation of maintenance: 3 feet MLW
- Increased maintenance: 10-12 feet MLW
- Assuming no recession: 6.5 feet MLW

ECONOMIC BENEFITS OF THE DISTRICT'S WATERWAYS

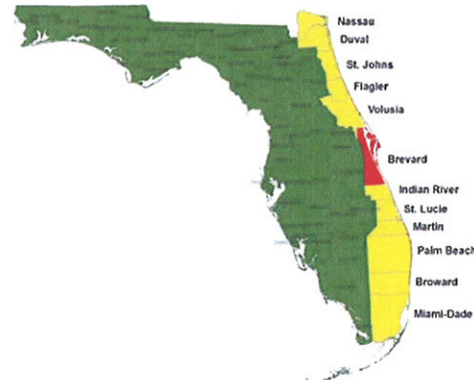


Purpose

To update economic benefits in Brevard County of marine-related activities on the District Waterways, as previously estimated in *An Economic Analysis of the District's Waterways in Brevard County*, February 2003, and to provide the general public and Federal, State, and local officials with a clear understanding of the importance of maintaining the waterways.

Scenarios Evaluated

1. Current Existing Conditions
2. Cessation of Waterways Maintenance
3. Increase in Waterways Maintenance
4. Estimated impact of the 2007-2009 U.S. economic recession



ECONOMIC IMPACTS

Current Existing Impacts

- \$580.2 million in business volume
- \$122.3 million in personal income
- 3,652 jobs
- \$21.5 million in tax revenue

Impacts of Cessation of Waterways Maintenance

- Decrease of \$403.6 million in business volume
- Decrease of \$79.3 million in personal income
- Decrease of 2,418 jobs
- Decrease of \$11.8 million in tax revenue

Impacts of an Increased in Waterways Maintenance

- Increase of \$21.4 million in business volume
- Increase of \$5.0 million in personal income
- Increase of 161 jobs
- Increase of \$1.0 million in tax revenue

Impact of the 2007-2009 U.S. Economic Recession

- Decrease of \$935.5 million in business volume
- Decrease of \$197.0 million in personal income
- Decrease of 5,936 jobs
- Decrease of \$31.7 million in tax revenue

Economic Benefits as of April 2011

BREVARD COUNTY



ECONOMIC BENEFITS OF THE DISTRICT'S WATERWAYS

Page 6

BREVARD COUNTY

The Intracoastal Waterway

The Atlantic Intracoastal Waterway (AICW) is a 1,391-mile channel between Trenton, New Jersey, and Miami, Florida. The Waterway along Florida's eastern seaboard is 370 miles long and follows coastal rivers and lagoons past numerous tourism-oriented communities. The channel is authorized to a depth of 12 feet from Nassau County to Fort Pierce, and a 10 foot depth south through Miami-Dade County. Boating activities on the waterways contribute to the existence of numerous marine-related businesses such as marinas and boatyards and have stimulated development of residential properties on the Waterways.

The Navigation District

The Florida Inland Navigation District, created in 1927, is the local sponsor for the AICW in Florida. In cooperation with the Jacksonville District of the U.S. Army Corps of Engineers, the Navigation District is responsible for maintenance of the AICW in Florida. To maintain navigation, the waterways need to be periodically dredged due to shoaling from currents, upland soil erosion, and the movement of offshore sands through the ocean inlets. Maintenance dredging is projected to cost approximately \$12 to \$16 million annually during the next 50 years, of which 50 percent of the costs are expected to be borne by property owners within the Navigation District's jurisdiction.

Source of Data Used in This Analysis

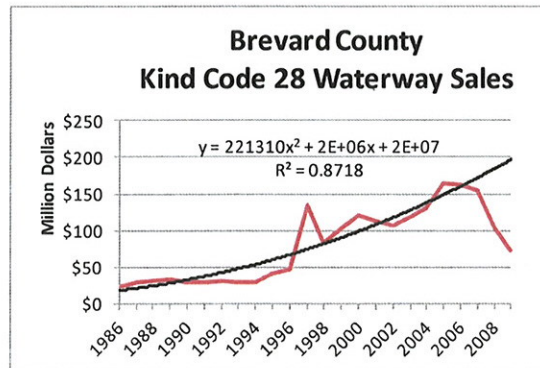
The economic benefits of the Waterways were estimated in February 2003 in *An Economic Analysis of the District's Waterways in Brevard County*.

Updating of Previously Estimated Benefits

The benefits presented in this analysis were estimated by updating the direct marine-business impacts in the original analysis to current values using the change in gross sales reported by boat dealers to the Florida Department of Revenue (FDOR). The updated direct impacts were used in conjunction with an IMPLAN input/output model to estimate total economic benefits.

Estimating the Impact of the Recession

The impact of the recession was estimated by determining the trend in gross sales of boat dealers over the 20-year period prior to the onset of the recession. This trend was used to estimate the theoretical gross sales if sales had continued to increase at the rates previously experienced. The red line in the figure below illustrates reported actual gross sales of boat dealers and the black line illustrates the trend of those sales. From 2007 to 2009 gross boat dealer sales in Brevard County decreased by 53 percent; if the recession had not occurred, it is estimated that gross sales from 2007 to 2009 would have increased by 26 percent.

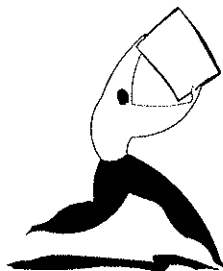


Annual Boater Spending on Gas, Food, and Drinks at Non-Marine-Related Establishments

- Current existing conditions: \$30.9 million
- Cessation of maintenance: \$25.7 million
- Increased maintenance: \$30.9 million
- Assuming no recession: \$46.8 million

Vessel Draft Restrictions Assumed for Each Scenario

- Current existing conditions: 6.5 feet MLW
- Cessation of maintenance: 3 feet MLW
- Increased maintenance: 12 feet MLW
- Assuming no recession: 6.5 feet MLW



McNICHOLAS & ASSOCIATES

September 1, 2011

David Roach
Florida Inland Navigation District
1314 Marcinski Rd
Jupiter FL 33477

Dear David,

We are pleased that you have requested McNicholas & Associates, Inc. to provide professional consultant services to Florida Inland Navigation District ("Client"). Please review the following description of services and fees. If you agree with the terms set out below, please sign on the line indicated and return two original copies to us, we will then return a fully executed copy to you.

SERVICES

Client desires McNicholas & Associates, Inc. to perform the following services:

- Public relations and public affairs: On an as-needed basis, handle local, state and national media outlets regarding interviews, articles and stories involving the Florida Inland Navigation District. Bring about more community awareness and promote a positive characteristic of Client. Promote Client's agenda and issues to benefit short term and long term projects.
- Consultant agrees that all services performed by consultant for Client, including but not limited to media relations, public relations, governmental relations, event planning, community outreach, promotions and controlled media relations, shall be subject to Client's prior review and approval.
- Only at Client's direction, create various collateral materials as requested by Client (invitations, signage, etc.)

Page Two of Three

Client agrees to:

- Pay McNicholas & Associates, Inc. as of the fifteenth day of each month for the performance of the above services as set forth herein.
- Cooperate fully with McNicholas & Associates, Inc. by providing all necessary information and disclosing all material facts which will aid us in rendering the requested services to you. Client agrees to refer appropriate initial media contacts to McNicholas & Associates, Inc.

FEES AND EXPENSES

In consideration of the services performed by McNicholas & Associates, Inc., Client agrees to pay McNicholas & Associates, Inc. on an hourly basis as outlined below:

- Tom McNicholas \$200.00 per hour
- Maureen Saltzer \$175.00 per hour
- Associate Employees \$150.00 per hour
- Clerical Support \$100.00 per hour

Marketing communication projects will be estimated and billed separately. All project estimates will include all associated costs such as, but not limited to, design, layout, copywriting, production, stock photography, printing, etc.

The fees and expenses are herein exclusive of direct reimbursements (i.e. applications, fees, etc.), general overhead expenses such as telephone toll charges, postage, copying and mileage. Direct reimbursement will be billed at actual cost. Unpaid balances which are outstanding for more than thirty (30) days shall accrue interest at the rate of one-and-one-half (1 ½%) percent per month.

GENERAL MATTERS

All matters and discussions with Client are confidential. This includes materials, paperwork and notes.

This Agreement may be terminated by either party upon thirty (30) days written notice to the other. In the event this Agreement is terminated by Client, the Client shall be liable to McNicholas & Associates, Inc. for all fees due for services rendered as set forth above.

Page Three of Three

This letter contains the entire Agreement between Client and McNicholas & Associates, Inc. and can be modified only by written agreement signed by both parties.

McNicholas & Associates, Inc.

Thomas R. McNicholas, President

Approved and agreed to this _____ day

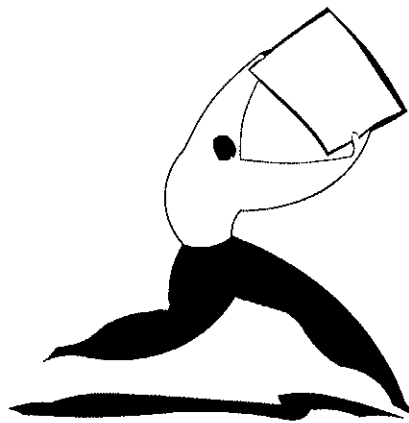
Of _____, 2011.

By: _____

Title: _____

Scope of Services Proposal for Florida Inland Navigation District

August 2011



McNICHOLAS & ASSOCIATES

Objective:

On an as-needed basis only, assist the Florida Inland Navigation District in informing residents and stakeholders about FIND's mission, projects, investment in and benefit to their communities.

- ♦ Introduce the project and its benefits to influential residents and organizations in order to garner necessary grassroots support and marginalize potential opposition.
- ♦ Work with local media to ensure that the public is informed about the projects, timelines, plan of work and benefits. Create press releases and/or work to facilitate media interviews regarding these projects.
- ♦ Assist in promoting the positive aspects and benefits of your projects. Draft speaking points for FIND staff to utilize to help ensure that news stories include a positive perspective.
- ♦ At your direction only, develop collateral materials that illustrate and explain the significant public benefits of the project.
- ♦ Assist FIND in securing third-party endorsements touting the benefits of the project.
- ♦ Ghost-write opinion pieces and letters to the editor as needed.
- ♦ Organize and execute open houses, community meetings and public meetings as necessary.

Work will be performed only at the request of FIND executive staff, the scope of services for each project will be specifically identified and approved prior to any work being done.

**VOLVO
OCEAN
RACE**

2011 - 2012

MIAMI HEADQUARTERS

2801 SW 31st Avenue, Suite 2B
Miami, Florida 33133

www.volvooceanracemiami.org
+001-305-476-2076

Mr. David K. Roach
Executive Director
Florida Inland Navigation District
1314 Marcinski Road
Jupiter, FL 33477-9427

Re: Miami Stopover of the Volvo Ocean Race 2011-2012

Dear David:

I write to thank you again for past opportunities to address your Board of Directors regarding next Spring's Volvo Ocean Race stopover at Bicentennial Park in downtown Miami. As you are aware, the May 6-20 event will be a singular opportunity to showcase South Florida's Intracoastal waterways . . . and the entities such as FIND that have invested to make it hospitable to public events of global magnitude and worldwide attention.

As you requested, please find enclosed a copy of a power-point presentation about the race and its Miami stopover, with several pages (11 to 13) devoted to sponsorship and marketing opportunities specifically tailored for FIND and its Commissioners.

We are hopeful that FIND will elect to partner with us at the most robust, suggested level of \$20,000. To summarize the marketing and publicity value we are proposing for FIND, that would include:

- FIND's logo on the stopover website, with a link to FIND, and inclusion of FIND as a sponsor in all digital media
- Newsletter coverage of FIND's sponsorship, investment in Miami-Dade projects and overall Intracoastal mission

- Inclusion of FIND's display booth in the Race Village and inclusion of FIND collateral materials at the information kiosk
- Advance notice and purchase opportunity for all three Sony Entertainment concerts
- Co-sponsorship of the May 13 Great Steamboat Race in Biscayne Bay, with inclusion of FIND in all media releases
- On-state introduction of FIND's Commissioners and Staff during the Steamboat prize presentation
- Inclusion of FIND's sponsorship support in all Legacy website information and ongoing programs

As you will see in the enclosure, scaled-back packages also are included (at your request) for sponsorship amounts of \$10,000 and \$5,000.

Again, many thanks for your and the Commissioners' consideration of this important request. I and others from our organization would be pleased to attend your meeting at which this matter is discussed. Please do not hesitate to contact me if I can provide any further information or answer any questions you may have.

Sincerely,



David Pina
President

cc: T. Spencer Crowley, Esq.

Enclosure

THE MIAMI STOPOVER OF THE VOLVO OCEAN RACE 2011-12



Prepared exclusively for



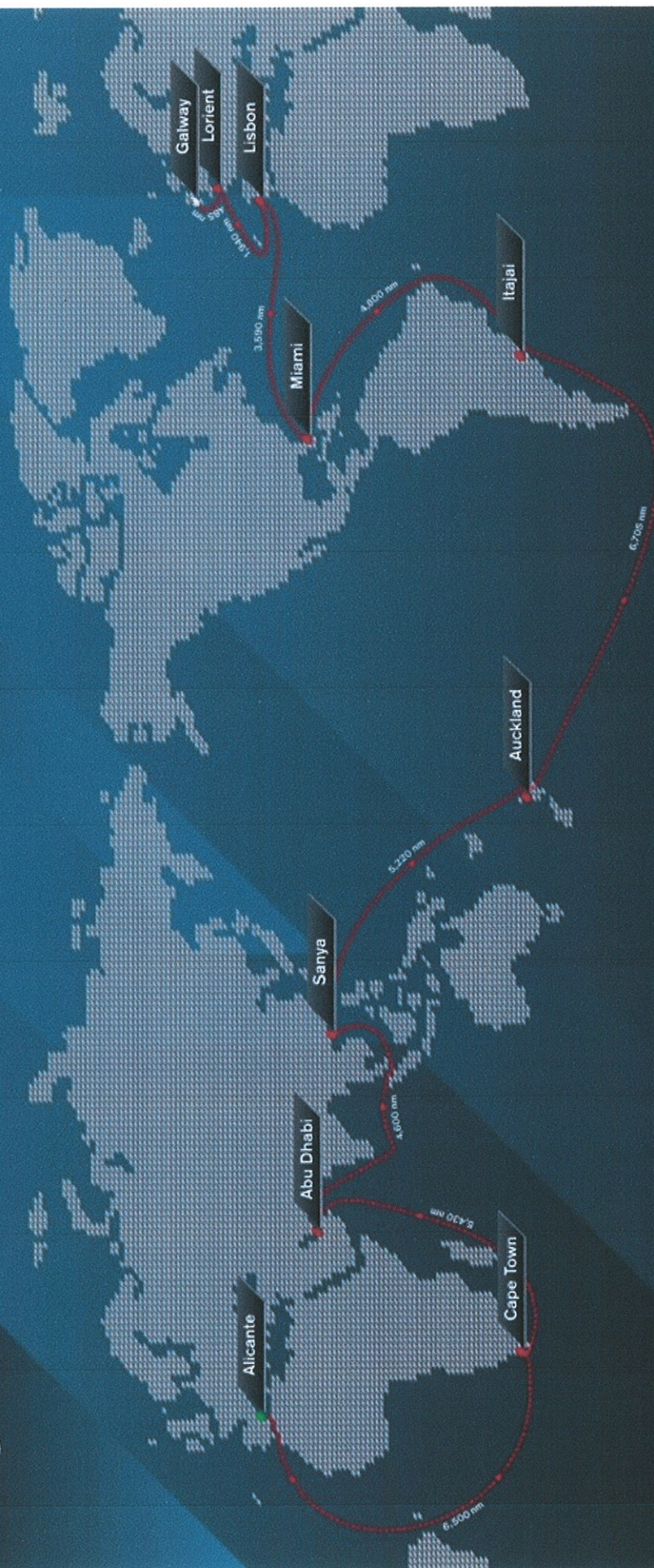
VOLVO OCEAN RACE

A thrilling premiere competition with an affluent fan base and a unique hospitality platform that delivers an unrivaled return on investment.

- Most prestigious round the world sailing race. 37 years heritage
- 10 stopovers delivering unique global reach with local exposure
- Two-week long city festival during each stopover
- 3.8 Million visitors to the race villages in last edition 2008-9
- Sailing fans are 2.5 times more likely to be in the highest income bracket
- The average ROI for team sponsors was 200-300% in 2008-9
- Next edition from Oct 2011 to July 2012



OFFICIAL ROUTE 2011-12



MIAMI 2012

The ONLY North American Stopover
of the Volvo Ocean Race 2011-12

- A two week long festival,
BEYOND WATER
May 6th-20th, 2012
- 21 acres of entertainment in a
prime location, the Bicentennial
Park
- Combining music, food, art and
family in a festival environment
- Live Music Concerts produced by
SONY Entertainment
- A village with 3-D film, interactive
pavilions and racing
- State-of-the-art corporate
hospitality and VIP facilities
- 250,000 visitors expected



MIAMI RACE VILLAGE - CAD DRAWING



MIAMI INTERNATIONAL RACE VILLAGE



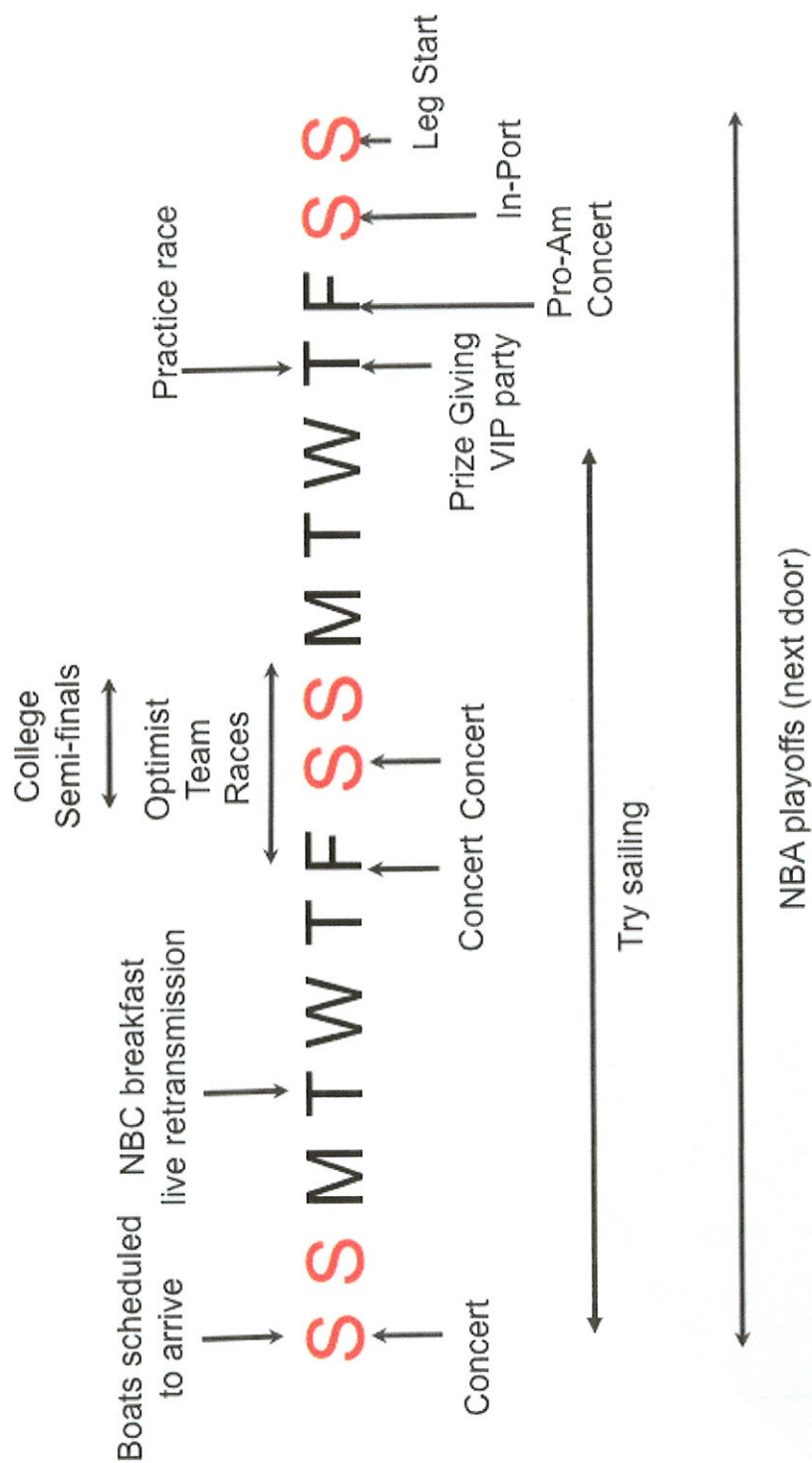
PHOTOMONTAGE

FANS PROFILE

- Affluent and up-market individuals
- Affluent consumers: People interested in sailing are 2.5 times more likely to be in the highest earning group than the average
- Senior management: 60% of the race's closest followers occupy senior managerial positions
- High net worth individuals: Avg. expenditure per head for international visitors at stopovers was 1,000 euros



SCHEDULE - MAY 6-20, 2012



THE MIAMI LEGACY

The Foundation will
provide grants for
Water related activities.

- Impact and educate
our youth through
sailing, water sports
and educational
directives
- Preserve our water and
oceans
- Promote water sports
access for persons
with disabilities

