

To : CM Lori Boyer

Chair Jacksonville Waterways Commission

From: Jill Haskell

Jacksonville Waterways Commission

The purpose of sharing this information is for my fellow Commissioners to gain an understanding of who, what, when and where the Boat Shows area happening in Jacksonville. We are also in search ways to expand the Boat Shows, thus bring more boaters to Jacksonville and also make this an opportunity to educate our public.

There are two Boat Shows. The April (or Spring Show) takes place in Metro Park. It is managed by JBM and Associates. There is a 5 year contract in place, starting in 2018, for them to operate the show.

The seasoning opening show takes place at the end of January. It is wholly owned and operated by the Jacksonville Marine Association. It is held at the Prime Osborn Convention Center. This building was sold out to capacity in 2018 and will look to expand out into the parking lot as it has done in the past.

Options for Expanding the Jacksonville Boat Show

The purpose of this project is to expand the Jacksonville Marine Association sponsored Boat Show, thus creating more activities that would lend to Reactivating our River. The show is held yearly at the Prime Osborne Convention Center in late January. This event is the largest gathering of marine related products and services in North East Florida. However, it has the potential to attract more consumers from Jacksonville and outlying areas who wish to use the NE Florida waterways more fully.

The following activities would occur on the Saturday and Sunday afternoon of the show. Furthermore, it is imperative to expand the footprint of the Boat Show because the JMA has sold out the usable floor space and still there is a need for more.

- 1) Increase the marketing of the Boat Show by means of the resources of Visit Jacksonville and other City departments.

- 2) Use the Jacksonville Landing as a second venue for the display of boats and other items of interest to the community such as: Fire Boats, US Coast Guard Boats, Marine Law Enforcement equipment and a live fishing pond.
- 3) Access the Landing via use of a JTA Trolley which makes round trips from the Prime Osborne, Hotels, and Landing. This includes advertising this amenity effectively.
- 4) Make the Landing an attractive activity hub by staging nautical fashions shows, fishing contests for kids, and casting contests.
- 5) Put together a package of amenities that would attract consumers from other areas. This should include one night in a downtown hotel, two boat show tickets and a dinner for two at the Landing. This should to be advertised in outlying communities such as; Palatka, Flagler County, Marion County, St John's County and southeast Georgia.
- 6) The city light poles should be fitted with banners advertising the Show in the Downtown area. This has been done for many years in the past.

Options for Expanding the Metro Park Show

There are so many opportunities here that the City could piggyback this event with a huge display of our Marine Resources that could also be viewed from the River Walk South Bank. These activities could include: Fire Rescue Simulations, Survival Diver Demos, Police Boat Demos, Coast Guard Rescues and many more exciting things.

All of these suggestions could be easily implemented. In one way or another, they have already been done; just not at one time. There are a multitude of people with this experience within the JMA, Jacksonville Landing and the City of Jacksonville that could make these things happen. After all, the St. John's River and all of the activities that come with it are an integral part of the Jacksonville experience.

Please contact Jill Haskell with any questions at 904-721-1900 or 904-616-7050.

