
MAYPORTPOLY

and a look at

Mayport's Fishing Industry

Understanding its contributions and potential
in Duval County

\$42,118,970

Is the amount of raw product the **Florida Shrimping Industry** introduced to the marketplace according to the FWC landing records for 2016.



1. Duval County contributed ...

19.96% of the shrimp revenue that
was introduced to the FL marketplace .

- **\$7,939,746**
Of the \$42 million state revenue.
- **\$23,819,238**
Estimated VAP (value added product).
- **Sounds good right?**
It used to sound a lot better than that...

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Those numbers are down.
Duval County's landings are
down by **7.77%** averaged over the
past 4 years, compared with
totals going back to 2004



\$38,310

Is the average wage Fishers
and Related Fishing
Workers make
annually according to the
Bureau of Labor Statistics May
2014 wage data.

—
\$ 3,732,299

In approximate lost revenue from shrimp landings for
4 years running per year...

That's a VAP total of

\$ 11,196,897 per year



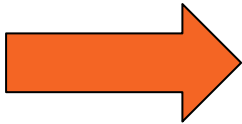
\$44,787,588

In value added revenue
lost from just Commercial
Shrimping alone, that's
not including the rest of
the industry.

So what is the main reason

why

Duval County's landings
have taken such a dive?



Hint

There's something in this picture that we don't see as much in of Mayport anymore...



2. Boats.

There are two things you need to keep boats,

→ **Dockage**

Mayport lost almost 1000 ft of dock space when Jaxport bought it out.

→ **Competitive Fishhouses**

There is currently only one fishhouse located in Mayport Village that distributes almost all of Duval County's seafood, giving them a monopoly over supply, demand and pricing.



Can we bring them back?

Why wouldn't the existing fishhouse be losing money too?

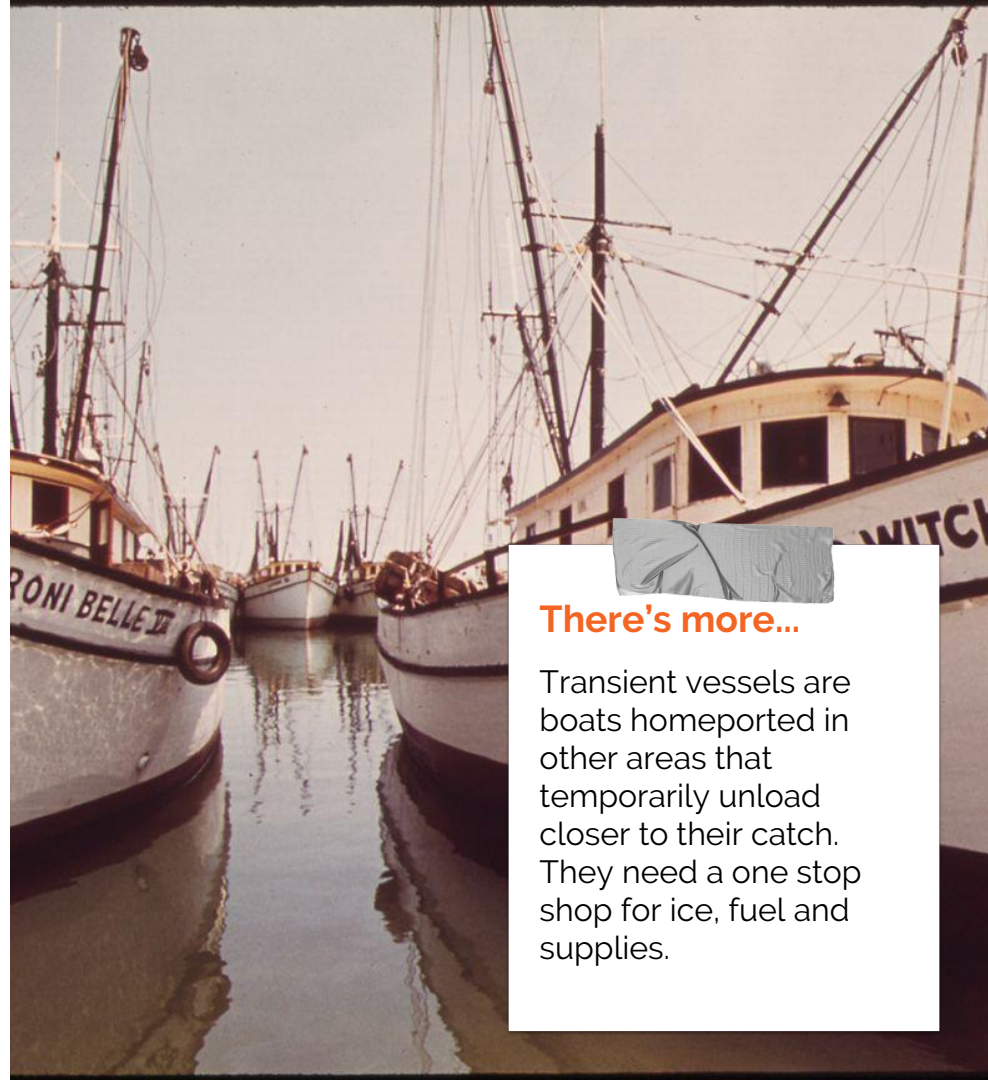
As production went down, they increased market price making up the difference and decreasing expenses,.

That's up to you.

Let's get started.

We're already halfway there, usually when expansion of an enterprise is considered the first hurdle is location (Jaxport knows all about that) but fortunately, this can go exactly where it was to begin with.

The property between Safe Harbor Seafood and Singleton's Seafood is currently owned by the COJ via Jaxport.



There's more...

Transient vessels are boats homeported in other areas that temporarily unload closer to their catch. They need a one stop shop for ice, fuel and supplies.

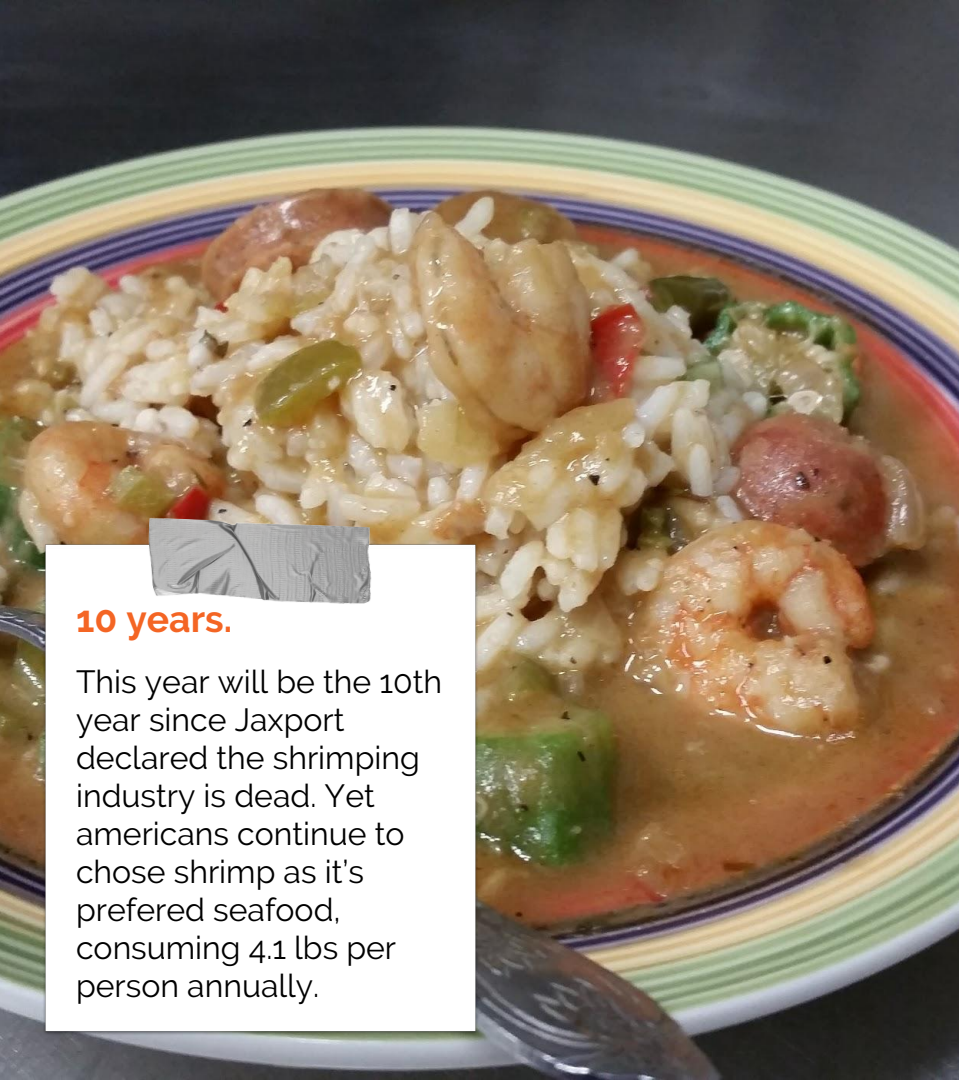
Let's bring back jobs

It's not just about shrimp.

Each boat is an individual small business that employs an average of 4 people.

On land, there are more employees needed to process, pack and ship the landings. How many depends on how many vessels you can service.





10 years.

This year will be the 10th year since Jaxport declared the shrimping industry is dead. Yet americans continue to chose shrimp as it's preferred seafood, consuming 4.1 lbs per person annually.

The time is now

There may be funding available through the Dept of Agriculture, Scenic Highways and the US Dept of Commerce. Unfortunately these windows of opportunity are usually short.

Without the help of the COJ these opportunities are drifting further and further away. The benefits of the economic impact of this industry to the city has been shrinking and the gap between the the state figures and Duval county may continue to widen.

What's in it for Jacksonville?

Mayport's seafood industry is more than just shrimp. It's ecotourism, it's history and it's a main attraction on A1A's newly designated 26th Scenic Highway,

[See a short video](#)

Additional Grants

There are additional grants available through the Dept of Agriculture to assist with marketing. Quality grading of the shrimp as is done for other seafood products such as tuna is one way to bring up value.



We would have a trifecta solution with the city's support.

A **private investor** who is about to build could provide the matching funds for **grant monies**, combined that with the support of **COJ**, and we have the ideal partnership for this project.

US Secretary of Commerce Ross

Has made it his side project to "Make America first on seafood" stating I would like to try to figure out how we can become much more self sufficient in fishing and perhaps even a net exporter,"



3. Dockage

This conversation is pointless without talking about what's holding us back.

Jaxport has held an **economic embargo** against Mayport and in turn the City of Jacksonville for 10 years.

→ **Land access**

There is approximately 1000 ft of waterfront that has been lying dormant.

→ **Water access**

Use of the waterfront has been denied on the premise that it would hinder future development of the land.

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It has taken 10 years for Jaxport to entertain bids for the development of the property...

There were **No bids**
for development
submitted from any
developers.



**Why didn't any from
the seafood
industry bid?**

Prior to the bid, the DED was contacted to discuss the possibilities but never returned the calls.

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While this economic embargo placed on Mayport continues, nearly **8 acres** of waterfront have remained **off Tax Rolls** for **10 years**. **Submerged Land Leases** beyond access remain empty, unused, and unpaid.

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So what's the answer?

How do we go from this...

2017



Back to this...

2007



Mayport 2007

Keeping in mind
each boat is a
business.

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A **Special District** could be created, either dependant through the **COJ** or Independant through the **State of Florida** and funded by the seafood that crosses the dock via a dime tax per pound.

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**There is enough shrimp
alone unloaded in Duval
County to pay for building
and to sustain the dockage,
not including the fish.**



**If you were a prospective business
would you be enticed by this...**



Or this?