



The Official Accredited Destination Marketing Organization for Greater Miami and the Beaches

December 11, 2015

Ms. Cathy Rick-Joule
VP Boat Show – NMMA
Manager – Progressive Insurance Miami International Boat Show
9050 Pines Boulevard, Suite 305
Pembroke Pines, FL 33024

RE: Support for the 2016 Miami International Boat Show

Dear Ms. Rick-Joule,

The Greater Miami Convention & Visitors Bureau is a strong supporter of the Miami International Boat Show with a successful history in Miami-Dade County since 1941. As always, we look forward to working with the National Marine Manufacturers Association (NMMA) and supporting their efforts to accommodate their exhibitors, vendors and guests --- visitors who stay in our hotels, dine in our restaurants and enjoy our destination.

We recognize the economic impact this event represents for Greater Miami with approximately \$600 million in economic activity; more than \$30 million in excise and sales tax revenue; an estimated 100,000 attendees; and \$83 million in estimated expenditures of out-of-town visitors and exhibitors.

On Monday, December 7, 2015, the Executive Committee of the Greater Miami Convention & Visitors Bureau approved by unanimous consent to support the Miami International Boat Show in its efforts to relocate to the Miami Marine Stadium & Basin for the 2016 Miami International Boat Show.

Miami-Dade County has a long-standing relationship with the NMMA, which we hope will continue for the years to come.

Sincerely,

William D. Talbert, III, CDME
President & Chief Executive Officer