



Nautical Tourism in Deerfield Beach
A Nautical Destination Plan

2013

In cooperation with:



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Nautical Tourism in Deerfield Beach

A Nautical Destination Plan Summary

Mission

The mission of this action plan is to promote Deerfield Beach as a nautical destination.

Goal #1: Improve Public Access to Deerfield Beach Waterways.

1. Create a City of Deerfield Beach Marine Advisory Committee through city ordinance within one year.
2. Establish 10 ocean mooring buoys along Angel's Reef within one year.
3. Gather the various stakeholders necessary to establish an artificial reef program within the boundaries of Deerfield Beach in six months.
4. Assist the City of Deerfield Beach over the next three years with the planning, designing and building of the Maritime Village concept to be located at Sullivan Park and the Riverview Restaurant property on the Intracoastal Waterway and the Hillsboro River.
5. Establish a system of floating docks to facilitate the use of kayaks, stand-up paddle boards and personal watercraft within three years. These floating docks would be located at the public waterway access areas throughout the City of Deerfield Beach.
6. Produce an annual Nautical Destination features map for visitors, tourists and residents detailing the many Greater Deerfield Beach amenities.
7. Improve the navigation along the Hillsboro River by requesting the South Florida Water Management District (SFWMD) dredge the portion east of Military Trail.
8. Develop a comprehensive Plan with all of the stakeholders of Crystal Lake to improve the nautical recreational activities and accessibility for the public within one year.

Goal #2: Establish a Nautical Public Art Program in Deerfield Beach.

9. Within one year, adopt a public art ordinance that provides a funding source, establishes an advisory committee and creates a public art master plan for the City of Deerfield Beach with an emphasis on nautical public art.

Goal #3: Create Signature Events in Deerfield Beach with a Nautical Theme.

10. Establish an annual Nautical Flea Market at Quiet Waters Park.
11. Continue the promoting of special events that highlight the nautical aspects of Deerfield Beach.
12. Create a signature event around the four distinct nautical amenity areas of the City of Deerfield Beach to brand the nautical destination distinction within one year.

Introduction

The purpose of creating a Nautical Destination Plan is to promote tourism and present Deerfield Beach as a very livable city with great opportunities for recreation and business on or near the water.

The creation of a destination brand is not a quick fix process. It is not a one-time marketing campaign or program where a logo or tagline is promoted. An effective destination brand is about “defining an experience that leaves visitors and residents with a clear memory of a unique occasion that connects with them emotionally.” (Balboa Village Brand Assessment)

The word nautical originates from the Greek word *naus* meaning boat as well as the art of sailing. This has been expanding to include all types of boating and water-based activities. These activities identify a lifestyle that includes fishing, diving, surfing, waterskiing, kayaking, windsurfing, swimming, snorkeling, boating, jet skiing, rowing, rafting, stand-up paddle boarding, canoeing, parasailing, and any sporting activities above, on and below the water.

Nautical Tourism is further defined as a “tourist product, related with entertainment activities in contact with bodies of water, where many different nautical activities can take place, always with an ecological outlook and respect for nature. In addition to its being an important complement to offer for a tourist destination, it is also a well-defined product whose main characteristic to offer is the ocean”. (Mexico Ministry of Tourism)

The base document for this Nautical Destination Plan came from the 2010 Tourism in Pompano Beach, Overview and Assessment study prepared by University of Florida student Alexa Von Staden in cooperation with The Greater Pompano Beach Chamber of Commerce and completed at the request of the Mayor’s Economic Stimulus Task Force in Pompano Beach. The Pompano study recognized “Tourism” as one of three recommended target industries for the City of Pompano Beach. Remember, tourism is the number one industry in the State of Florida. The Greater Deerfield Beach Chamber of Commerce served as the catalyst for this Nautical Destination Plan.

There are many similarities between Deerfield Beach and its coastal neighbor to the south, Pompano Beach. Both communities have award-winning beaches and fishing piers. We share the Intracoastal Waterway and the Hillsboro Inlet as access to the ocean. The Kester Cottages were built in both areas in the 1930s by William L. Kester because he came to this area for its great fishing. Both communities have numerous hotels, restaurants, marinas, boat ramps/launches, fishing and dive charters.

Introduction Continued...

However, Deerfield Beach has many unique nautical features: easy access to the Boca Raton Inlet, the Hillsboro River that connects the Loxahatchee National Wildlife Refuge with the Intracoastal Waterway, Deerfield Island Park, Quiet Waters Park and Crystal Lake.

In addition, Deerfield Beach offers visitors oceanfront hotels and restaurants, a 976-foot fishing pier and an active beachside entertainment area, making it unique in northeast Broward.

These amenities, coupled with what is offered in Pompano Beach - the Isle of Capri Casino and Harness Racing Park, the Air Park, an amphitheatre, a municipal golf course and upscale shopping - and neighboring Lauderdale-by-the-Sea, Lighthouse Point and Hillsboro Beach, truly solidify northeast Broward County as a nautical destination.

The City of Lighthouse Point has the Intracoastal Waterway as its eastern boundary and Federal Highway as its western boundary. It is made up of many canals with direct ocean access via the Intracoastal Waterway, which connects the City to Deerfield Beach and Pompano Beach. It can boast of a thriving marina that accommodates large vessels and a yacht club that is homeport to boats of all sizes.

Lauderdale-By-The-Sea is a quaint village anchored by Anglin's Fishing Pier which extends almost 1,000 feet into the ocean from the eastern end of Commercial Boulevard. It is known for its magnificent reefs that are easily accessible from the beach. The town is bounded by the ocean and the Intracoastal Waterway and presents a relaxed, seaside feel.

Hillsboro Beach or "The Millionaire Mile," is made up almost entirely of private residences with ocean and Intracoastal views. It boasts one of the most beautiful drives in this area, scenic A1A, where mansions and mega-yachts provide a luxurious landscape. The historic Hillsboro Inlet Lighthouse is at the south end of town providing safe passage for boaters.

This northeastern Broward County region is strategically located between Fort Lauderdale and West Palm Beach, two large metropolitan cities. Combined with Miami-Dade County, this area makes up southeast Florida. The region is connected to the Florida Keys and easily accessible are Orlando, Tampa and the west coast of Florida. The region



Introduction Continued...

serves as the gateway to the Bahamas, the Caribbean and Central and South America. All three cities, Miami, Fort Lauderdale and West Palm Beach have major seaports supporting commerce and the cruise industry. It is a major tourist hub attracting visitors from around the world.

Deerfield Beach needs to capitalize on its nautical amenities that can be shared with its residents and visitors. The conclusion of the 2010 Tourism in Pompano Beach study can easily be read with Deerfield Beach in mind. "To be a player in the tourism industry, destinations need to find their niche' and really brag about it! The way Pompano Beach (substitute Deerfield Beach) manages this issue will determine the quality of life for the residents, the health of the local economy, and the overall image of the City."



Consideration should be given to establish a logo and tagline to promote nautical tourism in the City of Deerfield Beach. A suggestion is included as a way to facilitate discussion among the key stakeholders within the city. This suggested logo incorporates the water through the use of a wave and highlights the iconic pier including a breathtaking sunrise. If you look closely, a deer weathervane is on top of the pier structure, giving consideration to our community's history.

The tagline usage of...a nautical paradise, allows the reader their own interpretation of a nautical paradise. Each of us views paradise differently, but emphasizing nautical allows the exploration of the various water-type amenities found in Deerfield Beach. By including a logo and tagline, a greater view of Deerfield Beach as a nautical hotspot can occur as this Nautical Destination Plan is implemented.

Defining Nautical Tourism and Destination

What is Nautical Tourism?

Nautical Tourism is a specific tourist product that focuses on attractions and entertainment activities associated with and in contact with bodies of water. It is the creation of a tourism experience through combining elements of enthusiasm such as boating, marine exploration, sailing, scuba diving and ecological attractions with vacation and special occasion activities. Nautical Tourism has become one of the most profitable industries and has introduced new ways of seeing and exploring the world.

What is a Nautical Destination?

In defining nautical destination it is important to understand that a nautical destination is not singular in nature; instead it is a combination of many sectors that work simultaneously to produce an environment that is capable of supporting this tourist product. In order to support the nautical tourist product a destination must have the physical means to support the tourism. These physical means include but are not limited to marinas, fishing piers, waterfronts, oceans, nature preserves, boating ramps, etc. By having and maintaining these natural resources the destination can remain attractive to the tourist community. A destination will be more appealing if its attractions can be supported year round and if it can provide the operating sectors to be successful: accommodations, attractions, dining, tourism services, entertainment, travel aide, transportation and recreational activities.

How Does Deerfield Beach Qualify?

Deerfield Beach qualifies as a nautical destination based on its location and the local attractions it offers. The city is located in the heart of South Florida right along the beautiful sandy beaches. Because of its location the city is capable of offering local attractions and amenities that focus on the ocean and water-based activities that can be supported year round. The city offers physical means that meet the requirements of a nautical destination including but not limited to, marinas, fishing piers, beaches, nature preserves, parks, etc.

Brief History of the City of Deerfield Beach



In 1877 the Town of Deerfield became more than a rest stop for the tired traveler seeking water and sweet pineapple. This lush, peaceful and bountiful terrain received hope from a non-native who saw more than just swamplands and open sea. To the south is Miami and Key West and to the north was the flourishing winter resort of Palm Beach. By 1890 a few houses began to appear along the Hillsboro River and by 1896, the Florida East Coast

Railroad extended down the coastline into Miami.

By 1898 the Town of Deerfield established a post office and had a small population of 20 settlers. The Hillsboro River became the northernmost boundary of the town and the southernmost boundary for Boca Raton. The intersection of Dixie Highway and Hillsboro Boulevard was the main focus of business in the Town of Deerfield. This area was key to the villages economy because of its produce shed adjacent to the railroad depot. At one point Deerfield tomatoes were ranked top in the State of Florida. Farmers would bring their top fruits and vegetables to the shed in order to ship north.

By 1925 Deerfield had elected their first mayor, George Emory Butler, Jr. and the population rose to 1,300. Due to the continuous growth, by the late 1940s Deerfield began to gain recognition for its beautiful scenic oceanfront. Before this it was primarily recognized for its agricultural contributions. This change became evident from the numerous tourism accommodation sites that began to spring up along the coastline.



Pioneer Park was one of the first major projects constructed by one of Deerfield's most influential civic organizations, the Lions Club. This park was built along the banks of the Hillsboro River and became an area filled with recreational activities. Since then the park has been expanded and the fundraiser itself has become an annual event in Deerfield Beach known as Founder's Day.

By 1951 the name changed to the City of Deerfield Beach and the economy shifted from agriculture to tourism. The city now maintains a population over 75,000, which is evidence to the strength of the flourishing economy. "The City of Deerfield Beach provides customer-oriented services, which create a quality of life that, encourage residents and employers to enjoy South Florida and prosper in an ever-growing international economy." (City of Deerfield Beach)

The Nautical Infrastructure and Amenities of Deerfield Beach

Award Winning Beaches

Deerfield Beach is home to award-winning beaches that remain open 365 days a year.

Deerfield Beach:

This award-winning “Blue Wave” beach earned this award-designation from the Clean Beach Council for its clean water and beach conditions, habitat conservation, safety services and public information. The City of Deerfield Beach Ocean Rescue Division is certified by the United States Lifesaving Association and provides protection over a one-mile stretch containing nine lifeguarding towers. The beach is open year round from 9:00 am until 5:00 pm and features some of the most beautiful sunrises on the east coast. The beach offers many local activities and attractions on the northern side of the pier



such as sand volleyball courts, surfing and recreational areas. With local entertainment surrounding the beach, it is a destination hotspot.

Hillsboro Beach:

This pristine beach is part of Florida’s Millionaire Mile. It is a part of the Town of Hillsboro Beach, which situates itself on the south end of the barrier island created by the Boca Raton and Hillsboro inlets. It offers miles of sunlit, white sands and crystal clear, marine-life filled salt water. This popular relaxation destination is well known for its gorgeous lighthouse that sets this beach apart from those surrounding it. This lighthouse was completed in 1907 and marks the northernmost end of the Florida Reef. It is also the most powerful light on the east coast of the United States, containing a 5,500,000-candlepower light. With no public access, this beach is known for its quiet, upscale environment and privacy. Turtle nesting is popular during the summer months and offers a great experience for nature enthusiasts or just a relaxing night with loved ones.



Infrastructure and Amenities Continued...

Deerfield Beach - International Fishing Pier

This 976-foot fishing pier is one of the most prized and distinguishing features of Deerfield Beach. This pier draws thousands of fisherman and visitors year round. This attraction makes enjoyment easy by offering fishing rod rentals, live, fresh and frozen bait, and many other necessary accessories for an adventurous fishing extravaganza. The



pier rates are extremely affordable. Sightseers only pay \$1.00 to tour the pier, fishing \$4.00, and rod rentals \$15.00 with a \$25.00 deposit. With extremely flexible hours from 6 am-12 midnight, this attraction makes for a great late-night romantic walk or fishing trip. Fishing lessons are also available every other Saturday.

Miracle of Life – Artificial Reef

The Miracle of Life is an artificial reef located in Deerfield Beach. This 165-foot freighter, once known as Miss Lourdis, was sunk in June 2009 after numerous efforts from many in the community to gain support for the project. Arilton Pavan, the owner of Dixie Divers started this project with the idea of creating an artificial reef to benefit the local economy and to benefit the environment. In 2005 Dixie Divers conducted an informal survey proving that this project extended the economic value beyond the immediate services and into the community as a whole. The Miracle of Life is just one of many beautiful reefs in the area. These pristine natural ocean reefs assist in defining Deerfield Beach as a nautical destination by supporting local fishing and diving.



Two Waterway Boat Ramps – Pioneer Park and Villages of Hillsboro

Pioneer Park:

Pioneer Park has a recently renovated boat launch that allows access to the Hillsboro River. This launch has a double and single ramp available with lights 24/7. Visitors can also enjoy the 180-foot fishing dock and the lighted boat trailer parking. The cost for parking is \$1.00 an hour. Annual passes are also available for \$100.



Infrastructure and Amenities Continued...

Villages of Hillsboro:

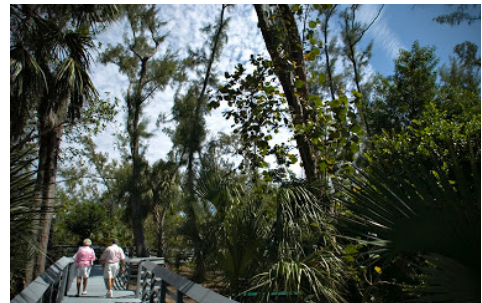


The Villages of Hillsboro offers a single boat launch that is completely free of charge and provides access to the canals and into the Loxahatchee National Wildlife Refuge. Besides the boat ramp, this park offers 10 acres of nothing but family fun. Some amenities include:

basketball courts, sand volleyball courts, jogging and inline skating trails, picnic and party pavilions, tennis courts, fitness stations, and a large playground area.

53.3 acre Deerfield Island Park

Right on the border of Boca Raton and Deerfield Beach alongside the Intracoastal Waterway is a 53.3 acre Urban Wilderness Area known as Deerfield Island Park, once known as Capone Island. This island was attempted to be purchased in the early 1930s by Al Capone for its seclusion. It is bounded by the Intracoastal Waterway, Royal Palm Canal and Hillsboro River. The highly wooded nature preserve is



a habitat for many different species including squirrels, raccoons, armadillos and the threatened gopher tortoise. It is also a roosting and feeding place for many sea birds both indigenous and migratory. This nature park offers an immense amount of amenities for locals and tourists. These include a 1,600 foot boardwalk, three-quarter mile Mangrove Trail, half-mile Coquina Trail, nature walks, picnic areas, and an observation platform that overlooks the Intracoastal Waterway, bird walks, and shelters.

Intracostals Waterway Connects from Canada to Key West



Between 1883 and 1912 the Coastal Line Canal & Transportation Company made many navigational improvements with the help of the State of Florida. They began by “connecting canals between the various natural sounds and lagoons along the entire east coast of Florida between Jacksonville and Miami, so that a

continuous inside waterway was created between these two cities.” The creation of these artificial canals and natural waterways became known as the Intracoastal Waterway. Since its beginning the Intracoastal Waterway has been known as America’s Oldest Highway. Deerfield Beach provides many restaurants and attractions that sit on the edge of the Intracoastal Waterway and provide an opportunity for tourists to watch the boats float by and the manatees surface the water. This also extends to Canada and Key West.



Infrastructure and Amenities Continued...

Hillsboro Inlet

This inlet carries a rich history that has set it apart from the other 18 inlets that occupy the Florida east coast. Overlooking the inlet stands the statue of the Barefoot Mailman that was placed in remembrance of letter carrier, James E. Hamilton. Also overlooking the inlet stands a flag pole, fog bell, and plaque that honor the keepers who served at the lighthouse. The lighthouse has an enriched history of its own dating back to 1907. This lighthouse provides tours periodically and allows visitors to climb to the very top to enjoy the incredible view. The inlet is known for the numerous amounts of boats that parade around. This is one of the easiest inlets in South Florida to navigate. It is also a prime destination of fishing, coral reefs and warm Gulfstream waters. Many diving and fishing sites are also close in proximity to this inlet.



Boca Raton Inlet



This is the southern most inlet in Palm Beach County. This inlet has a very dense reef structure and abundant near-shore bait that has made it a local's favorite for fishing. Alongside the inlet is South Palm Beach County Inlet Park. This park offers numerous amenities that are fun for the family and provide a great getaway when needed. The amenities include saltwater fishing, picnic area with grills, and playground area for children, as well as pavilion rentals.

Johnie McKeithen Park Boat Dock



This Deerfield Beach Park offers numerous amenities including playgrounds, picnic tables, pavilions with restrooms and their newly renovated boat dock. This dock went through renovations to remove and reconstruct the existing boat dock system as well as modifications which include a new asphalt pathway, demolition and installation of a new concrete slab, picnic tables, BBQ grill improvements, and improvements to the sod and landscaping surrounding the dock. These modifications have added more to the beauty this park already offers.

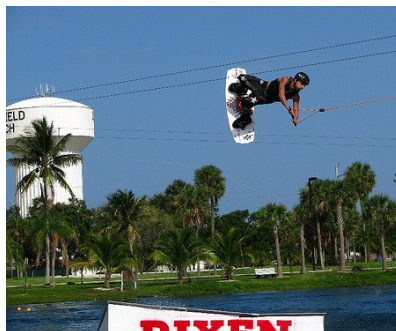
Infrastructure and Amenities Continued...

Quiet Waters Park

Water is the focus of this 431-acre park. These acres are made up of many fun-filled activities for children and adults. The water recreation includes the Splash Adventure water park, Ski Rixen USA cable water-skiing, a marina with boats for rent and several fishing lakes. The park has many dry-land activities as well. These activities include basketball courts, Bike America bicycle rentals, mountain bike trails, and campgrounds with platform tepees and tents. Besides the daily activities, this park is home to the Renaissance Festival, one of South Florida's largest and most popular annual events.



Ski Rixen USA:



Located in Quiet Waters Park, Deerfield Beach, Florida, is the home of Ski Rixen USA. Ski Rixen USA is the only cable water-ski and wakeboard location in South Florida. "The cable best known as "Rixen," is the longest standing cable way in America and is recognized worldwide as a cable park for producing top athletes in the boat and cable wakeboarding world rankings". Ski Rixen USA provides an amazing opportunity for people of all ages and sizes.

Beginner or advanced, Ski Rixen USA has something to offer for everyone!

Splash Adventure Water Park:

This interactive children's water park is located in the heart of Quiet Waters Park. It offers many different varieties of slides, tunnels, wheels and levers, turn valves, and a huge bucket that fills and empties onto the playground below at regular intervals. This water park, open seasonally is fit for all ages and has areas suitable for infants through teenage years. Lifeguards are always on duty providing a safe haven for parents and family to enjoy. Admission is highly affordable and promises a fun-filled day in the warm Florida sun.



Infrastructure and Amenities Continued...

Marina One, Cove Marina & Pennell Marina

Marina One:

Marina One is a family owned and operated marina that has been in business for over 20 years. This Marina is surrounded by a luscious environment and has a country club feel that provides many amenities. Their goal is to make you “A Customer for Life” by not only providing a place for you to store your boat but a place where you can relax and feel like you are a part of the family. They offer boat storage slips that fit any boat up to 65’ long as well as two hurricane resistant buildings that can house jet skis and boats up to 52’ in length. The marina also offers boat parts and service, boat rentals, as well as boat sales. This marina is perfect for a fun-filled family day in the sun.



Cove Marina:



Two Georges at The Cove Restaurant and Marina is conveniently located on the beautiful intracoastal. This property can be accessed by boat or by car. Two Georges provides a relaxing atmosphere that captures the essence of a laid back lifestyle, sport fishing and boating. Two Georges at the Cove provides a gorgeous view and 300 feet of dockage for your boat.

Pennell Marina:

Pennell’s Marina is the oldest and most secluded marina in Deerfield Beach. For the past 55 years this marina has been owned and operated by the Pennell family. They provide many services including detailing, electronic installations, fiberglass and gelcoat work, bottom painting, new and repaints, on/off loading for transporting, as well as service for all major outboard motors. The marina also has a waterfront picnic area as well as a fish cleaning area, frozen bait, snacks and drinks.



Infrastructure and Amenities Continued...

Fifteen Miles of Ocean Access Properties

Deerfield Beach is home to 15 miles of gorgeous ocean access properties. These properties are located east of military trail and include the numerous canals off of the Intracoastal Waterways. These properties make for amazing homes away from home and provide an escape for snowbirds during the cold winter months. These ocean access properties are conveniently located next to all of Deerfield's great amenities providing a great getaway for tourist, locals and seasonal travelers.



What is Our Mission?

Mission

The mission of this action plan is to promote Deerfield Beach as a nautical destination.

Economic Benefits

Promoting nautical tourism in Deerfield Beach is economically beneficial to the city as it creates jobs, increases spending, increases city revenues and infrastructure.

There are many industries in our nautical, coastal state that provide great potential for growth in the local economy. For example, the boating industry is a \$18 billion dollar industry that is accountable for 220,000 jobs. The Broward County reefs are also a good example. These reefs sustain 71,000 jobs and inject \$2 billion a year into the local economy. (Sun Sentinel)

In reviewing Broward County statistics from the Greater Fort Lauderdale Convention and Visitors Bureau, in fiscal year 2011 the county welcomed 11 million visitors who spent \$9.06 billion locally. Statistically, one job is created for every 85 tourists resulting in the potential for 129,412 jobs in Broward County alone in 2011. By putting “heads-in-beds” in Deerfield Beach, there is potential for an increase in the number of jobs available, which could ultimately decrease the unemployment rate for the city. With tourism being the number one industry in Florida and our neighboring city of Fort Lauderdale, with the reputation of being the ‘Venice of America’, we must capitalize on the importance of nautical tourism and the economic benefits it creates.

Through promoting Deerfield Beach as a nautical destination, spending has potential to increase. This increase in spending can have a direct, positive effect on local businesses profitability as well as employment growth. It also has an indirect effect on the economy when the money is circulated and re-spent. A growth in the tourism industry for Deerfield Beach could also lead to an increase in city revenue, which could ultimately lead to an improvement in the overall infrastructure of the city for both visitors and local residents.

How Will the Mission be Measured?

Measurement Tool

This plan will be measured using the 2010-2011 Greater Fort Lauderdale Tourist Tax Collection as a basis. Deerfield Beach is presently ranked 5th among the 32 Broward County Municipalities. With promoting Deerfield Beach as a nautical destination will increase the Tourist Tax Collection within Deerfield Beach and improve the overall ranking within the 32 Broward County Municipalities.

In 2011, Deerfield Beach was only \$158,916 behind Plantation. The two cities went head to head during that year with Deerfield Beach standing ahead of Plantation in the months of February, March, May and June. With a few more heads-in-beds in Deerfield Beach and some more bed tax revenue generated by higher average daily rates, putting Deerfield Beach above Plantation is attainable based on the 2011 Tourist Tax Collection by Municipality.

However, based on the statistics, in order for Deerfield Beach to continue its climb in relation to its local competition, the city would need to see a growth in the number of hotels available. As of right now, even if Deerfield Beach capped out its hotels it still would fall short based on availability within the city parameters.

In order to feed the growth of nautical tourism, Deerfield Beach should consider targeting additional hotels to place more heads-in-beds. We see this happening in Pompano Beach with the new Marriot Hotel on the Beach in process. Another option would be to increase dollars with change. For example, with the Howard Johnson being changed to a Wyndham and the Hilton Hotel to a Double Tree, the accommodations seem more attractive, which could potentially lead to an increase in room rates leading to an increase in bed tax.

Measurement Tool Continued...

**GREATER FORT LAUDERDALE
2011 TOURIST TAX COLLECTION BY MUNICIPALITY (5%)**

<u>2010</u>			<u>2011</u>		
Fort Lauderdale	\$16,517,786	50.7%	Fort Lauderdale	\$20,465,821	50.4%
Hollywood	\$5,836,533	16.0%	Hollywood	\$6,208,808	15.3%
Dania Beach	\$2,577,054	7.1%	Dania Beach	\$3,102,946	7.6%
Plantation	\$1,786,021	4.9%	Plantation	\$1,925,307	4.7%
Deerfield Beach	\$1,598,118	4.4%	Deerfield Beach	\$1,766,391	4.3%
Pompano Beach	\$1,179,925	3.2%	Pompano Beach	\$1,310,625	3.2%
Miramar	\$715,978	2.0%	Miramar	\$816,928	2.0%
Lauderdale by the Sea	\$560,164	1.5%	Lauderdale by the Sea	\$783,509	1.9%
Sunrise	\$647,791	1.8%	Sunrise	\$728,044	1.8%
Weston	\$559,302	1.5%	Weston	\$695,491	1.7%
Hallandale Beach	\$575,943	1.6%	Hallandale Beach	\$682,208	1.7%
Coral Springs	\$600,256	1.6%	Coral Springs	\$640,523	1.6%
Tamarac	\$417,637	1.1%	Tamarac	\$470,144	1.2%
Hillsboro Beach	\$229,891	0.6%	Hillsboro Beach	\$266,394	0.7%
Pembroke Pines	\$224,489	0.6%	Pembroke Pines	\$239,198	0.6%
Davie	\$162,535	0.4%	Davia	\$180,266	0.4%
Pembroke Park	\$107,135	0.3%	Pembroke Park	\$118,117	0.3%
Unincorporated Areas	\$100,122	0.3%	Unincorporated Areas	\$101,268	0.2%
Wilton Manors	\$60,819	0.2%	Wilton Manors	\$58,206	0.1%
Oakland Park	\$50,089	0.1%	Oakland Park	\$29,695	0.1%
Margate	\$10,652	0.0%	Margate	\$16,971	0.0%
Coconut Creek	\$13,024	0.0%	Coconut Creek	\$11,017	0.0%
West Park	\$5,632	0.0%	West Park	\$6,449	0.0%
Lauderhill	\$4,846	0.0%	Lauderhill	\$6,352	0.0%
Lighthouse Point	\$4,746	0.0%	Lighthouse Point	\$4,521	0.0%
Lauderlakes	\$225	0.0%	Lauderlakes	\$644	0.0%
North Lauderdale	\$212	0.0%	North Lauderdale	\$239	0.0%



Measurement Tool Continued...

Visit Florida Partnership

Another potential measurement tool that could be tracked over time would be a partnership and advertising with Visit Florida. This is the official tourism marketing corporation for the State of Florida.

Every city in Florida has access to a page at visitflorida.com. These pages are used by consumers to research where they would like to go and what sort of things they would like to do. This site is managed by a department at Visit Florida who decides what the main hotspots and attraction are.

By obtaining a partnership with Visit Florida you reaped the benefit of having your own individual page that can be managed and maintained. By doing this, Deerfield Beach would be able to advertise and promote events and information that they find important to the city's growth as a nautical tourism destination that Visit Florida may overlook.

Another perk of becoming a partner with Visit Florida is access to the research Visit Florida does. This provides the city with free statistics relating to market shifts, trends, tourist spending, etc. By doing this Deerfield Beach will be able to see and track what type tourists are traveling to Deerfield Beach and why they are visiting.

Through becoming a partner, Deerfield Beach can promote and advertise the push to becoming a nautical tourism destination and get access to research to see if tourists are actually coming to the city for those amenities. On the flip side, if the research points to a different type of tourism the city will be able to make an educated decision about how to promote themselves in order to get more tourists to the area.

The cost associated with being a web-listing member is \$365/year. In order to become a marketing level partner the cost is \$1,500/year if your annual revenue exceeds \$1.25 million. This membership will assist in reaching target key audiences, access to valuable research, discount brochure rack space at Florida Welcome Centers which serve more than two million visitors annually, educational and professional benefits, and garner media exposure.



Nautical Destination Goals

Goal #1: Improve Public Access to Deerfield Beach Waterways

Action Step #1: Create a City of Deerfield Beach Marine Advisory Committee through city ordinance within one year.

The creation of a Deerfield Beach Marine Advisory Committee with the mission to make recommendations to the City Commission regarding marine and recreational boating-related matters in the city. This would provide the Commission valuable input in navigating the many concerns of the marine community within Deerfield Beach.

Presently, Hallandale Beach, Dania Beach, Hollywood Beach, Fort Lauderdale, Pompano Beach and Lighthouse Point within Broward County have Marine Advisory Committees and provide information to their respective communities but also to the Broward County Marine Advisory Committee. The Broward County MAC is a funding source for education and enforcement through the Broward County Marine Law Enforcement Grant program and the Broward Boating Improvement Program. Having a Deerfield Beach MAC would provide our community a voice at the table for both enforcement issues and boating improvement options.

The creation of a Deerfield Beach Marine Advisory Committee would need to be by ordinance, provide for city liaison and monthly minutes to the city commission for their review.

Goal #1 Continued...

Action Step #2: Establish ten ocean mooring buoys along Angel's Reef within one year.

Using mooring buoys has been an effective method for coral reef protection and it is estimated there are over 6,000 mooring buoys installed worldwide. Broward County has an extensive mooring buoy program at six locations totaling 123 mooring buoys. There presently are no mooring buoys between the Boca Raton and Hillsboro Inlet including the delicate Angel's Reef located off Deerfield Beach. It is recommended that ten mooring buoys be permanently installed along Angel's Reef.

Florida law prohibits the dropping of an anchor on living coral. The mooring buoy system allows boaters to attach to the permanently installed system without damaging the reef. The mooring buoy system consists of three interlocking sections of floating line: the pick-up line, buoy through-line, and down-line that passes through the buoy and shackle to a stainless steel anchor pin cemented into the sea floor.

The mooring buoys are presently maintained in Broward County by the Natural Resources Planning and Management Division located at 1 North University Drive, Suite 301 Plantation, Florida 33324 954-519-1270 www.broward.org/environment.



Goal #1 Continued...

Action Step #3: *Gather the various stakeholders necessary to establish an artificial reef program within the boundaries of Deerfield Beach in six months.*

In 1982 the State of Florida created a program to support the development of artificial reefs along the 1,197 miles of the states coastline. The state has now given the responsibility to the various counties and cities (permit holders) and citizen groups to coordinate the placement of man-made material including ships/vessels, concrete rubble and scrap metal as artificial reefs. The State of Florida currently has the largest complement of permitted artificial reefs in the nation.

Broward County has helped create over seventy five offshore artificial reefs using a combination of materials including decommissioned ships, oil rigs, limestone rock, and concrete material. Palm Beach County has also added over forty five ships to its artificial reef program and also uses a combination of limestone and concrete.

Deerfield Beach as the northernmost city in Broward County, gives it the benefit of both Palm Beach and Broward County artificial reef programs. Currently, Palm Beach County holds a permit that actually extends into Deerfield Beach and Broward County, north of the International Fishing Pier. This helped facilitate the placement of the “Miss Lourdes” renamed The Miracle of Life, a 165 foot federal government confiscated freighter, sunk June 6, 2009, off Deerfield Beach. Another artificial reef off Deerfield Beach is the former pier concrete remnants located in about 70 feet of water just south of the pier since 1992. Currently, The Miracle of Life and the pier remnants are the only artificial reefs within the boundaries of Deerfield Beach.



Miracle of Life

Another artificial reef off Deerfield Beach is the former pier concrete remnants located in about 70 feet of water just south of the pier since 1992. Currently, The Miracle of Life and the pier remnants are the only artificial reefs within the boundaries of Deerfield Beach.

Divers and fisherman currently enjoy several artificial reef shipwrecks south of the Boca Raton inlet but north of the City/County boundary and placed by Palm Beach County. (Sea Emperor, Noula Express, and United Caribbean) The Hydro Atlantic is a 320 foot natural shipwreck almost directly off the Boca Raton inlet and is considered a technical

Goal #1 Continued...

dive lying at 171 feet in sand. Broward County has several artificial reefs as shipwrecks, namely the Ancient Mariner and the Berry Patch south of the Deerfield Beach boundary and north of the Hillsboro Inlet.

Social and Economic Benefits

The accepted benefits of artificial reefs range from increasing reef fish habitats to the socio-economic benefits to coastal communities. Artificial reefs, typically placed away from existing natural reefs, enhance the biological systems and fisheries. These new artificial reefs function like natural reefs by providing food, shelter and spawning areas while taking divers and fisherman off the natural reef system.

In addition to the environmental value that results in intangible benefits to the overall health and sustainability of the marine environment, there is an economic benefit from improvements on diving and recreational fishing activities. A 2001 study by Johns, Leeworthy, Bell, and Bonn examined the economic impact associated with both artificial and natural reef systems in South Florida (Palm Beach, Broward, Miami-Dade, and Monroe Counties). The study found that non-residents and visitors spent \$1.7 billion on fishing and diving activities associated with artificial reefs annually in the South Florida region, resulting in approximately 27,000 jobs created \$782 million in salaries.



Recreational activities related to artificial reefs include many aspects of the tourism industry including hotels, restaurants, boat rentals, and fishing/diving shops. Multiple studies (Adams et al. 2006) indicate that artificial reefs do increase economic activity in surrounding communities and the benefits provided exceed the costs.

How to create an artificial reef program?

Creating an artificial reef program involves gathering all of the stakeholders together and developing a plan to coordinate the acquisition of material to be used and funding the placement in the proper location on the ocean floor. This is a long process and requires

Goal #1 Continued...

working with a variety of governmental agencies as whatever material is used must meet very stringent environmental regulations. The stakeholders involved with The Miracle of Life sinking in 2009 were U.S. Customs, the State of Florida, Palm Beach County and Broward County, the City of Deerfield Beach, Dixie Divers, the Miracle of Life Foundation, Cepemar and the Brunnell Foundation. The majority of the funding was obtained through the salvage of the ship but additional necessary funding was obtained by both private and nonprofit groups. And this was a rather small vessel at 165 feet.

The Florida Keys has established the Florida Keys Shipwreck Heritage Trail by the Florida Keys National Marine Sanctuary and has used decommissioned military ships as tourist dive destinations. In 2002, the sinking of the Spiegel Grove at 510 feet is the third largest vessel to be used as an artificial reef and complements the USNS Gen. Hoyt S. Vandenberg sunk in 2009 off Key West. The Vandenberg is the second largest ship to be used as an artificial reef at a cost of \$8.6 million and required permitting by 18 different agencies. The largest ship to be used as an artificial reef is the 818 foot retired Navy Aircraft Carrier, the USS Oriskany, lies in Escambia County located in the Florida panhandle.

All of these coastal areas have used these artificial reefs as tourist magnets, attracting visitors from around the world.



Goal #1 Continued...

Action Step #4: Assist the City of Deerfield Beach over the next three years with the planning, designing and building of the Maritime Village concept to be located at Sullivan Park and the Riverview Restaurant property on the Intracoastal Waterway and the Hillsboro River.

The City of Deerfield Beach, through the Community Redevelopment Agency (CRA) in December, 2011 purchased the site of the former Riverview Restaurant at 1701 Riverview Road. This Riverview Restaurant parcel combined with the adjacent 2.5 acre existing site of Sullivan Park would allow the City to redevelop this area into a Maritime Village.

This concept was proposed as part of a July 2011 Study by the Urban Land Institute Technical Advisory Panel (ULI TAP) that concluded this site “presents a rare opportunity in South Florida – a place to create a beautiful urban park that connects residents and celebrates its waterfront location”.

The former Riverview Restaurant started as a packing house for seafood and was purchased by Bill Stewart’s uncle in 1937. The Riverview Restaurant and Lounge was opened the next year as a private gambling club catering to clientele from the Boca Raton Hotel and the Hillsboro Club. Prior to this, during prohibition, the surrounding area was used as the site for rumrunners unloading their boatloads of liquor. Even Al Capone’s lawyer looked at purchasing the land called Capone Island and what now is a Broward County Park called Deerfield Island.

Deerfield Island Park can be visited by a boat shuttle docked at Sullivan Park which was the site of the largest single capture of Indians during the Second Seminole Indian War on April 1, 1838 and donated by W. L. Kester. According to the ULI TAP Study, Sullivan Park “is currently an unrealized amenity, suffering from poor design, low maintenance, and sparse activity that encourage vagrants and potentially undesirable activity”.



Goal #1 Continued...

The City of Deerfield Beach through the CRA recently obtained \$4 million in bonds for improvements to the Maritime Village concept over the next three years. This waterfront park is suggested to have a boardwalk along the Intracoastal Waterway, public boating facilities and even a pedestrian connection under the Hillsboro Blvd Bridge to the Cove Shopping Center. Other considerations are a small food concession building, canoe/kayak rentals and restrooms. This area should provide “points of interest” such as fountains, signature art and places to sit and view the water.

According to the ULI TAP Study, “The Marine Village is a key component for the redevelopment and economic prosperity of the Cove Shopping Center and the CRA redevelopment area as a whole”. The conclusion of the study is that the strategic location of Sullivan Park on the Intracoastal Waterway could serve as a destination thus enhancing an already desirable quality of life and improved economic benefit for the city.

There is no doubt that by supporting the establishment of the Maritime Village at Sullivan Park and the former Riverview Restaurant site will improve the Nautical Tourism in Deerfield Beach and contribute to the overall mission of making Deerfield Beach a Nautical Destination. The rich history found in this location can contribute to a significant impact of the future of our community.



Goal #1 Continued...

Action Step #5: Establish a system of floating docks to facilitate the use of kayaks, stand-up paddle boards and personal watercraft within three years. These floating docks would be located at the public waterway access areas throughout the City of Deerfield Beach.

The benefit of floating docks greatly facilitates the use of kayaks, stand-up paddle boards and personal watercraft due to their close proximity to the water. This is opposed to fixed docks, which require the user to manipulate the water sport product with the ever changing elevation to the water.

Presently, only the Broward County Parks and recreation divisions dock, located at the City of Deerfield Beach Sullivan Park that operates a boat shuttle to Deerfield Island Park, has a floating dock. The use of this floating dock allows for easier boarding of passengers.



Sullivan Park combined with the former Riverview Restaurant site is the future development for the City of Deerfield Beach to a “Maritime Village concept” and would be an ideal location for additional floating docks. The use of additional floating docks at the Maritime village would allow the public to use kayaks and stand-up paddle boards to view Deerfield Island, a 53.3-acre nature-oriented park.

The City of Deerfield Beach has additional parks with direct access to the Hillsboro River, namely, Pioneer Park boat ramp, Villages of Hillsboro boat ramp and McKeithen Park Dock.

Along the Intracoastal, the City of Deerfield Beach has numerous public access locations that presently have no docks at all. On the east side these locations are at NE 7, 5, 3 & 2 St and SE 2, 4, 8, & 10 St. There is also a location on the west side of the Intracoastal at SE 10 St.

Establishing floating docks at these public access locations throughout Deerfield Beach waterways will facilitate the public’s use of kayaks, stand-up paddle boards and personal watercraft.

Goal #1 Continued...

Action Step #6: Produce an annual Nautical Destination features map for visitors, tourists and residents detailing the many Greater Deerfield Beach amenities.

As a result of the Deerfield Beach Chamber of Commerce “Deerfield as a Nautical Destination” Committee holding several meetings beginning with a brain storming session, the members are actively involved in the production of a Nautical Destination map and Visitors’ Guide. The map will be available in early 2013 and produced annually.



Jeff Levine from South Florida Chamber Maps was engaged to solicit, design and print 20,000 Deerfield Beach maps. Jeff’s company has already produced Chamber maps for Coral Springs, Pompano Beach and Lauderdale-by-the-Sea but this is the first map that will have a central theme, which is to showcase the Deerfield Beach nautical businesses and points of interest. This visitors/ tourists/residents map will be a fun, caricature, color, pocket-fold map that will be distributed at Deerfield Beach hotels, restaurants, condominiums, Chamber of Commerce, Real Estate offices, the International Fishing Pier Welcome Center and the City of Deerfield Beach. The funding for this project is through the ads for the various nautical type businesses and other pillars of the community. The Nautical Tourist Map is expected to be instrumental in directing visitors to the many Deerfield Beach nautical amenities.

This will be a continuous work in progress as each year changes will take place that will make this map a unique item each time it is produced. Think about the endless possibilities in showcasing a sport fishing fleet, dive and snorkel operations, fishing pier, hotels, restaurants, marinas, boat launch ramps and the various parks in our nautical community. The key to the continued success will be the return-on-investment the advertising businesses get with this product.

Goal #1 Continued...

Action Step #7: Improve the navigation along the Hillsboro River by requesting the South Florida Water Management District (SFWMD) dredge the portion east of Military Trail.

The Hillsboro River was dredged in 1911, connecting it with Lake Okeechobee which is 45 miles to the Northwest and became part of the flood control network for the South Florida Water Management District. A flood control feature (salinity control dam) was placed west of what is now Military Trail the following year, thus separating the river into two sections; easterly having ocean access and westerly allowing access to the Loxahatchee National Wildlife Refuge. Prior to this, the Hillsboro River just ended in swampland northwest of the town.

The dredging of the Hillsboro River over 100 years ago allowed the delivery of produce of the mainly agricultural community of Deerfield Beach with a main product of pineapples. The center of town was at Dixie Highway and Hillsboro Blvd with Pioneer Park being the location of numerous community gatherings. Pioneer Park today features an ocean access recently renovated boat ramp as well as tennis courts and baseball fields. The Villages of Hillsboro park, located west of Powerline Road also features a boat ramp, but is mainly used by freshwater enthusiasts.

The Hillsboro River connects our entire community from east-to-west as well as serving as our northern boundary separating Broward County from Palm Beach County and the City of Boca Raton. The Hillsboro River is to Deerfield Beach much like the New River, found in Fort Lauderdale and the Miami River in the City of Miami. This literally puts us “on the map” with other important nautical communities. The significance of the Hillsboro River as part of our nautical amenities clearly distinguishes Deerfield Beach among other communities.



The ability to navigate the Hillsboro River is paramount in its ability to improve the value of properties along the river. The South Florida Water Management District will shortly be undertaking a thorough clearing of debris, landscaping, and other impediments including dredging west of the flood control feature at Military Trail. This

Goal #1 Continued...

will allow the improvement of the primary purpose of flood retention/control and also allow an improved navigation for the freshwater boater.

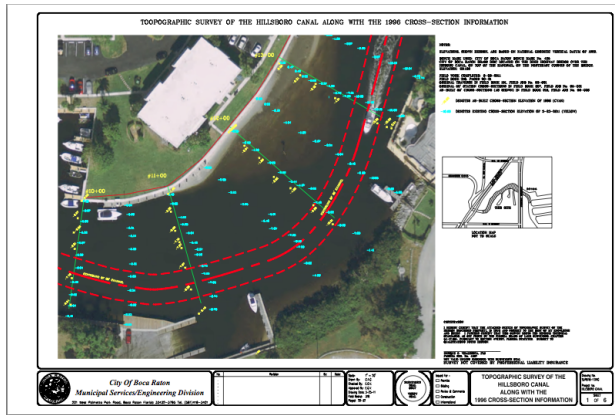
The Hillsboro River east of Military Trail has seen a significant buildup of sediment limiting the ability to safely navigate the easterly ocean access. There is a 1979 agreement with the Army Corps of Engineers that require the Cities of Deerfield Beach and Boca Raton to maintain the navigability of the eastern portion of the Hillsboro River. The river was dredged in 1976 and again in 1997. According to the City of Boca Raton Engineer Bob DiChristopher, a survey performed last year found the channel has remained “virtually unchanged” as a 6-foot deep, 60-foot wide and 4,000 foot in length channel.

So the channel is clear but this serpentine shaped river lacks navigation aids and requires local knowledge to stay in the channel due to the shoaling problem. Additionally, DiChristopher indicates the “primary contributor to the shoaling” is the significant erosion upstream by the South Florida Water Management District and does not believe the Cities “should be funding SFWMD’s erosion issues”.

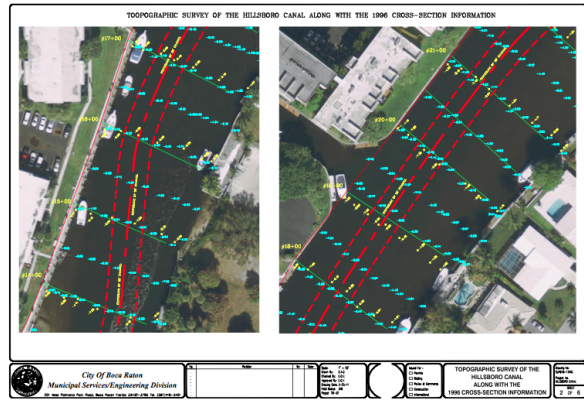
The navigation of the Hillsboro River should be a major priority for both the City of Boca Raton and Deerfield Beach; however, given City of Boca Raton Engineer Bob DiChristopher comments, the South Florida Water Management District should fund the dredging of the River. Additionally, the installation of navigation aids (channel markers) would assist the safe navigation of the river. The SFWMD is about to engaged in the dredging of the Hillsboro River west of the salinity control dam, and both Cities should request dredging also take place east to remove the vast amount of shoaling caused by their freshwater flood control network.

Goal #1 Continued...

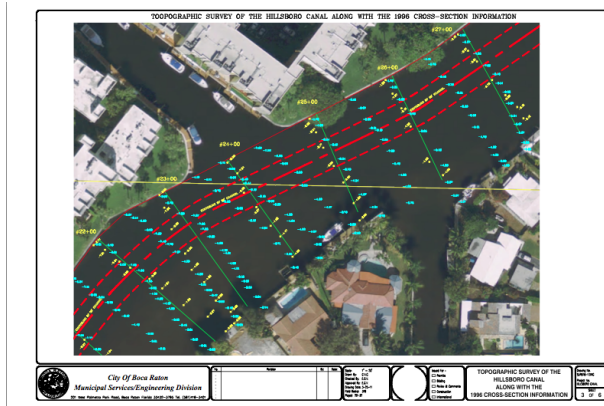
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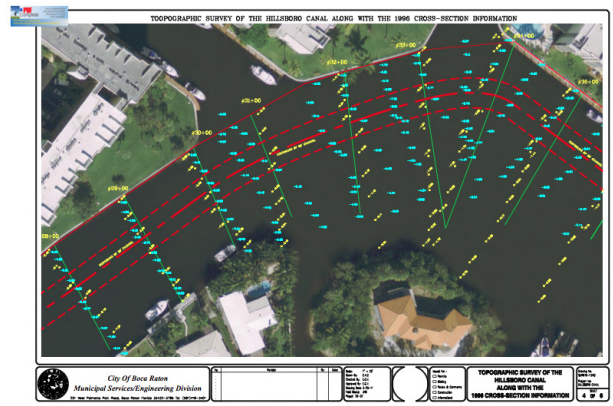
Page 1 - West (Pioneer Park)



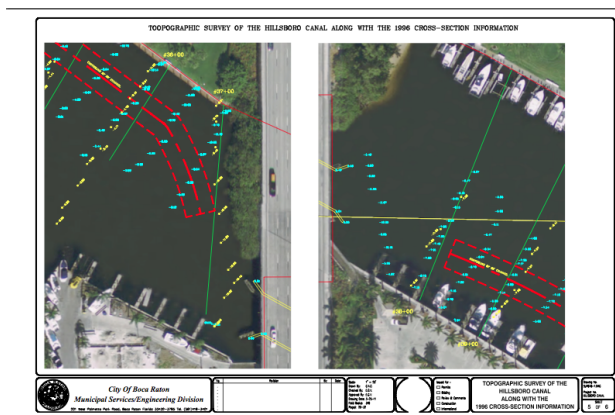
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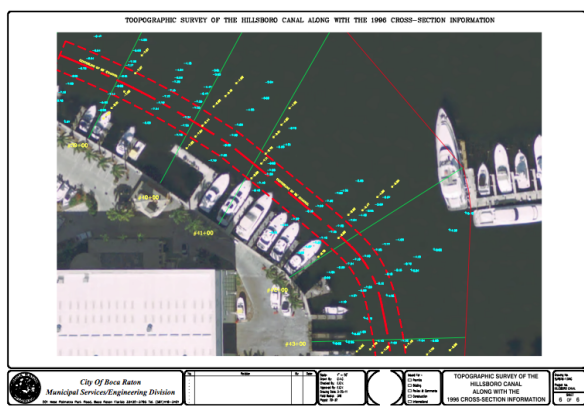
Page 3



Page 4



Page 5 - (Federal Highway Bridge)



Page 6 - East (Marina One Yacht Club)

Goal #1 Continued...

Action Step # 8: *Develop a comprehensive Plan with all of the stakeholders of Crystal Lake to improve the nautical recreational activities and accessibility for the public within one year.*

Crystal Lake is presently home to Lavelle Train Station, a wakeboard ski-school operated by six-time World Champion Dean Lavelle. Keenan and Noah Flegel are teenage brothers from Lighthouse Point that have trained under Dean and have become world wakeboard leaders themselves. Keenan won both the surf and skim



Photo Credit: Ben Hicks www.bocaratonphoto.com

divisions at the Wakesurf Nationals this past year and first place at the World's in the surf style division. Noah was the Sports Illustrated Kid of the Year last year and won the WWA Jr Men Worlds and the IWWF Worlds 14 and under. Their competitiveness is matched by both their humility and laid-back attitude.

However, Crystal Lake is an underutilized nautical amenity at the southwestern boundary of the City of Deerfield Beach. A large portion of the Lake has deeded public access but has seen very limited public use. The City of Deerfield Beach has shared ownership of the Lake along with multiple lakefront property owners.

This is an area prime for redevelopment and improvement centered on a nautical theme. The wakeboard ski-school of Lavelle Train Station at Crystal Lake offers a nice complement to the Ski Rixen USA operation at nearby Quiet Waters Park. Many of the same riders use both facilities and could propel this area to a world renowned location for water skiing and wakeboarding. Drawing these outdoor type enthusiasts to Crystal Lake will only provide a synergistic match to the ocean area of Deerfield Beach. Surfing, stand-up paddle boarding, kayaking, personal watercraft, kite-surfing, water skiing, and wakeboarding are all similar outdoor activities that nautically-minded folks enjoy.

The Crystal Lake area needs some attention. Emphasizing nautical-type sports can give it an identity that would fit in nicely with the entire nautically minded community of Deerfield Beach. Developing a comprehensive plan with the City of Deerfield Beach taking a leadership role will take the Crystal Lake area in a great new direction.

Goal #2: Establish a Nautical Public Art Program in Deerfield Beach

Action Step #9: *Within one year, adopt a public art ordinance that provides a funding source, establishes an advisory committee and creates a public art master plan for the City of Deerfield Beach with an emphasis on nautical public art.*

Good reasons to support public art

In order to strengthen the image of Deerfield Beach as a nautical destination, a program for obtaining and maintaining public art – with an emphasis on nautical art – should be instituted.

Hundreds of cities around the country have public art programs which are funded and managed by the cities. One of the most extensive and successful is in San Diego, but much closer to home there are public art initiatives in place.



A nautical mural at Two Georges at the Cove Restuarant and Marina

In Boynton Beach, 1% of the cost of all development and redevelopment valued at more than \$250,000 is set aside for public art. The 1% is allocated 70% for art, 30% for administration and this city has a public arts administrator to facilitate the concept of public art with developers.



Pompano Beach enacted an ordinance in July 2012 establishing a 2% share of each public project for art and is in the process of choosing an arts advisory council to create a master art plan, all actions which experts in this field strongly recommend.

A city’s responsibility in this area is to manage the art, integrate art into capital improvement projects, and ensure that art or space for cultural use is included in private development.

Goal #2 Continued...

Economic Impact to the community

The economic impact of the arts within South Florida is astonishing. In a recent study by the Washington, DC-based nonprofit Americans for the Arts, www.artsusa.org, the arts in Broward County had an economic impact in 2010 of \$230 million; in Palm Beach the arts generated \$250 million.

While Broward County lags behind its neighbors Palm Beach and Miami-Dade, there has been a 50 percent increase in arts' economic impact since 2005. The bottom line in Broward County is that the arts support 6,402 jobs and generate \$22 million in local and state government revenue. A recent change in Broward County has been the renaming of the nonprofit Cultural Foundation to Business for the Arts of Broward. This rebranded venture sends a clear message: "Support for the arts is good business."



A great white shark into the roof of
Island Water Sports

Advantages to the community

- 1. Public art has the power, over time, to transform the image of a community.**
- 2. It can celebrate a community's diversity and its history and create an image for its future.**
- 3. It helps define a community's identity, and offers opportunities for education and learning.**

If, over time, Deerfield Beach acquired signature nautical art pieces, it could become an incentive for tourists to come here, or for nautical-related businesses to open here. The purpose should be to build a unique artistic legacy for future generations. Public art should not be an afterthought, but a part of community planning.

There are many models to follow in setting up a public art program. Much information is free on the internet. Each community fashions its own agenda in writing the rules for public art programs. But having a funding source is essential as is promoting the importance of art in creating a more pleasing community.

Goal #2 Continued...

One of the concerns of this effort in Deerfield Beach is that outdoor murals –a beautiful and inexpensive way to showcase marine life - are impacted by local sign ordinances. This could be easily amended by language changes in the ordinance.

The newest pieces of nautical public art can be found at the recently improved entrance to the Deerfield Beach International Fishing Pier where two metal fish sculptures



standing over 10 feet tall have been erected. These fish now compliment three other pieces of marine art at the beach: a whale at the Whale’s Rib, a great white shark at Island Water Sports and a marlin at Flannigan’s. What is lacking in Deerfield Beach, however, is a master plan to bring order to these individual efforts or, dare we say, “create the ocean where these fish can swim.”

Nautical public art can also be subtle and functional. In Lauderdale-by-the-Sea, bicycle racks are in the shape of fish. In Stuart, sculptured stingrays serve as protective canopies over benches and tables.



In order to bring a semblance of unity to a public art program, it is important to develop a master plan that features the many marine aspects to be found here along with a proper funding mechanism and an oversight board composed of community visionaries.



Goal #3: Create Signature Events in Deerfield Beach with a Nautical Theme

Action Step #10: Establish an annual Nautical Flea Market at Quiet Waters Park.

The establishment of a Nautical Flea Market at Quiet Waters Park could provide a source of revenue for a group that would organize this event. It is suggested to host this event at Broward County Quiet Waters Park due to its large size (431 acres) to accommodate a potentially large event that would require a large amount of parking. Also, even though there is an entrance fee, the cost of hosting this event at this park is relatively low. Additionally, this site is located within the City of Deerfield Beach boundaries and could ultimately identify Deerfield Beach as a marine active community. And that is the goal, to establish an event where residents and visitors view the City as a Nautical Destination.



Presently there are several Nautical Flea Markets hosted throughout the South Florida area usually during the winter season. This allows for the snow-bird residents to visit and also participate as a vendor.



The Dania Beach Marine Flea Market is one of the largest and oldest of its type in the world. Held annually since 1979, the Dania Beach Marine Flea Market is located at the Dania Beach Jai Alai parking lot in mid-March. This four-day event is a success for its more than 300 vendors occupying over 1,000 stalls on the 29-acre parking lot. This initially started as a very unique event and soon took on its own identity with “the name Marine Flea Market became synonymous with the City of Dania Beach”. The Dania Beach Nautical Flea Market is operated by Al Behrendt Enterprises, Inc. 954-920-7877 www.daniamarinefleamarket.com.

Goal #3 Continued...

The Pompano Beach-Lighthouse Point Nautical Flea Market has been held annually for over 20 years the last weekend in January. This two-day event started at Dan Witt Park in Lighthouse Point but has grown to its present location at Pompano Community Park. This event is organized by the Pompano Beach Parks & Recreation Department and benefits both Pompano Beach and Lighthouse Point.
www.nauticalfleamarket.com.

The Palm Beach Marine Flea Market is operated by Larry Burdgick/Under the Sun Promotions, Inc. (954-205-7813). This annual event is held at the South Florida Fairgrounds in mid-February. Larry's company has operated many nautical flea markets at a variety of locations throughout Florida including Miami, Tampa, Stuart, and Broward, Martin and Indian River counties. Sometimes these nautical flea markets are combined with a seafood festival and boat auction. Out of all of these events, the Palm Beach Marine Flea Market seems to be the event that has been the most successful, as it has endured several consecutive years in operation. www.flnauticalfleamarket.com

The creation of a Deerfield Beach Nautical Flea Market at Quiet Waters Park could provide the community with a much needed "nautical identity" and a source of revenue for a civic association. It is suggested to explore the idea with any interested party.



Goal #3 Continued...

Action Step # 11: *Continue the promoting of special events that highlight the nautical aspects of Deerfield Beach*

Special events are fun. The City of Deerfield Beach special events have been instrumental in providing residents and visitors with much needed activities as the community tries to find a signature event that truly showcases our nautical features. Using the beach area as a backdrop to many special events has allowed the city to put its best foot forward.

When Founders Day reversed the parade route and ended on the beach, this changed the thinking in our community. In prior years, the Founders Day parade and festival were centered in Pioneer Park from our earlier “cracker days”.

The annual Art Festival then moved to the beach that also included the July 4th fireworks display off the pier. But quite frankly, all communities have a “founders” day, art festival and Fourth of July celebration. Countless other special events have come and gone over the years including the Super Boat Races, Firefighter Challenge and Beach Blowout to name a few.

These past special events have been replaced by a few attempts at bringing fun to the beach area, namely the Ranse Volleyball Classic, Deerfield Beach Triathlon, and the Deerfield Beach Surf Festival. But these special events only serve to give the community a short term fix in the big world of signature events. Special events bring a community together while signature events put the community on the map.



Goal #3 Continued...

Action Step #12: Create a signature event around the four distinct nautical amenity areas of the City of Deerfield Beach to brand the nautical destination distinction within one year.

A signature event can put a community on the map. It is designed to bring visitors who spend time and money, thus improving the overall economy of the City. By putting “heads-in-beds” in hotels, the signature event should keep the visitors coming back every year and bring large amounts of tourism dollars into the City.

In the literal sense a signature event is defined as “an event whose brand recognition in the market is equal to or greater than the brand recognition of its sponsoring organization. Also, a signature event is whose production values carry the “genetics” of the sponsoring organization’s mission”.

A Signature Event that focuses on the many nautical amenities is needed to not only showcase the City of Deerfield Beach but brand the maritime message throughout our community.



Two Georges at the Cove is promoting the Third Annual Billfish Tournament on January 17-19, 2013, to benefit the Boys and Girls Club of Deerfield Beach. This is a very worthy event and currently is the only saltwater fishing tournament in Deerfield Beach. It can help showcase Deerfield Beach as a nautical community. But its counterpart in Pompano Beach, the Fishing Rodeo, has been ongoing since 1965.

Another signature event focusing on the ocean in Pompano Beach is the 28th annual Seafood Festival, now centered at the entrance of their pier. This event is a large beach party involving the cooking and eating of seafood with the entertainment stage located directly on the sand of the beach. The event not only benefits the many civic/volunteer organizations in Pompano Beach but provides a major tourism signature event for the community.



Goal #3 Continued...

So a signature event brings in out-of-town visitors that require overnight lodging as well as keeping them for a period of time. Identifying a signature event based on the nautical amenities of Deerfield Beach is a key component to promoting the city as a nautical destination. Answers to these questions will help steer community leaders in the right direction when it comes to promoting a signature event;

- What are the costs of the event and how will it be funded?
- Are there businesses and sponsors available to contribute?
- How will it generate overnight stays and hotel business?
- How will success be measured?

The City of Deerfield Beach has four distinct nautical areas that would ideally be linked together in a signature event, namely, Quiet Waters Park, Crystal Lake, Hillsboro River, and the ocean. That's not to say these four areas couldn't support four separate signature events, but one event that involves all four areas over a several day period would be a major winner.

This is an area that is unresolved but not unattainable. It is suggested the City of Deerfield Beach through its Special Events Parks & Recreation Division gather the various stakeholders in the nautical community and seek a solution to creating a signature event. The focus should be on a fun, competitive, social event that will bring visitors while showcasing the nautical amenities of Deerfield Beach.



Conclusion and Acknowledgements

“We cannot direct the wind but we can adjust the sails”

Dolly Parton

This Plan is intended to provide the community with a mission to promote Deerfield Beach as a Nautical Destination. There are twelve action steps that will achieve three goals toward accomplishing this mission. This is a simple plan that will require acceptance by stakeholders of the community. The early part of 2013 will be dedicated to delivering the message to a variety of civic groups promoting the benefits of establishing Deerfield Beach as a destination in nautical tourism.

Long gone are the deer that populated the fields giving the name of the community of Deerfield Beach. The reality of today is a city with over 75,000 residents that is seeking an identity. However, there is a rich maritime history with the connotation of a small town village including many nautical amenities that are distinct to our coastal community.

The list of nautical amenities are plentiful; An award-winning beach, an international fishing pier, two ocean inlets, pristine natural and artificial reefs, a 56 acre nature preserve, two waterway boat ramps-Pioneer Park and the Villages of Hillsboro Park, Johnnie McKeithen Park Boat Dock, the Intracoastal Waterway, 15 miles of ocean-access property, three ocean-access marinas, the Hillsboro River, Quiet Waters Park with Splash Adventure and Ski Rixen USA and Crystal Lake, home of wakeboard champions.

The view of Deerfield Beach centered on only the ocean and the beach has to be expanded to include the contiguous Hillsboro River and Quiet Waters Park, Crystal Lake western boundary area, as these give our entire community an expanded nautical image... which is a positive one.

The process of developing this plan was thru five meetings of interested individuals beginning on June 8th, 2012. Special thanks to Southeast Toyota, Marina One, 2 Georges at the Cove, Quiet Waters Park and RIVA Motorsports and Marine for hosting these meetings.

The following individuals participated in these meetings; Jim Mathie (Chiefy, LLC), Tom Tyghem (Marina One), Cheyne Cottrell (Island Water Sports), Linsey Cottrell (Island Water Sports), Mike Paim (Island Water Sports), Arilton Pavan (Dixie Divers), Rick Dell'Amico (Wyndham), Julian Felder (Wyndham), Gail Farkas (Comfort Inn Ocean side), Steve Scaggs (2 Georges at the Cove), Dr. Charles (Chad) Barr (Lynn University), Burgess Hanson, (City of Deerfield Beach), Lynn Fleming (City of Deerfield Beach), Bobby

Conclusion and Acknowledgements Continued...

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Special acknowledgment is given to MBA University of Florida student Alexa Von Staden who prepared the 2010 Tourism in Pompano Beach, Overview and Assessment Study that served as the basis for our 2013 Nautical Tourism in Deerfield Beach, A Nautical Destination Plan.

The principle writer and researcher for this Plan were prepared by MBA Lynn University student Kala Abdell with cooperation of the City of Deerfield Beach, the Greater Deerfield Beach Chamber of Commerce and the Broward County Greater Fort Lauderdale Convention and Visitors Bureau. Some sections of this Plan were written by Jim Mathie (Chiefy, LLC) and Judy Wilson (Pompano Pelican Newspaper).

The next step is to navigate the implementation of this plan. Deerfield Beach is a resort community which relies on tourism as a major economic engine. This plan focuses the City of Deerfield Beach as a “niche” destination with nautical tourism that when implemented will improve the quality of life for its residents, the local economy and the overall image of the City.



Conclusion and Acknowledgements Continued...

Profile - Kala Abdell



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Kala Abdell obtained her BS Degree, Summa Cum Laude from Lynn University with a major in Advertising and Public Relations and a minor in Graphic Design in May 2010. As an undergraduate she was a fully-scholarled athlete and member of the Lynn University volleyball team. She also served a part-time internship at BFW Advertising and as a staff writer for the school newspaper during her undergraduate career. She was subsequently admitted to graduate school at Lynn University where she received a full scholarship as a graduate assistant for the Lynn University Volleyball Team where she is pursuing her MBA in Sports Management. At the invitation of Jim Mathie and Professor Charles Barr, Lynn University, she was selected to assist in putting together this nautical destination plan. Kala is expected to receive her MBA degree in May 2013.

While in graduate school, Kala has also served as the co-owner of her new company, UPPS Volleyball Club where she handles the daily managerial duties and budgetary needs. She has also coached the women's volleyball team for American Heritage School in Boca/Delray, FL. Kala plans to continue growing her business and continue contributing to the world of sports through working in sports administration at the university level as either a coach or administrator.

As further background, Kala was born and raised in sunny south Florida. She participated in many competitive sports programs including over 10 years of travel and school volleyball, having the distinction of breaking almost every school record for volleyball at Royal Palm Beach High School. She assisted every summer in local school volleyball camps for young players at the middle and high school level for community service. In her free time she has played for the Dig the Beach volleyball sand tournaments where she competed at the open level. Kala is very grateful for the opportunity to contribute to this action plan in order to assist Deerfield Beach in becoming a well-known nautical destination.



**A special thanks to Broward County for
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We acknowledge the contributions of the following. Thank you for your assistance! This plan would not have been possible without you!



Marina One

