# Marina Update

**Bob Wise** 

Marsh Andersen, Ilc

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#### Seattle Hosts the Largest Boat Show on the West Coast



#### **Public Ports in Attendance**

- Port of Anacortes
- Port of Bremerton
- Port of Edmonds
- Port of Everett
- Port of Kingston
- Port of Olympia
- Port of Port Townsend
- Port of Poulsbo
- Port of Seattle
- Port of Skagit county
- Port of Whidbey
- In addition to dozens of municipal and private marinas



### 2018 Boat Show - Highlights

- Second year with new booth
  - Added video display
  - Highlighted new videos
- Great Location
- Startup a Conversation
  - Nice handouts
  - New BoatUS Sponsor
- All Hands on Deck
  - Staff
  - Commissioners
  - Citizens
- Marketing Support
  - Facebook
  - Port's Website
  - Constant Contact Raffle



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#### Boat Show Investments are a Great Value

- Expenses
  - Space rental \$1516
  - Travel Cost \$ 445
  - Uniforms \$ 531
  - Promo Items \$1830
  - Hourly staff \$1196
  - TV Stand \$ 978
- Total Cost \$6496



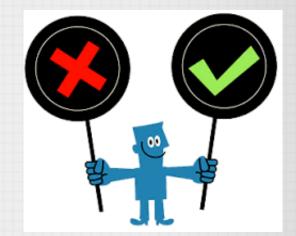
#### Boat Show is a Great Return on Investment

- Moorage contracted to date:
  - Bremerton 1
  - Port Orchard 2
  - Long Term Customer Value (LTCV) of \$34,428
- Yacht clubs booked 111 boat nights with a value of **\$5,300**
- Expect additional club events based on contacts made
- Value of fuel sales not included
- Transient moorage sales not included in ROI this year but will be next year (see example)

Location: Port Orchard Marina Preferred Method of Contact: Email Contact Email: skoesken@mac.com -- INDIVIDUAL Moorage Reservations--Name: David Senor Phone: 509-528-8077 Address: 4304 Winners Circle West Richland, WA 99353 Email (if different from above): From: 1 Apr 18 To: 3 Apr 18 Length: 38 AMP: 30A 120V Special Considerations: Sailboat with 13' beam and 5' draft. Boat name is Puffin. Looking for moorage for nights of 1-2 April. Have a coupon for one free night of moorage when staying two consecutive nights (picked up coupon at the Seattle Boat Show in January).

#### Update to Marina Rules and Regulations

- Performed comprehensive Review of current regulations
- We have a number of recommendations
  - Administrative
  - Policy
- Recommend that these be adopted effective June1<sup>st</sup>, 2018



#### Rules and Regulations – Administrative Changes

- Licensor/Licensee vs. Landlord/Tenant
- Title of authorized personnel changed from Director of Marine Facilities to Marina Manager
- Recreational Operators Liability Insurance Changes
  - Vessels less than 60' unchanged at \$300,000
  - Vessels greater than 60' increased to \$500,000
- Commercial Operators Liability Insurance Coverage
  - Minimum coverage increased to \$1M
- Removed requirement for deposits on electrical use
- Minor tweaks to sub-leasing arrangement licensee shall provide parking and access credentials to anyone who uses their slip
- Copy of Washington vessel registration must be updated annually with the office
- Added copies of the applicable state laws for how abandoned vessels are dealt with Confidential and proprietary information of Marsh Andersen IIc



#### Rules And Regulations – Policy Changes

- No permanent moorage will be allowed on the outside of the marina break water
- Temporary moorage on the outside of marina break water will be limited to 72 hours
- Discounts for tenants to use guest moorage eliminated on 3 busiest holiday weekends
- Background checks implemented for new live aboard tenants. Background check fees paid by applicant.
- Liveaboard privileges limited to immediate family members
- Airbnb, VRBO and other similar operations will not be allowed



## Thank You

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