

Marina Update

Bob Wise

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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



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)

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Location: Port Orchard Marina
Preferred Method of Contact: Email
Contact Email: skoerken@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).
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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 June 1st, 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



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