

Dry Boat Moorage Is It for You?

NMTA-WPPA Marina Conference

La Conner

November 14, 2012

Elliott Bay Marina

Twin Bridges Marina

BST Associates



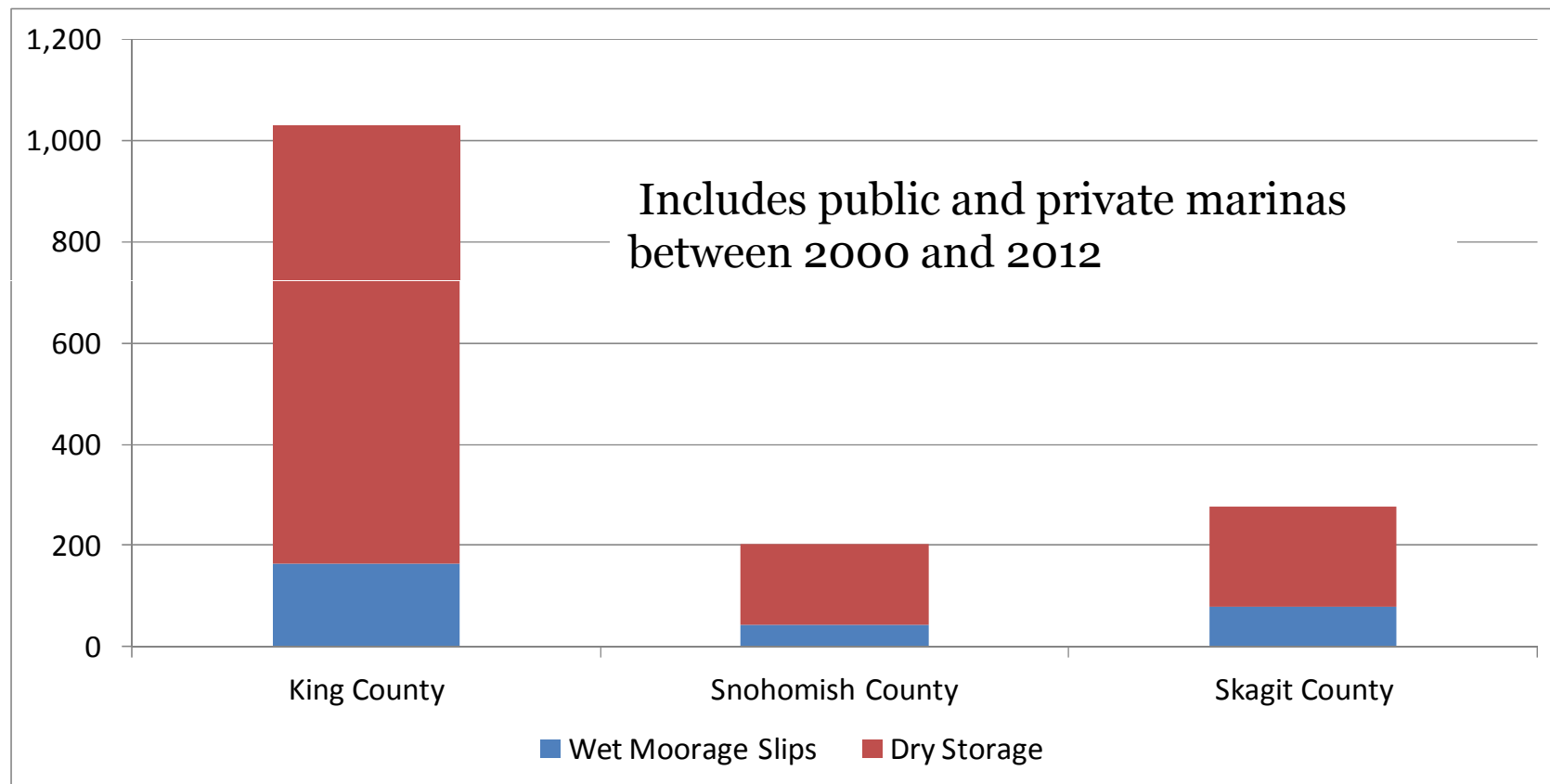


Agenda

- Overall Trends
- Twin Bridges Marina
- Foss Landing Marina

Change in Moorage Inventory

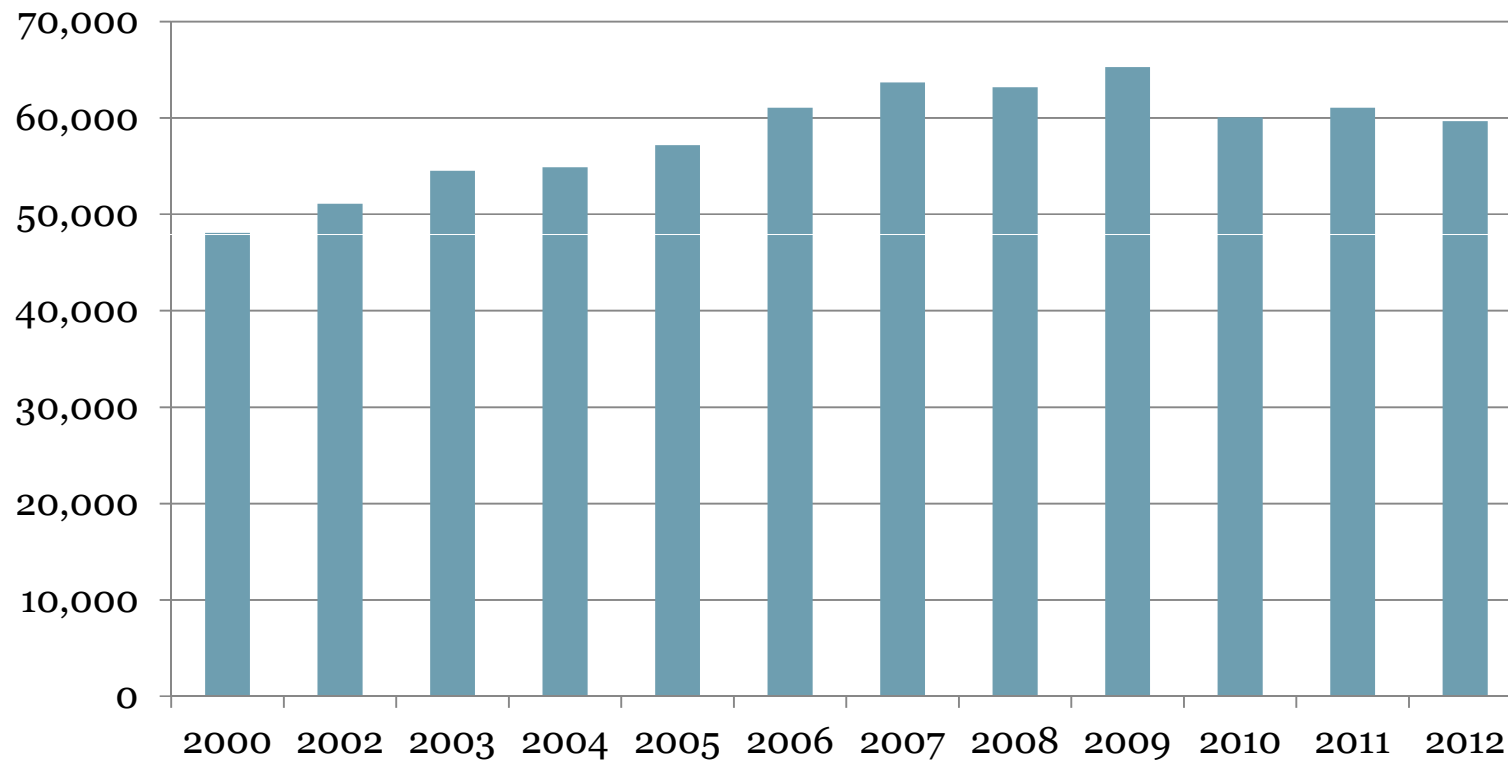
Source: Individual marinas & BST Associates



In King, Snohomish and Skagit Counties, there were approx 1,200 additional dry moorage spaces added between 2000 and 2012 compared to only around 300 new wet moorage slips.

Small Dry Boat Storage Market

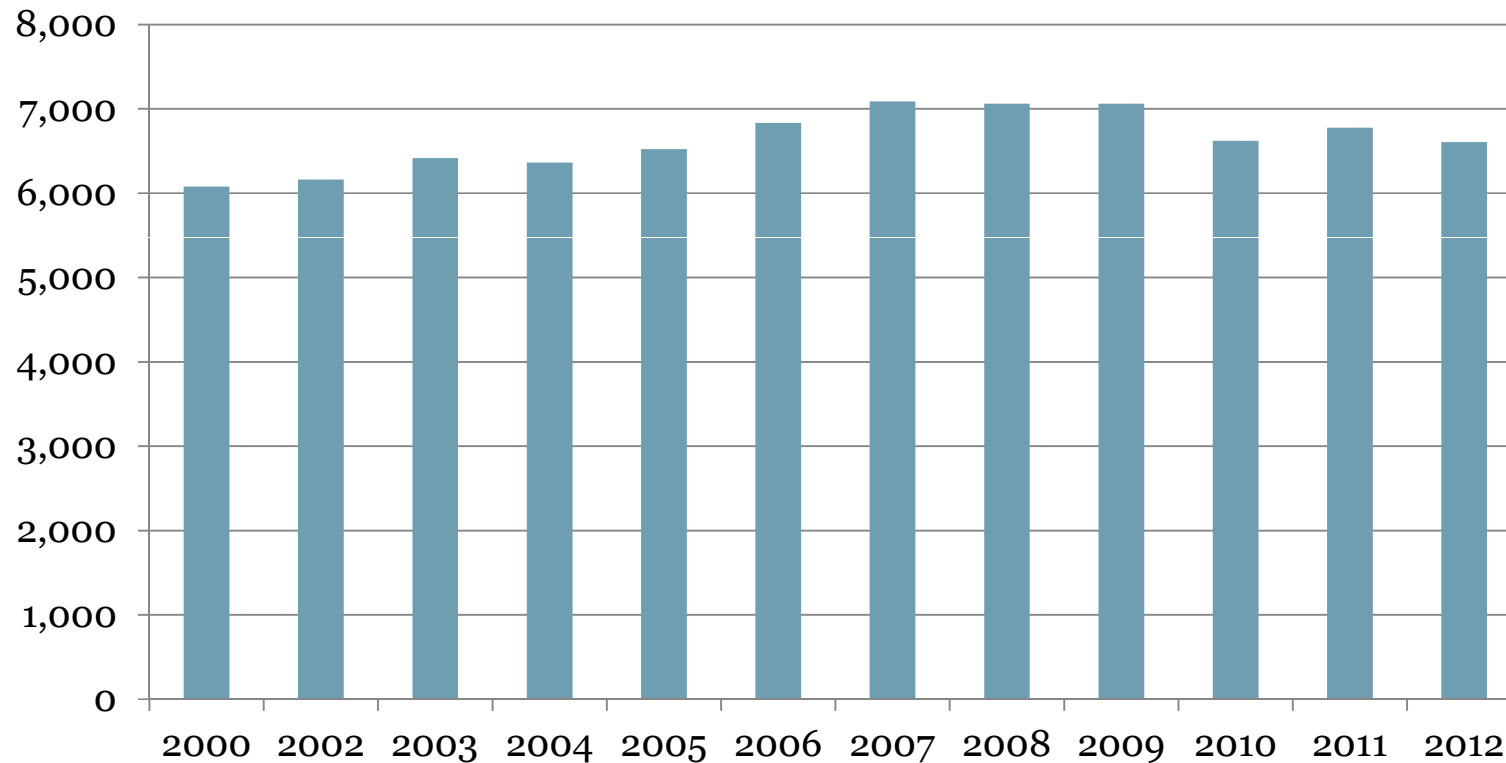
Source: Washington State Dept of Licensing Registered Boats 20 to 35 feet long



The small boat market peaked at 65,000 boats in 2009, then the market declined to approx. 60,000 boats. Approximately 5,000 boats left the registered lists – owner decided not to register, boat sold out of state, boat demolished etc. This market is the key size for dry stack storage.

Large Dry Boat Storage Market

Source: Washington State Dept of Licensing Registered Boats 36 to 55 feet long

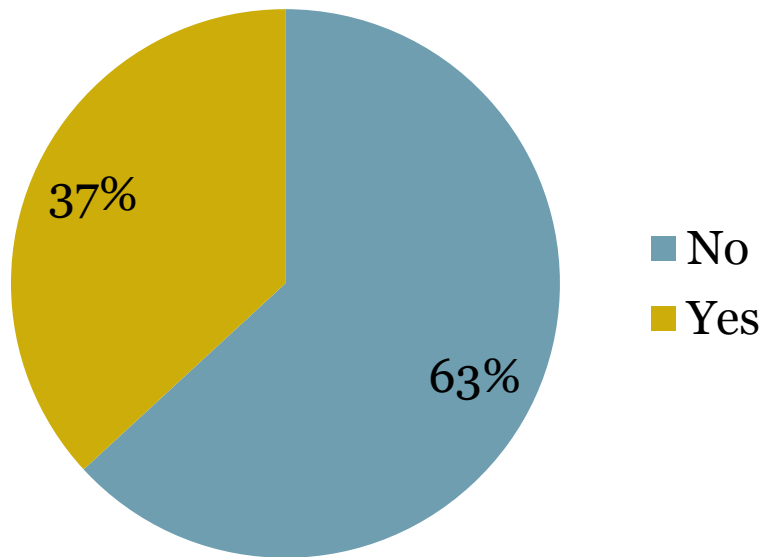


The large boat market peaked at 7,000 boats in 2007-9, then the market declined to approx. 6,600 boats. Approximately 485 boats left the registered lists – owner decided not to register, boat sold out of state, boat demolished etc. Some of these boats are opting for upland storage.

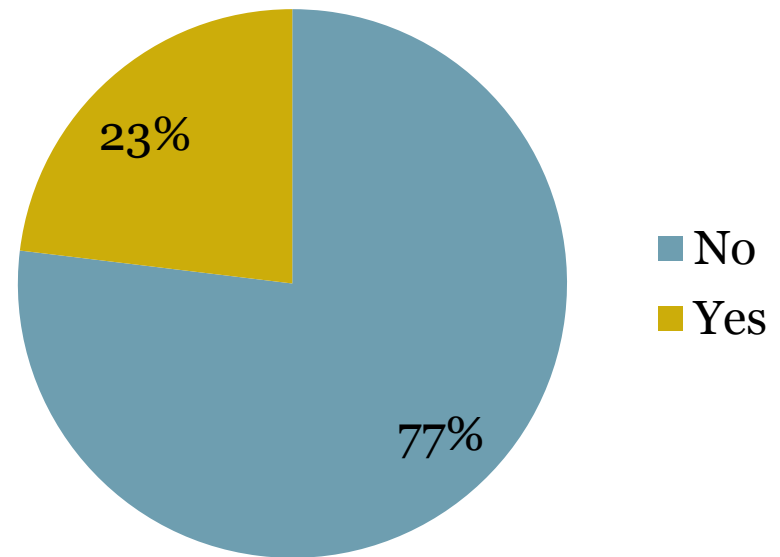
NMTA-WPPA Survey

Source: NMTA, Marinas, BST Associates

Currently Have Dry Boat Moorage



Considering Adding Dry Boat Moorage



Is it successful? = Mixed Bag

Source: NMTA, Marinas, BST Associates

- Somewhat successful. Some revenue is better than none
- Yes but use is seasonal.
- Our Dry Storage is seasonal. We are 100% occupied with a small waitlist during peak times. Prior to 2012, we had boats on stands and boats in racks. We eliminated the boats on stands and consolidated all boats, which provided some operational efficiency. It also created some urgency for those boaters who come back in the spring to come earlier before all spaces were taken. We changed our rate structure and now charge higher rates in the summer time when the dry storage customer uses us much heavier and lower rates for those who stay through the winter.
- We have a full storage yard, with a wait list of those wanting to go in. Revenue, very successful.
- Not really.
- Just opened it.
- The trailer storage includes basically any type of on ground storage. We are at 95% occupied in the dry storage area. The cost is less than 1/2 of what a moorage slip is.

Biggest Concerns

Source: NMTA, Marinas, BST Associates

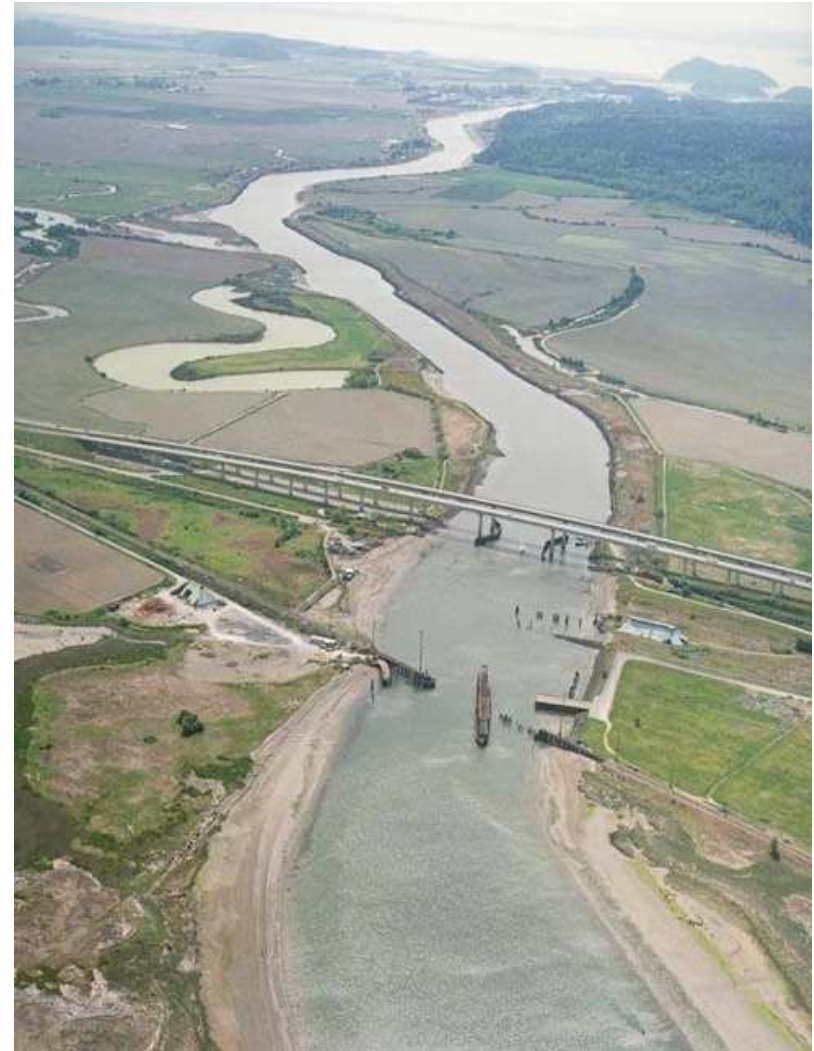
- Initial expense
- Expense in attracting new customers and reaching out to vacated tenants. No amount of marketing will work, however, if there are not strong fish runs and ample seasons for recreational anglers
- Staff intensive, high service and expensive to operate. Equipment dependant. Forklifts and launchers are expensive to maintain, but must be kept in tip top shape or we are out of business.
- We want it as short term and some people want long term storage. Lack of space to accommodate the need for long term storage.
- Wind storms
- Insurance, labor and overhead, level surface, sprinklers for fire, so placing dry storage on our site would eliminate required parking for the covered marina.
- Will take customers from our wet storage slips.
- After experiencing a little growth the last few years, we are a little emptier this winter than before.



Twin Bridges



Twin Bridges
Pre-Development ~1994





Just after Construction ~ 2000. Local Newspaper article:
"The Fog of Uncertainty at Twin Bridges Marina".



Operating Marina – float, storage/marshalling area, forklift at work, dry storage building



Twin Bridges
Inside & outside view of storage



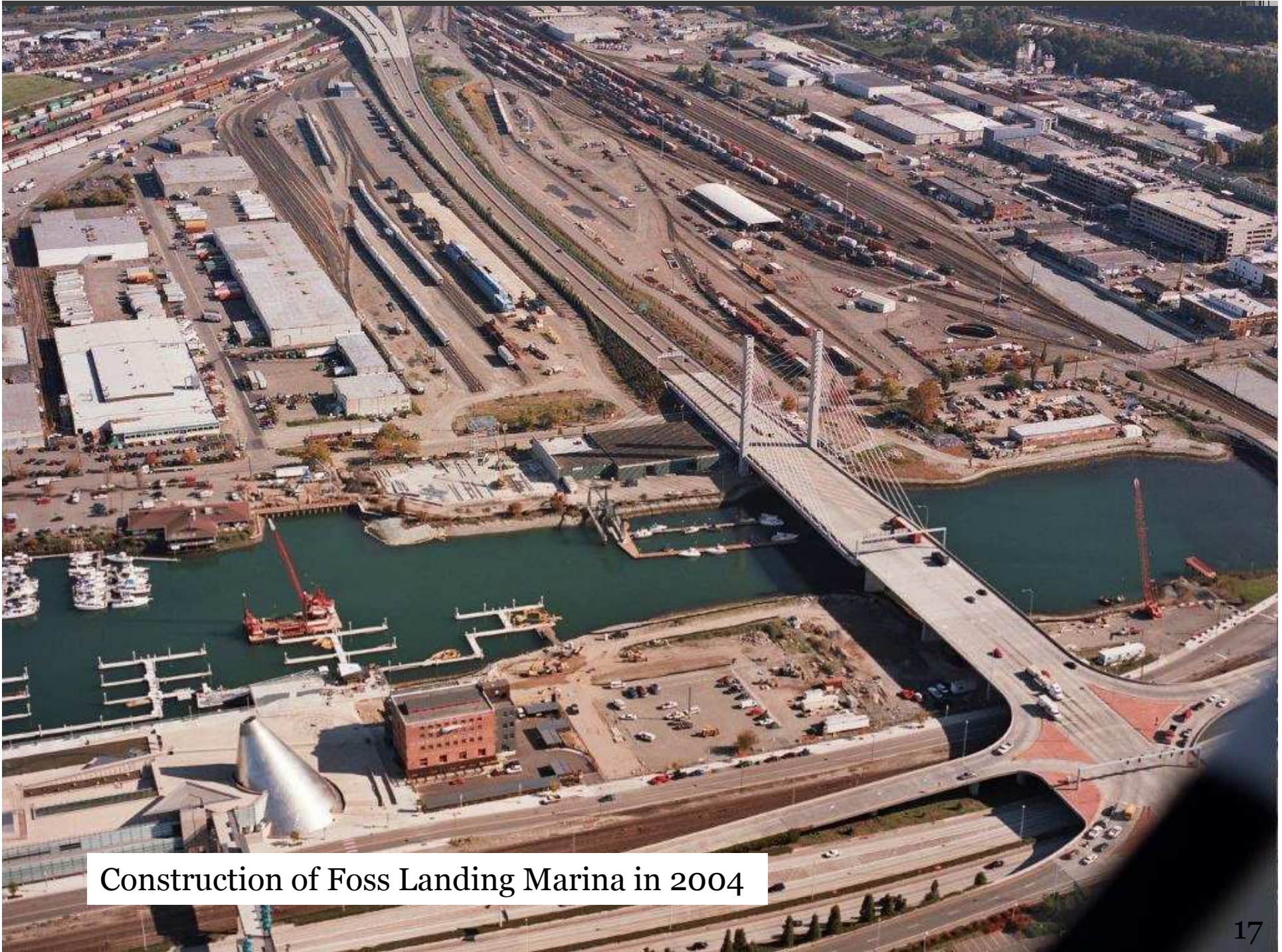
Twin Bridges also provides moorage for boat houses



Aerial of Twin Bridges looking north and west to Anacortes and the Islands



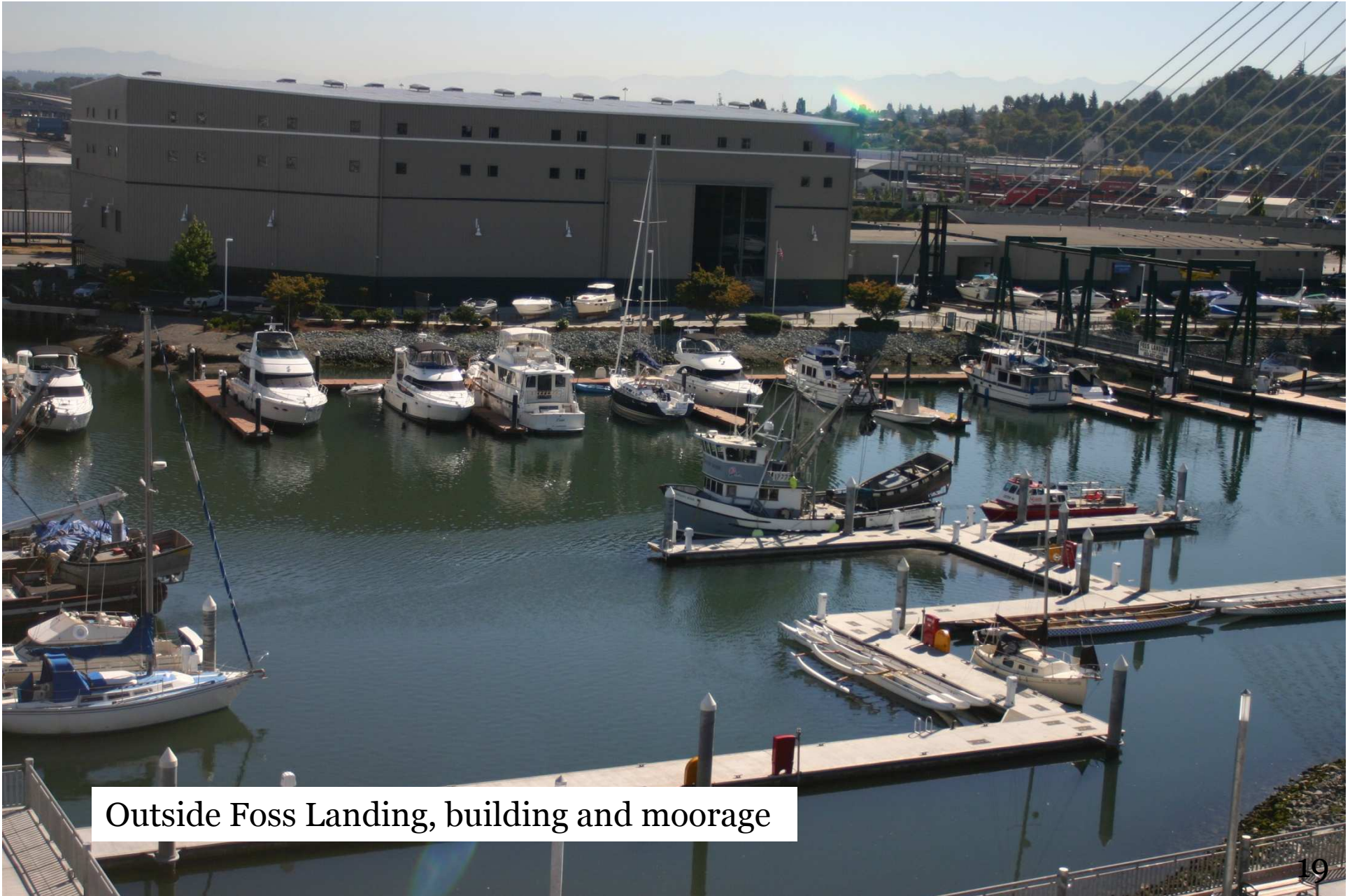
Foss Landing



Construction of Foss Landing Marina in 2004



Inside Foss Landing, forklift in operation



Outside Foss Landing, building and moorage



Foss Landing launch system

Pacific Marine Center - Anacortes



Pacific Marine Center on Fidalgo Bay in Anacortes is a full marine yacht service center including, dry land storage of yacht's up to 60' in length on approximately 36 acres with a huge refit building just under 34,000 square feet and private access to the water along with 350' of service dock.



Questions?