



## Bristol Harbor Master

TO: Bristol Town Council

Copy: Steven Contente  
Bristol Town Administrator

FROM:   
Gregg Marsili  
Bristol Harbor Master

DATE: May 12, 2025

SUBJECT: Marina Fuel Prices

This memo recommends two important changes to the Bristol Marina fuel dock pricing policy:

1. Removal of the current \$1 above wholesale price cap on marine fuel
2. Adjustment of the Bristol Resident discount from the current rate to 5 cents per gallon

These changes will allow the marina to operate more competitively while maintaining appropriate benefits for local residents.

### Elimination of Fuel Price Cap

The current policy limiting fuel prices to \$1 above wholesale purchase price should be eliminated for the following reasons:

#### Market Competitiveness

- Other marinas in our region operate without artificial price caps, allowing them to adjust pricing strategies seasonally
- Removing the cap allows us to remain competitive with other providers through more flexible pricing options

#### Industry Standard Practices

- A survey of comparable marinas in the region shows that fixed markup caps are increasingly uncommon
- Most successful marine fuel operations maintain pricing that reflects both wholesale costs and market conditions
- Industry benchmarking indicates that flexible pricing models result in more sustainable fuel operations

## Bristol Resident Discount Adjustment

I recommend adjusting the Bristol Resident discount to a fixed 5 cents per gallon for the following reasons:

### Simplified Administration

- A fixed per-gallon discount is easier to administer and communicate than a percentage discount
- Reduces calculation errors at point of sale
- Provides consistent, predictable savings regardless of fluctuating fuel prices

### Fair and Transparent Benefit

- Residents will clearly understand the exact benefit they receive
- The discount maintains a meaningful benefit for locals while balancing marina operational needs
- Provides a consistent discount regardless of market volatility

### Financial Predictability

- Allows for more accurate budgeting of resident discount program costs
- Creates a sustainable long-term resident benefit program
- Reduces financial uncertainty during periods of extreme price fluctuation

### Community Relations

- Maintains our commitment to providing special consideration for Bristol residents
- Reinforces the marina's position as a community asset
- Continues our tradition of acknowledging local taxpayer support

The removal of the \$1 price cap combined with a standardized 5-cent Bristol Resident discount represents a balanced approach that enhances the marina's operational flexibility while maintaining appropriate community benefits. These changes will position Bristol Marina for continued success in a competitive market while ensuring we can sustain high-quality service for all customers.

*Concun*  
*Stm Intants*  
STEVEN CONTENTE  
Town Administrator