



**City of LaBelle Board of Commissioners
Agenda Request**

To: Honorable Mayor and City Commission

Prepared By: Zane Mungillo

Date of Meeting: 02/13/2025

Date Submitted: 02/03/2025

Title of Agenda Item: Dockwa

Agenda Location: consent agenda

Report in brief: Renew Dockwa contract

- **Staff Comments:**
- increased your revenue by +84.60% YoY.
- +82% increase in total Dockwa network reservations YoY.
- +50% increase in leads in 2024 compared to 2023.

For the past two years, LaBelle City Dock has been on a legacy Marketing package priced at \$2,000 per year with a 3.5% processing fee. Starting with your upcoming renewal on March 6, 2025, you'll transition to our Transient and Storage Module at a discounted rate of \$3,500 per year. This package includes a flat 3.5% processing fee for all major card types, plus a \$0.15 transaction fee, and requires a two-year contract. The standard list price for this package is \$4,182.

Fiscal Impact: \$3,500 (+1,500 from last year)

Recommended Actions: Approve the price increase