



MARINA

821 Broughton Drive Sheboygan, WI 53081

MPF COMMITTEE REPORT

Tuesday August 6th 2024

Seasonal Slips

Up to June 2023

Slip Rentals: 101,621.17

Launch Fees: 11,367.00

Transient Slip Rentals: 5,197.70

Gas Sales: 15,997.89

Diesel Sales: 10,444.31

Up to August 1st, 2023

Slip Rentals: \$238,118.94

Launch Fees: \$24,322.50

Transient Slip Rentals: \$51,271.71

Gas Sales: \$117,404.78

Diesel Sales: \$58,030.85

Up to June 1st, 2024

Slip Rentals: \$220,290.50

Launch Fees: 4,896.68

Transient Slip Rentals: 6,090.00

Gas Sales: 15,647.73

Diesel Sales: 4,744.33

Up to August 1st, 2024

Slip Rentals: \$243,669.92

Launch Fees: \$14,147.62

Transient Slip Rentals: \$47,082.00

Gas Sales: \$75,421.50

Diesel Sales: \$31,638.23

Marketing and Sales

Currently we have a total 167 total slips sold, this is including half season slips and the Riverfront slips. Transient traffic was increased heavily in July and continues out to August 28th. We have surpassed our pre-cost of fuel as of mid-July. This is great news for the marina! Showing we are providing a competitive rate and consistency. However, this also leads to an increase in fuel prices as they will need to be closely monitored when fuel deliveries come for pricing. Fuel sales have also increased thanks to the better weekend weather Sheboygan has been having as compared to our first few weeks opening. This was one I was not sure the marina would surpass prior to the season.

You will see the marina currently is surpassing the previous year for slip rentals, please note the current numbers are a reflection of the entire year; F3's calculations are done monthly so you will see their storage numbers surpass this year the next meeting. Staying in line with their transient rentals is a good sign. Gas and Diesel sales lower I would look at the first month – month and a half of the season where the weather seized many boaters from going out.

Maintenance and Operations

The marina docks looked raggedy and old in the beginning of the season; dockhands have been diligently working to complete power washing of most of the docks. While we are all aware the docks will need to be replaced/repared, the marina is doing what it can to provide a better appearance and quality of life for the tenants. As of early July, the remains of the replaced marginal (earlier this year) and the rest of G-Dock have been removed from the marina. This was a major eye sore for Marina tenants and visitors, so it was great to see these docks removed. There is one more trailer and 2 more boats that need to be launched and outside of any mechanical issues, have been launched or removed as of August 2, 2024. The marina has been trying to focus on doing a better job of

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maintaining the Riverfront slips as well, this year we have seen an increase in fallen branches and trees. In turn, these get stuck in the River slips and require immediate maintenance. Cleanliness of the facilities is imperative and has been a main focus of management. Overall, the marina has stayed true to this outside of a few instances.



Amenities

Through city approvals, the manager has been granted permission to rent the ice cream stand area – unfortunately this was not able to be filled. A vending machine has been added to the marina to provide drinks. Originally there were supposed to be 4 in total but this has not been fulfilled by the vending company.

Customer Feedback

Tenants appear to be happy with the cleanliness of the marina and the power washing of the docks. Many tenants have also noticed the (overall) consistency in dockhands staying on tasks while at work and not sitting around doing nothing. Transient feedback has been mixed, a majority of the negative feedback is the lack of the amenities; specifically the pool and the bar area. Most positive feedback comes from the condition of the restrooms and captains lounge.

Improvements for the Marina

Power washing has been completed on most docks and the marginal. Power washing is a long process but one that will show great visible improvements for the marina. Grills has been deployed to compensate for the lack of grills at the common slip holder area along with umbrellas from the pool area. Marina Management system: overall, most tenants and transient have had negative feedback on the current Marina Management system; a main



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struggle for transients is not being able to provide same day bookings. From the marina side, it is difficult navigating on the application from a desktop or mobile device, this is currently being addressed internally and will proceed for the offseason. As we make our way toward the off-season, the marina will be inquiring with local businesses and attempt to provide a better overall atmosphere for season slip holders and transient boaters; while also trying to increase the profit for local businesses.

Safety

Safety. The ladders have been deployed, unfortunately someone stole the ladder by F-dock. But 5 others still remain to providing a way out of the water if someone falls in. Dockhands have been consistent in going to the River slips to remove the dangers of fallen stumps and trees. We had one incident with a boat bumping another, high winds and single engines were the cause; the marina moved quickly to bring the two boat parties together and allowed them to exchange numbers, insurance, etc.