



MARINA

821 Broughton Drive Sheboygan, WI 53081

Tuesday November 5th 2024

MPF COMMITTEE REPORT

Seasonal Slips

Up to August 1, 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 October 15, 2023

Slip Rentals: \$402,746.55

Launch Fees: \$32,485.23

Transient Slip Rentals: \$91,085.37

Gas Sales: \$176,198.35

Diesel Sales: \$103,234.33

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

Up to October 15, 2024

Slip Rentals: \$247,043.91

Launch Fees: \$38,312.32

Transient Slip Rentals: \$67,655.00

Gas Sales: \$112,100.02

Diesel Sales: \$61,595.42

Marketing and Sales

As of 11/1/24 the Marina will only be losing a total of 2 tenants for next season. This is excellent news moving into next season. Since early October, the Marina has also fielded many calls with inquiries in 45ft slips. The season ended with 7/13 of these slips being occupied. Going into next season, as of today, the marina is at 11/13 filled 45ft slips. 30ft slips have had significant inquiries as well. New rates have been set for the both Harbor Centre Marina and the Riverfront. Original rates have been adjusted after meeting with several tenants to better serve the community. This process has gone through City Counsel and been approved.

Maintenance and Operations

The Marina will be moving away from the Heygov program to Molo Marina Management. A proven and well reputable program specifically designed for marina management. Currently Molo is building the program to fit the marina needs. This includes; building both the Riverfront and Harbor Centre slips, adding all returning tenants to their slips, and prep for the leases to be sent to the tenants. The main change in this program comes from the availability of slip holder rates going by foot length, not slip length. Transient users will also be able to save their profile and not to go through the pain of restarting their application if they make a mistake. Molo should be ready to deploy by January.

The Marina would like to bring back a family-oriented atmosphere which was a key factor missing during our transition season. Next season will have monthly events for boaters. While most activities will cater to the boating community, it is important for the marina to provide a service to the people of the City as well. An example of this would be food truck events and outside concerts. The Marina would also like to retain most if not all of the dockhands hired this season. Feedback was positive across the board and will provide more consistency for the boaters. The Marina will be looking into extended hours next year. This would include a 6AM – 8PM shift. Two

MPF COMMITTEE REPORT

dockhands from 6AM – 2PM and two dockhands 12PM – 8PM. Marina Manager and Maintenance Manager would be in the middle shift to help relieve dockhands for lunch.

Amenities

One of the largest complaints the Marina took in this year from transients was the lack of transportation from the marina to other locations throughout the City. To counteract this, the marina will be working with Enterprise Car Rental. After transient boaters book their reservation, they will be asked if they need a car rental or not, if they click YES, they will be directed to the Enterprise Website to proceed with the booking; this booking will also come with a 5% discount through a code only viable through marina bookings. This will allow transient boaters coming off a 7 hour trip the availability of transportation to different locations throughout the City. It has been proven that it is difficult for an Uber or Lyft to come to the marina.

The marina is also working with outside vendors to provide other services such as food and beverage. A few suitable vendors have been contacted and seem like good fits for the marina. As of right now there is no more information on this but it is in working discussion.

The marina is also looking into a suitable company to provide boat rentals at the marina. As of right now there is no more information on this but it is in working discussion.

Customer Feedback

Google reviews have shown to be overall positive for this season. We did have a few negative reviews, regarding the pool and a transient coming in to a dock that was dirty. However, general feedback has been positive. One-on-one customer feedback has shown positives for the direction the marina is going moving forward in the future, this includes staffing and the overall big picture of the marina being rebuilt.

Improvements for the Marina

Earlier this year, concrete weights were made to assist in weighing the docks down for better stability. In early October a professional diver assisted in getting these weights in the water in prep for placement. As of 11/1/24 these weights have been floated over to their designated location and the project will be complete later this month. These weights are used to better assist keeping these docks in their designated location.

Safety

The marina is looking into the main gate used to enter the marina. Although the gate is designed to keep people from entering the marina, it is not sufficient enough to keep unwanted guests from entering the marina. The running idea, which will be the most cost effective, will be to add some unused gates we have to act as a deterrent. The gate will be much larger than it is now and will prevent people from going over or around the gate. The gate will be repainted as well to match. Updated 'No Fishing' signs will be added to the marina and in accordance with City Ordinance, 'Do Not Feed the Birds' signs.