



WELCOME
to the
DES MOINES
MARINA




WAGGONER MARINA SERVICES

WAGGONER CRUISING GUIDE

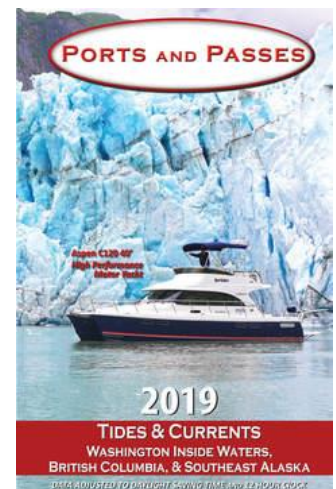
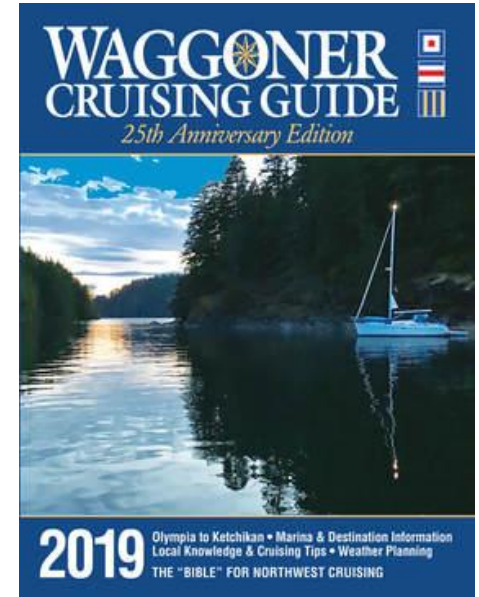


Waggoner Marina Services

- ❑ Marina Studies
 - ❑ Recommendations
 - ❑ Evaluations
 - ❑ From a Boaters Perspective
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The “Waggoner” Name

- ❑ Waggoner Cruising Guide
- ❑ Ports & Passes Tides & Currents
- ❑ Cruisers College
- ❑ Boat Show University
- ❑ Flotillas
- ❑ Fine Edge Publishing
- ❑ Nautical Magazine and Publication Authors



The Des Moines Marina Challenges and Opportunities



The Cruising Market Opportunity

There are 36,000 cruising boats in the NW and Inside Passage area including WA, BC & SE Alaska according to consulting firm Grant Thornton

- About 1/3 or 12,000 are serious cruising boats that go out every summer for 2 to 12 weeks
- Boats range from 26 foot cabin cruisers to 85 foot yachts and larger.
- Boat owners spend \$300 - \$500 per day or more at a destination on:
 - Moorage
 - Destination Marinas and Restaurant Experiences
 - Fuel, Maintenance, Parts and Accessories
 - New Electronics
 - Provisions and Liquor
 - Tours, Attractions and Fishing Charters

Boater Expectations

Boaters increasingly expect to find destination resort level facilities.

- Marinas today are more than a place to park boats. They want **a destination**.
- Cruising public expects to find resort/hotel grade facilities and services throughout.
- Cruising boaters are willing to pay the price.
- Tenant boaters want a safe, secure, convenient place to house their boat when not out cruising.


Opportunities for the City of Des Moines Marina

- The Marina is an economic generator with moorage and other services.
- It is also a popular amenity with access to the water for people to enjoy, go fishing, participate in water sports like kayaking and boating.
- It is very busy on a pleasant weekend with people strolling the waterfront and enjoying Beach Park.
- Located very close to SeaTac Airport, the Marina has opportunities to host fly-in marina tenants. The Pacific Northwest has been discovered.
- The Marina has uplands that can be better utilized and can form a link to the Marina District.
- Ranger Tug/Cutwater and the Marine Trades value the Des Moines Marina and can make better use of this asset. More Taxable Retail Sales?

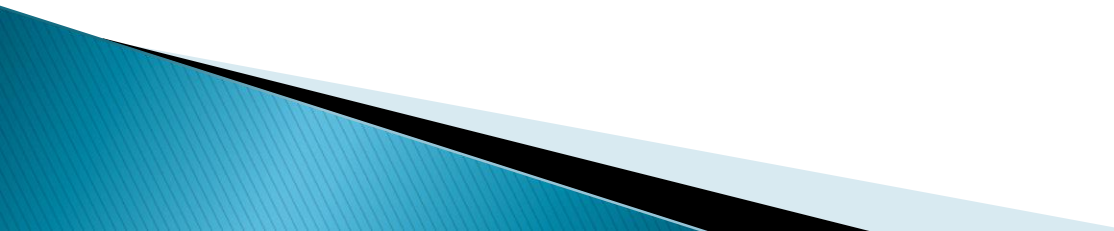
There are also many Challenges ahead:

- The Marina infrastructure - seawall, docks, electrical systems – need a plan for replacement.
- The mix and configuration of the docks need to be reset to meet the different needs of the market for larger slips.
- Upland marina support amenities need to be rebuilt. This includes bathrooms, laundry and storage areas.
- There are development opportunities to improve the marina floor area and increase lease revenue and Taxable Retail Sales for the City.

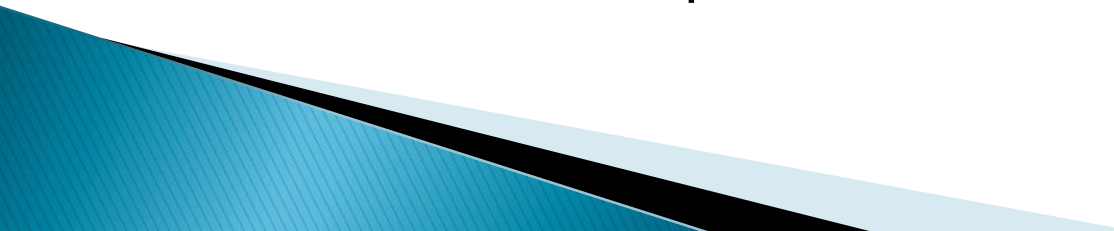
Phase 2 - Challenges Ahead:

- How to pay for the millions in investment for renovation and replacement of the marina facilities.
 - Moorage Fees will need to increase.
 - Covered moorage is very expensive to build and maintain.
 - Develop a responsible plan that meets the needs of the citizens, tenants and the market.
 - Work out a schedule for the re-development that works around environmental issues and the logistics of moving existing tenants around.
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Phase 2:

- Draft Plan for Marina Renovation and Rebuild
 - Draft Plan to Renovate and Develop the Foreshore
 - Project Future Revenue, Costs and Investment Models
 - Draft a multi-stage plan over the next 10-15 years. The plan will evolve every 5 years or so during development.
 - Consider different business models such as a Public-Private Partnership for the marina
 - What are the preferred amenities to make Des Moines an attractive Marina Destination?
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Phase 2:

- Gather information from tenants, the community, and the city on the future vision
 - Gather information from industry sources and vendors
 - Create an extensive budget model behind projected plans
 - Report back to the City Council and Staff
 - Participate in community meetings to report out the results of the Phase 2 study.
 - Create recommendations to the City and staff for the marinas future plans
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**We Believe the
Des Moines Marina
Has a Bright Future as an
Economic Generator
But, This Will Require
Careful Planning and New
Business Development**

