



**WELCOME**  
to the  
**DES MOINES**  
**MARINA**



# WAGGONER MARINA SERVICES

## WAGGONER CRUISING GUIDE



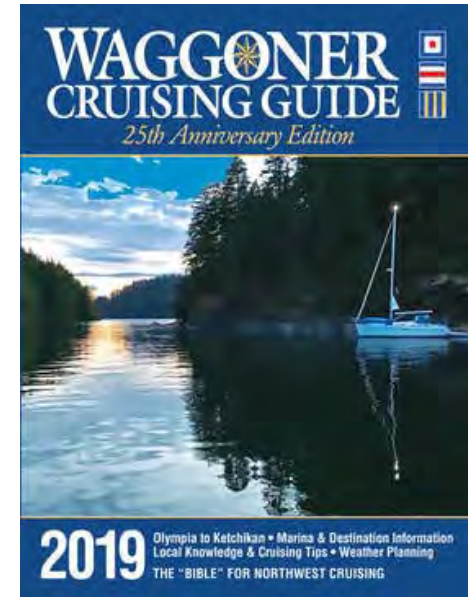
# Waggoner Marina Services

- ❑ Marina Studies
- ❑ Recommendations
- ❑ Evaluations
- ❑ From a Boaters Perspective



# The “Waggoner” Name

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



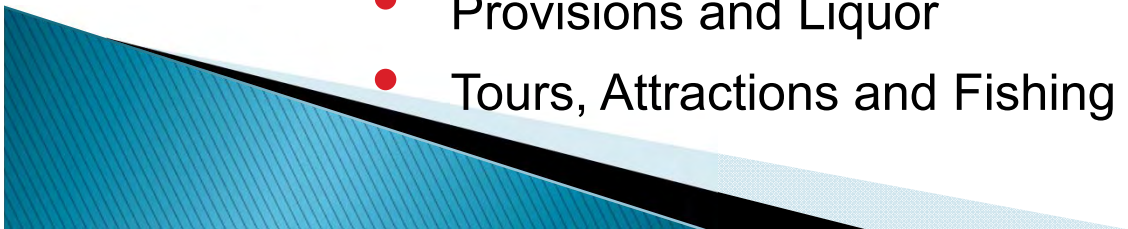
# **The Des Moines Marina Challenges and Opportunities**



# 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.



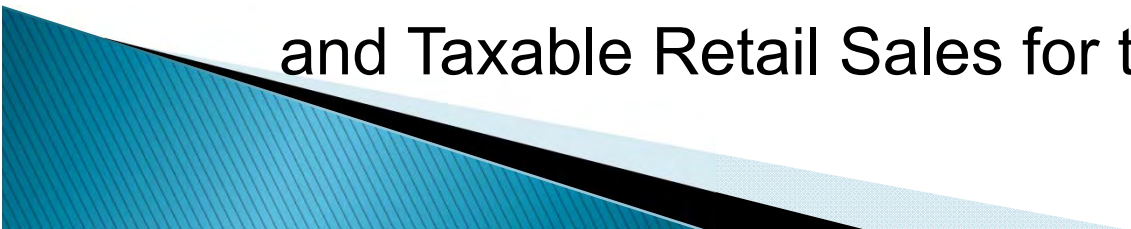
# Opportunities for the City of Des Moines Marina

- 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.



## 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?



## 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



**We Believe the  
Des Moines Marina  
Has a Bright Future as an  
Economic Generator  
But, This Will Require  
Careful Planning and New  
Business Development**

