

## **Activities to Promote Swantown Marina Guest Dock, Fuel Dock, and Launch Ramp Usage**

### **A 2018 Citizens Advisory Committee Project Report**

**Prepared by Jerry Wilkins, Jim Broman, & Greg Bucove - POCAC Subcommittee Members**

### **Background**

The Port, and the Thurston Economic Development Council, estimate that visiting boaters have a financial impact of about \$400,000 to \$500,000 on the Olympia area economy each year. Visiting boaters spend an estimated average of about \$180/day while here, and if the Port could be successful helping increase this tourism segment, the larger financial impact would be very welcome - not only to the Port, but to the City of Olympia, and county as a whole.

Therefore, the Port would like to drive greater utilization of Swantown Marina's assets - the guest dock area, the fuel dock, and the launch ramp - and asked the POCAC to look into how these assets are currently marketed, and to investigate and make suggestions about how the Port might effectively entice more boaters to visit and stay longer.

Commissioners asked the POCAC to look at what specific Port activities could bring about greater utilization, create more revenue, encourage more local restaurant and business visitation, and help build greater sales volume for the new fuel dock. What would it take to attract more boaters? More marketing? Yacht club outreach visits? Discounts? Bicycles for visitors? Other Ideas?

### **Current Situation**

#### **Guest Dock Usage Data:**

Swantown's guest dock area has approximately 70 slips, although on most days only about 50 are available for visiting boaters. The remaining 20 are leased longer term to large boats that are required to move out during high visitor weekends, like Harbor Days, Lakefair, and Memorial Day.

Although visitors arrive all year around in these ice free waters, overnight stays are greatly concentrated in the three month period from about June 15<sup>th</sup> to September 15<sup>th</sup>, and during those high season weekends noted above, all 70 slips are usually fully booked.

Roughly one third of Swantown Marina visitors arrive with organized yacht club bookings, with about 20 club visits/year. When three or more clubs visit simultaneously the guest area can be fully booked.

If all of the 50 normally available slips were rented for three summer months, there could be as many as 4,500 boat-nights of moorage income. However, marina records show that recent full year usage ranges from a low of about 2,000, up to about 2,500 boat-nights/year. Clearly, Swantown has the physical capacity to grow guest dock usage and income if more boaters could be tempted to stay during non-peak periods.

Swantown charges visitors \$20 minimum, or \$0.90/ft. for overnight moorage, a rate comparable with other South Sound marinas, and lower than most more northerly Puget Sound marinas. Moorage income from the guest dock has averaged about \$50,000/yr., and in recent years has peaked approaching \$60,000/yr. As of September, 2018 usage is running about 22% higher than 2017 which marina management attributes to the increasingly good general economy, good weather, and the new fuel dock.

It is interesting to note however, that compared with overall Swantown Marina moorage income (about \$1,900,000/yr.), guest dock moorage income of \$60,000 only comes to about 3% of that overall total. Indicating that, even if guest moorage were doubled - while the regional financial impact would certainly be notable and very welcome - the direct contribution to increased Port revenues would not be substantial.

### **Fuel Dock Usage Data:**

The new fuel dock only opened for business in late July last year, so data is still short term. At the time of this report, there have only been two complete months of comparable year to year fuel dock sales numbers. The very low July numbers for 2017 reflect the late opening date and partial month of operations. However it is encouraging to note that sales in July of this year were good with over 12 thousand gallons each of gasoline and diesel sold.

As recently reported in *The Olympian*, overall sales have been disappointing compared to initial estimates and projections. However, the same news article noted that the expected growth rate was only about ½% per year. This year's August sales, compared to last year, were up 29% for both gasoline and diesel. And this year's September diesel sales were roughly 230% over last year. Gasoline for September this year was roughly the same as last year.

Although there is a clearly increasing trend in sales as the facility becomes known in the boating community (please see Fuel Sales Table next page), it is still too early to accurately project how sales will grow over several years. Bruce Marshall, the Marina Director, expects that with greater exposure, and continued good general economic conditions, fuel dock sales will continue to ramp up over a 3 to 5 year period, then stabilize with lower annual growth rates.

So far the average purchase has been about 50 gallons, with diesel accounting for close to 2/3rds of sales, and gasoline about 1/3<sup>rd</sup>. Fuel pricing is competitive with the few other South Sound fuel docks, and follows the

original pricing plan which was to price for about 75¢/gal. gross profit. When adjusted for volume discounts and multi-tier pricing, the average gross profit is within the range or \$0.65 – 0.67/gal.

At the time of this report Port of Olympia diesel was priced at \$3.50/gal. vs. \$3.50 at Boston Harbor and \$3.77 at Zittle's. Gasoline was \$3.97 vs. 4.75 at Boston Harbor and \$4.28 at Zittle's so there might be some opportunity to increase margins without hurting volume. During the recent Harbor Days weekend, 19% of the registered visiting boats purchased fuel before leaving. Some were so happy with the price of diesel that they planned for extra South Sound cruising and a return to Swantown to top off tanks before going home (see Visitor Survey, appendix B).

### Swantown Marina Fuel Dock Sales (Gallons)

2017 & 2018, Year to date

Month					Transactions	
	2017 Diesel	2017 Gasoline	2018 Diesel	2018 Gasoline	2017 # of Sales	2018 # of Sales
Jan			1,691	717		42
Feb			2,270	487		51
Mar			1,054	1,215		54
Apr			4,906	1,813		83
May			7,802	5,422		276
Jun			7,878	5,258		280
Jul	129	291	12,383	12,035	16	572
Aug	10,809	8,440	13,957	10,879	471	459
Sep	6,008	5,681	13,638	5,285	336	326
Oct	7,738	2,059			133	
Nov	3,735	721			49	
Dec	1,952	892			48	
Totals	30,371	18,083	65,579	43,083		

### Launch Ramp and Other Amenity Usage:

In 2017, there were 2,850 launches recorded at the ramp, not including haul-outs and launches at the boatyard. Income from the launch ramp was \$15,337. 2017 income from the coin operated showers was \$4,375, and from the laundry facility was \$11,600.

Combined with the nearly \$2 million income from long term moorage, and with other amenity rentals, storage space, property rentals, and other miscellaneous fees, total marina 2017 income came to \$2,186,841.

### **Marina Staff:**

Marina staff responsibilities include managing and maintaining facilities, and serving tenants and guests 24/7 for the total of 720 boat slips; 60 Boatyard work stations, the Travelift haul-out, boat maintenance, repair and storage yards, as well as several shore side buildings, and the fuel and pump out facility. In addition, staff provides 24 hour security, and emergency boater assistance service with Port emergency boats.

Present staffing for Marina Operations includes 11 people: 1 Marina Director, 1 Marina Supervisor, 1 Office Assistant, 2 Harbor Operation Technicians, 1 Fuel Dock Attendant, 1 Maintenance Supervisor, 1 Maintenance Tech, 1 Boatyard Manager, 1 Boat Works Coordinator, 1 Boatyard Technician. During the high tourist season June 15<sup>th</sup> to September 15<sup>th</sup>, the Harbor Director can also hire 2 part-time seasonal workers for the fuel dock and boatyard.

This staffing level is adequate at present with seasoned long term employees who have been cross trained to cover different responsibilities. However, Bruce Marshall, the Marina Director, considers that the present staffing would not be sufficient to cover expected needs for additional staff operated amenities such as a trolley transportation service for guests, or to manage and maintain even a small fleet of guest shared bicycles. Therefore, if additional amenities are to be considered and recommended by the POCAC, alternative means to cover anticipated labor and costs should also be investigated.

### **Marketing Staff:**

Marketing activities for the entire Port – including Marina marketing efforts - are the responsibility of Jennie Foglia-Jones the Port's Communications, Marketing and Outreach Manager, with support from her assistant, Brianna Baker. The 2018 budgeted amount for all Port Marketing is \$52,200. The marketing budget for Swantown Marina is \$22,200.

### **Current Marketing Activities:** Please see Appendix A, Swantown Marketing 2018

Over the years, Port staffers have developed and maintained an active marketing campaign with information in several publications, and participation in trade shows and community events. Marina marketing material has been sent to most area cruising and boating guide publications as well as several area yacht clubs. Staff members participate in a variety of regional boat shows and economic development forums, as well as many community events, and have produced a number of brochures and promotional items as seen in Appendix A.

Just this year, Jennie and her team developed and produced a 30 second 'Destination' video infomercial that portrays the Swantown Marina and Olympia as a dazzling place for boaters to visit with restaurants, a charming city center, and comfortable marina amenities including the new fuel dock facility. Staff expects to have the infomercial played on Comcast, at trade shows, and on social media and selected websites.

## Swantown Marina Marketing Budget, 2018

Communications, Marketing & Outreach Budget		2018		
82		Final		
		Budget		
<b>Operating Expenses:</b>			<b>2018</b>	
7817432	-082 Marketing Materials	1,000		
	Display - Swantown		1,000	
7817441	-082 Advertising/Promo	21,200		
	Promo Items - Swantown Marina		1,000	
	Promo Items - Swantown Boatworks		1,000	
	Advertising - Swantown		9,000	
	Seattle Boatshow - Swantown		2,000	
	Portland Boatshow - Swantown		1,200	
	Tidebooks - Swantown		5,000	
	Customer Event - Swantown		2,000	
		22,200		

## Transportation

The Swantown Guest Dock is at the north end of the Port peninsula, and is somewhat remote from downtown Olympia. Many boaters, once tied up at the Marina, want to easily visit the area's restaurants, sights, and shops, but find that involves a fairly long walk.

A boater could simply cruise, or ride a skiff, over to downtown Olympia, and tie up at either the Port Plaza or Percival Landing guest docks. But the time to prepare to move, cruise at no-wake speed out, over, and through the channel to town, and tie up again would take most of an hour, two hours for a return trip.

As a result, many boaters simply stay close to their boat and the guest dock, spending less time (and money) in Olympia than they might if more transportation options were available.

Port Staff have talked informally with Intercity Transit about the possibility of extending the Dash Shuttle north to the Marina, but so far that has not proved possible, and the present marina budget and staffing would not stretch to cover the cost and labor to provide an in-house shuttle service.

## Amenities

Swantown provides showers, toilets, laundry, pump out, oil recycle, fuel, trails, Wi-Fi, parking, an on-line webcam, and BBQs and a pop-up tent upon request by groups. Showers and laundry are coin operated. Toilets are free, but might be locked during off hours.

Additional amenities offered by some other Puget Sound marinas include:

- Free Shuttle service to town (Edmonds, Pt. Ludlow)
- Free parking
- Bocce ball courts (Shilshole)
- Electric car charging station
- Free cable TV at dock
- Bike lockers

The POCAC believes the Swantown amenities offering compares well with most regional marinas. With the exception of some small issues (electrical outlet position in the ladies room), visiting boaters praised the Marina's dock and shore side amenities (see Visitor Survey Appendix B), and commented on the reasonable charges for BBQs, tents, and tables. Please see the Visiting Boaters Survey Recommendation section( below) for some further suggestions.

## POCAC Recommendations

**Based on interviews with Visiting Boaters, Port Staff; and POCAC Research.**

See Appendix B - Marina Visitors survey

### Re-Focus the Welcome Kiosk & the Welcome Brochure Map

For many arriving boaters, the small shed at the top of the Launch Ram - the moorage registration shed with a big sign marked **PAY HERE** - is their first shore-side contact with the Port of Olympia. There the visitor can calculate and conveniently pay moorage fees with an envelope and pay box. Although, an additional convenience would be to have ability to pay moorage online, or electronically at this pay station or at the fuel dock office.

The kiosk has a 'Boater's Guide' poster showing several marina locations in the Sound, a sign with Marina rules, Port and Emergency phone numbers, and a cork board with local notices. However, this is a missed opportunity to provide a broader welcome to visitors. We recommend that the Port re-focus this shed as a 'Welcome Kiosk' with more maps and posters, and holders for takeaway brochures, local information, and area walking maps tailored to the visiting boater. Timely information on seasonal services like the Farmers Market, DASH bus service, Music in the Park, and other events could be posted on the bulletin board.

The Port already has an existing well done 4 fold colorful brochure titled "Discover Port of Olympia's Waterfront" (see Appendix B). This brochure is an excellent marketing tool to show local residents what the Port has to offer, but we recommend that a similar brochure and map be configured specifically for Marina visitors. The new brochure could list more restaurants, microbreweries, grocery stores, shops, bus routes, outboard and inboard repair shops, trails, ice providers, propane providers, marine supply houses, and the like, as well as noting on the map where they can be found, and also give walking times and biking distances from the Welcome Kiosk. Transportation provider numbers for taxi services, Intercity Transit, etc., should be included on the take-away map. A weatherproof permanent poster mounting of the new brochure should be put on the kiosk wall (and the fuel dock office wall).

Besides being a great give-away at the Welcome Kiosk, this specific 'Please come visit Swantown Marina' brochure could also be an excellent marketing tool for direct mailings to yacht clubs, publication writers, etc. Jennie Folia-Jones estimates the cost of developing and printing a new 4-fold brochure tailored toward visiting boaters at \$1,200. We recommend that the Port budget this amount in next years' budget planning to prepare and print such a brochure, and to update it yearly or as needed for continuing Marina marketing.

We recommend that the Kiosk should be re-named and decorated to be more welcoming. The PAY HERE sign could be de-emphasized. Costs for adding a poster of the new brochure and map, as well as holders for take-away brochures, new information boards, walker direction sign posts, etc. should be less than \$2,000.

### Update Web & Direct Marketing Presence

As noted above, and as can be seen in Appendix A, Port Staff have long been active disseminating information about the Marina to a number of publications and web based guides. However, many older printed boating and cruising guides for this region still have limited and outdated information on the Olympia Marina. Even so, some of these older printed book type guides also have web sites that might be brought up to date with new data.

We visited several websites, looked at printed guides and developed some suggestions that we propose to the Marketing Staff. These include:

### **Send updated information to cruising websites:**

- Update information on the Cruising Northwest website. Send the new 30 second video to [Tray@cruisingnw.com](mailto:Tray@cruisingnw.com) so that it can be added to their YouTube channel. Also, add links to Swantown site from their site (see how Port of Skagit did it for the LaConner marina); put Swantown info on their South Sound Services pages, and add Swantown to their “Destinations” pages.
- Update the Waggoner Cruising Guide. The 2018 update has no phone numbers for Swantown
- Update NW Cruising.com Send a Swantown link to be added to their site
- Send updated information to print publications for future editions:
  - “A Cruising Guide to Puget Sound and the San Juan Islands” Migael M. Scherer, McGraw Hill [www.migaelscherer.com](http://www.migaelscherer.com)
  - “An Alternative Boating Guide to Southern Puget Sound” James Nugent
  - “Puget Sound: A Boaters Guide” Jo Bailey, Carl Nyberg San Juan Enterprises Inc. Marine Guidebooks

### **Send out Direct Mail Information Packages:**

- Send brochures and updated marina information - and the new videos - to all area Yacht and boating clubs. **See Appendix C** for a list of 50+ Yacht and Sailing Clubs in the Puget Sound Region.
- Send material to authors and publishers of cruising guidebooks. Update info and links to Port videos on YouTube.

### **Re-Establish Direct Outreach Visits to Yacht Clubs**

In past years, Port staff visited yacht clubs in person to present Swantown as a destination. These were quite effective in convincing clubs to come. We recommend that Port leaders budget for the time and costs to renew those visits, choosing five of the most promising regional yacht, sailing, and boating clubs each year and arranging to make presentations with videos, flyers, and welcoming promotions.

Direct visits could be done with either Marketing and/or Marina staff as time permits. Presentations could be tied with promotional moorage rates, and special amenities (BBQ, tents, etc.) to encourage clubs to include Olympia in their cruise programs.



## Transportation Recommendations

### DASH and Intercity Transit

We recommend that the Port Commissioners delegate one of themselves and/or a senior Staff member to officially discuss Marina transportation issues with IT, and to engage with the Olympia-Lacey Tumwater Visitor and Convention Bureau and others to explore all possibilities, including:

- DASH or other bus service to the Marina. Possibly during the high traffic months of summer, or at least on those few holiday weekends with predictably high Marina occupancy.
- Arrange Dial-A-Ride or similar service to the Marina for the above time periods.
- Look into shuttle service alternatives, again at least on those high level weekends when the marina is expected to be fully booked.

### Bicycle Share

One potential method to improve transportation options for visiting boaters would be a Bike Share program, and two Port Commissioners have expressed interest in this possibility. In general there are two types of Bike Share systems: City systems, and Ride and Return systems. With City systems a registered user can pick up a bike from multiple locations; and after using it, leave it at a variety of other locations. The city of Seattle has experimented with several such systems with varying success. It is not likely that a City system would be appropriate for the Port since the time and costs to manage multiple locations would be too great. A Ride and Return system with a single starting and ending storage rack would be much more appropriate. These are often set up by hotels, universities, apartment complexes, and the like.

At present in Olympia the only Ride and Return Bike Share we found is at the Hotel RL (Red Lion). Registered RL guests can check out a bike for a couple of hours for no charge by signing an agreement and a liability release. If a guest wants to keep the bike for more than two hours, there is a small additional hourly fee. Hotel managers provide all the system components in-house. Hotel staff signs out the bikes, keeps track of bike usage themselves, and arranges for all payment paperwork, upkeep, and maintenance.

A 'do-it-yourself' Ride and Return program like at the Hotel RL would likely take more management time than the Marina staff could provide. Fortunately there are several Ride and Return system suppliers that can, for a reasonable cost, provide outsourced bikes, locks, racks and all needed equipment; software for management and payments. Customers arrange payment, sign liability waivers and unlock bikes via software downloaded to a smart phone. Rental income is deposited directly to a Port bank account. Some of these providers can also outsource required safety inspections and maintenance. They will all provide bikes branded with Port logos and colors, with a variety of features.

Some of these are: <http://www.onbikeshare.com/how-it-works.html>

[http://www.republicbike.com/bike\\_sharing.asp?gclid=CjwKCAjwyrvaBRACEiwAcyuzRAnbL8m-anhAbRqVPWCpYc8g7G96E9iFR2yflL1OpQDYDKiNkMKVTxoCA8oQAvD\\_BwE](http://www.republicbike.com/bike_sharing.asp?gclid=CjwKCAjwyrvaBRACEiwAcyuzRAnbL8m-anhAbRqVPWCpYc8g7G96E9iFR2yflL1OpQDYDKiNkMKVTxoCA8oQAvD_BwE)

<http://www.smoovebikeshare.com/>

Republic Bike (phone 1-800-220-3420) provides systems for office buildings, colleges, apartment houses, and the like with an automated smart phone app for registering and liability agreements, charges (with direct deposit to a Port account), Bluetooth locks mounted on the bikes. A ballpark figure for the system is \$1000/bike. Maintenance would have to be arranged by the Port through a local bike shop.

On Bike Share (please see their quotation in Appendix D), phone 401-475-8094, can provide two types of Ride and Return programs: 1) A private shared amenity system with an inexpensive 5 bike pilot program, in which the rider is not charged a fee, but Port staff would have to register the rider and approve the bike use within the software program; and 2) A Public System (minimum 10 bikes @ \$12,800) in which a user would register herself in the smartphone app with a credit card, electronically sign a liability waiver. On Bikes have 7 speeds, locks, and baskets, and the company can provide either year-long service, or a three-season service contract to cover all safety inspections and maintenance for \$200/bike/yr.

We recommend that the Port investigate out a 10 bike system with On Bike, or a similar provider, that can 'out-source' nearly all aspects of the system so that there is minimal additional time and management cost to marina staff. The Port should chose a provider that can not only deliver beautifully customized bikes with Port of Olympia livery painting and logos, but also provide all the required upkeep, maintenance, and service through a local bicycle shops. Expected capital and maintenance first year costs of approximately \$16,000 should be placed in either the marina or marketing budgets for 2019. Staff can keep an eye on income and the time and effort needed to cover any work not provided by the provider, and can get readouts of bike usage from the provider, and then can evaluate whether to continue the bike program in subsequent years.

### **Other Transportation Recommendations**

- Investigate ability to loan out electric golf carts so visitors can get to the market and city, like those in use at the Kingston Marina.
- Install a bike rack for boaters who bring their own bikes. Boaters like to clear their decks for room while moored at the marina, and there is limited space on the docks.

### **Visiting Boater Survey - Suggestions & Recommendations**

- Arrange for a Pump Out service to serve visitors during three day weekends. During an extended visit holding tanks can fill rapidly, and untying and moving a boat temporarily to the pump out station can be time consuming and problematic with many boats and a busy gas dock. Alternatively the marina could purchase a portable wheeled vacuum pump out system. Call Pelican Pump, (360) 402-8231, 2100 West Bay Dr. NW. No. 21
- Change the laundry and shower charging system to credit/debit card service. This would eliminate a visitors need to carry quarters. At a minimum, visitors have suggested better signage to note that change is required. Often boaters have had to turn around and return to the boat to find change. Cost to change the system should be minimal.
- Investigate systems to allow visiting boaters to pay moorage fees with apps or credit/debit cards.
- Install more lights along the long dock (to gas pumps). The dock is dark at night. Visitors have suggested solar powered lighting, perhaps with motion detectors to light up when needed.

- At the top of the ramp install more informational signage for walkers: Directions to the Farmers Market, restaurants, bus stations, etc.
- Position Recycle and trash bins on the dock, or at least closer to the ramp. Visitors spend a lot of time carrying trash and recycle material all the way up to the bathroom area.
- Visitors suggested the Port install better lighting at the tent and table area on shore.
- Install boat wash down hoses by the ramp haul out so salt water can be rinsed off. These would also be greatly appreciated by outboard motor uses for flushing out salt water from motors. Several visitors suggested they would be happy to pay higher ramp charges to cover the additional costs of hoses and fresh water.
- Consider shore power pedestals with GFI that stop power when current bleeding is sensed. These would protect anyone who might fall into the water from shocks, and would protect zincs.
- Visitors noted that some large boats had to make do with 30A services, while a few that only use 30A needed to have splitters supplied so they could hook up shore power.
- Where the Cape normally lies, boaters had to run electrical cords across the dock, raising concerns for safety at night.
- Visitors also noted that some slips are not close to water service.

## Promotions for Marina Visitors

Historically, Swantown has offered promotions at selected boat shows giving the 3<sup>rd</sup> night free with 2 nights guest moorage. We recommend doing more of this, but also doing targeted weekend promotions. Some of the yachting and sailing clubs listed in Appendix B are within an easy one day run. At 7 to 10 knots cruising, clubs from roughly Tacoma to the south might be tempted to program more overnight weekend trips to Olympia. We recommend sending those clubs a promotional weekend discount moorage rate to encourage trips to Olympia .

**See Appendix E** for promotions offered by other regional marinas:

Edmonds:	Frequent User Punch card
Poulsbo:	activity float, BBQ, Pop-up tents for individual boaters

POCAC recommends evaluation of the promotion program run by the Port of Edmonds to see which features might be applicable to Swantown. Staff should use promotions in conjunction with direct club visits and direct marketing mailings to encourage visits.

## Summary of Recommendations:

- Re-Focused Welcome Kiosk with boater oriented information and maps. Provide more brochures and maps, directional signs for walkers. Cost estimates, with new brochure, ~ \$3000.
- Updated Web and Direct Mail and visits. Costs are staff time, travel costs, and mailing costs. Estimated costs per year, ~ \$5,000.
- Formally engage with Intercity Transit to investigate peak weekend bus service to the marina
- Bicycle Share. Initial year expenses of ~\$16,000
- Physical Plant changes recommended by visitors. Staff to evaluate cost/benefit
- Promotions, evaluate incorporating a program similar to Port of Edmonds

## Conclusions

The POCAC believes that the Port staff does a good job marketing the Swantown Marina and catering to visiting boaters given the small budget and the limited staffing available. In fact, POCAC members surveying visiting boaters this summer were pleased to hear many visitors praise Port staff, both on the docks and in the Marina office. Visiting boaters clearly feel welcome and safe at Swantown, and are well attended.

Historically, Puget Sound boaters have headed north toward the San Juan Islands and Canada for long range cruising and holiday boating. Olympia, and the South Sound have for years been lessor destinations, with fewer major attractions, fewer quaint touristy areas to visit, fewer services, lighter winds, wide tidal ranges, and fewer yacht clubs with open bars.

However, the reputation of the South Sound is slowly changing as more boaters come to see the many inlets, coves, and beaches as a great area for leisurely cruising, hanging out, and 'gunkholing; especially as the region slowly develops more touristy attractions like Percival Landing. And, now that there is a new fuel dock at the bottom of the Sound, Swantown utilization will inevitably increase.

Port management should be aware that utilization increases will likely be a slow progression regardless of marketing efforts. They should also note that increased rental income from guest docks and the launch ramp will probably not make substantial differences to Marina income.

Increasing the number of visiting boaters will, however, substantially contribute to increased fuel dock use, and to the general economic health of Olympia and Thurston county. For that reason POCAC believes the Port should incorporate as many as possible of the relatively low dollar cost and low labor cost recommendations discussed here - especially additional web based, print based, and direct marketing efforts, a more welcoming reception kiosk and information booth for visiting boaters, and rental bikes. With these, progress toward making Swantown a 'must visit' boating destination will certainly be faster.

## **APPENDICIES**

<b>Appendix A.</b>	<b>List of current Marina Marketing Activities</b>
<b>Appendix B.</b>	<b>Swantown Marina Visitor Survey</b>
<b>Appendix C.</b>	<b>List of Regional Yacht and Sailing Clubs</b>
<b>Appendix D.</b>	<b>Bike Share Information and Quote</b>
<b>Appendix E.</b>	<b>Promotions</b>

### **A. Swantown Marketing – Staff Activity**

#### **Publications:**

- Northwest Boat Travel Guide
- Waggoner’s Travel Guide
- Northwest Yachting
- Thurston Chamber Voice Magazines
- Experience Olympia & Beyond Visitor Guide
- BRI Communications Boater’s Guide & Maps (throughout Puget Sound & San Juan Islands)

#### **Video/Commercial:**

- Swantown Destination Video/Commercial
  - \*To be shown: Comcast commercial for Tacoma & North Market/Portland market, Trade Shows, Website, Social Media, Partner social media/websites

#### **Trade Shows/Community Partner Events:**

- Seattle Boat Show
- Portland Boat Show
- Thurston Chamber Green Business Awards
- Economic Development Council Real Estate Forum
- Economic Development Council Economic Forecast

#### **Port produced Brochures/Materials:**

- Swantown Marina & Boatworks Brochure
- Rate Cards
- Tide Guides
- Experience Olympia’s Waterfront Brochure
- Environmental Fact Sheets
- Returning Your Investment Handout
- Port of Olympia Environmental Fact Sheets
- Strategic Plan
- Promotional Items (giveaways)
- Apparel (via Port staff/visitors)

Community Events/Tours:

- Dragon Boat Festival
- Olympic Air Show
- Music on the Plaza (2 concerts)
- Olympia Brew Fest
- Summer Splash (Hands on Children's Museum – 2 event days)
- Harbor Days Festival
- Port Tours (avg 900-1400/year)

Social/Websites:

- Port's Website ([portolympia.com](http://portolympia.com))
- Swantown's Website ([swantownmarina.com](http://swantownmarina.com))
- Social Media Pages (Facebook, Twitter, Instagram, LinkedIn)
- Experience Olympia & Beyond Website and Social Media pages

Other:

- Port Vision 2050
- Billy Frank Jr. Trail/Park
- Silver Sea Cruise Ship Visits
- American Cruise Lines Visits
- Education outreach with Career & Technical Education programs throughout County
- Lacey Loves to Read

## **APPENDIX B. HARBOR DAYS - POCAC Swantown Marina Visitor Survey,**

**September 2nd, 2018** Surveyors: Jerry Wilkins Connie Bucove Greg Bucove

**Number of visiting boaters surveyed:** about 60, roughly 50 boats were present from several clubs: Tacoma, Foss Harbor, Gig Harbor, Pt. Orchard, Totem (16 boats), SeaBacs, Boeing Employees, University Place, and Chambers Creek.

### **FUEL DOCK COMMENTS**

- There was universal appreciation for the fuel dock. Most visitor planned to buy fuel. Exceptions were from Des Moines. One large boat owner was interested in quantity discounts, he used 300 gal. just to get here.
- Some thought the pricing was so attractive they planned to do extra cruising while here in the South Sound and re-fuel again before leaving.

### **TRANSPORTATION COMMENTS & SUGGESTIONS**

- Many boaters surveyed do walk to the market, and restaurants. Some walk all the way up to the capital buildings, however others who were older find it hard to get far from the dock area.
- Many commented that getting around is a real issue at Swantown since most attractions are a long walk from the marina.
- Suggestions included:
  - Arranging for Dial-a-ride service, or shuttles for long weekends
  - Could the Marina loan electric golf carts to get to the market like at the Kingston Marina.
  - Install a bike rack for boaters who bring their own bikes. They like to clear their decks for room while moored at the marina.
- Shilshole has bus shuttles, Kingston has e-cars for free. E-bikes and scooters were suggested.

### **BIKE SHARE IDEA**

- Almost universal support. Nearly everyone surveyed thought this was a good idea, although a couple said that would not use bikes. Several asked detailed questions about how the services might work.
- Even those boaters who bring their own bikes support the idea of a bike share system.
- Some asked for bikes with baskets for shopping. One for training wheels.
- Some suggested that the service include e-bikes, but agreed that the area is flat enough that regular bikes would be good.

### **GENERAL SUGGESTIONS**

- Install electrical outlets in the Ladies Room for hair dryers (near the mirrors).
- On Welcome Kiosk information sheets put:
  - days/hours for Farmers Market.
  - days/ hours for DASH busses
  - contacts for mobile pump out service
  - Directions to grocery store, coffee bar
  - Information/timing for Live entertainment
- Get a Portable Pump out so boats don't have to move. 3 Day stay can fill up a boat's tank, and leaving the slip to the crowded pump out station and back is time consuming.
- Alternatively, arrange for the mobile pump out service, Pelican Pump from West Bay Marina, to provide service to visiting boaters during heavy use long weekend club visits. .

- Change laundry and shower charging system to credit/debit card service. Eliminate need to carry quarters. At minimum, several visitors suggested better signage that change is required so that boaters don't have to return to the boat to find change.
- Install more lights along the long dock (to gas pumps). Is dark at night. Install solar lighting, perhaps with motion detectors to light up when needed.
- Better signage for walkers: Directions to Market, restaurants, bus stations
- Position Recycle and trash bins on the dock, or at least closer to the ramp.
- Better lighting at the tent and tables on shore.
- Set up e-mail list to send notices to return boaters. Monthly news.

### **LAUNCH RAMP SUGGESTIONS**

- Install boat wash down hoses by the haul out so salt water can be rinsed off.
- Install hoses so that motors can be flushed.
- Increase Ramp charges to cover costs of water supply.

### **GENERAL COMMENTS**

- Love it! Feel Safe. Great Facility. Will come back. Great docks. Clean docks. Love the showers. Reservations easy. 3<sup>rd</sup> visit this year. Clean bathrooms.

#### **Staff / Reservations::**

- Many praised staff: Jeff and Dylan are very helpful, courteous. Nancy will be missed when she retires!
- Two visitors had difficulty making reservations, but then were able to reserve a week later.
- The recent change requiring reservations and payments a month ahead of time is cumbersome. Clubs have difficulty getting all members lined up that early.

#### **Shore Power Utility Pedestals:**

- Consider power pedestals with GFI that stop power when current bleeding is sensed. Protect anyone who might fall into the water from shocks. Protect zincs.
- Some large boats had to make do with 30A services, while a few that only use 30A needed to have splitters supplied.
- Where the Cape normally lies, boaters had to run electrical cords across the dock.
- Some slips are not close to water service.

#### **Amenities:**

- Olympia map in the welcome envelope was appreciated. Although not everyone remembered to carry it with them to go walking.
- BBQ and tent was well appreciated. Cost was reasonable.
- Ice at the fuel dock was greatly appreciated.
- Many commented on the cleanliness and quality of the docks and finger piers.



### C. List of Puget Sound Area Yacht, Boating, and Sailing Clubs

Club Name	Location	Phone
Anacortes Yacht Club	Anacortes	360-293-4555
Bellevue Yacht Club	Bellevue	206-730-0302
Bellingham Yacht Club	Bellingham	206-733-7390
Bremerton Yacht Club	Bremerton	360-479-2662
Brownsville Yacht Club	Brownsville	360-692-5498
Carver Cruisers Yacht Club	Puget Sound	none
Corinthian Yacht Club	Bellingham	none
Corinthian Yacht Club	Seattle	206-789-1010
Corinthian Yacht Club	Tacoma	none
Day Island Yacht Club	Tacoma	none
Des Moines Yacht Club	Des Moines	206-878-7220
Duwamish Yacht Club	Seattle	206-767-9330
Edmonds Yacht Club	Edmonds	425-778-5499
Everett Yacht Club	Everett	425-259-8178
Fidalgo Bay Yacht Club	Anacortes	360-299-9123
Flounder Bay Yacht Club	Anacortes	none
Fox Island Yacht Club	Fox Island	253-549-2063
Friday Harbor Yacht Club	Friday Harbor	206-378-4581
Gig Harbor Yacht Club	Gig Harbor	253-851-1807
Hat Island Yacht Club	Hat Island	253-355-8004
Hidden Harbor Yacht Club	Puget Sound	none
Kingston Cove Yacht Club	Kingston	360-297-3371
Lake Sammamish Yacht Club	Sammamish	425-837-0988
Meydenbauer Bay Yacht Club	Bellevue	425-454-8880
Mukilteo Yacht Club	Mukilteo	425-355-6002
Navy Yacht Club	Everett	none
Oak Harbor Yacht Club	Oak Harbor	360-675-1314
Olympia Yacht Club	Olympia	none
Orcas Island Yacht Club	West Sound	none
Point Roberts Yacht Club	Point Roberts	none
Port Angeles Yacht Club	Port Angeles	360-457-4132
Port Ludlow Yacht Club	Port Ludlow	none

Port Madison Yacht Club	Bainbridge Island	none
Port Orchard Yacht Club	Port Orchard	360-874-9366
Port Townsend Yacht Club	Port Townsend	none
Poulsbo Yacht Club	Poulsbo	206-842-2200
Puget Sound Yacht Club	Seattle	206-634-3733
Quartermaster Yacht Club	Vashon	none
Queen City Yacht Club	Seattle	206-323-9602
Rainier Yacht Club	Seattle	206-722-9576
Roche Harbor Yacht Club	Seattle	253-927-6034
San Juan Island Yacht Club	Friday Harbor	360-378-3434
Seattle Singles Yacht Club	Seattle	206-938-3187
Seattle Yacht Club	Seattle	206-325-1000
Semiahmoo Yacht Club	Blaine	none
Sequim Bay Yacht Club	Sequim	360-683-1338
Shelton Yacht Club	Shelton	206-426-9476
Sloop Tavern Yacht Club	Seattle	206-782-3330
South Sound Sailing Society	Olympia	none
Swinomish Yacht Club	LaConner	206-752-3555
Tacoma Yacht Club	Tacoma	253-752-3555
Three Tree Point Yacht Club	Des Moines	206-824-3674
Totem Yacht Club	Tacoma	206-759-9062
Tyee Yacht Club	Seattle	425-408-0239
Viking Yacht Club	Tacoma	none
West Sound Corinthian Yacht Club	Olympia	non

PSSI Puget Sound Sailing Institute  
Lake Union Yacht Club

Tacoma  
Seattle

253-383-1774  
206-223-7476 [lakeunionyachtclub.com](http://lakeunionyachtclub.com)

<i><b>Yacht Club</b></i>	<i><b>web address</b></i>	<i><b>Location</b></i>	<i><b>Phone</b></i>
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<a href="http://www.anacortes.net/ayc/">Anacortes Yacht Club</a>	<a href="http://www.anacortes.net/ayc/">http://www.anacortes.net/ayc/</a>	Anacortes	(360) 293-4555
<a href="http://www.bellevueyachtclub.com/">Bellevue Yacht Club</a>	<a href="http://www.bellevueyachtclub.com/">http://www.bellevueyachtclub.com/</a>	Bellevue	
<a href="http://www.byc.org/">Bellingham Yacht Club</a>	<a href="http://www.byc.org/">http://www.byc.org/</a>	Bellingham	(206) 733-7390
<a href="http://www.bremertonyachtclub.org/">Bremerton Yacht Club</a>	<a href="http://www.bremertonyachtclub.org/">http://www.bremertonyachtclub.org/</a>	Bremerton	(360) 479-2662
Brownsville Yacht Club		Bremerton	(360) 692-5498
<a href="http://www.carvercruisers.com/">Carver Cruisers Yacht Club</a>	<a href="http://www.carvercruisers.com/">http://www.carvercruisers.com/</a>	Puget Sound	-
<a href="http://www.ciyc.net/">Clover Island Yacht Club</a>	<a href="http://www.ciyc.net/">http://www.ciyc.net/</a>	Kennewick	(509) 586-9656
<a href="http://www.concentric.net/~greblach/cbsc.htm">Columbia Basin Sailing Club</a>	<a href="http://www.concentric.net/~greblach/cbsc.htm">http://www.concentric.net/~greblach/cbsc.htm</a>	Richland	-
Columbia Basin Yacht Club		Richland	-
<a href="http://www.cpyc.net/">Columbia Point Yacht Club</a>	<a href="http://www.cpyc.net/">http://www.cpyc.net/</a>	Kennewick/ Richland	-
Corinthian Yacht Club of Bellingham		Bellingham	-
<a href="http://www.cycseattle.org/">Corinthian Yacht Club of Seattle</a>	<a href="http://www.cycseattle.org/">http://www.cycseattle.org/</a>	Seattle	(206) 789-1919
<a href="http://www.cyct.com/">Corintian Yacht Club of Tacoma</a>	<a href="http://www.cyct.com/">http://www.cyct.com/</a>	Tacoma	-
Des Moines Yacht Club	-	Des Moines	(206)878 - 7220
Duwamish Yacht Club	-	Seattle	(206)767-9330
<a href="http://www.edmondsyachtclub.com/">Edmonds Yacht Club</a>	<a href="http://www.edmondsyachtclub.com/">http://www.edmondsyachtclub.com/</a>	Edmonds	(425) 778-5499
<a href="http://www.everettyachtclub.com/">Everett Yacht Club</a>	<a href="http://www.everettyachtclub.com/">http://www.everettyachtclub.com/</a>	Everett	(425) 259-8178
Fidalgo Bay Yacht Club		Anacortes	(360) 299-9123
Fircrest Yacht Club		Tacoma	-
<a href="http://www.fbyc.com/">Flounder Bay Yacht Club</a>	<a href="http://www.fbyc.com/">http://www.fbyc.com/</a>	Anacortes	-
<a href="http://www.fiyc.com/">Fox Island Yacht Club</a>	<a href="http://www.fiyc.com/">http://www.fiyc.com/</a>	Fox Island	(253) 549 2063
Friday Harbor YC	-	Friday Harbor	(206) 378-4581
<a href="http://www.gigharboryc.com/">Gig Harbor Yacht Club</a>	<a href="http://www.gigharboryc.com/">http://www.gigharboryc.com/</a>	Gig Harbor	-
Grand Coulee Dam Yacht Club	-	Coulee Dam	-
<a href="http://users.techline.com/ghyachtclub/">Grays Harbor Yacht Club</a>	<a href="http://users.techline.com/ghyachtclub/">http://users.techline.com/ghyachtclub/</a>	Aberdeen	

<b>Hat Island Yacht Club</b>		<b>Everett</b>	<b>(206) 355-8004</b>
<a href="#"><u>Hidden Harbor Yacht Club</u></a>	<a href="http://www.geocities.com/~hiddenharbor/">http://www.geocities.com/~hiddenharbor/</a>	<b>Seattle</b>	-
<a href="#"><u>Intl. Yacht Racing Club</u></a>	<a href="http://thispagewasdesignedbySteveSteinerforyachtclub.com2000-2003">http://thispagewasdesignedbySteveSteinerforyachtclub.com2000-2003</a>	<b>Gig Harbor</b>	-
<b>King's Bay Yacht Club</b>	-	<b>Ariel</b>	-
<b>Kingston Cove Yacht Club</b>	-	<b>Kingston</b>	<b>(360) 297-3371</b>
<a href="#"><u>Lake Sammamish Yacht Club</u></a>	<a href="http://www.sammamishyacht.com/">http://www.sammamishyacht.com/</a>	2325 East Lake Sammamish Place <b>Sammamish</b> 98075	<b>(425) 837-0988</b>
<b>Longview Yacht Club</b>	-	<b>Longview</b>	<b>(206) 423-3671</b>
<a href="#"><u>Meydenbauer Bay Yacht Club</u></a>	<a href="http://www.mbycwa.org/">http://www.mbycwa.org/</a>	<b>Bellevue</b>	-
<a href="#"><u>Mukilteo Yacht Club</u></a>	<a href="http://www.mukilteoyachtclub.com/">http://www.mukilteoyachtclub.com/</a>	<b>Mukilteo</b>	<b>(425) 355-6002</b>
<b>Navy Yacht Club Everett</b>	-	<b>Everett</b>	-
<a href="#"><u>Oak Harbor Yacht Club</u></a>	<a href="http://communities.msn.com/ohycoakharboryachtclub">http://communities.msn.com/ohycoakharboryachtclub</a>	<b>Oak Harbor</b>	<b>(360) 675-1314</b>
<a href="#"><u>Olympia Yacht Club</u></a>	<a href="http://www.olympiayc.org/">http://www.olympiayc.org/</a>	<b>Olympia</b>	-
<a href="#"><u>Orcas Island Yacht Club</u></a>	<a href="http://www.oicy.org/">http://www.oicy.org/</a>	<b>West Sound</b>	-
<b>Oro Bay Yacht Club</b>	-	<b>Anderson Island</b>	-
<a href="#"><u>Point Roberts Yacht Club</u></a>	<a href="http://mypage.direct.ca/j/jkneesch/index.html">http://mypage.direct.ca/j/jkneesch/index.html</a>	<b>Point Roberts</b>	-
<a href="#"><u>Port Angeles Yacht Club</u></a>	<a href="http://www.payc.org/">http://www.payc.org/</a>	<b>Port Angeles</b>	-
<a href="#"><u>Port Ludlow Yacht Club</u></a>	<a href="http://www.olympus.net/community/plyc/">http://www.olympus.net/community/plyc/</a>	<b>Port Ludlow</b>	-
<a href="#"><u>Port Madison Yacht Club</u></a>	<a href="http://www.portmadisonyc.org">http://www.portmadisonyc.org</a>	<b>Seattle</b>	-
<a href="#"><u>Port Orchard Yacht Club</u></a>	<a href="http://poyc.org/">http://poyc.org/</a>	<b>Port Orchard</b>	<b>(360) 874-9366</b>
<a href="#"><u>Port Townsend Yacht Club</u></a>	<a href="http://www.ptyc.org/">http://www.ptyc.org/</a>	<b>Port Townsend</b>	-
<a href="#"><u>Poulsbo Yacht Club</u></a>	<a href="http://www.poulsboyc.org/">http://www.poulsboyc.org/</a>	<b>Poulsbo</b>	<b>(206) 842-2200</b>
<a href="#"><u>Puget Sound Yacht Club</u></a>	<a href="http://www.pugetsoundyc.org/">http://www.pugetsoundyc.org/</a>	<b>Puget Sound</b>	-
<b>Quartermaster Yacht Club</b>		<b>Burton</b>	<b>(206) 463-2104</b>
<a href="#"><u>Queen City Yacht Club</u></a>	<a href="http://www.queencity.org/">http://www.queencity.org/</a>	<b>Seattle</b>	<b>(206) 323-9602</b>
<b>Rainier Yacht Club</b>		<b>Seattle</b>	<b>(206) 722-9576</b>

<b>Richland Yacht Club</b>		<b>Richland</b>	<b>-</b>
<a href="#"><u>Roche Harbor Yacht Club</u></a>	<a href="http://www.rhyc.org">http://www.rhyc.org</a>	<b>Seattle</b>	<b>(253) 927-6034</b>
<a href="#"><u>San Juan Island Yacht Club</u></a>	<a href="http://www.sjiyc.com/">http://www.sjiyc.com/</a>	<b>Friday Harbor</b>	<b>(360) 378-3434</b>
<a href="#"><u>Seattle Singles Yacht Club</u></a>	<a href="http://www.ssysc.com">http://www.ssysc.com</a>	<b>Seattle</b>	<b>(206) 938-3187</b>
<a href="#"><u>Seattle Yacht Club</u></a>	<a href="http://www.seattleyachtclub.org/">http://www.seattleyachtclub.org/</a>	<b>Seattle</b>	<b>(206) 325-1000</b>
<b>Semiahmoo Yacht Club</b>		<b>Blaine</b>	<b>-</b>
<a href="#"><u>Sequim Bay Yacht Club</u></a>	<a href="http://www.olympus.net/community/SequimBayYachtClub/">http://www.olympus.net/community/SequimBayYachtClub/</a>	<b>Sequim</b>	<b>-</b>
<b>Shelton Yacht Club</b>		<b>Shelton</b>	<b>(206) 426-9476</b>
<a href="#"><u>Shilshole Bay Yacht Club</u></a>	<a href="http://www.shilsholebayyc.org/">http://www.shilsholebayyc.org/</a>	<b>Seattle</b>	<b>-</b>
<a href="#"><u>Sloop Tavern Yacht Club</u></a>	<a href="http://members.aol.com/slooptavyc/">http://members.aol.com/slooptavyc/</a>	<b>Seattle</b>	<b>-</b>
<a href="#"><u>South Sound Sailing Society</u></a>	<a href="http://www.sssclub.com/ssss.htm">http://www.sssclub.com/ssss.htm</a>	<b>Olympia</b>	<b>-</b>
<a href="#"><u>Swinomish Yacht Club</u></a>	<a href="http://www.swinomishyachtclub.org/">http://www.swinomishyachtclub.org/</a>	<b>La Conner</b>	<b>(206)752-3555</b>
<a href="#"><u>Tacoma Yacht Club</u></a>	<a href="http://www.tacomayachtclub.org/">http://www.tacomayachtclub.org/</a>	<b>Tacoma</b>	<b>(253) 752-3555</b>
<a href="#"><u>Three Tree Point Yacht Club</u></a>	<a href="http://www.ttpyc.org/">http://www.ttpyc.org/</a>	<b>Des Moines</b>	<b>(206) 824-3674</b>
<a href="#"><u>Totem Yacht Club</u></a>	<a href="http://www.totemyachtclub.or">http://www.totemyachtclub.or</a>	<b>Tacoma</b>	<b>(206)759-9062</b>
<a href="#"><u>Tyee Yacht Club</u></a>	<a href="http://www.tyeyachtclub.org/">http://www.tyeyachtclub.org/</a>	<b>Seattle</b>	<b>-</b>
<a href="#"><u>Vancouver Lake Sailing Club</u></a>	<a href="http://www.vlsc.org/">http://www.vlsc.org/</a>	<b>Vancouver</b>	<b>-</b>
<b>Viking Yacht Club</b>	<b>-</b>	<b>Tacoma</b>	<b>(253) 927-1285</b>
<b>Walla Walla Yacht Club</b>	<b>-</b>	<b>Walla Walla</b>	<b>(509) 547-4946</b>
<a href="#"><u>Washington Yacht Club</u></a>	<a href="http://students.washington.edu/sailing/">http://students.washington.edu/sailing/</a>	<b>Seattle</b>	<b>(206) 543-2219</b>
<b>West Bay Yacht Club</b>	<b>-</b>	<b>Olympia</b>	<b>-</b>
<b>West Sound Corinthian Yacht Club</b>	<b>-</b>	<b>Port Orchard</b>	<b>-</b>
<b>Yakima Valley Boat Club</b>	<b>-</b>	<b>Yakima</b>	<b>-</b>
<a href="#"><u>Yarrow Bay Yacht Club</u></a>	<a href="http://www.ybyc.org/">http://www.ybyc.org/</a>	<b>Kirkland</b>	

## D. Bike Share Information

<http://www.onbikeshare.com/how-it-works.html>



### CUSTOM-BRANDED BIKES

- ✓ Shimano 7-speed internal gearing
- ✓ Iconic step thru frame design
- ✓ Upright, relaxed riding position
- ✓ Leather seat and grips
- ✓ Puncture resistant tires
- ✓ Full coverage fenders, rear basket, bell
- ✓ Fits riders 5'-6'5"

[http://www.republicbike.com/bike\\_sharing.asp?gclid=CjwKCAjwyrvaBRACEiwAcyuzRAnbL8m-anhAbRqVPWCpYc8g7G96E9iFR2yfl1OpQDYDKiNkMKVTxoCA8oQAvD\\_BwE](http://www.republicbike.com/bike_sharing.asp?gclid=CjwKCAjwyrvaBRACEiwAcyuzRAnbL8m-anhAbRqVPWCpYc8g7G96E9iFR2yfl1OpQDYDKiNkMKVTxoCA8oQAvD_BwE)



# QUOTATION



Quotation #: 813181			Quotation Date : August 13, 2018	
<b>FOR:</b> Greg Bucove The Port of Olympia Ship to Olympia, WA 98506			<b>FROM:</b> Dynamic Bicycles, Inc. 461 Main St, Suite C200 Pawtucket, RI 02860	
Terms	Ship Via	Sales Rep	F.O.B.	Project
50/50 Split	Freight	Patrick	Destination	Bike Share System
				PRICE USD\$
<b>On Bike Share System Includes:</b> <ul style="list-style-type: none"> <li>Qty 10 x OBS-7 Bicycles with Electronic Locking System <ul style="list-style-type: none"> <li>6061 Aluminum step-thru frame with Shimano 7-speed Nexus internal gearing</li> <li>Frame color: White with customer logo/branding and fleet number decals</li> <li><u>Electronic locking system:</u> Solar powered. IP65 weather resistant. Controlled by Movatic smartphone App using Bluetooth.</li> <li><u>Key components include:</u> Tektro V-brakes, Brown leather seat/grips, rear basket, front/rear fenders, puncture-resistant tires, double-leg kickstand, bell</li> </ul> </li> <li>Qty 10 x Bike Docking Racks (1 bike per rack) <ul style="list-style-type: none"> <li>Powder coated steel with concrete mounting hardware. Color: Black</li> <li>Includes branded top decal with customer logo and rider instructions</li> </ul> </li> <li>Movatic rider App for iOS and Android (unlimited free App downloads)</li> <li>Movatic Administration Software <ul style="list-style-type: none"> <li>Access control, real-time monitoring, member management, and fee collection*</li> <li>Includes cloud-based hosting, phone support, software updates</li> </ul> </li> </ul>				\$12,800
<b>Bicycle Upgrades</b>			Included	
• <u>Premium Branding*</u> Custom painted fenders/chainguard and basket panels			NO	
• <u>Basket Panels</u> 4-color printed on styrene with customer logo/branding			NO	
• <u>U-lock Supplemental</u> U-lock for temporary bike locking (lock/key)			NO	
• <u>Safety Light Kit</u> Front/rear blinking safety light set			NO	
<b>System Configuration - Setup and configuration of system in Movatic Software</b>				INCLUDED
<b>On Line Training – Training on Movatic App and Admin software</b>				INCLUDED
<b>Delivery (estimated)</b>				\$800
<b>TOTAL ONE TIME PURCHASE – NO RECURRING FEES</b>				<b>\$13,600</b>
Payment Terms: 50% Deposit to Confirm Order; 50% Balance Due Net 30 Days from Shipping. Payment of deposit indicates acceptance of payment terms. Quotation valid for 30 days. *Available on systems with 10+ Bicycles.				
On-Site Bike Services				Amount
No On-Site Bicycle Assembly				\$0
No Bike Maintenance Program				\$0



# QUOTATION



## On Bike Share System

Bicycles are locked to the racks using a Bluetooth-operated lock

Riders download a free App to locate available bikes and checkout & return bikes



Bicycles are fun, stylish and come standard with your logo

Bluetooth lock is solar powered and weather-sealed. It can be 'docked' to any station in your system

## Bicycle Assembly & Maintenance

If you don't want to maintain the bicycles yourself, you can get comprehensive and affordable on-site bike maintenance through our partner, Velotooler. Velotooler's qualified and insured bike mechanics come on-site to perform all the services you need to keep your system operating safely and reliably.

Bicycle Services (Optional)*	Cost
<u>Full Year Monthly Maintenance Program</u> – Includes twelve (12) on-site monthly visits consisting of nine (9) monthly safety inspections and three (3) complete bike tune-ups. Includes all labor. Recommended for systems with year-round, regular/active use.	\$250/bike/year
<u>Three-Season Monthly Maintenance Program</u> – Includes nine (9) on-site monthly visits consisting of seven (6) monthly safety inspections and three (3) complete bike tune-ups. Includes all labor. Recommended for systems with regular/active use in climates where bikes are stored for the winter months.	\$200/bike/year
<u>On-Site Bike Assembly</u> – Final assembly from shipping box, including test ride.	\$55/bike

\* All maintenance and bike services performed by Velotooler, and authorized partner of On Bike Share for bike maintenance and repair. Velotooler services only available in contiguous USA.



## Appendix E Promotions and Rewards Examples

### Port of Edmonds

#### NEW Dry Storage Service Offering : Pay-Per-Move

##### NEW SERVICE OFFERING – “PAY-PER-MOVE”

Beginning May 1, 2018 the Port of Edmonds will be experimenting with providing a new service offering that is *limited to our 22’ and under dry storage racks*. The Port is designating 10 spots on the top row of B-rack for boats up to 21’11” to participate in PAY-PER-MOVE service. Here’s the way it works:



- Move-in – Initial move from dry storage launcher to rack – No Charge
- Monthly Rate – \$130.00 (including environmental fee)
- Move-out – Final move upon termination from rack to dry storage launcher -No Charge

All moves between move-in and move-out will be charged at a rate of \$25.00 plus tax. (For example: Move from rack to wash down \$25.00 plus tax, move from wash down to rack

\$25.00 plus tax).

Inquire at our marina operations office if you are interested in securing one of these 10 spots.

#### Frequent User Launch Punch Card



Ask for the current year Launch Punch Card from the Marina Operations office. When you purchase 5 roundtrip launches during the calendar year you receive your 6<sup>th</sup> launch FREE!

## Tenant Fuel Rewards Program



**SAVE YOUR RECEIPTS!** Tenants can earn a certificate for one free day in the boatyard for every 150 gallons of fuel purchased during the last 12 months. Submit your receipts along with the Tenant Fuel Rewards Program Form to the Administration or Marina Operations office.

## Bring-A-Buddy



Are you a current tenant? Refer someone to the Port who has not been a tenant within the past 12 months. If they: mention the referral during their sign-up and if they remain a tenant in good standing for 12 months, we will credit your account \$200 in the 13th month.