



INFORMATION

Date: February 13, 2017 **Review:** Port Attorney
 Executive Director X
 Finance Manager X
 Facilities Maintenance Mgr.

To: Port Commission **Cost:** -0-

From: Marla Kempf **Attachments:** Graphs, Marketing Promotions,
 Deputy Director Termination Comment Summary

**SUBJECT: Summary of 4th Quarter 2016 Port Operations Activity
 and Five Year Annual Statistics**

MARINA OPERATIONS

Public Launch – see graphs attached

4th Quarter	2012	2013	2014	2015	2016
One Way	91	121	139	150	92
Round Trips	340	486	529	456	164
Annual Totals					
One Way	464	569	682	682	557
Round Trips	3194	3502	3380	3659	2163

NOTE: There were 184 complimentary launches for the year under the Public Launch Rewards promotion.

Guest Moorage – see graphs attached

4th Quarter	2012	2013	2014	2015	2016
# of Boats	385	387	380	445	283
# of Nights	658	650	539	761	492
Annual Totals	2012	2013	2014	2015	2016
# of Boats	3405	3031	3172	3352	2711
# of Nights	5608	4950	4747	5241	4236
# of Groups:	22	16	17	21	15
# of Boats in those groups	168	171	136	202	133
# of Nights groups stayed	802	717	658	896	781
# of Individual Reservations	144	159	129	141	123

Summary of 4th Quarter 2016 and Five Year Annual Statistics – Page 2

Fuel Dock – see graphs attached

4th Quarter	2012	2013	2014	2015	2016
Gasoline	14,042	20,401	19,722	19,069	14,913
Diesel	8,798	6,900	8,597	11,085	15,027
Total Gallons Sold	22,840	27,301	28,319	30,154	29,940
Annual Totals	2012	2013	2014	2015	2016
Gasoline	133,343	152,712	151,366	178,861	155,667
Diesel	62,443	55,474	59,180	120,554	139,027
Total Gallons Sold	195,786	208,186	210,546	299,415	294,694
*Simple Avg. Price					
<u>Unleaded</u>	<u>4.19</u>	<u>4.12</u>	<u>4.00</u>	<u>3.12</u>	<u>2.97</u>
<u>Diesel</u>	<u>4.25</u>	<u>4.07</u>	<u>3.93</u>	<u>2.79</u>	<u>2.26</u>

*NOTE: Based on price on the last day of each quarter before tenant discounts. Switched from E-10 w/valvtect to non-ethanol fuel on June 23, 2016. Price for non-ethanol was \$0.362 higher.

Travel-lift and Boatyard – see graphs attached

4th Quarter	2012	2013	2014	2015	2016
Stall Usage	277	177	213	352	464
Travel-lift to yard	34	40	32	21	35
Sling-time	43	47	52	43	52
Annual Totals					
Stall Usage	1450	1593	1394	1509	2156
Travel-lift to yard	235	256	217	232	268
Sling-time	181	198	183	248	263

MOORAGE AND DRY STORAGE

Occupancy Water Moorage – see graphs attached

End of 4th Quarter	2012	2013	2014	2015	2016
Total Inventory	665	662	662	662	662
Occupancy-financials YTD	95%	95%	96%	97%	*

*to be reported in the 2016 year-end financial reports.

Occupancy Dry Storage – see attached

End of 4th Quarter	2012	2013	2014	2015	2016
Total Inventory	*232	232	232	233*	233*
Occupancy-financials YTD	97%	94%	89%	92%	*

*Total number of spaces decreased from 280 to 232 in 2012 due to the Port's decision to close the east lot. An additional ground space was added in 2015. Occupancy will be reported in the year-end financial report.

Summary of 4th Quarter 2016 and Five Year Annual Statistics – Page 3

Terminations/Assignments – Water Moorage – see graphs attached

4th Quarter	2012	*2013	2014	2015	2016
Terminations	69	76	86	67	51
Turnover Ratio	10.37%	11.48%	12.99%	10.12%	12.98%
Assignments	23	29	27	12	29
Annual Totals	2012	2013	2014	2015	2016
Terminations	150	165	199	144	177
Turnover Ratio	22.56%	24.92%	30.06%	21.75%	26.73%
Assignments	230	246	204	155	168

*Inventory of water moorage changed from 665 to 662 in 2013

Terminations/Assignments – Dry Storage – see graphs attached

End of 4th Quarter	*2012	2013	2014	2015	2016
Terminations	36	51	54	51	29
Turnover Ratio	15.51%	21.98%	23.27%	21.88%	12.44%
Assignments	3	7	7	1	9
Annual Totals	2012	2013	2014	2015	2016
Terminations	72	82	92	93	83
Turnover Ratio	31.03%	35.34%	39.66%	39.91%	35.62%
Assignments	75	84	122	78	75

*Inventory of storage spaces decreased from 280 to 232 in 2012, a ground space was added in 2015 to bring total inventory to 233.

Waiting List – Water Moorage – see graphs attached

End of 4th Quarter	2012	2013	2014	2015	2016
Total Names on Waitlist	76	69	54	*98	106

*Only 7 names left on the list from LOA measurements done by the Port. Demand for slips 32' and up especially in the 50' category has been high.

Insurance and Registration Compliance

End of 4th Quarter	2012	2013	2014	2015	2016
Insurance	90%	78%	87%	68%	81%
Registration	81%	74%	76%	60%	69%

NOTE: This shows the percentage of tenants who provided us with current paperwork, not necessarily the number who did or didn't have current insurance or registration. Follow-up to obtain copies of current insurance and registration remains constant.

Summary of 4th Quarter 2016 and Five Year Annual Statistics – Page 4

SECURITY – see graphs attached

	2012	2013	2014	2015	2016
911 Calls	12	6	16	16	20
Reported Thefts	2	11	6	13	5
Carts Moved	367	353	361	316	283
Vehicle Courtesy Notices	944	660	478	659*	392
Vessel Courtesy Notices	120	113	138	109	128
Incident Reports	25	39	32	30	47

***Parking Violations – of the 392 parking violations issued in 2016:**

283 (72.1%) were issued to one-time offenders.

70 (17.9%) were issued to two-time offenders.

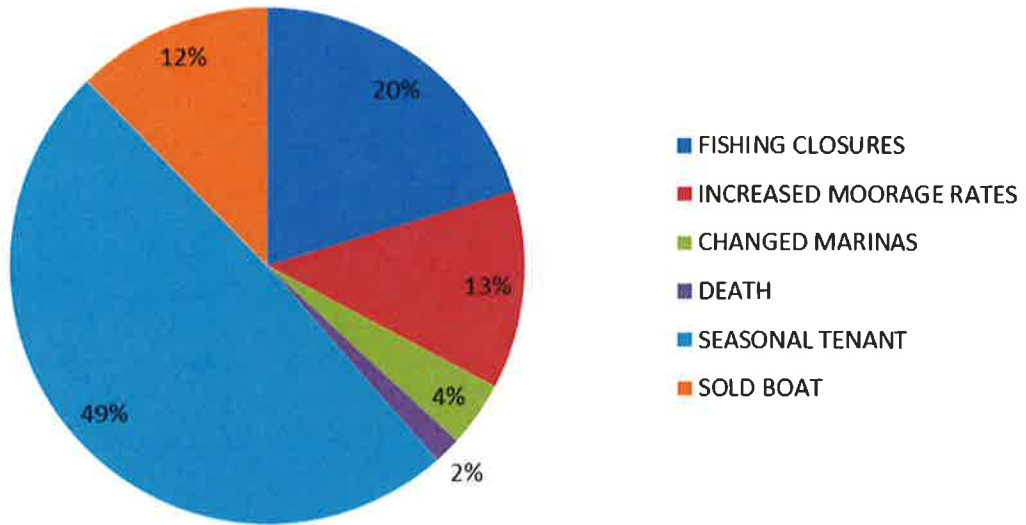
21 (5.4%) were issued to three-time offenders.

18 (4.6%) were issued to offenders who received 4 or more notices*

*Per Marina Rules and Regulations, letters were sent to offenders who received 4 or more notices warning that further offense would result in towing.

MARKETING PROMOTIONS – see attachment

Tenant Reasons for Termination



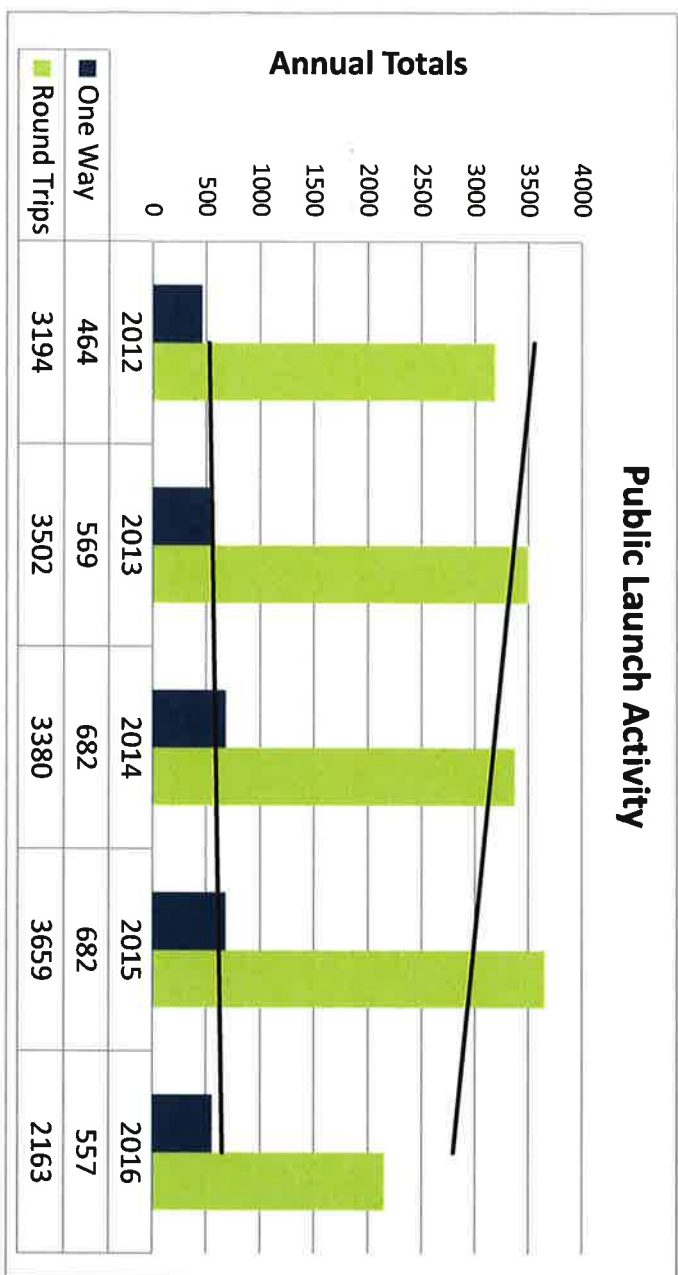
Seattle International Boat Show Recap – The importance of the Port’s participation in the Boat Show is to promote our programs here at the Port; wet moorage, dry storage, travel lift and boatyard facility, fuel dock, guest moorage, public launch, and our Destination Port of Edmonds program. We had 184 participants in our drawings for our giveaways, all winners have been notified and other attendees who entered their information will be receiving our Port of Edmonds e-newsletter to keep them updated on events and current information involving the Port.

Statistics:

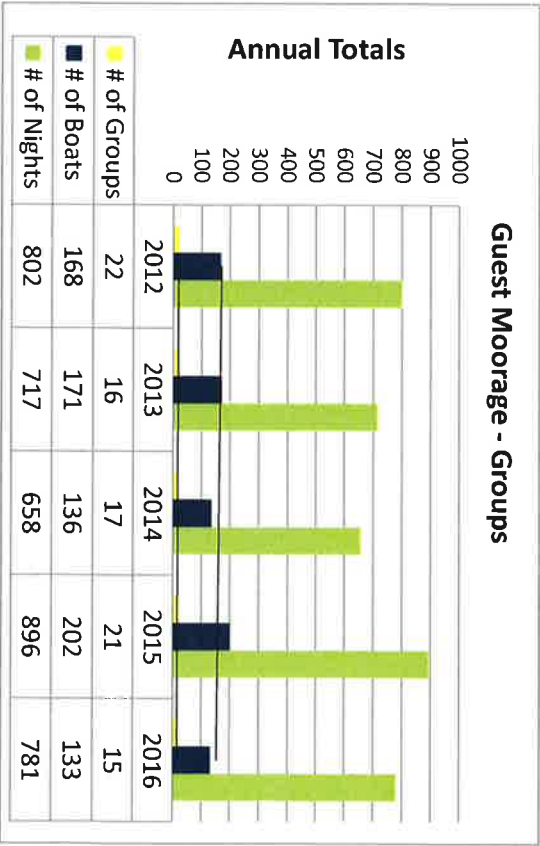
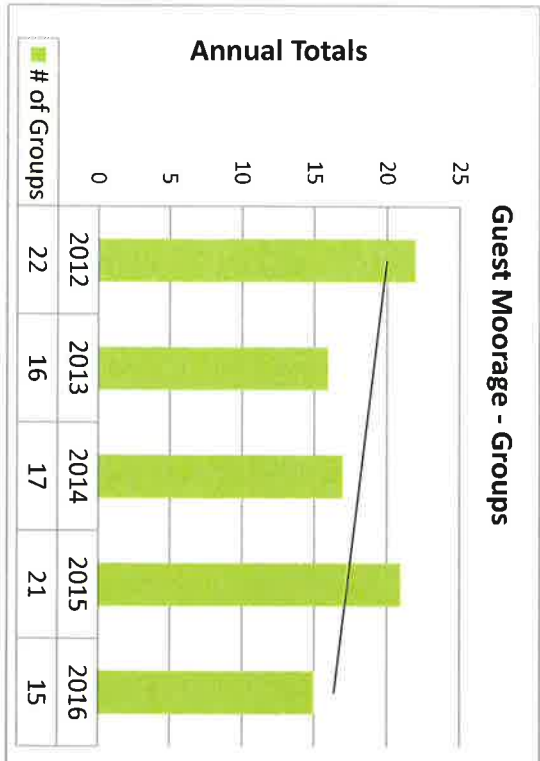
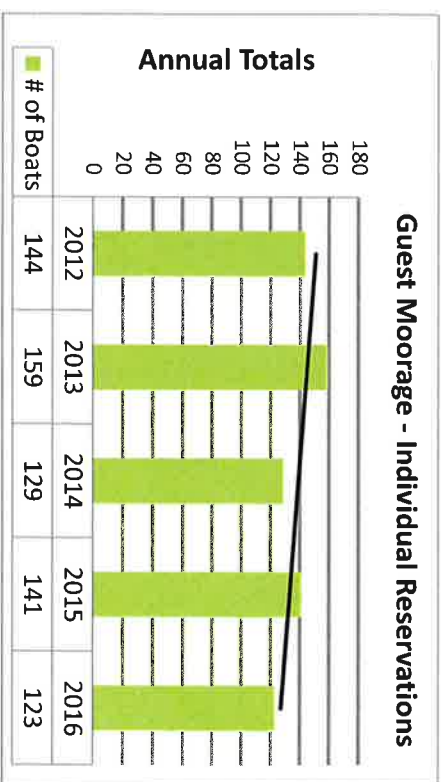
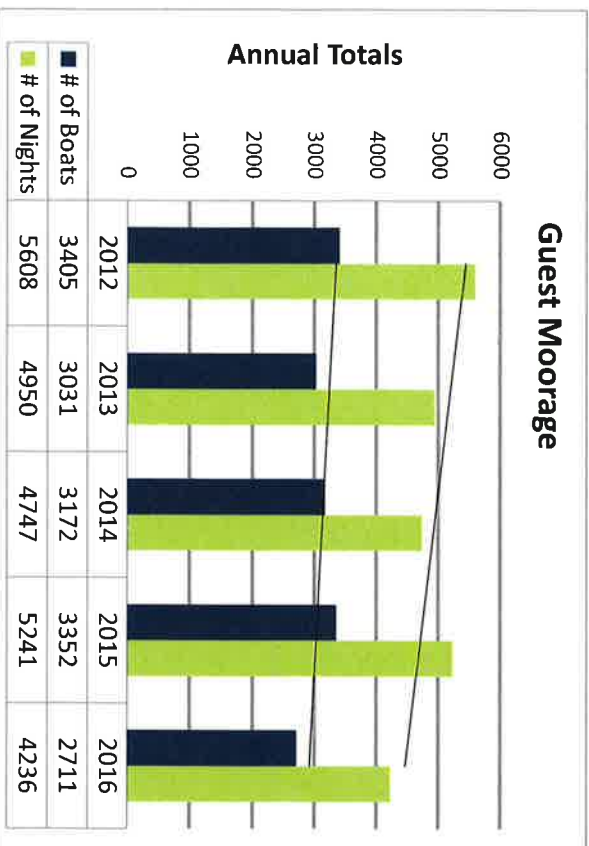
- ❖ Currently there are 55 spaces available on our walk-in availability list
- ❖ 19 of those spaces are on hold for customers who have appointments to fill out a permanent moorage agreement

**PORT OF EDMONDS 4TH QUARTER 2016
AND 5 YEAR COMPARISON**

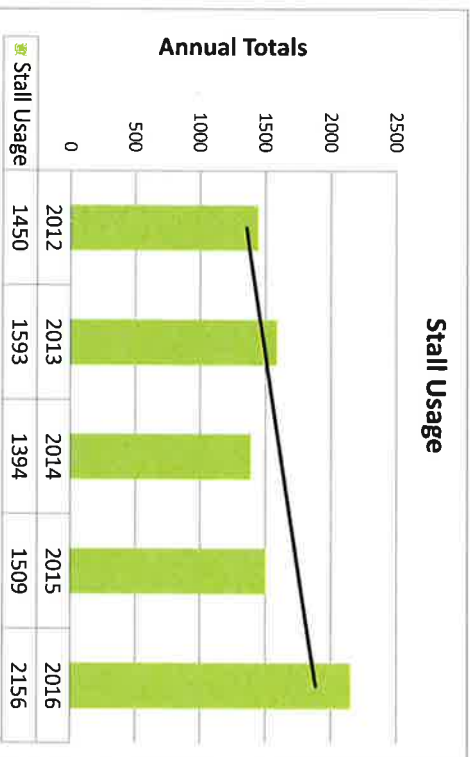
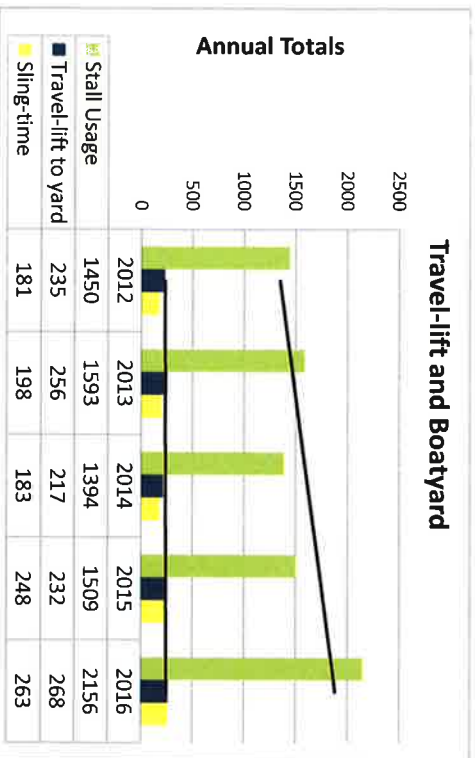
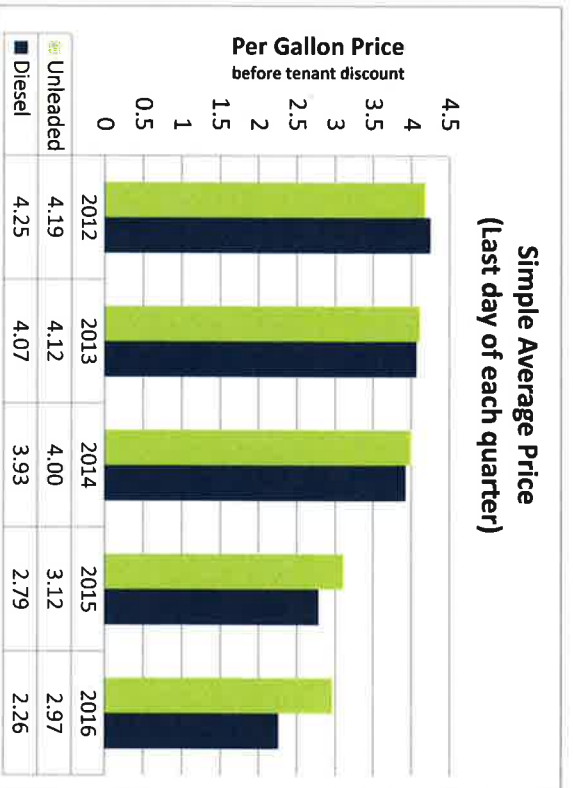
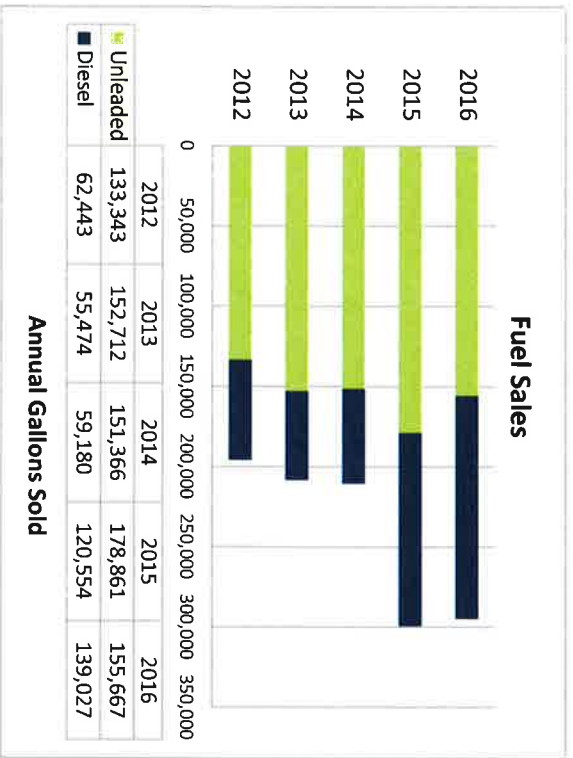
Public Launch Activity



**PORT OR EDMONDS - 4TH QUARTER 2016
AND 5 YEAR ANNUAL COMPARISON**

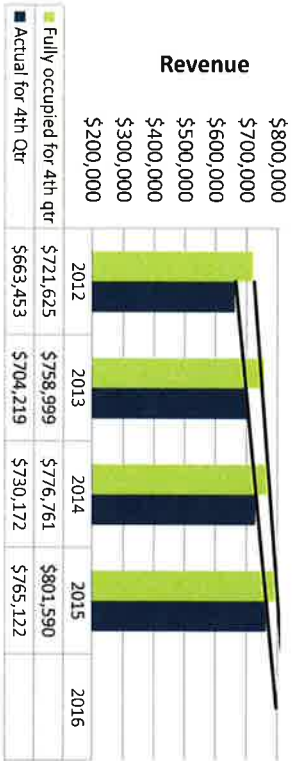


**PORT OF EDMONDS - 4TH QUARTER 2016
AND 5 YEAR ANNUAL COMPARISON**



**PORT OF EDMONDS - 4TH QUARTER 2016
AND 5 YEAR ANNUAL COMPARISON**

**End of 4th Quarter
Water Moorage
Fully Occupied v.s. Actual Measured by Revenue**



**Water Moorage Annual Occupancy
Measured by Percent of Revenue**



**End of 4th Quarter
Dry Storage
Fully Occupied v.s. Actual Measured by Revenue**

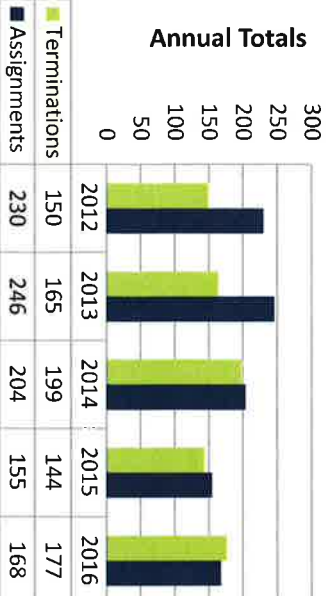


**Dry Storage Annual Revenue Occupancy Measured by
Percent of Revenue**



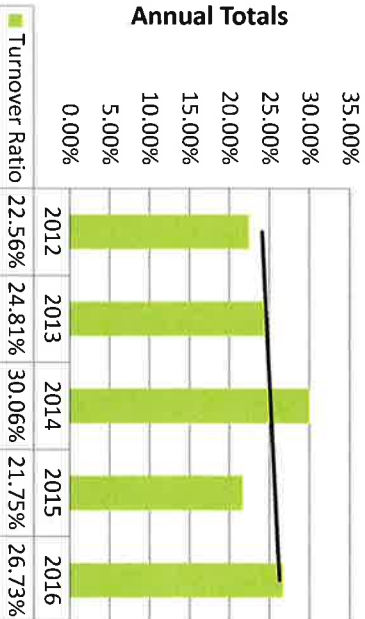
**PORT OF EDMONDS - 4TH QUARTER 2016
AND 5 YEAR ANNUAL COMPARISON**

**Water Moorage Annual
Terminations & Assignments**

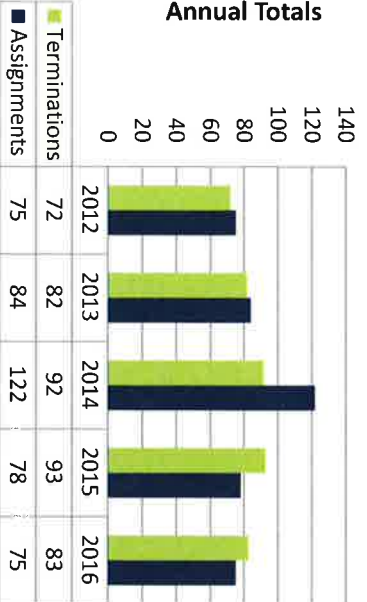


Terminations By Category	Total 2016	% of Total
32 Feet and Under	145	82%
34 Feet and Over	32	18%
Total	177	

Turnover Ratio

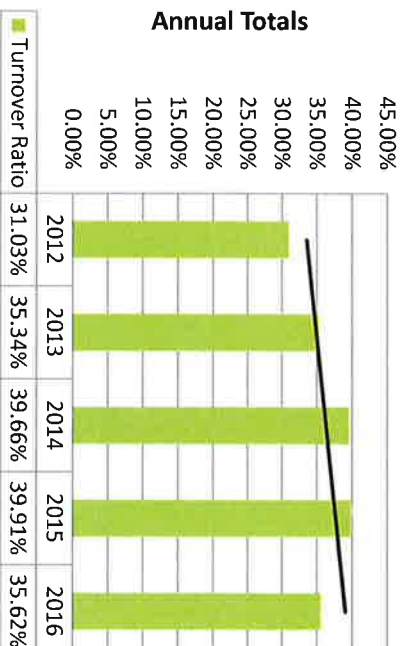


**Dry Storage Annual
Terminations & Assignments**



Terminations By Category	Total 2016	% of Total
To 21'11"	24	29%
22' - 27'11"	33	40%
28' to 32'	26	31%
Total	83	

Turnover Ratio



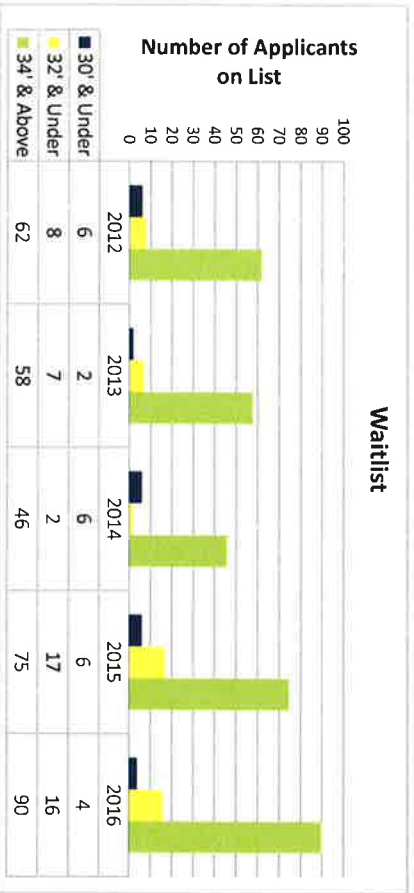
PORT OF EDMONDS - 4TH QUARTER 2016
AND 5 YEAR ANNUAL COMPARISON

WAITLIST HISTORY

Waitlist Categories	# of slips	% of total inventory	Total slips this category	# of applicants on each waitlist at the end of 4th quarters
TOTALS				2012 2013 2014 2015 2016
26 foot Open	62			
26 foot Covered	22			
28 foot Open	52			
28 foot Covered	102			
30 foot Open	36			
30 foot Covered	68	52.53%	342	6 2 6 6 4
32 foot Open	20			
32 foot Covered	68	66.05%	430	8 7 2 17 16
34 foot Open	7			
34 foot Covered	16			
36 foot Open	27			
36 foot Covered	34			
40 foot Open	27			
40 foot Covered	28			
44 foot Open	6			
44 foot Covered	12			
48 foot Covered	10			
50 foot Open	34			
54 foot Open	10			
END TIE	10	33.95%	221	62 58 46 75 90
TOTAL # OF SLIPS	651			

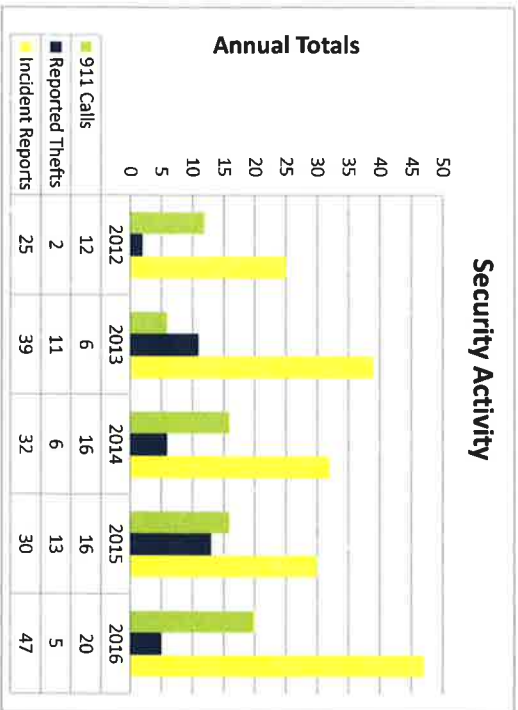
	2012	2013	2014	2015	2016
30' & Under	6	2	6	6	4
32' & Under	8	7	2	17	16
34' & Above	62	58	46	75	90

Waitlist

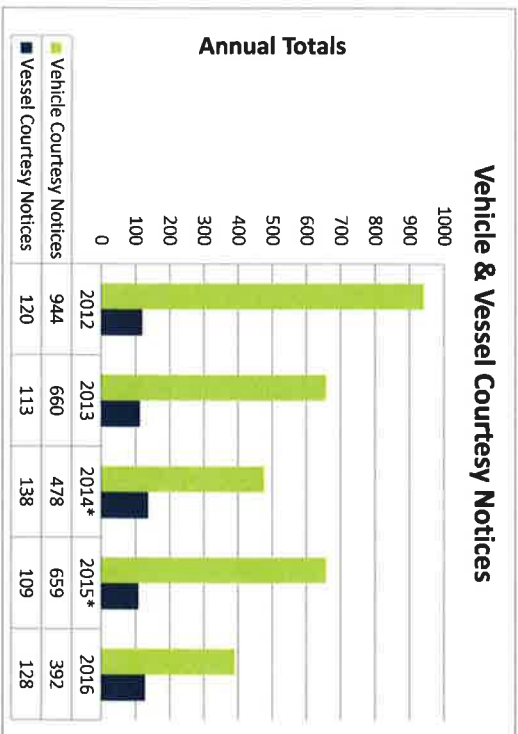


**PORT OF EDMONDS - 4TH QUARTER 2016
AND 5 YEAR ANNUAL COMPARISON**

Security Activity



Vehicle & Vessel Courtesy Notices



*Note: New stencils on ground at north entrance to Lot 2 and barricades at south entrance assisted with decreasing the number of vehicle violations. Courtesy notices increased in 2015 due to increased monitoring of southend parking areas for park goers, whale watching, and tenants.

PORT OF EDMONDS
2016 Marketing

PORT OF EDMONDS

Your Homeport Advantage & Choice Destination



QUALITY

SERVICE

VALUE

CONVENIENCE

Mailing to Brokers Before 2016 Boat Show

Multiple Locations

Lake Union SeaRay,
Edmonds Yacht Sales
Gig Harbor Yacht Sales
Jacobsen Marine, Best
Day Yacht Sales
Sundance Yacht Sales,
Cold Water Boats
Sale Northwest,
Bellingham Yacht Sales
Doug's Boats, Anacortes
Yacht Charters
Woodridge Boats,
Grand Banks Northwest
Seattle Boat Company
Signal Yacht Sales
Osprey Boats, Safe
Boats Intl.
Ranger Tugs, Kady Krogen
Yachts, Arima Boats,
Emerald Pacific Yacht Sales
C-Doory – Ferndale factory
West Coast Marine
Island Marine Center
Master Marine, Advance
Marine Group, Waterline
Boats, Weldcraft, Seasport
Boats, Capital City Yacht
Sales, Discovery Yacht
Sales, Elliot Bay Yacht Sales

SEATTLE INTERNATIONAL BOAT SHOW SPECIAL INFORMATION

DATE: JANUARY 2016
TO: FELLOW BOATING INDUSTRY BUSINESS
FROM: MAURA KEWFF, DEPUTY DIRECTOR
 Port of Edmonds

Greetings from the Port of Edmonds - Its Boat Show time! When you sell boats, the new owners will be looking for pieces to launch, moor or stack them. The Port of Edmonds can provide all three possibilities and more. We will be located at **Booth #726** for the 2016 Seattle International Boat Show and would love to meet you and your customer! The Port of Edmonds offers:

GUEST MOORAGE
 Destination Port of Edmonds guest moorage is available on a first-come-first-serve basis or by reservation. Each guest receives a gift when they purchase a night of guest moorage. Courtesy shuttles to downtown Edmonds!

WATER MOORAGE
 Open and covered slips ranging in size from 14' to 84' with seasonal availability.

SMALL VESSEL, TRAILER, & RV
 Storage available.

TRAVELIFT & BOATYARD
 50 ton travelift accommodates vessels up to 60' with 15.5' maximum beam. One of the few do-it-yourself boatyards left or you can use one of the many qualified vendors who provide service in the yard.

PUBLIC SLING LAUNCH
 No backing into saltwater, no wet feet, ample vehicle & trailer parking, near the best fishing in Puget Sound. It's the best way to float boats from trailers up to 26 feet in length, up to 9' wide and weighing 10,000lbs.

DAY STORAGE
 233 spaces for powerboats 18' to 32', with seasonal availability & rates.

FUEL DOCK
 We serve Vali/Tect Marine Grade Fuels.

TENANT REWARDS
 Special rewards to existing tenants including fuel & travelift discounts, bring-a-shuddy rewards, educational workshops, and free Wi-Fi.

**YOUR HOMEPORT
ADVANTAGE & CHOICE
DESTINATION**

**SEE 2016 BOAT SHOW
SPECIALS**

PORT OF EDMONDS

Come to the Seattle Fishing Festival with us!



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Near the Best Fishing in Puget Sound
Fuel, Launch, Dry Storage & Come Aboard
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**PORT OF EDMONDS
SIGN-UP BEFORE
MARCH 1, 2016**

1ST MONTH
\$20.16

12TH MONTH
\$20.16

**ROLLING BACK
THE CLOCK
10 YEARS!**

2006 Travelift Rates

MOORAGE RATES
 DRY STORAGE
 TRAVELIFT
 TRAVELIFT
 TRAVELIFT
 TRAVELIFT
 TRAVELIFT

2016 Boat Show Promotion

\$20.16 for the 1st month & \$20.16 for the 12th month; Total sign-ups – 61
Remaining @ end of 4th quarter – 12; (1 in dry storage & 11 in water moorage)

PORT OF EDMONDS

2016
BOAT SHOW SPECIAL

MOORAGE

DRY STORAGE

RV STORAGE

TRAILERS

DINGHIES

KAYAKS

Sign-Up Before
March 1, 2016

1st Month

\$20.16

12th Month

\$20.16

In the seven years this promotion has been offered, an average of 50 people per year participated, and an average of 16 people or 32% are still here after 12 months. As of January 2017, the percentage that were still tenants (having remained a continuous tenant since their boat show sign-up) –

from 2010 – 15%
from 2011 – 19%
from 2012 – 17%
from 2013 – 37%
from 2014 – 44%
from 2015 – 51%
from 2016 – 20%

Of the 354 participants since inception:

- 8 used the discount two years
- 8 used the discount three years
- 7 used the discount four years
- 0 used the discount five years
- 0 used the discount all seven years

2016 Boat Show Drawings

Drawings –

Five free consecutive days in the boatyard w/paid haul out. 1 winner

- Winner did not use

Guest moorage – Buy 1st night receive the 2nd night free. 10 winners

- 0 guest moorage certificates redeemed

Public Launch – Complimentary roundtrip launch + one free calendar day of vehicle & trailer parking. 5 winners

- 0 round trip launches redeemed

2016 Travelift & Boatyard Promos

ROLLING BACK THE CLOCK
10 YEARS! 2006 Travelift Rates

Month	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	19th	20th	21st	22nd	23rd	24th	25th	26th	27th	28th	29th	30th	31st
Jan	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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15 took advantage of this promo
13 were tenants



44 tenants took advantage of this tenant reward and spent a total of 173 days in the boatyard



5 Foul Weather Bluff participants took advantage of this promo



46 took advantage of this promo
 39 were tenants

2016 Public Launch

Public Launch Rewards	2015	2016
Total Cards Redeemed	184	56

Among users who redeemed:

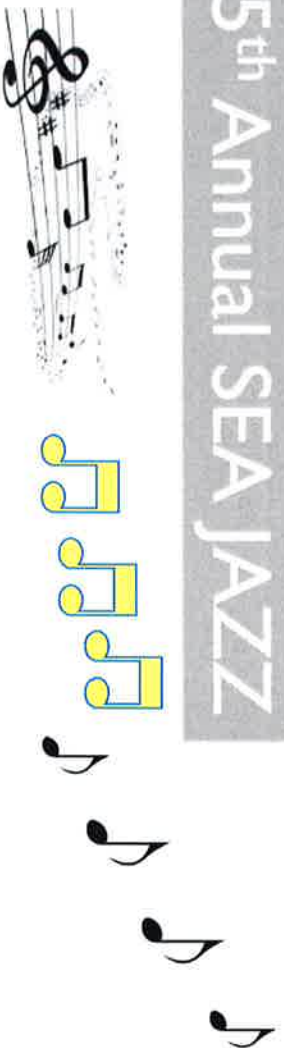
- Total launches on their accounts 1378 454
- Repeat individual users from previous year 63 35
- Unique users 18 3



Port of Edmonds partners with:

Edmonds Daybreakers Rotary & the Jazz Connection, Seattle Teen Music & Anthony's

5th Annual SEA JAZZ



Music schedule coordinated by:
Seattle Teen Music
Participants included:
Edmonds-Woodway High School
Mountlake Terrace High School
Lynnwood High School
Kings High School
Meadowdale High School



Port of Edmonds Marina

Performances in Public Plaza

June 3 through September 16

Wednesdays • 5 - 7 pm

Sundays • 1 - 3 pm

Special Performances

Waterfront Festival

May 29 • 3 - 4 pm & 5 - 7 pm

May 30 & 31 • 1 - 3 pm

Award Winning Musicians From Edmonds School District

Sponsored by: Port of Edmonds, Anthony's, Edmonds

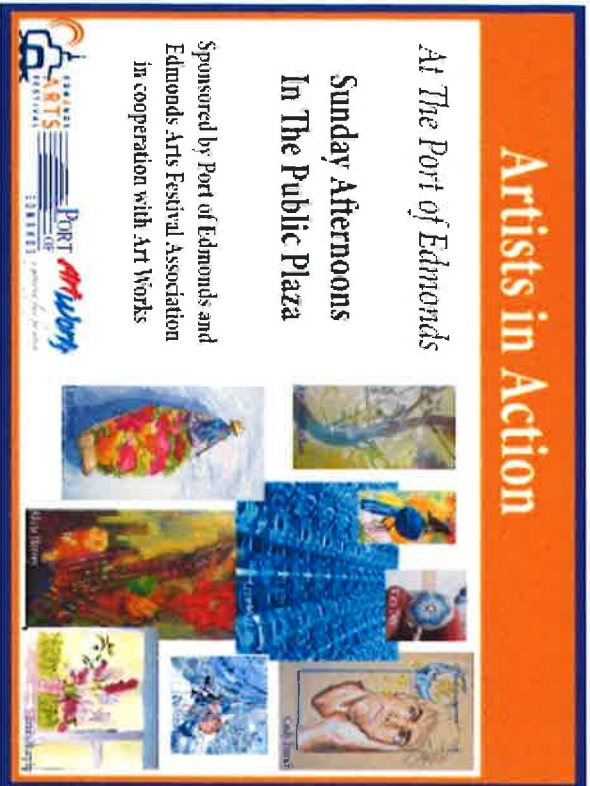
Daybreakers Rotary, Seattle Teen Music

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Port of Edmonds partners with: Art Works and Edmonds Art Festival

ARTISTS IN ACTION – 4TH YEAR – 2016
Sunday Afternoons – 1pm to 3pm




Artists in Action

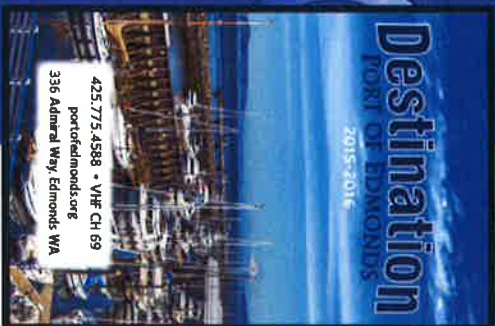
*At The Port of Edmonds
Sunday Afternoons
In The Public Plaza*

Sponsored by Port of Edmonds and
Edmonds Arts Festival Association
in cooperation with Art Works

EDMONDS ARTS FESTIVAL
PORT OF EDMONDS
ARTISTS IN ACTION



Destination Port of Edmonds 2015/2016 Program



Total Expenditures – 6th 2 yr. program		\$11,771
Sponsorship of Bags-Anthony's (value)	\$4,460	
Paid Advertising from Merchants	\$2,275	
Total defrayal with merchant participation	\$6,735	\$(6,735)
Port of Edmonds Cost		\$5,036

- 365 bags given out
- 24 - 50% off coupons given out to 2016 2nd year visitors redeemed 12 on a return visit in 2016
- 62 courtesy shuttles provided to 169 people.

Pleasant surprise for 2016 - 2nd year gift

Advertising

Publications:

- Waggoner Cruising Guide
- Edmonds Business Directory
- Edmonds Yacht Club Annual Directory
- Northwest Boat Travel Guide to Edmonds
- Lynnwood Recreation Guide
- Northwest Yachting
- Snohomish County Tourism
- Northwest Sportsmen
- Three Sheets Northwest
- Snohomish County Tourism Guide
- Edmonds Business Directory - Chamber Guide to Edmonds
- Edmonds Beacon
- MyEdmondsNews

2016 Advertising the Port
Actuals - \$8,360.00

PORT OF EDMONDS
Your Homeport Advantage & Choice Destination

QUALITY SERVICE VALUE CONVENIENCE

Welcome to the Port of Edmonds

Whale Watching
Sea Jazz
Fishing Charters
Artists in Action

Your Homeport Advantage & Choice Destination
Complete, Unlimited Event, Schedule at portofedmonds.org

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PORT OF EDMONDS
The Mid Sound Destination

- Moorage
- Dry Storage
- Boatyard
- Guest Moorage
- Public Launch
- Fuel Dock

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- Dry Storage
- Boatyard
- Guest Moorage
- Public Launch
- Fuel Dock

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PORT OF EDMONDS

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Destination Port of Edmonds City Sign for Guest Boaters

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