

# ALASKA

NORTH TO OPPORTUNITY

## Marinas as Adventure Centers

Prepared for the Pacific Coast Congress of Harbormasters and Port Administrators

September 18, 2015

DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT  
DIVISION OF ECONOMIC DEVELOPMENT



## MARINAS AS ADVENTURE CENTERS--SPEAKERS

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*Moderator: Giuseppe Alvarado, Port of Seattle*

*Caryl McConkie: Alaska Division of Economic Development, Juneau*

*Steve White: Gastineau Guiding, Juneau*

*Dan Blanchard: Un-Cruise Adventures, Juneau*

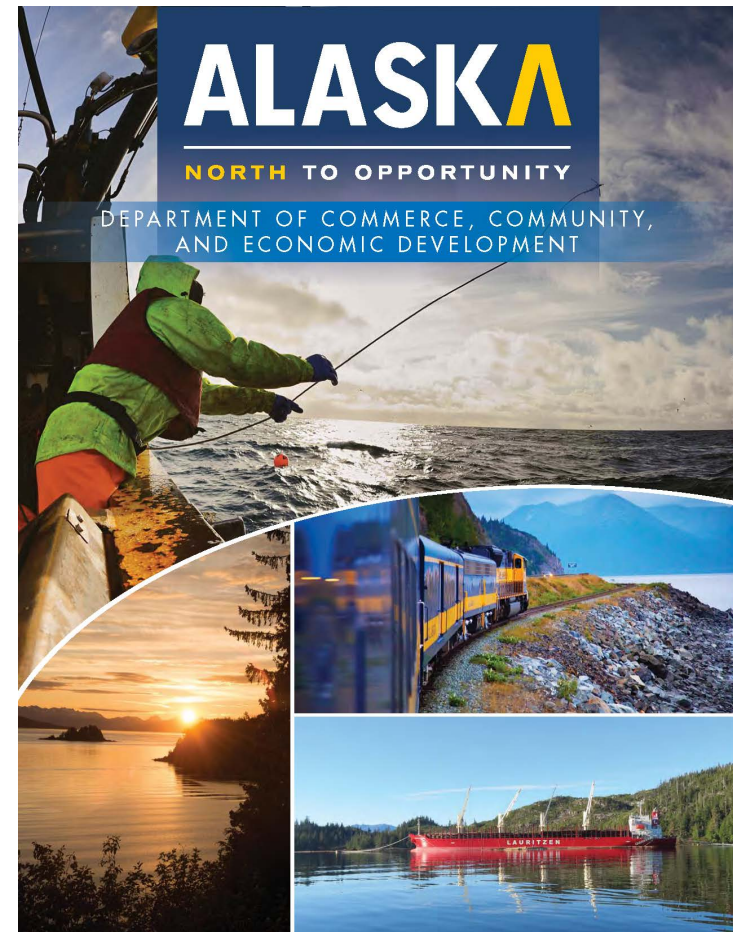
## ALASKA DIVISION OF ECONOMIC DEVELOPMENT

### Core Functions

- Business assistance
- Financing
- Promotion

### Support Small Businesses

- Technical assistance
- Promote manufacturing sector  
(Made in Alaska, Product  
Preference Programs)
- Loan Programs



<https://www.commerce.alaska.gov/web/ded/Home.aspx>



## ALASKA DIVISION OF ECONOMIC DEVELOPMENT—FINANCING

### 11 revolving loan programs:

- 4 fishing-related
- 1 bulk fuel
- 1 alternative energy
- 3 small business
- 1 capstone avionics
- 1 mariculture



### Programs created to

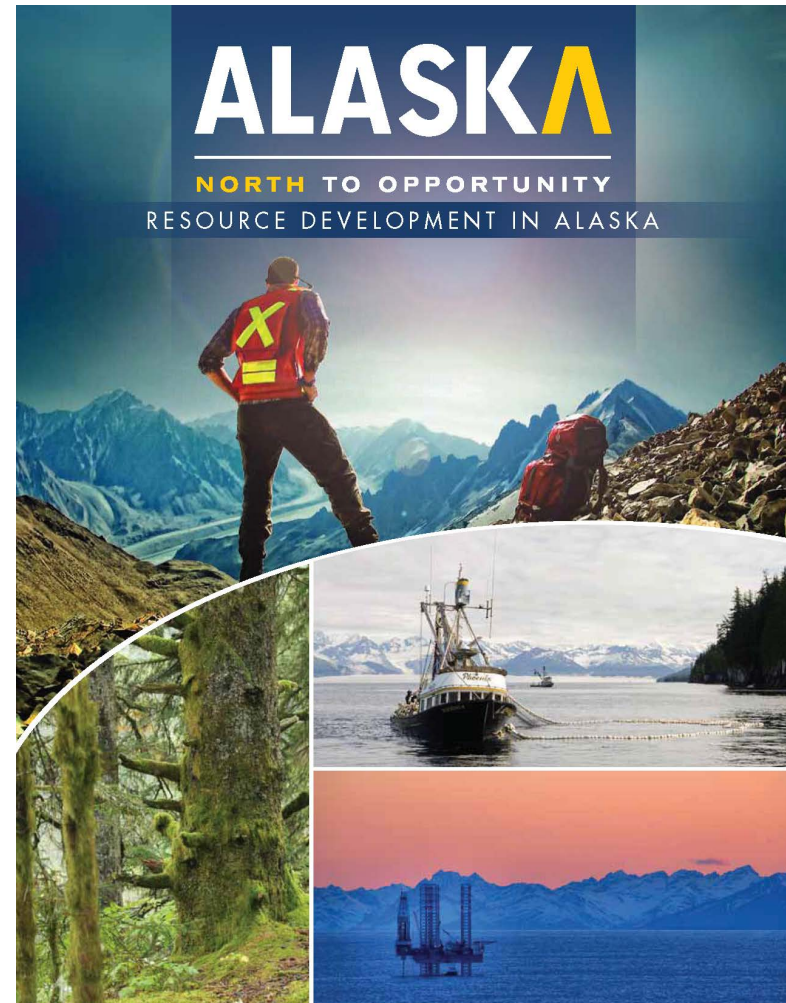
- Generate jobs for Alaskans
- Encourage entrepreneurship
- Reduce costs
- Improve quality

<https://www.commerce.alaska.gov/web/ded/Home.aspx>

## ALASKA DIVISION OF ECONOMIC DEVELOPMENT—PROMOTION

- North to Opportunity Campaign showcases Alaska's abundant economic opportunity found in natural resources, human capital, and emerging industries.
- Tourism marketing program promotes Alaska as a visitor destination; has a fundamental role in attracting nearly two million visitors each year.

<https://www.commerce.alaska.gov/web/ded/Home.aspx>



# MARINAS OF TOMORROW – GATEWAYS TO ON-WATER FUN

The demographics of those on the water is changing, and our marinas need to change ... the marinas of tomorrow will not focus on annual slip rentals but instead will be key gateways to on-water fun.

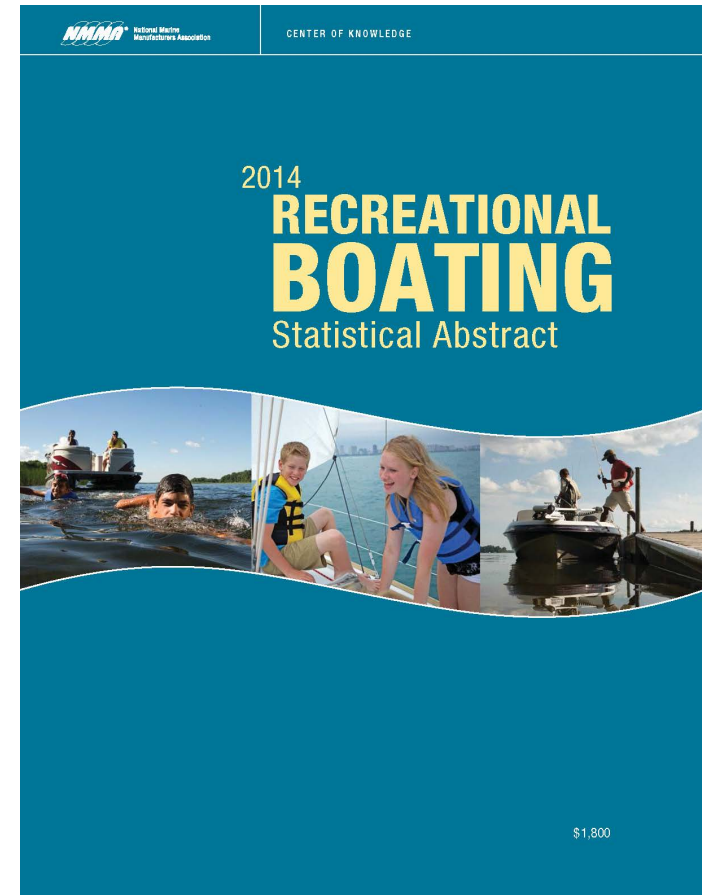
–Derrick Crandall, American Recreation Coalition





## TREND SOURCES

- [American Recreation Coalition](#)
  - [Outdoor Recreation Outlook 2015](#)
- [National Marine Manufacturers Association](#)
  - 2014 Recreational Boating Statistical Abstract ([preview](#))
- [Association of Marina Industries](#)
  - Marina Trends Survey 2014



## AMERICANS ARE TAKING TO THE WATER

- 35.7% of the U.S. adult population—87.3 million Americans—participated in recreational boating at least once during 2014.



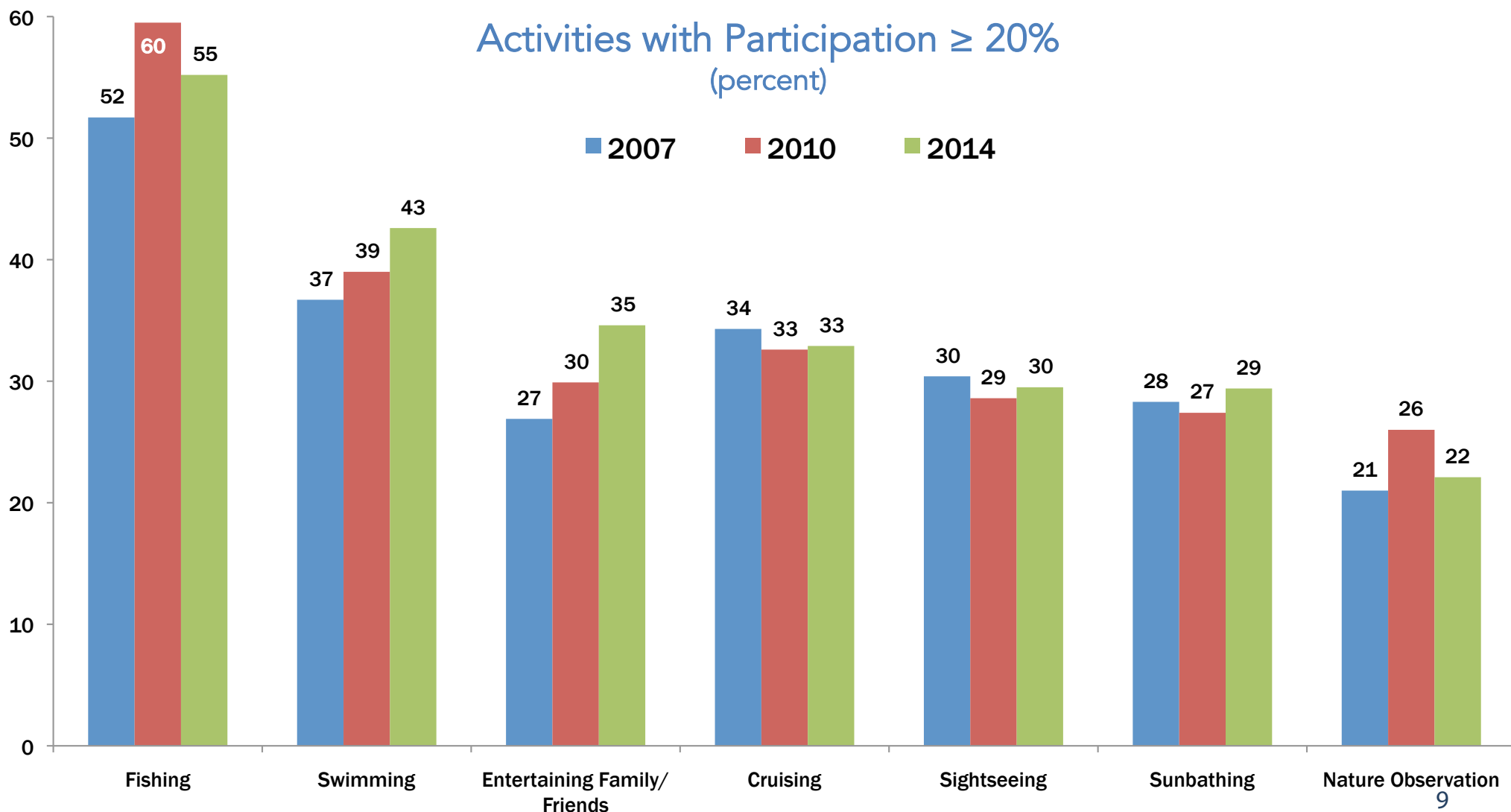
Source: National Marine Manufacturers Association

Photo Credit: Un-Cruise Adventures





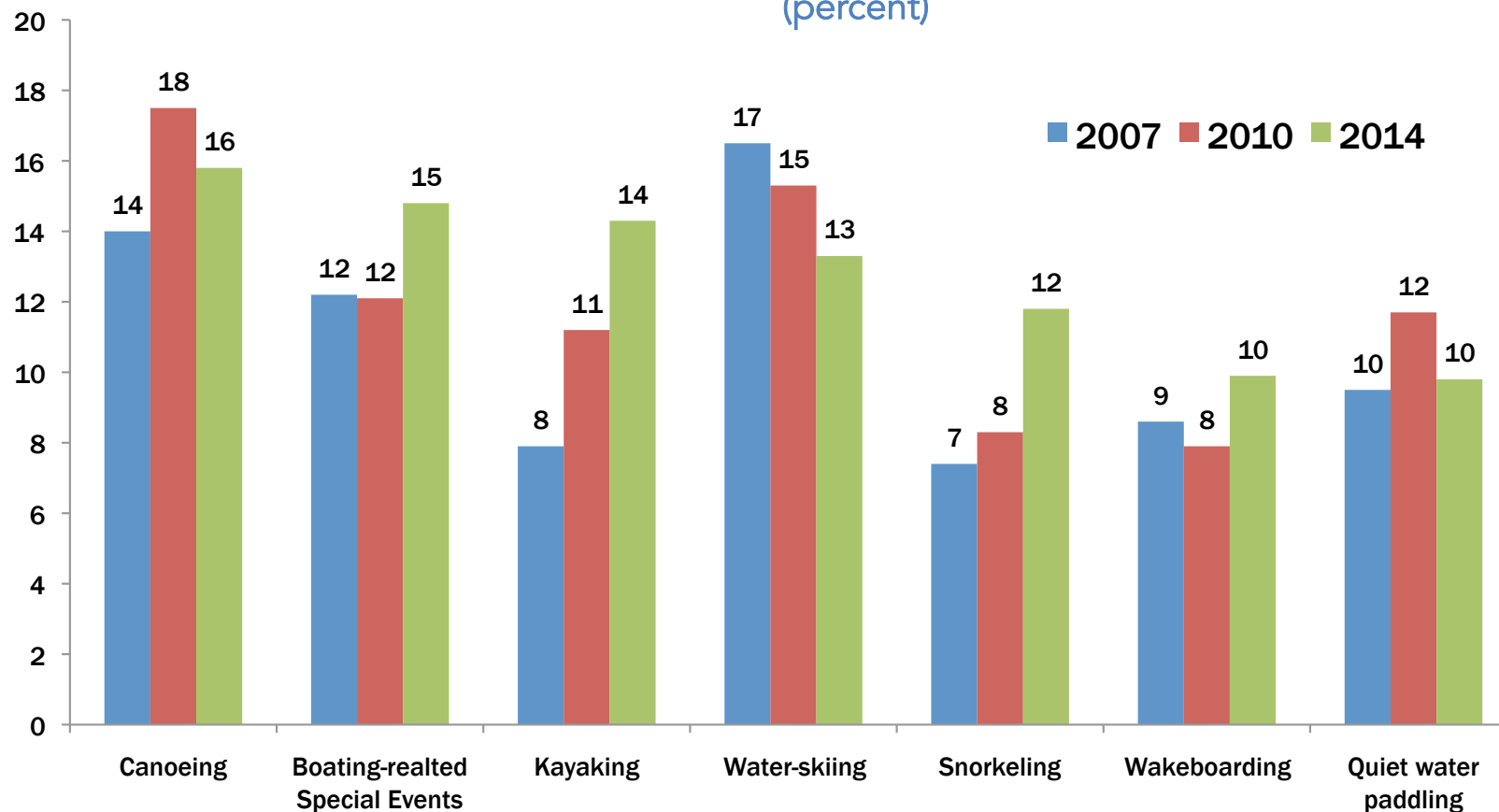
## BOATER PARTICIPATION IN OTHER OUTDOOR SPORTS (2007, 2010, 2014)



Source: National Marine Manufacturers Association

## BOATER PARTICIPATION IN OTHER OUTDOOR SPORTS (2007, 2010, 2014)

Activities with Participation 10% - 20%  
(percent)



Source: National Marine Manufacturers Association



## TRENDS IN MARINA SERVICES AND ACTIVITIES

Marina Profit Centers, 2013 and 2014				
	2013	2014		
	On-Site/3 <sup>rd</sup> Party Lease	On-Site/3 <sup>rd</sup> Party Lease	On-Site	3 <sup>rd</sup> Party Lease
Restaurants	50%	58% =	33%	25%
Event Services/Venue	n/a	45 =	37	8
Boat Rentals	18	41 =	31	10
Tour/Charter/Water Taxi	34	34 =	15	19
Water Toy Rentals	23	25 =	19	6
Campground/RV Park	18	19 =	16	3

Source: 2014 Marina Trends Survey Report. Warren, RI: Association of Marina Industries.



## REVENUE TRENDS

Profits from Marina Activities 2013 – 2014 Change			
	Increased	Decreased	Stay the Same
Restaurants	61%	11%	28%
Event Services/Venue	52	8	40
<b>Boat Rentals</b>	61	12	26
Tour/Charter/Water Taxi	46	9	46
Water Toy Rentals	70	12	18
Campground/RV Park	65	-	35

Source: 2014 Marina Trends Survey Report. Warren, RI: Association of Marina Industries, 2014.



## MARINAS AS DESTINATIONS

- Marinas trending towards becoming destination and resort locations, instead of just places to keep a boat—appealing to a wider audience.

Source: American Recreation Coalition, *Outdoor Recreation Outlook 2015*

### Port of Newport

- Two full hook-up RV Parks
- Within walking distance:
  - Oregon Coast Aquarium
  - Hatfield Marine Science Center
  - Newport Marina Store & Charters
  - Rogue Brewery & Rogue Distillery



The Port of Newport is located on the central Oregon coast in the City of Newport, Lincoln County seat and major business/economic hub of the area, and encompasses approximately 50 square miles and has an estimated population of 10,800 persons. Port boundaries reach north to Otter Rock, east up to six miles inland, south to Seal Rock, and west to the Pacific Ocean. Commercial and sport fishing, fish processing, shipping, tourism, recreation, and lumber and wood processing are the area's major industries.

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

## MARINA INDUSTRY BEGINS TO VIEW ITSELF AS PLAYER IN TOURISM

SHILSHOLE BAY MARINA



A PORT OF SEATTLE PROPERTY

206-787-3006

BELL HARBOR MARINA



A PORT OF SEATTLE PROPERTY

206-787-3952

**Groups and clubs welcome!**

### Guest Moorage Amenities

#### Shilshole Bay Marina:

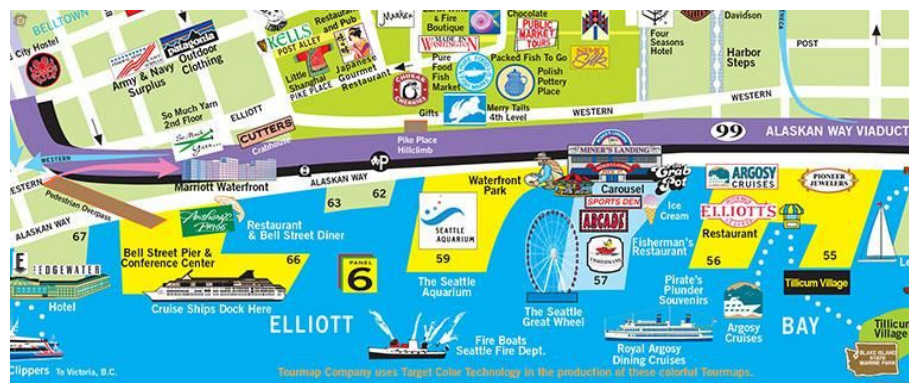
- Free shuttle into Ballard: drop off and pick up
- Free bicycle rentals
- Free BBQ's and large grass area for available for group gatherings

#### Bell Harbor Marina:

- Bike rentals available nearby
- Restaurants and pubs, sports stadiums, Seattle Center, Seattle Art Park, Pike Place Market, and more within walking distance
- Reservations recommended

- Events, providing amenities such as pools, clubhouses, rental operations, restaurants, paddle boat racks and more.

**Port of Seattle Marinas  
Eat, Shop & Play Near the Marina**



<http://www.portseattle.org/Marinas/Bell-Harbor-Marina/Pages/Eat-Shop-Play.aspx>



## MARINAS AND TOURISM

### Port of Kodiak

Plan a two-week stay if you can, so that you can cruise Whale Passage, enjoy the incredible fishing, hike in the forests, kayak among our archipelago of islands, visit our museums and learn about our history. There is lots to do in Kodiak. Come see for yourself.

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

**Cruise Kodiak**

**Kodiak Welcomes Cruisers to the Emerald Islands**

Home  
Cruise Reports  
Trip Planning  
Ask the Harbormaster  
Photo Tour  
Contact Us

All the things that make cruising fabulous are in Kodiak. Placid waters surrounded by majestic green islands with thousands of inlets and coves where few have gone before. Land and water teeming with exciting wildlife. Our town and our harbor welcome you. We offer an abundance of large, modern slips, plenty of power, and complete boatyard services. We are soon opening a new boatyard that will service boats to 200 feet. The port has everything a cruising yachtsman could need. In addition, Kodiak is served by regular daily airline flights, making delivery of needed parts for your yacht and engine a 48-hour turn around in most cases. The town of Kodiak has 10,000 friendly inhabitants and offers restaurants, stores and activities to please everyone aboard your boat. Kodiak is also a jumping off point, but DeHaviland Beaver seaplanes, to the Katmai Peninsula and the largest bears in the world. Plan a two-week stay if you can, so that you can cruise Whale Passage, enjoy the incredible fishing, hike in the forests, kayak among our archipelago of islands, visit our museums and learn about our history. There is lots to do in Kodiak. Come see for yourself.

**Recent Visitors**

- Chimera
- Sea Fever
- Francine
- Geraldine

## GASTINEAU GUIDING — CAPTAIN STEVE WHITE



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

## GASTINEAU GUIDING



Photo Credit: Gastineau Guiding



MARINAS AS ADVENTURE CENTERS

# GASTINEAU GUIDING

Photo Credit: Gastineau Guiding



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Photo Credit: Gastineau Guiding

## UN-CRUISE ADVENTURES — CAPTAIN DAN BLANCHARD

<http://www.un-cruise.com/>  
888-862-8881

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AN UN-CRUISE EXPERIENCE
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GALLERY

Unimaginable Alaska
1 2 3 4 5 6 7 8

Small ship cruises in Alaska's Inside Passage, Columbia River, Galápagos, Central America, Hawaii, Mexico, and Pacific Northwest

### CHOOSE TO UN-CRUISE

Wilderness, wildlife, and exploration; or history, tours, and wine. Our innovative adventure and river cruises provide an unbeatable combination of activity, expertise, service, and exclusive encounters. Uncover your small ship cruise, then pack, go, and discover! Alaska, Columbia & Snake Rivers, Central America, Galápagos, Hawaiian Islands, Mexico's Sea of Cortés, and the Pacific Northwest. **Unrushed. Uncrowded. Unbelievable.**



## UN-CRUISE ADVENTURES — OUR CLIENTS



<http://www.un-cruise.com/>



Photo Credits: Un-Cruise Adventures

ALASKA DEPARTMENT OF COMMERCE, COMMUNITY, AND ECONOMIC DEVELOPMENT

## PORT OF FRIDAY HARBOR

<http://www.portfridayharbor.org/marina/businesses/>

# WATERFRONT BUSINESSES

THE PORT OF FRIDAY HARBOR > MARINA > WATERFRONT BUSINESSES

The Friday Harbor waterfront is the main hub for commerce in the San Juan Islands. The Port of Friday Harbor takes great pride in offering an excellent facility to both visitors and island locals with an emphasis on promoting local businesses. The variety of services offered by businesses located on Port property can satisfy every boaters needs, from marine repair to fine dining.



FRIDAY HARBOR SEAFOOD

### BUSINESSES:

- Broadband Xpress
- Captain Carli's Charters
- Clipper Navigation
- Close Encounters Ecotours
- Downriggers Restaurant
- Friday Harbor Seafood
- 
- 
- All Aboard Sailing
- Closer Look Whale and Wildlife Tours
- Island Petroleum Services
- Kenmore Air
- Pacific Catalyst Small Ship PNW Expeditions
- Puget Sound Express
- Rock Island Technology
- San Juan Canvas & Sail
- San Juan Classic Day Sailing
- San Juan Excursions
- Friday Harbor Marine
- Friday Harbor Yachts



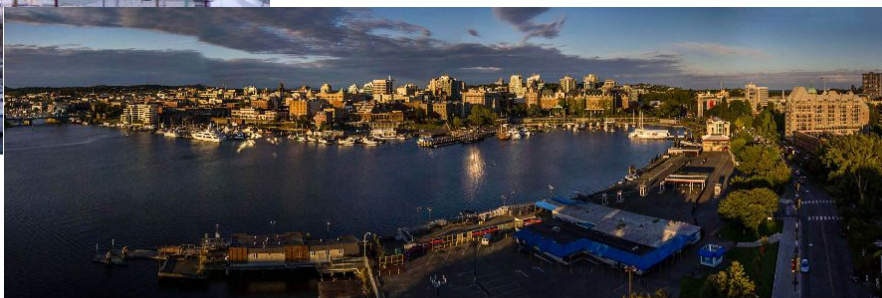
WHERE  
**FRIDAY**  
BEGINS



## R2AK— SPECIAL EVENTS



**START: PORT TOWNSEND**



**VICTORIA, BC**



...and they can throw a party.



**FINISH: KETCHIKAN**

Welcome to done.

<http://r2ak.com/>

## UN-CRUISE ADVENTURES — SPECIAL EVENTS



<http://www.un-cruise.com/>

# COMMENTS? QUESTIONS?

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## Economic Significance of Recreational Boating — 2014

	U.S.	California	Washington	Oregon	Alaska
Annual Economic Impact	\$121.5 B	\$8.9 B	\$3.2 B	\$1.7 B	\$651M
Recreational Boats	12 M	820,490	229,403	166,664	49,939
Sailboat	2%	5%	4%	3%	2%
Powerboat	82%	78%	93%	89%	93%
Pers. Watercraft	10%	13%	3%	7%	4%
Other	6%	4%	0%	1%	1%
Jobs	650,014	48,465	17,256	8,852	3,481
Businesses	35,014	3,062	1,427	486	369

Source: National Marine Manufacturers Association