

Pacific Coast Congress

RECESSION PLANNING



COVID-19
RESPONSE

*In the World of COVID-19
with Scott Grindy CMM, CPE*



RECESSION PLANNING in the (confusing) world of COVID-19

- How many Policy Changes to your Operations in 2020?
- Is your tenant occupancy up or down?
- Boating sales are up-but does this help you? (work with boat brokers)
- New Issues/Homeless living in cars or worse in your parking lots or illegally accessing your berths and boats.
- 1 staff member gets COVID, and the team all goes home/tested before returning, how to minimize impacts.
- Boater insurance claims, fires/sinkers/and worse



Presentation: RECESSION Planning in a world of COVID

- Boating sales are up, why? Nothing else to do, let's go boating!
- Marketing and wait lists-the importance of wait lists (revenue and procedure that is transparent)
- Berthing license, do you issue an annual one and why?
- If you are land rich, how about trailered boat storage, yes, some boats come out of the water but...
- Develop events like fishing derby's that are COVID friendly, (brings guest boats in, and launches)
- Be careful NOT to lower rates, aka the race to the bottom
- CPI include in your rate structure to avoid fights over rate increases, also politically safer!
- Berthing Sign up specials, if you do one, make the win at the end of the 12 months, not the beginning
- Protect and support your long-term tenants so they don't leave to another marina location
- Parking lot hours for non-tenants, barrel release fee's versus initial towing.
- Marina office operations, changes to the face to face type business to on-line. What can you change to automatic pay, like guest berthing, reservations, services?



Recession Planning Continued...

- Boaters Working remotely, more late payments as the “US MAIL” was not received by them on time.
- Events, how to have tenant and holiday events during these times of COVID
- Late Fee’s, Terminations and delayed payments due to job and COVID-Options on NON-Liveaboards. Do you have legal ability to terminate if a live aboard?
- Rent Control will it apply to the Live Aboard tenants?
- New Tenants, time to update your Wait List program, and provide a “Sea Worthy” inspection requirement to be a new boater. Don’t allow new “Junk” to become your new tenant.
- Illegal Charters-With COVID, more illegal charters are out there to make a buck, includes the Airbnb group too. (if you don’t have agreements for charters start now!)
- Guest berthers, require electronic payment, not cash. Proof of valid insurance etc. too...



REVENUE IDEAS

Boat sale and transfer of berth to new owner.

- **Charge a fee for the sale and the transfer of the berth. Why?**
- ✓ **Less surprise boat owners.**
- ✓ **Consistent Rent process.**
- ✓ **More revenue to the harbor via sale fees.**

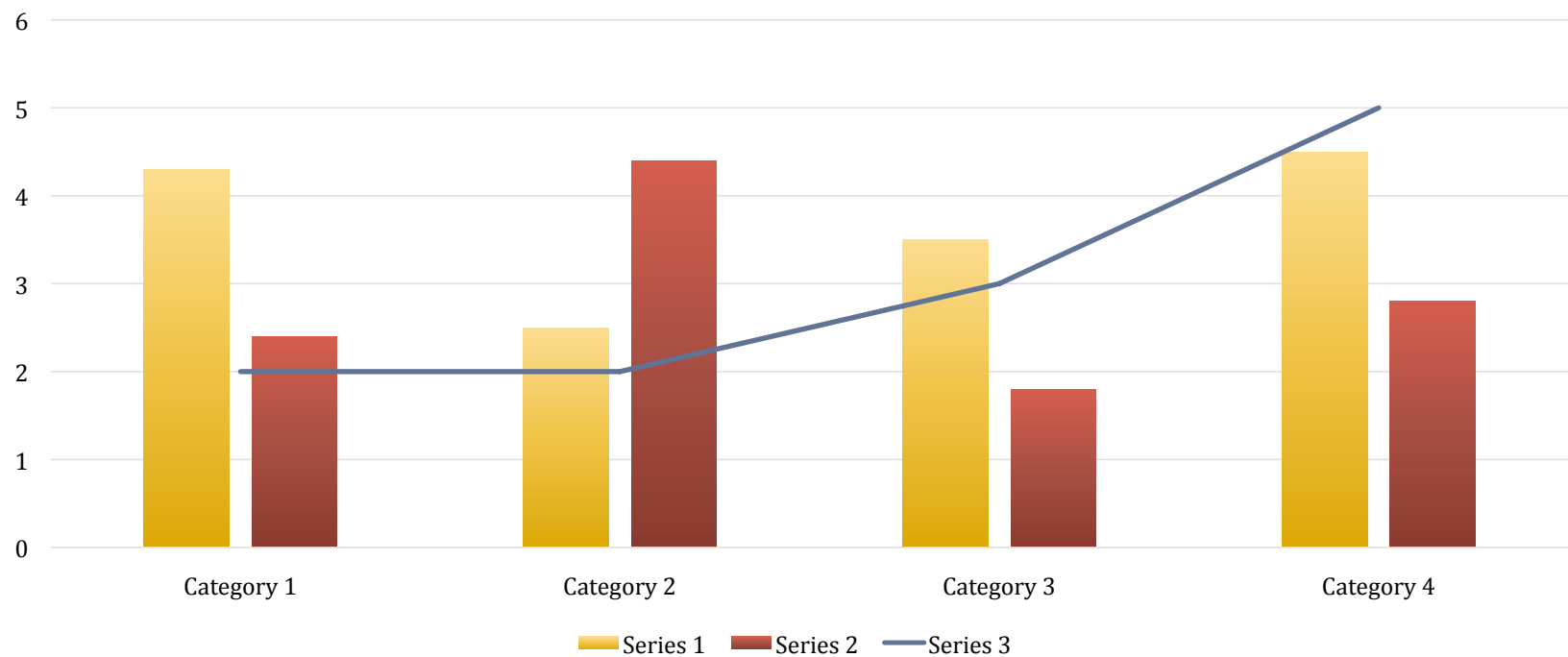
• **Parking and Launch fee's**

- ✓ Evaluate your rates vs neighbors
- ✓ Other services that are presently free? Review-**Review-Review**
- Do you have RV Parking?
- ✓ State Parks are now full and RV's looking for a spot to park. \$\$
- ✓ No hook ups required, just know where the local sewage dump station is to guide the RV's.

Timing is EVERYTHING!



How is your revenue lines compared to 2019?
Plan on tracking via a dashboard thru 2022+





Plan for the Unexpected

- **Arson & Sinking**
 - ✓ Increase vessel inspections
 - ✓ Confirmation of insurance coverage
 - ✓ If you have buildings rented, time to do safety & fire checks. Look for lapsing fire department inspections and or fire hazards inside buildings.
 - ✓ Special attention to vessel to shore power cords
- ✓ Electrical inspections of pedestals & switchgear
- ✓ Are your electrical meter readings off on some boats, compare past usage, you may have some meters by-passed or modified to charge less by a boater.



Recognize and Acknowledge your Long Term Boaters-*(maintain revenues)*

Photo with Acknowledgement Gift

- 5, 10, 15, 20+ Coffee Mugs
- Recognition Plaque at the Office
- Tee shirt or hat with the years and comedy themed

Start a Dock Captains program, use zoom or equal for now. Keep your boaters informed as main goal.

Use your Monthly Newsletter

- Photo's of long-term boaters
- Make a feature story regarding them
- At your boating events, use the PA-Mic and recognize them in front of their peers.



RATES & FEE's-ideas for adding revenues

- Work with other regional marinas, start an annual rate chart.
- Use it as a tool for adjusting your rates of the berth and other fees for services.
- Look for what others charge, and you are not charging for: Environmental, Electrical, Utilities, Wi-Fi etc.
- Make public the regional rates as transparency often brings in more customers.
- Small fees are easier to swallow as example:
- Environmental Fee \$5. per month and can be for trash/recycling, and or spill kit supplies etc.
- $\$5 \times 12 \text{ months} = \60
- $350 \text{ berths} \times \$60 = \$21,000 \text{ year}$
- Add 1 to 2 small fee's a year, not a dozen all at once. Don't combine, show on the billing as a line item.



RATES & FEE's-continued

LIVE ABOARDS

- Adjust by size and amount of people.
- Pet fee
- Have minimum size requirements
- Vessel to demonstrate use annually
- Required pump out service proof
- Start your own pump out service boat with fee for the service
- Have your legal review for ejection steps if issues arise with LAB's.

Other Fee Ideas plus more

- Initial inspection fee at registration (1-hour min.)
- Limit parking with berth to 2 vehicles, charge for additional
- Have a boater yard sale, charge for each parking space used as part of a registration.
- Review guest berth rates, make seasonal to increase when usually full and lower when not.
- Event Fee's (specific to size etc.)

Keep a **POSITIVE** Attitude with tenants, and staff, tough times are coming-Don't be a pirate-be fair!





Questions!

Thank you for participating today!

Scott Grindy, CMM, CPE

