



# MEMO

**Date:** April 27, 2021, 2021  
**To:** Parks, Recreation & Waterfront Commission  
**From:** Brendan Kaplan  
**RE:** Marina Long-Term Transient Weekday Slip & Mooring Rate

In an effort to adjust to new boating trends due to the impact of the pandemic on travel, we propose the following rate option to encourage more long-term transient reservations during our season. This option would allow us to discount the per foot rate if a boater wants to reserve for a longer stay with us, therefore increasing our occupancy rate. We saw a drastic decrease in reservations during the 2020 season and propose a new long-term transient rate available throughout the season (May 15<sup>th</sup> to October 15<sup>th</sup>). This will also allow us to remain competitive within the harbor.

### Proposed New Rate Option

Current Overnight Rate: \$2.25/ft for a slip & \$1.25/ft for a mooring

Proposed Monthly Rate Option: \$23/ft for a slip and \$15/ft for a mooring, per month.

Valid throughout the season, with a minimum of a 30 consecutive day stay, granted by the Manager based on current occupancy level of slips and moorings.

**Note** – We already have a late season rate in effect from mid-September to October 15, reducing the overnight fee to \$1.25/ft for a transient slip. We propose to keep this rate as well, and would default to this existing rate after mid-September.

The below chart outlines the fall in occupancy we saw in the 2020 season (May 15<sup>th</sup> to October 15<sup>th</sup>). Occupancy numbers are similar for May and part of June. Our intent is to increase occupancy and revenues during the season while COVID-19 is still prevalent.

