



# MARKET SURVEY



## Dana Point Harbor Revitalization

### Market Factors

- **Geography** – proximity; distance from home to marina and distance to destinations
- **Demographics** – income, age, lifestyle
- **Functionality** – amenities, activities, slip sizes, water depth
- **Economic** – supply/demand, market conditions

#### Market Data Analysis

- Analyze comparative marinas within the market area, considering various factors including on-site and off-site amenities, harbor features, and surrounding areas
- Rental rates are influenced by factors such as marina condition, amenities, and surrounding attractions

#### Market Rent vs. Market Rate

- **Market Rent:** The most probable theoretical price a property would bring in an open and competitive market
- **Market Rate:** The actual rental prices observed in the market, potentially influenced by non-economic factors like long waiting lists, location, amenities, etc.
- Primarily consider existing market rate data for comparable marinas but acknowledge the influence of pent-up demand

#### Market Area

- Geographic proximity to a marina is crucial, but other factors like amenities also influence choice
- Comparative factors other than simply location must be taken into account
- There are functional, qualitative, and economic differences between marinas and their surrounding influences which need to be considered as well

#### Comparative Analysis

- **Marina Facilities:** physical condition/maintenance, age, amenities, slip mix, water access/depth, ocean access, etc.
- **Surrounding Influences:** harbor characteristics, nearby services and attractions, regional demographics