



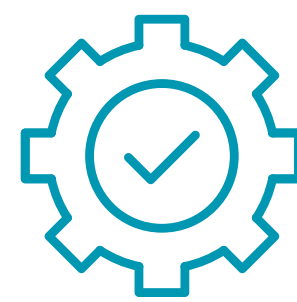
MARKET SURVEY

Dana Point Harbor Revitalization

MARKET FACTORS



Geography – proximity; distance from home to marina and distance to destinations



Functionality – amenities, activities, slip sizes, water depth



Demographics – income, age, lifestyle



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.