Dana Point Marina Company is the best choice!

One Marina...... One Manager
Dana Point Marina Company Is The Best Candidate for the West Basin Management

- History
- Proven Track Record
- Operational Advantages to a Unified West and East Basin Marinas
- Financial Benefits
- Transition Plan
- Conclusion
As a master leaseholder in 1971, Dana Point Marina Company (DPMC) became the first marina operator in Dana Point; designing, building and managing one of the largest private marinas on the West Coast. 40 years experience providing superior service to the boating public and the County of Orange. DPMC is one of the most respected and experienced public / private marina companies in California.

- 2001 made a smooth transition to an operating manager for the County
- Value long term working relationship with the County
- The best of a public and private partnership
- We have delivered the services and created value for the County and the boaters .... therefore the ideal choice to manage the West Basin.
Dana Point Marina Company
Proven Track Record

Unmatched 40 year track record of providing top quality customer service, maintenance and management in Dana Point

- Customer Service
  - Outstanding customer service = High slip occupancy (currently 95%) and long waitlist
  - Pioneered fair and transparent waitlist policies
  - Quick response to customer work orders
  - Responsive to customer concerns and suggestions
  - Robust customer communication .... monthly news letter, informative up to date website and customer surveys.
  - Customer service training with annual refresher training
    - Maintenance employees wear uniforms.
Dana Point Marina Company
Proven Track Record

- Financially Experienced and Professional Oversight
  - Excellent relationship with County Accounting
    - Timely financial reporting
    - Compliance with County documentation & procedural requirements
    - Cooperation during County reconciliations, research and historical reporting needs
  - Consistently better than-budgeted performance for the past 10 years
  - Effective oversight of tenant percentage rent
  - Initiated marina management software used Harbor-wide
    - Ease of data conversion to one system
    - Consistency in reporting, budgeting, and transaction capabilities.
Dana Point Marina Company
Proven Track Record

• Unparalleled Management and Maintenance

➢ Providing leadership in environmental protection
  o Clean Marina Certification
  o Semi-annual underwater clean-ups
  o On the water trash removal

➢ Developed rules and regulations needed for safe and efficient operations

➢ Part of the task force that helped develop the 12 Priorities for Dana Point Harbor

➢ Established close relationships with merchants and organizations throughout Dana Point Harbor – a community leader

➢ Developed a unique and specialized program for maintaining concrete docks ...extending their useful life and saving money.
Example of Dana Point Marina Company specialized Dock Maintenance Program

EAST BASIN MARINA

WEST BASIN MARINA
Dana Point Marina Company
Operational Advantages to a Unified West and East Basin Marinas

- Only DPMC can offer the financial, organizational, administrative and single contact benefits of a consolidated marina office.
  
  ➢ Policy inconsistencies will be eliminated, improving boater understanding of procedures
  
  ➢ More effective management of parking resources throughout the harbor
  
  ➢ Major reduction in overhead and improving efficiency
  
  ➢ Providing a single point of contact for customers
  
  ➢ Oversight of one management team will be more efficient OCDPH, especially during redevelopment
  
  ➢ Consolidating service providers will promote maintenance continuity.
Dana Point Marina Company
Financial Benefits

Only DPMC can unify both marinas with significant financial benefits:

- Elimination of duplicated management positions
- Free up Building B for lease to the public
- Additional savings in administrative and office expenses

Projected savings in excess of $3 million dollars over 5 years, compared to the current 2011/2012 West Basin budget

- $1.6 Million savings in wages and employee benefits
- $408,000 savings in office and other administrative expenses
- $146,000 additional gross receipts from the lease

Proposed management fees Yr 1 - 2%, Yr 2 - 3%, Yr’s 3 & 4 - 4% and Yr 5 - 5%
Cost savings are $383,000 compared to the West Basins current 5% fee.
Dana Point Marina Company
Transition Plan

An important part of the management transition is that we can hit the ground running, effectively implementing operations and addressing customer concerns.

- Immediately implement operational improvements
  - Initiate staffing plan
  - Unify policies and procedures of the marinas
  - Execute maintenance program

- 90 day transition plan for customer outreach
  - Canvassing the docks
  - Customer survey
  - Monthly newsletters and office contact
As we have demonstrated with our RFP as well as our presentation;

Our professional team will

❖ Improve public service

❖ Enhance maintenance

❖ Generate substantial additional revenues – a rare opportunity

❖ Have our total focus on Dana Point Marina – No other conflicts

Taken together, these attributes make Dana Point Marina Company the best choice for operating the West Basin Marina at Dana Point Harbor.