TBW Company
West Basin Marina
RFP Response
Order of Presentation Topics

- Introduction
- History/Philosophy of TBW & Dana West Marina
- Qualifications & Experience
- Operations & Organization Outline
- Public Use/Coastal Access
- Environmental/Water Quality Programs
- Marketing/Customer Service
- Proposed Capital Improvements
- Proposed Financial/Feasibility Management Plan
- Summary
Dana Point Harbor Circa 1973
TBW Company, LP

- Originated in 1974
- Original & Current Primary Principals:
  - Richard L. Beauchamp
  - James P. Warmington
- TBW Company, Inc. – General Partner
  - Eric G. Leslie, President
  - Licensed California Department of Real Estate
Dana Point Harbor Circa 1975
TBW Company West Basin Marina Dock Construction
TBW Company West Basin Marina Dock Construction
TBW Company West Basin Marina Building Construction
TBW Company West Basin Marina Building Construction
Completed West Basin Marina
TBW Company –
WHAT SETS US APART?

EXPERIENCE

EXPERIENCE

EXPERIENCE

EXPERIENCE

TBW – HISTORICAL EXPERIENCE
TBW Company - WHAT SETS US APART?

- **Over 1,800 Slips** of Marina Development Experience.

- **5 Decades of Multiple Marina Management Experience** Encompassing **3000 Slips**.

- **5 Decades of Local Knowledge** Specific to Dana West Harbor.
TBW Company and Associated MARINA PROPERTIES

- Dana West Marina
- Ventura West Marina
- Harbor Island West Marina
- Oceans West Marina

Associated Properties
- San Diego Mooring Company
- Pier 32 Marina
- Point Loma Marina
Dana West Marina
24500 Dana Point Harbor Drive
Dana Point, CA 92629

Owner: County of Orange, CA

- 980 Slips from 20' to 80'
- Annual Gross Revenue $5.5 million
- 6 Buildings with 18M sq ft building & retail space.
- Original Developer, Builder & Operator since 1979
- 2005 entered into a Management Agreement with the County of Orange
- Management of Yacht Club Lease
Ventura West Marina
1198 Navigator Drive
Ventura, California  93001

- 391 slips from 20' to 60'
- Gross annual revenue $2.5 million
- Developed, built and managed by Beauchamp Realty since 1978
- 8,000 sq ft Building and retail space

Lessor: Ventura Port District
Harbor Island West Marina
2040 Harbor Island Drive
San Diego, California 92101

- 620 Slips from 21' to 100'
- Gross Annual Revenue $4.5 million
- Owned, Managed & Operated by Beauchamp Realty since 1981
- 20M sq ft Building/Commercial Space

Lessor: San Diego Unified Port District

Commercial Businesses
- Full Service Fuel Dock
- Dinnerhouse Restaurant
- Delicatessen
- Sailing School
- Boat Charters
- Chandlery/Dive Shop
- Boat Brokerage
- Fisheries Brokerage
Oceans West Marina
1167 Spinaker Drive
Ventura, California 93001

- 162 Slips from 20' to 60'
- Gross Annual Revenue 1.5 million
- Constructed in 1982
- Original Developer Builder & Operator
- 3,000 sq ft Building & Retail space

Lessor: Ventura Port District
San Diego Mooring Company
4980 North Harbor Drive
San Diego, California 92106

- 462 Mooring Accommodations for Vessels 20' to 65'
- Gross Annual Revenue $800,000
- Owned by the San Diego Mooring Company, LLC

Lessor: San Diego Unified Port District

- Leased from the Port in 2002
- Operated by Beauchamp Realty 2002 - 2009
Pier 32 Marina
3201 Marina Way
National City, California 91950

- 250 Slips from 28' to 120'
- Gross Annual Revenue $1.7 Million
- Owned by Pier 32 Marina Group, LLC
- Opened June 2008

Associated Property
Lessor: San Diego Unified Port District
Point Loma Marina
4980 North Harbor Drive
San Diego, California 92106

Associated Property

Lessor: San Diego Unified Port District

- Opened November 2008
- 50 State of the Art slips from 40' to 170'
- Average slip size 50'
- Pumpout system accessible from each slip
- Gross Annual Revenue $650,000
- 12M sq Building Space
PUBLIC AGENCY PARTNERSHIPS

- County of Orange
- Ventura Port District
- San Diego Unified Port District
- City of National City
- City of San Diego
- State Lands Commission
- California Department of Boating & Waterways
PUBLIC ACCESS / PUBLIC USE
We Understand that......

- Dana Point Harbor is a Regional Public Resource. It is our Job to ---

- Help create awareness that the harbor is open and available to all members of the public.

- Balance the uses between boaters, non-boating water recreation activities and general public coastal access.

- Promote and support community events, charity events and waterfront education.

- Support transient and trailerable boating activity.
PUBLIC ACCESS / PUBLIC USE
ENVIRONMENTAL PROGRAMS

RECYCLING CENTERS
- Waste Oil
- Oil Filters, Oil Pads
- Batteries
- Automatic Transmission Fluid
- Coolant/Anti-Freeze
- Glass, Paper, Plastics

PRODUCT DISTRIBUTION
- Absorbant Pads
- Miser Nozzles for Dock Hoses

BOATER EDUCATION
- Monthly Newsletters
- Knowledgeable & Educated Employees
- BMP Environmental Brochures

This is to Designate Dana West Marina a Clean Marina For Successful Execution of the Best Management Practices 5 years running.

April 27, 2011
Date
President—Clean Marinas Program

TBW - ENVIRONMENTAL STEWARDS
WEST BASIN MARINA RECYCLING CENTER

- Waste Oil: Open 8-5 Daily
- Oil Absorbent Pad Disposal: Open 8-5 Daily
- Free Oil Absorbent Pads: Open 8-5 Daily
- Oil Filters: Open 8-5 Daily
- Batteries: Open Daily
- Automatic Transmission Fluid: Open 8-5 Daily
- Coolant/Anti-freeze: Open 8-5 Daily

You may check out a key at the marina office to access the recycling center during business hours Mon-Sat 8am - 5pm

949.493.6222

TBW - ENVIRONMENTAL STEWARDS
WATER QUALITY STEWARDSHIP

- Pump Out Stations
- Baby Beach Daily Bird Dropping Clean up
- Twice a day Manual Corner Cleaning
- Weekly Sidewalk Cleaning
- Participation in Environmental Events
DAILY BABY BEACH CLEAN-UP

TBW - ENVIRONMENTAL STANDARDS
WATER SKIMMER PROGRAM
CORNER CLEANING

TBW - ENVIRONMENTAL STEWARDS
PARTICIPATION IN ENVIRONMENTAL EVENTS
MARKETING & ADVERTISING STRATEGIES

• Limited Advertising Budget
  - Cannot change current
  Limited Demand and Excess Supply

• Lower Cost Indirect Marketing Efforts
  - Swap Meets
  - Regattas
  - Boater Education Classes

• Focus Efforts on Customer Retention.
  - Maintain High Level of Service to Existing Boaters
  - Spend quality time with Exiting tenants
  - Find out – Why are they leaving

MARKETING & ADVERTISING STRATEGIES

- Maintain an Active Role and High Profile in the Boating Community
  - Local Harbor Groups
  - Community Organizations
  - Trade Associations

- Expand the Roll of Customer Service Representative
  - Facility Tours
  - Follow-up Calls
  - Email Communication

- Continuously Updated & Interactive Web Site
Welcome Cruisers...

To the three best Marinas in Southern California!

Whether you're heading north or south or simply want to find somewhere to stay for a while, our marinas...

Ventura West Marina, Dana West Marina and Harbor Island West Marina are the places to stay for convenience, comfort and friendliness.

Ventura West Marina
805.644.8266
1198 Navigator Drive
Ventura CA 92001
www.venturawestmarina.com

Dana West Marina
949.493.6222
24500 Dana Pt Harbor Dr
Dana Point CA 92629
www.danawestmarina.com

Harbor Island West Marina
619.291.6440
2040 Harbor Island Drive
San Diego CA 92101
www.harborislandwest.com
GET OUT THE BOAT!
SPLASH & DASH
SIDE TIE SPECIAL
Water Sport!
FISH SAIL RELAX call
DANA WEST MARINA
24590 Dana Point Harbor Drive
Dana Point, California 92629
949.483.6222
www.danawestmarina.com
# PROPOSED CAPITAL IMPROVEMENTS

Ballpark Estimated Costs

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## West Basin Marina Working Papers Draft Budget

### 7/1/2012 - 6/30/2013

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<td>122,181</td>
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<td>129,817</td>
<td>120,316</td>
<td>121,016</td>
<td>128,428</td>
<td>134,718</td>
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**TBW - COST EFFECTIVE MANAGEMENT**
TBW Company  
COST SAVING MANAGEMENT IDEAS

1. Structuring the Controller/Financial Manager position as a Part Time position and shifting a portion of the accounting burden to our corporate office.  
   ($18,000)
2. Combining the Bookkeeper/Office Manager Position.  
   ($34,000)
3. Restructuring the Health Insurance benefit to be consistent with our other properties by incorporating a cost share program.  
   ($50,000)
4. Reduction of Management Fee expense.  
   ($57,000)
   ($22,000)
   ($17,000)
Innovative Savings Ideas
OFFICE SPACE RENTAL
Leasing from the County

Building B – Dana West Marina Office Space

- 1200 square feet * $1.50/square foot = $21,600/year
- 600 square feet * $1.50/square foot = $10,000/year

**TOTAL SAVINGS TO COUNTY** = **$32,000/year**
# Marina Expense Comparison

**TBW/Beauchamp Marina Properties**

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<tr>
<th>Property</th>
<th>Slips</th>
<th>Expenses Per Slip</th>
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<tbody>
<tr>
<td>Oceans West Marina</td>
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<tr>
<td>(FY Budget 2011)</td>
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<tr>
<td>Ventura West Marina</td>
<td>392</td>
<td>$2,500</td>
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<td>(FY Budget 2011)</td>
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<tr>
<td>Harbor Island West</td>
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TBW - Cost Effective Management
# MARINA EXPENSE COMPARISON

**TBW/Beauchamp Marina Properties**

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<tr>
<th>PROPERTY</th>
<th>SLIPS</th>
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<tr>
<td>East Basin Marina</td>
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*(FY Budget 2010)*
## MARINA EXPENSE COMPARISON

Other TBW/Beauchamp Marina Properties Without Management Fee

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<tr>
<th>PROPERTY</th>
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<th>EXPENSE PER SLIP</th>
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<tr>
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**TBW – COST EFFECTIVE MANAGEMENT**
MARINA EXPENSE COMPARISON
Other TBW/Beauchamp Marina Properties
Without Management Fee & Adding Back Insurance to TBW

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## MARINA EXPENSE COMPARISON

Other TBW/Beauchamp Marina Properties Without Management Fee With Proposed Budget

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TBW - COST EFFECTIVE MANAGEMENT
WRAP UP

• QUALIFIED
• EXPERIENCED
• KNOWLEDGEABLE
• COST EFFECTIVE MANAGEMENT
• MOTIVATED

WE HAVE BEEN OPERATING THE WEST BASIN MARINA FOR THE PAST 35 YEARS.