



EXECUTIVE SUMMARY

TO: Key West Bight Board
FROM: Mark Tait
CC: Marilyn Wilbarger
DATE: November 30, 2011
SUBJECT: Dockage Rates

ACTION STATEMENT: The purpose of this item is establish new transient dockage rates and deposit policies for Key West Bight Marina

BACKGROUND: Staff met with Michael Knowles to compare hotel rates and deposit procedures to marina dockage rates and deposit procedures. Transient dockage in a marina is comparable to renting rooms at a hotel. The following items were discussed and have been included in the proposed policy.

1. Adding a weekly rate.
2. Adding group rates.
3. Adding hourly rates.
4. Formalizing the summer rate.
5. Taking deposits
6. Refunding deposits.

OPTIONS/ ADVANTAGES/ DISADVANTAGES:

1. The Bight Board can approve the new dock rates and deposit policies.
2. The Bight Board can adjust the new dock rates and deposit policies.
 - Adding weekly, group and hourly rates will maximize revenues and increase occupancy.
 - Setting deposit and refund policy will ensure that all customers are treated equally and fairly.

FINANCIAL IMPACT: The changes to the current rate structure and deposit policy should create an increase in revenue.

RECOMMENDATION: Staff recommends that the Bight Board approves the rate structure and deposit policy as presented.

ATTACHMENTS:

Rate spreadsheet
Monthly marina rates
Daily marina rates