



EXECUTIVE SUMMARY

TO: Key West Bight Board
FROM: Mark Tait
CC: Marilyn Wilbarger
DATE: January 2, 2013
SUBJECT: Dockage Group Rates

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

BACKGROUND: In November 2011 the Bight board approved a new rate and deposit schedule for transient boaters. At that time group rates were approved for a minimum of 10 boats. Staff would like to add incentive to boaters by adding a lower boat count for the group rate for transient vessels. Throughout the year staff receives requests for dockage from boaters that want to have a regatta, rendezvous, sailing competition, or other type of group run where a group of boats arrive together and leave together. Normally there are less than 10 boats in these groups and staff wants to lower the minimum from 10 boats to 6 boats. The discount for the group rate is 15% off the normal rate of \$2.75 per foot which is \$2.34 per foot. Group rates are not available during special events. Staff believes that by offering a lower boat count group rate these types of activities will increase in the marina.

OPTIONS/ ADVANTAGES/ DISADVANTAGES:

1. The Bight Board can approve the new group rate.
2. The Bight Board can adjust or decide not to change the group rate.

FINANCIAL IMPACT: The changes to the current group rate should create an increase in revenue.

RECOMMENDATION: Staff recommends that the Bight Board approves the group rate change