

Harbormaster Report

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The Port of Port Townsend



Point Hudson Marina & RV

– Michele (CSR II), Jeanni (CSR I)

- RV Park
- Marina
- Yacht Clubs
- RV Groups
- Kayaks
- Row Shells
- Union Wharf/City Dock oversight



POPT Boatyard

– Kelsey (CSR II), Giuseppe (CSR I)

- All 70T Yard traffic
- All 300T Yard traffic



Boat Haven Moorage

– Brittany (CSR II), Chuck (CSR I)

- Marina
- Launch Ramp
- Commercial Basin
- Kayaks
- Wherry
- JCIA daily use management
- Hadlock launch/dock management



Herb Beck Marina

– Aubri (Facilities Attendant)

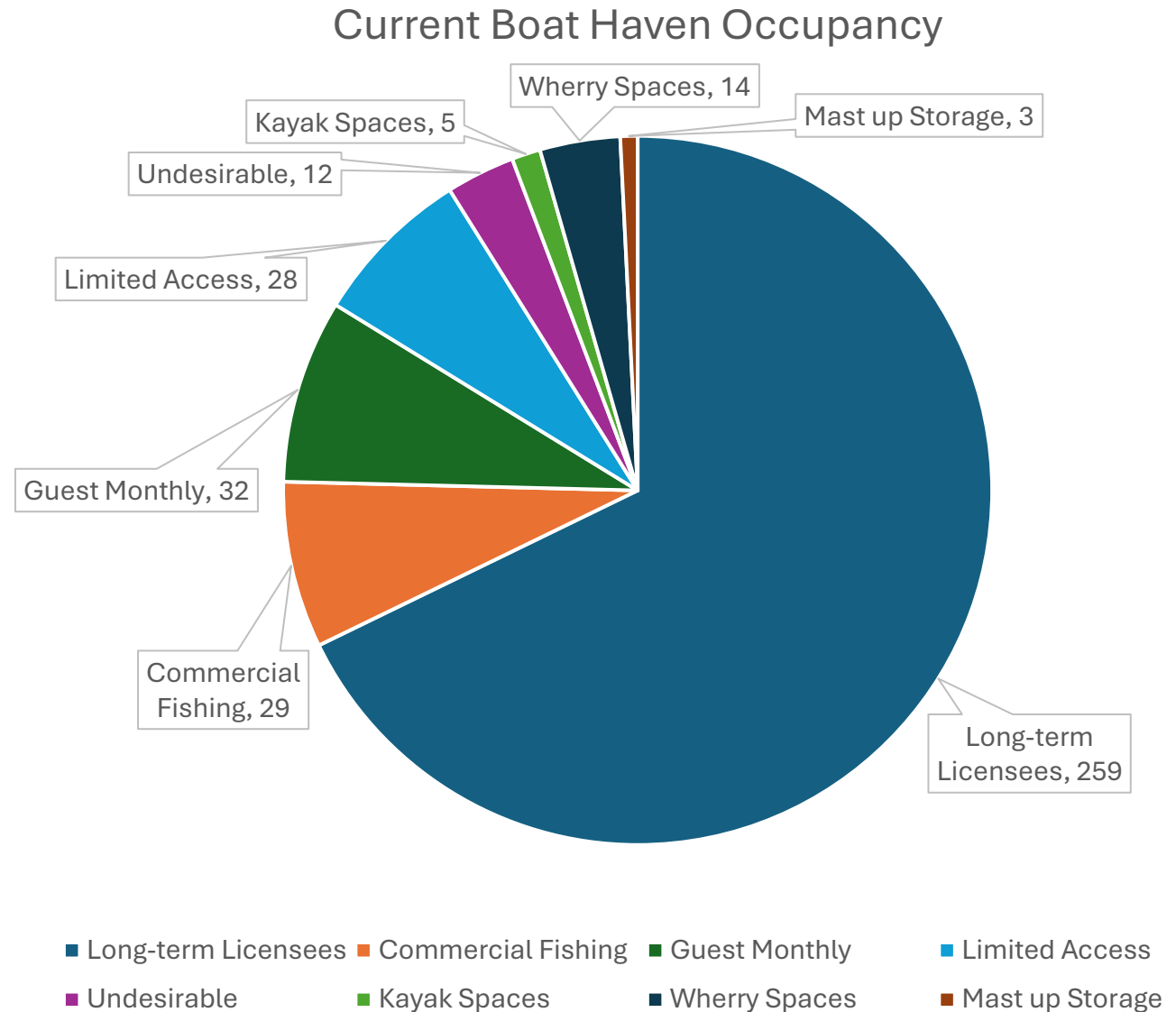
- Marina
- Launch Ramp
- Groundskeeping



Boat Haven Facility

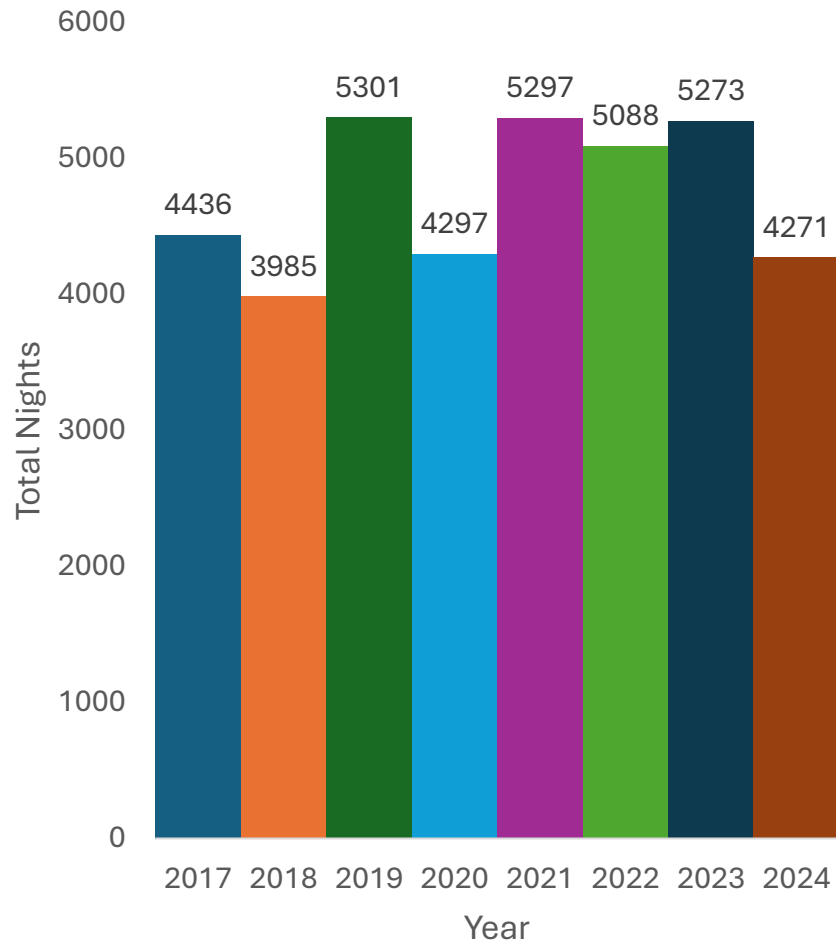
Composition

- 293 Slips
 - 46 - Commercial Basin
 - 247 - Main Basin
- 2,850' of lineal space
- 14 Wherry Spots
- 20 Kayak Racks
- 28 Limited Access



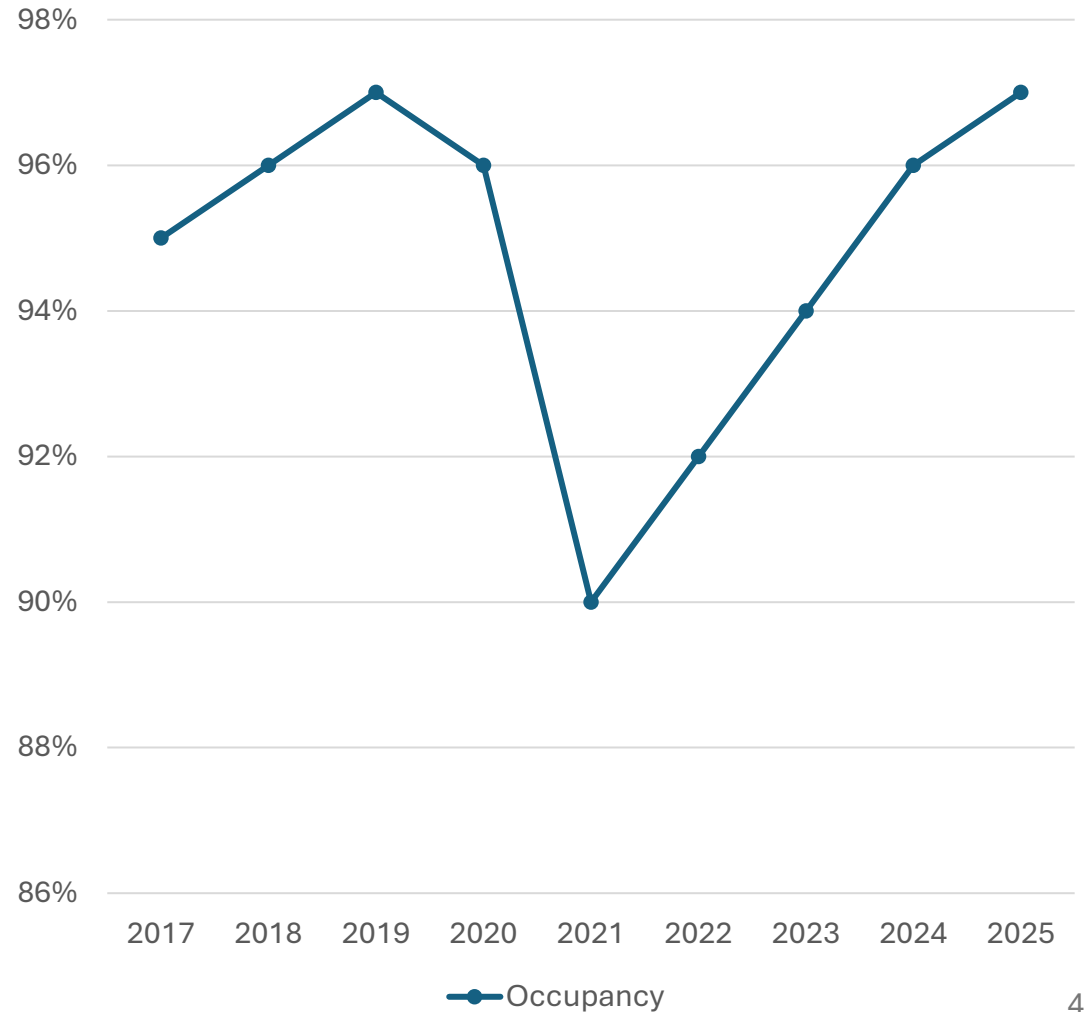
Transient Nights

Nightly Transient Moorage by year



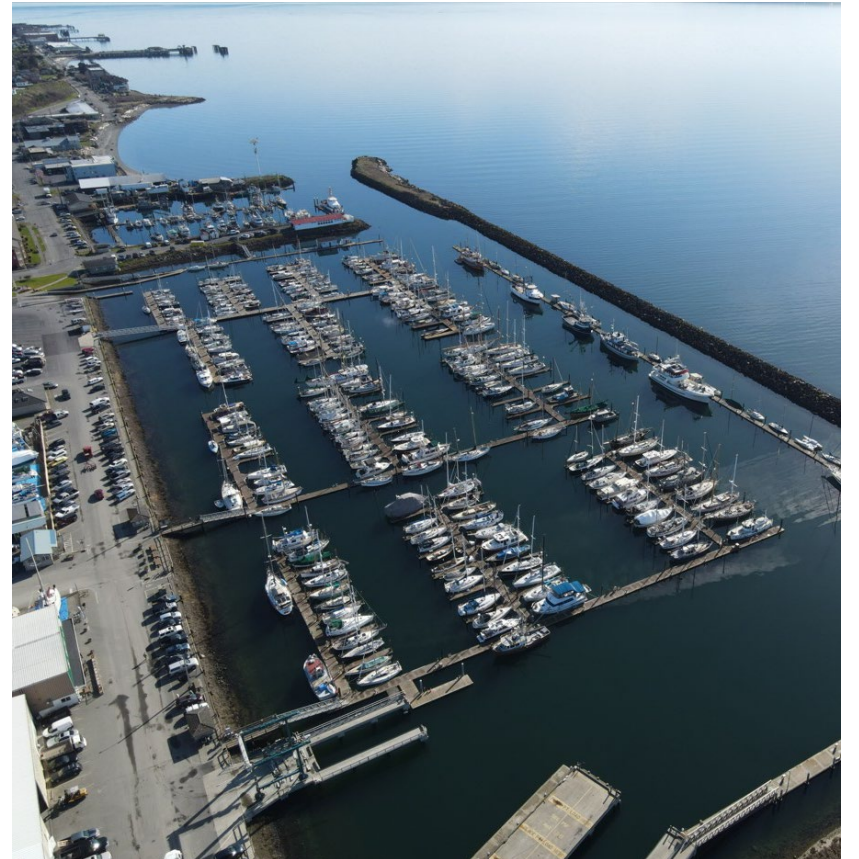
Longterm Occupancy

Occupancy



Goals & Aspirations

- **Leverage Existing Marina Management Software**
 - Enable digital uploads and storage of License Agreements
 - Efficiently upload and track Insurance and Registration documents
- **Buoy Test Vessels**
 - Conduct the second round of buoy testing for vessels
- **Enhance Commercial Basin Operations**
 - Verify the commercial fishing status of current vessels
 - Strategically market to expand and strengthen the fishing fleet
 - Contribute to the development of future marina layout configurations
- **Summer Dock Attendants**
 - Increase dock presence and support during the busy summer season



Point Hudson Marina & RV

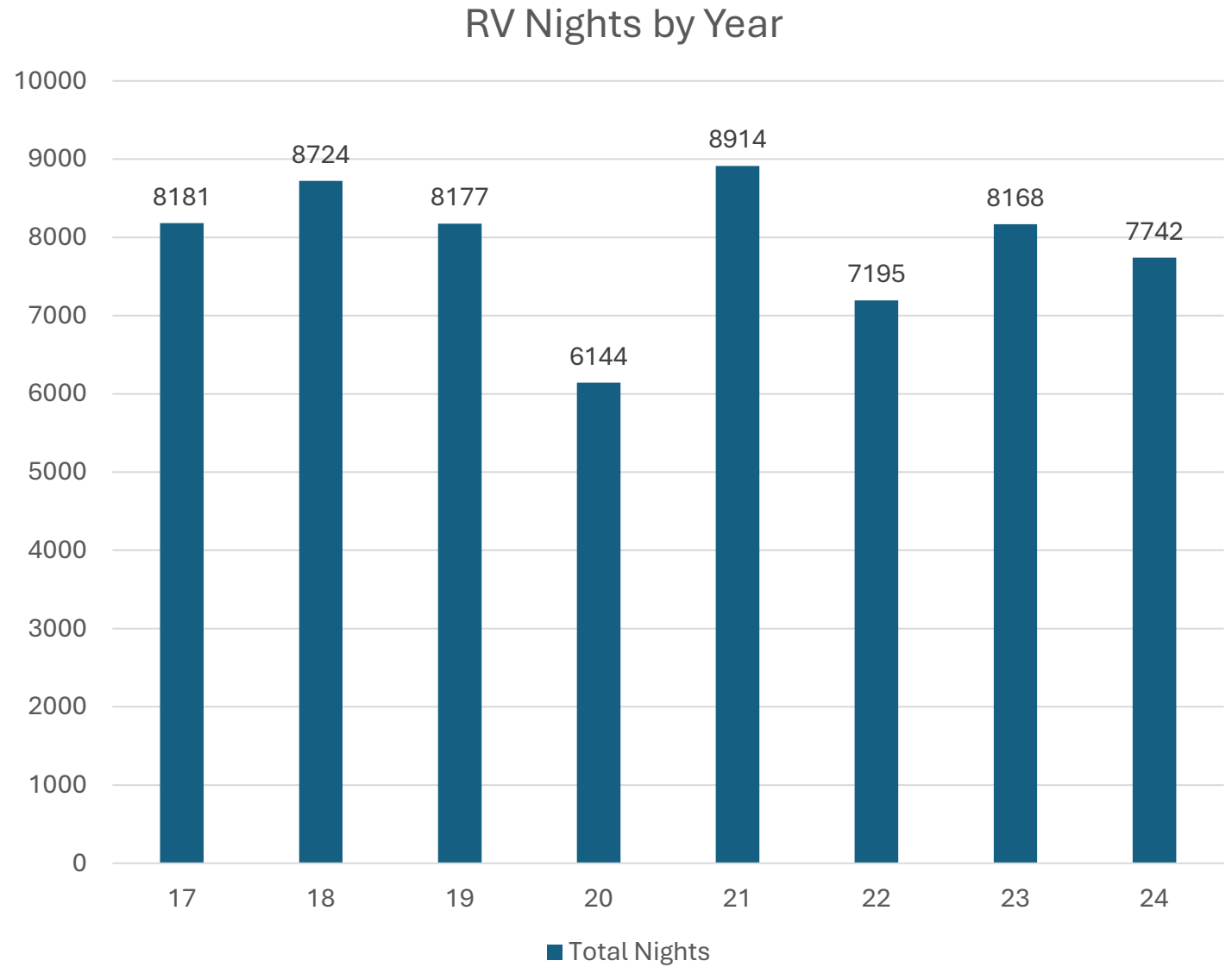
Composition

- 32 Reservable Slips
- 848' of Lineal space
- 1169' of Limited access
- 46 Reservable RV Sites
- 60 Kayak spaces
- 20 Row Shell spaces
- 2 Dory on Dock



Nightly RV

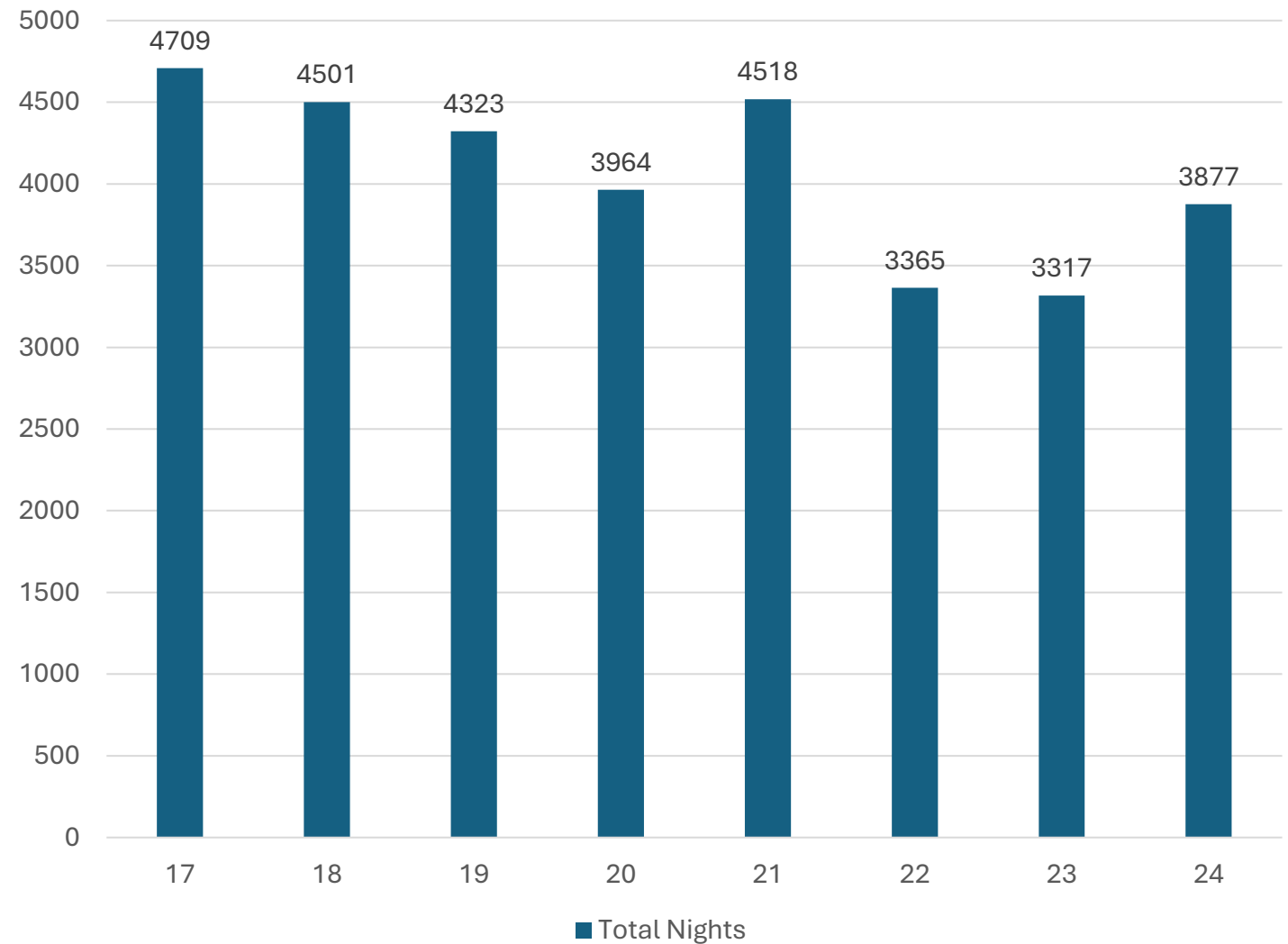
- Minimum – 6,144
- Maximum – 8,914
- Median – 8,172
- Average – 7,318



Nightly Slips

- Minimum – 3,317
- Maximum – 4,518
- Median – 4,143
- Average – 4,696

Moorage Nights by Year



Marketing Strategies

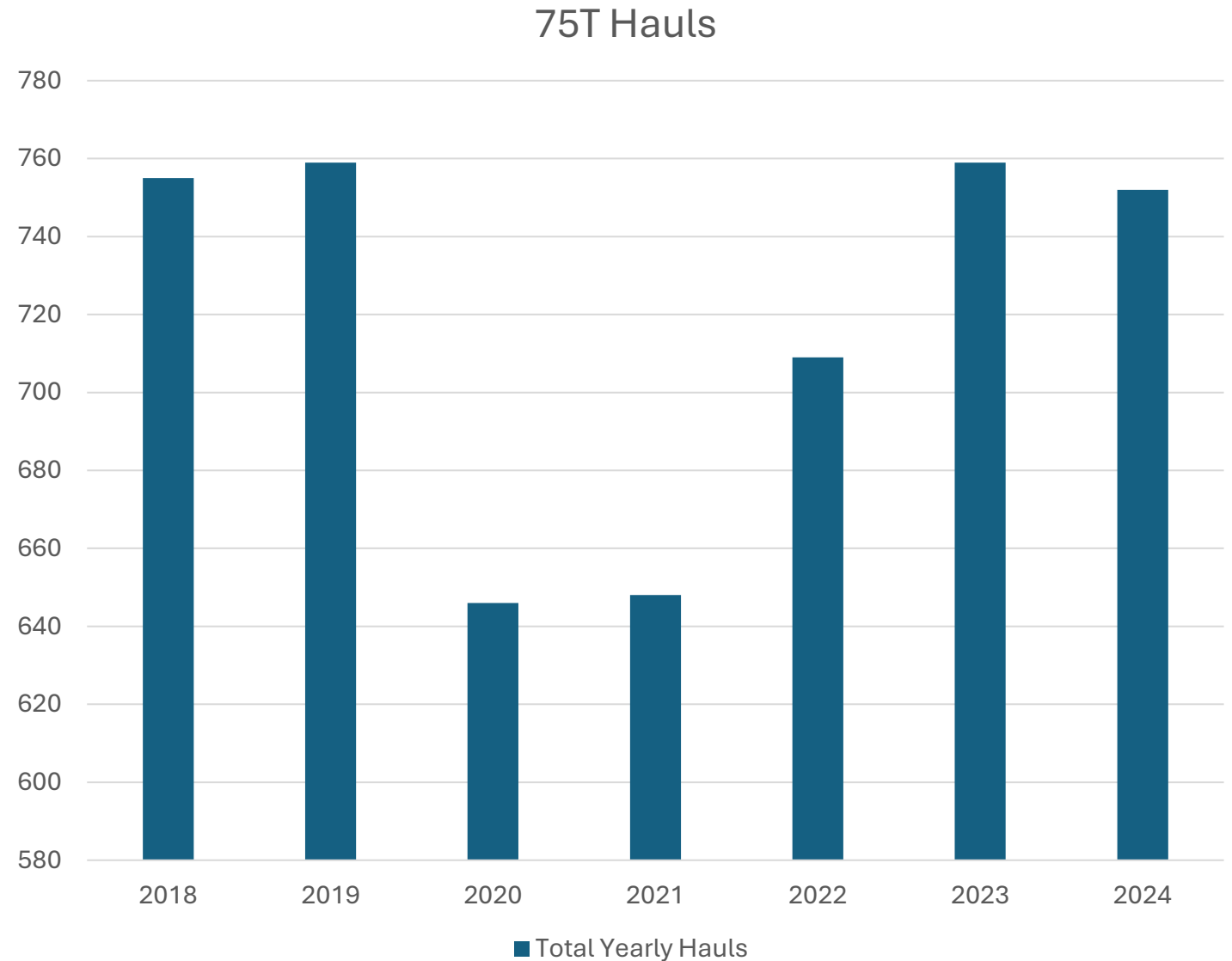
- **Conduct Market Price and Amenities Survey**
 - Friday Harbor
 - Roche Harbor
 - State Parks
- **Optimize Booking Experience**
 - Identify booking paths for RVs and vessels
 - Implement targeted advertising campaigns
- **Strengthen Relationships**
 - Consistency with Yacht Clubs and RV Groups
- **Enhance Physical Amenities**
 - Upgrade Electrical Systems
 - Improve Wi-Fi Availability
 - Boost the overall appearance of the sites



Boatyard Facilities

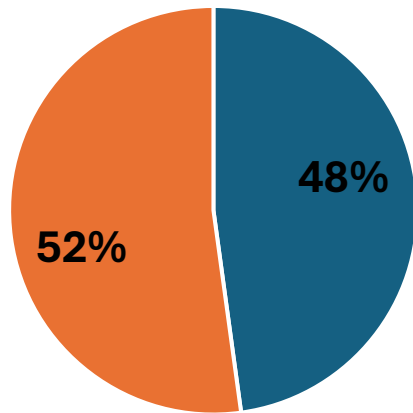
75T Capacity

- 146 DIY Spaces
- 761 Hauls in 2024
 - 2018-2024 Comparison:
 - Minimum: 646
 - Maximum: 759
 - Median: 752
 - Average: 715



What hauled in 2024: 75T

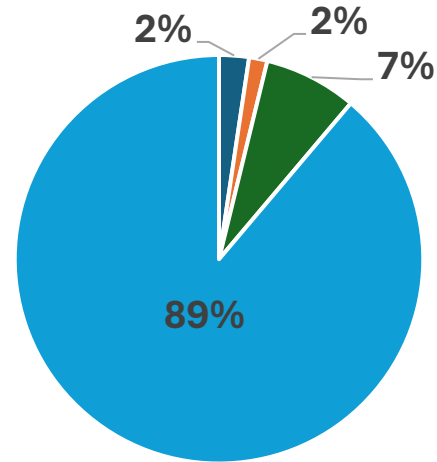
Vessel Type



■ Power ■ Sail

- **Power Vessels:** 364
- **Sail Vessels:** 397

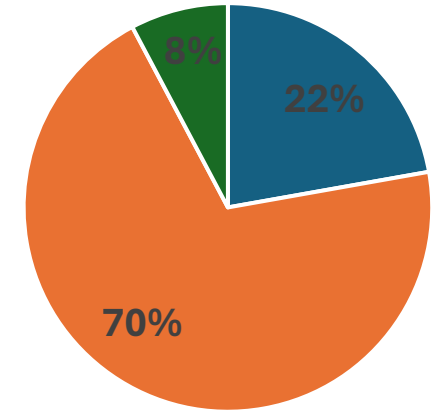
Vessel Purpose



■ Commercial ■ Government ■ Fishing ■ Recreational

- **Commercial Vessels:** 18
- **Government Vessels:** 11
- **Fishing Vessels (F/V):** 56
- **Recreational Vessels (Rec):** 676

Vessel Build Material



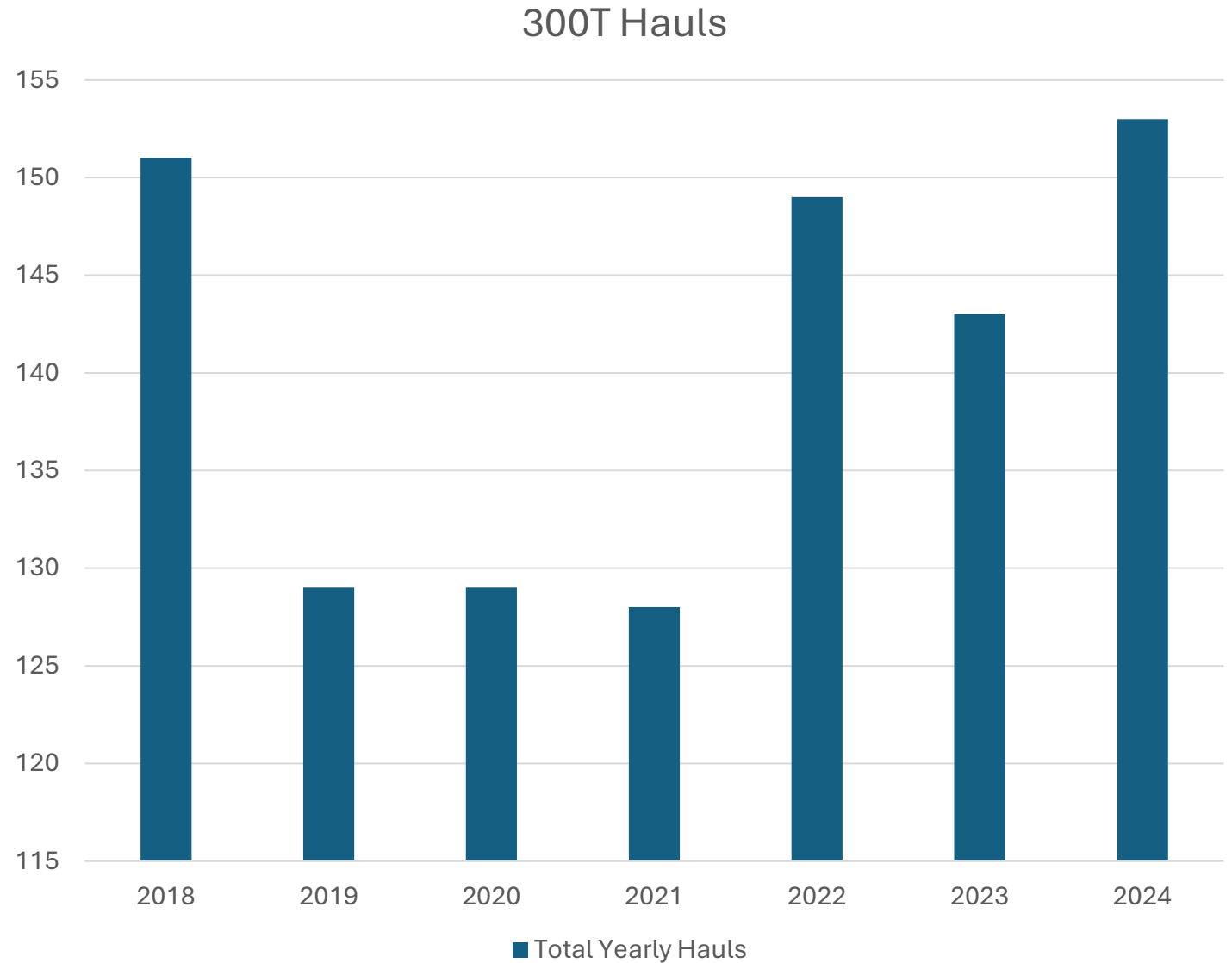
■ Wood ■ Fiberglass ■ Metal

- **Wooden Vessels:** 169
- **Fiberglass Vessels:** 533
- **Metal Vessels:** 59



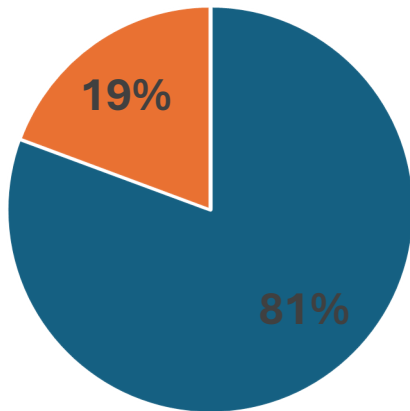
300T Capacity

- 22 Accessible 300T Spaces
- 24 Occupied 75T Spaces
- 153 Hauls in 2024
 - 2018-2024 Comparison:
 - Minimum: 128
 - Maximum: 153
 - Median: 143
 - Average: 139



What hauled in 2024: 300T

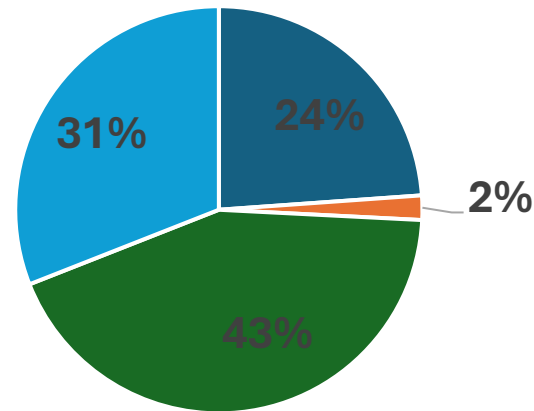
Vessel Type



■ Power ■ Sail

- **Power Vessels:** 125
- **Sail Vessels:** 30

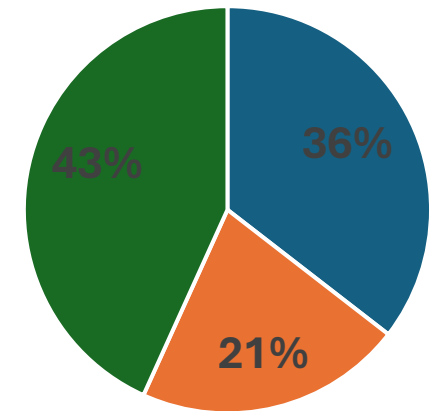
Vessel Purpose



■ Commercial ■ Government ■ Fishing ■ Recreational

- **Commercial Vessels:** 37
- **Government Vessels:** 3
- **Fishing Vessels:** 67
- **Recreational Vessels:** 48

Vessel Hull Material



■ Wood ■ Fiberglass ■ Metal

- **Wooden Vessels:** 55
- **Fiberglass Vessels:** 33
- **Metal Vessels:** 67

Strengths

- **DIY Marine Service**
 - A Unique Offering in the Puget Sound
- **Marine Trade Base**
 - 150+ established marine trade businesses
- **Lift Capacity**
 - Up to 300T
 - Two remote 75T machines
 - Two 300T machines (one remote-driven, coming soon)
- **Experienced Lift Crew**
 - Expertise with unique hull shapes, including:
 - Multihull
 - Wood, fiberglass, steel, cement, and aluminum
- **Prime Location**
 - Convenient stopover between Alaska, the San Juans, and the greater Seattle area

Identified Weak Points

- **Notch Width Limitations**
 - Restricts ability to accommodate larger multihull vessels
 - Growing Fast Ferry Fleet in the Puget Sound area
- **Gravel Yard**
 - Dusty and dirty conditions make the facility less attractive to higher-end vessels
- **Lack of Public Covered Storage**
 - Limits the ability to accommodate vessels that require protection from moisture
- **Remote Location**
 - Situated away from the I-5 Corridor, requiring most vessel owners to drive several hours to access services
- **Scheduling Challenges**
 - Peak season scheduling creates difficulty in accommodating customers, with frequent cancellations and reschedules that can obscure scheduling opportunities

Growth Opportunities

- **DNR Contracting for Derelict and Abandoned Vessel Removal**
 - Partner with the Department of Natural Resources (DNR) to support vessel removal efforts in Puget Sound
- **Direct Marketing to Puget Sound Marinas**
 - Increase outreach to regional marinas, building relationships to capture more local business
- **Promotional Sales in Shoulder Seasons**
 - Drive business during off-peak times with targeted discounts and promotions
- **Seattle Boat Show - "Planning Your Haul" Lecture**
 - Leverage visibility at the Seattle Boat Show to educate potential clients and promote services
- **Yard Expansions (North and West)**
 - Expand the yard space to the North and West, increasing capacity for more vessels and improving operational flow
- **New Business Opportunities for Marine Trade Growth**
 - Foster growth in marine trade services by attracting new business and expanding offerings to meet evolving customer needs

Identified Threats

- **Economic Changes**
 - Consumer uncertainty leading to reduced discretionary spending in the marine sector
- **Commercial Fishing Market Volatility**
 - Fluctuating market prices and unpredictable fish stock availability affecting commercial fishing demand
- **Competition from Sitka Haul-out Facility**
 - New public facility being built within the next 5 years, offering a more viable option for Alaska-based fishing vessels
- **Shrinking Wooden Vessel Fleet**
 - Decline in the number of new wooden vessels being built, affecting a key demographic of the Port Townsend area

Herb Beck Marina

Composition

- 32 Slips
- 210' of Lineal space
- 190' of Limited access
- 20 Kayak spaces



Quilcene future planning

- **Launch Ramp & Handling Float**
 - Enhancing vessel launch and retrieval efficiency
- **Rentable RV Spaces**
 - Expanding accommodation and tourism options for visitors
- **Updated Office & Restroom Facilities**
 - Modernizing amenities to improve customer experience
- **Dredging**
 - Deepening water access for better vessel navigation within the marina

2024: A Trendsetting Year

- **Global Shifts in the Marine Industry**
 - New markets, opportunities, challenges, and changes are reshaping marina and boatyard operations.
- **Internal Changes at the Port**
 - Operational and procedural adjustments have enhanced both customer experience and staff efficiency.
- **Improved External Access for Reservations**
 - Easier and more streamlined booking process for customers.
- **Enhanced Reporting Capabilities**
 - Advanced reporting tools provide deeper insights into market trends.
- **A New Understanding of "Typical" Year**
 - 2024 sets the best baseline for future years, offering a clearer picture of industry trends and patterns.

Questions?
