

# MARINA OF THE YEAR APPLICATION

**Marina**  
**DOCK AGE**

The magazine dedicated to marina & boatyard management



Marina Dock Age will recognize two outstanding U.S. marinas (one small—fewer than 250 slips, and one large—250+ slips). The winning marinas will display success through exemplary business practices, commitment to customer service, environmental responsibility and contributions to the marina industry.

We have a prize sponsor—MARINAS.com, which will provide each winner with a full-service advertising/marketing program with many great features. Winners will receive a one-year Max-Plus Marketing program valued at \$5,788\*.

\*If a winner already has a MaxPlus Marketing Program they will be upgraded to the Platinum Marketing Program valued at \$10,000. A current Platinum winner will receive additional features valued at \$6000.

**DEADLINE: OCT. 1, 2016**

**The winners will be featured in the  
March and April 2017 issues!**

Contact Anna Townshend at [atownshend@marinadockage.com](mailto:atownshend@marinadockage.com) or print the form at [www.marinadockage.com](http://www.marinadockage.com).

Marina of the Year winners are announced at The Docks Expo from Nov. 30 to Dec. 2 in St. Charles, Missouri.

## PAST WINNERS:

- 2015 Marina Jack, FL  
Harbour Town Yacht Basin, SC
- 2014 Glen Cove Marina, CA  
Narrows Marina, WA
- 2013 Southport Marina, NC  
Nantucket Boat Basin, MA
- 2012 Sunrise Harbor Marina, FL  
Dillon Marina, CO
- 2011 Nestegg Marine, WI  
Sunset Marina, MD
- 2010 Bridge Marina, NJ  
Seven Points Marina, PA
- 2009 Las Vegas Boat Harbor, NV  
Dock Street Marina, WA
- 2008 Fishermen's Village Yacht Basin, FL  
Ko Olina Marina, Kapolei, HI
- 2007 Loggerhead Club & Marina, FL  
Saybrook Point Marina, CT



Be featured with the marketing material and be a part of the awards ceremony in December with a Marina of the Year award sponsorship. For more information on the available sponsorships for the awards, contact Nelson Spencer, Jr. at [spence@wjinc.net](mailto:spence@wjinc.net) or 314-561-4700.

# MARINA OF THE YEAR APPLICATION

## 1. Overview

Please indicate if you are a small (less than 250 slips) or a large (250+ slips) marina. Please count all wet and dry storage in the total. Provide the name and address of the marina and describe its history, location and amenities. Here is a good place to include information about the company's vision or mission statement, the company culture and specific goals.

## 2. Business Operations

Describe your staff and their responsibilities. How do you manage your business and monitor performance throughout the year? Please provide any financials that highlight your business successes, including profit centers, overall profits or revenues and expenses, or historical information showing the growth and development of your business. We will not publish any financial information without your permission. If you are uncomfortable providing specific revenue dollar values, percentage statistics are a good way to demonstrate growth.

## 3. Facilities Improvements

Describe any expansions, updates or added amenities. What did you do? How did you do it? How did you finance your projects? What plans do you have for the future?

## 4. Advertising and Marketing

Describe the market you target and serve. Who are your boaters? Where are they from? And how do you know this? How do you attract customers through advertising and marketing? Describe your website, newsletters, special events and any other creative marketing efforts.

## 5. Customer Satisfaction

How do you build relationships with your customers? Describe events you plan and manage. What special services do you provide? How do you measure customer satisfaction, and what are the results? How do you train your employees to serve customers effectively?

## 6. Environmental Responsibility

How do you ensure a clean and safe environment for your customers? What measures do you take to limit your impact on the environment? Are you a certified Clean Marina? What environmental awareness programs have you created in the marina and community? How have you confronted and remedied environmental issues? What are you doing to be "green?"

## 7. Industry Involvement

What is your relationship with nearby businesses or marina colleagues? List memberships and position held in organizations and associations in the industry. Do you have a working relationship with local regulators? Are you involved with local legislative or regulatory issues? How do you celebrate National Marina Day?

## 8. Benefit to the Community

Include achievements for local tourism, jobs created and your membership and activities in civic and/or charitable organizations. List memberships and positions held in professional organizations and associations in the local business community. How does your marina give back to the community, or serve local tourism and businesses in the area?

## 9. Special Challenges

What challenges are unique to your facility (location, regulations, natural environment, etc.)? This can include challenges you faced in the past. How do you overcome them and how do you take on current challenges? What have you learned from your challenges?

## 10. Attributes and Accomplishments

What else sets your marina apart from the rest?

## 11. Contacts

Please provide contact information (name, phone and email address) for the person we should contact.

## 12. Photos

Please send many photos with your application to show all of the marina, as much as possible.

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To be considered for the Marina of the Year award, please email your application information to Anna Townshend, editor, at [atownshend@marinadockage.com](mailto:atownshend@marinadockage.com) or send to Anna Townshend, *Marina Dock Age* magazine, 319 N. 4th St., Suite 650, St. Louis, MO 63102.

We encourage digital submissions! If you have portions of the application that can't be sent digitally, please include a disk/USB containing the answers to the application questions and any photos. Again, we encourage digital submissions. Save the postage! If you have any questions or are unsure how to submit your information, please contact the editor.

