



CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: Ellen Miller-Wolfe, Economic Development Manager
Philly Hoshko, Special Projects Coordinator

Date: February 19, 2015

Subject: Kirkland Waterfront Demand Assessment

RECOMMENDATION

That the Council receives a presentation from consultant Paul Sorensen, Principal at BST Associates, on opportunities to increase moorage and tourism benefits at Marina Park and Juanita Beach Park and provides direction on whether to proceed in evaluating next steps.

BACKGROUND

A branding study prepared by Northstar Destination Strategies for the City of Kirkland Tourism Committee in 2009 concluded what the community has always known; that the Kirkland waterfront is emblematic of the City, a treasured community asset, and also, the City's most well-known tourism attraction. Further study has determined that improvements to waterfront moorage and operations can make the waterfront more attractive to visitors and the community alike.

In its efforts to bring more visitors to Kirkland to increase hotel stays and to augment entertainment, shopping and restaurant markets, the Tourism Development Committee (aka Lodging Tax Advisory Committee) commissioned a Waterfront Demand Study (Attachment A). Among many insightful findings the study determined that over eighty percent (80%) of boaters using Kirkland moorage are visiting from outside of Kirkland. And, with improvements to the operations and infrastructure of current moorage facilities, the Marina and Juanita Beach Parks have the potential of attracting more visitors to Kirkland. Further, increased visitation could translate into substantial revenues for the Downtown and Juanita business districts, with an estimated \$150 per boat spent at these locations.

In 2014, the Tourism Development Committee requested that staff study ways that the waterfront might be optimized. Staff responded by researching waterfront optimization in comparable cities and also conducting interviews and focus groups with local and

regional vendors and organizations that operate waterfront programs. Along with gathering useful information on waterfront activities, the outreach succeeded in attracting a new stand-up paddleboard race to Kirkland that has been successful on Mercer Island. A subsequent Business Roundtable gathered more information about what the younger generation of business people think about Downtown activation including improvements to the Marina. Staff reported its findings to the Tourism Development Committee and the Committee directed staff to retain a consultant to provide information about the status of the regional boating market, to analyze current demand for waterfront moorage in downtown and Juanita, and to determine whether there is rationale to expand usage at these locations.

BST Associates, represented by Paul Sorenson, was selected to research the current regional market for recreational and commercial boating, to prepare a financial review of public moorage operations in Kirkland, and to make recommendations about optimizing Kirkland facilities. BST Associates will present findings (Attachment A) to the City Council for review and comment; however a few highlights of the presentation follow that demonstrate the potential for improving/expanding Kirkland waterfront facilities.

- Boat sales in this region took a severe hit during the recession but the market is slowly recovering with sales steadily increased since 2009.
- Currently there are over 25,000 boats registered within 10 miles of Lake Washington.
- There are 237 public transient moorages in Lake Washington. With 90 slips, Kirkland accounts for 64% of that inventory.
- 82% of moorage users at Marina Park arrive from outside of Kirkland, 13% of moorage users arrive by land and use the boat launch, 5% come from other moorage facilities in Kirkland.
- Cruise boat operators Argosy and Waterways are interested in separate docks that are protected from seasonal winds and weather with the hope that they also can keep boats here overnight.
- A survey asking questions about Kirkland facilities was sent to 971 boaters and garnered 115 responses. Key findings include:
 - An average of 4.1 people are on-board boats visiting Kirkland
 - Across all boat sizes, there is an average expenditure of \$150 on shore
 - Five percent (5%) of these visitors use overnight accommodations.
 - Eighty-seven percent (87%) said they would use transient moorage in Kirkland if more were provided.
 - Several said that a reservation system (smart phone app providing real-time moorage information) would encourage recreational boaters to come to Kirkland because of the added certainty they would get a slip

- Other suggestions for improvements included amenities such as power, restrooms, showers and a concierge service to help people get on and off boats safely
- Infrastructure suggestions ranged from the low cost - better spacing of docks to improve circulation and provide space for more boats, renting of floats for seasonal moorage, buoys (at Juanita Beach) to high cost - separating and fortifying cruise boat docks, and installing a breakwater

The study also found that there is room to raise moorage rates. Present rates for recreational boaters are comparable to other public moorages with one exception; Kirkland provides 3 hours of free moorage. Charging for what is now free or raising rates turns on whether the City Council is interested in cost recovery for improved promotion and operations.

Following a presentation of the study at its January meeting, the Tourism Development Committee approved the expenditure of up to \$20,000 on a reservation system and other operational and promotional upgrades to moorage. Staff also received input from the Park Board at its February 11 meeting. Board members reacted positively to the idea of moorage as an economic development opportunity with the caveats that there be no adverse visual impacts, that an expanded visitor experience be balanced against the protection resident access to the waterfront, that further study be done on revenues and expenses of an expanded waterfront operation, and that a promotional program that connects businesses to boaters in Kirkland and among waterfront destinations be undertaken.

Higher priced infrastructure such as docks or a breakwater require State funds, capital improvement funding or some other type of financing. The Parks Department is currently seeking State funding for dock repair. While there are reasons to dovetail expansion of the waterfront with this rehabilitation work including permit benefits and cost savings for studies, a City investment estimated at \$40,000 for preconstruction work (environmental and engineering studies to be attached to multiple permits, and to cover permit costs) is necessary for the construction of expanded moorage.

SUMMARY AND RECOMMENDATIONS

At this time the Council is asked to hear the presentation of the consultant, Paul Sorensen, Principal at BST Associates, and consider the following policy questions:

- Does the Council support the concept of expanding moorage opportunities on the waterfront specifically downtown marina and Juanita?
- Along with space devoted to recreational boating, is the Council interested in expanding other uses such as charters, non-motorized boats, or expanded accessory uses such as bathrooms and showers?
- With expanded operations, would Council like staff to consider entering into one or more public private partnerships to build/operate facilities?

- Does the Council think that a reservation system makes sense, and if so, does it support an expanded analysis of other operations that might be required given more popular facilities?
- Expanding moorage will require a long (2 plus years) lead time. Does the Council support investing up to \$40,000 in preconstruction work at this time?
- Does the Council need additional information in order to provide direction on some or all of the previous questions?



Kirkland Waterfront Demand Assessment

Prepared by BST Associates
For City of Kirkland
January 5, 2015

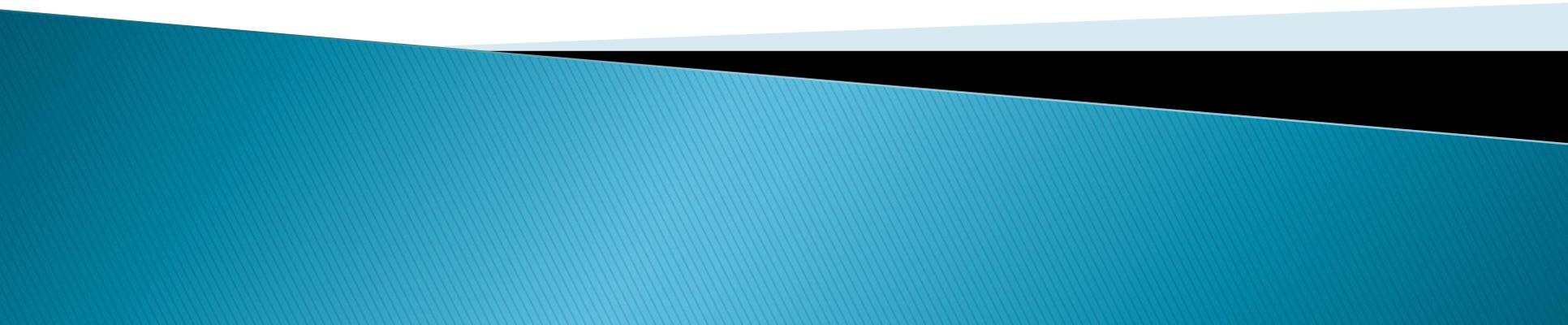
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- ▶ Recreational boat moorage
- ▶ Cruise boat operations
- ▶ Findings
 - Markets
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 - Facility options
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 - New facilities & services

Study Purpose

- ▶ **Market Assessment**
 - Demand by recreational and commercial boats
 - Economic impact
 - Seasonality
- ▶ **Financial Review**
 - Financial performance
 - Rate structure
 - Recommend rates

Key Findings



Recreational Boat Market

- ▶ Boat market improving and recreation demand increasing.
 - 28,000 register boaters within 10 miles of Lake Washington.
 - Of known boat launches there were 33,200 Boat Launches in 2013 excluding annual passes.
 - This does not include Kirkland Boat Launches as Kirkland's payment system did not track boat launches separate from moorage payments.
- ▶ There are approximately 5,000 moorage slips and docks in Lake Washington
 - 237 public transient moorages in Lake Washington.
 - Kirkland accounts for 64% of the inventory
 - 2,171 moorage slips in marinas and 162 dry storage slips.
 - ▶ Kirkland accounts for 19% of the moorage slips on Lake Washington
 - 2,556 residential parcels with docks.
 - ▶ Kirkland accounts for 12% of parcels with residential docks on Lake Washington

Recreational Boat Market (cont)

- ▶ Boaters are aware of and enjoy Kirkland:
 - 77 percent of the boaters surveyed had used Kirkland moorages.
 - 87 percent of respondents indicated they would use transient moorage in Kirkland if more were provided
 - “Kirkland is one of the VERY few locations where you can get out in a TOWN rather than someone's front yard (on Lake Washington) I find this to be one of the great assets as a boat owner. It provides a destination when out for a cruise. I wish there were more places available on Lake Washington to get off the boat and enjoy vibrant town center” (Boater survey).
- ▶ Boaters indicated concerns about existing facilities (primarily concern about wind/waves impacting berthing and moorage) and moorage availability, among other concerns.

Recreational Boat Market (cont)

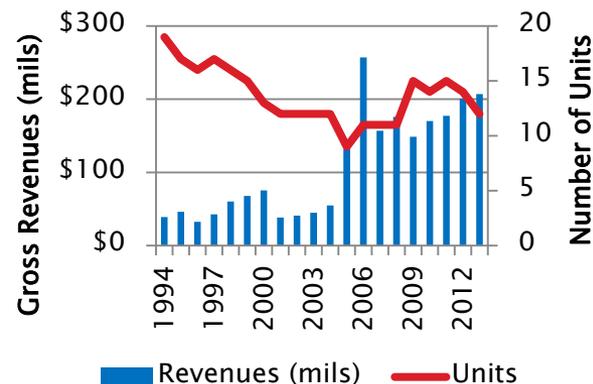
- ▶ The boater survey indicates that:
 - 82% arrive by boat from outside of Kirkland.
 - 13% arrive by land and use boat launch.
 - 5% have moorage in Kirkland but also use transient moorage.
- ▶ While measurement of actual use is difficult due to a 3 hour free period and reporting of boat launch and moorage payments being amalgamated, Park maintenance as well as survey respondents report the marina at capacity during the majority of nice summer days.

Recreational Boater Expenditures

- ▶ The number of persons on board ranges:
 - From 3.1 persons for boats that 10 to 19 feet long
 - to 5.6 persons for boats over 60 feet long.
 - The average is 4.1 persons on board.
- ▶ The average expenditure per boat is \$150, \$64 per visit for boats from 10 to 19 feet long to \$340 on average per visit for boats over 60 feet.
 - 58% of boaters visited restaurants and bars
 - 28% retail shopping
 - 5% in overnight accommodations
- ▶ We estimate that boaters spent \$600,000 in Kirkland businesses in 2013.

Charter Boats and Other Uses

- ▶ Charter boat demand is increasing.
 - Argosy Cruises has a multi-year moorage lease for its charters and excursions
 - Waterways Cruises and Heathman Hotel would like similar leases
 - Additionally a float plane tour operator has expressed interest in leasing space.



Business Revenue of Waterborne Passenger Operators
Source: Washington State Dept of Revenue.

Charter Boats and Other Uses

- ▶ Priorities of cruise operators:
 - Secure, safe moorage for vessels,
 - Utilities (water and power),
 - Ticket booth with good visibility,
 - Better lighting in parking lot,
 - Improved security.
- ▶ Concerns by City Staff:
 - Is dock designed for heavy load from cruise vessels?
 - Construct separate dock for cruise?
 - Parking management?
- ▶ Market for additional operations:
 - Electric Boat – very popular on Lake Union
 - Other cruise operations

Transient Moorage Rates

- ▶ Kirkland transient moorage rates are comparable to most Lake Washington facilities but is significantly lower than other Puget Sound marinas (but Kirkland also has free hours)
 - Kirkland charges \$0.75/lin ft
 - Other Lake Washington \$0.75 to \$2.00/lin ft
 - Puget Sound marinas at \$1.00 to \$2.00/lin ft.



- Revenue was significantly higher in 2014 ytd due to rate increase from \$0.60/ft to \$0.75/ft (25% increase) but revenues increased 57% (Jan-Sep).
- Illustrates upward potential for rates.
- Could charge \$0.90 with existing facilities, more if improved.

Kirkland Moorage Rates

- ▶ Recreational boats
 - Overnight rates:
 - Kirkland could probably charge up to \$0.90/ft at existing facilities (peak season).
 - Boaters desire consistency (small annual increases should be considered to get to market rate).
 - If facilities were improved, more could be charged (\$1.25+ in peak season).
 - Consider charging for 0–3 hours
 - Poulsbo instituted minor charge for short stays \$5/boat. Usage grew from 600 in 2010 to over 1,500 in 2014.
- ▶ Cruise boats – Kirkland below market rate.
- ▶ All rates – grow at CPI.

Options for Development

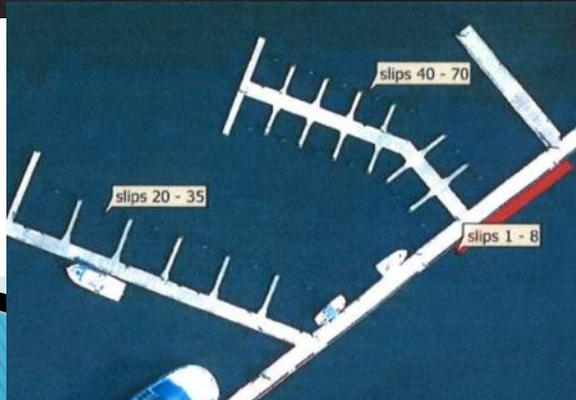
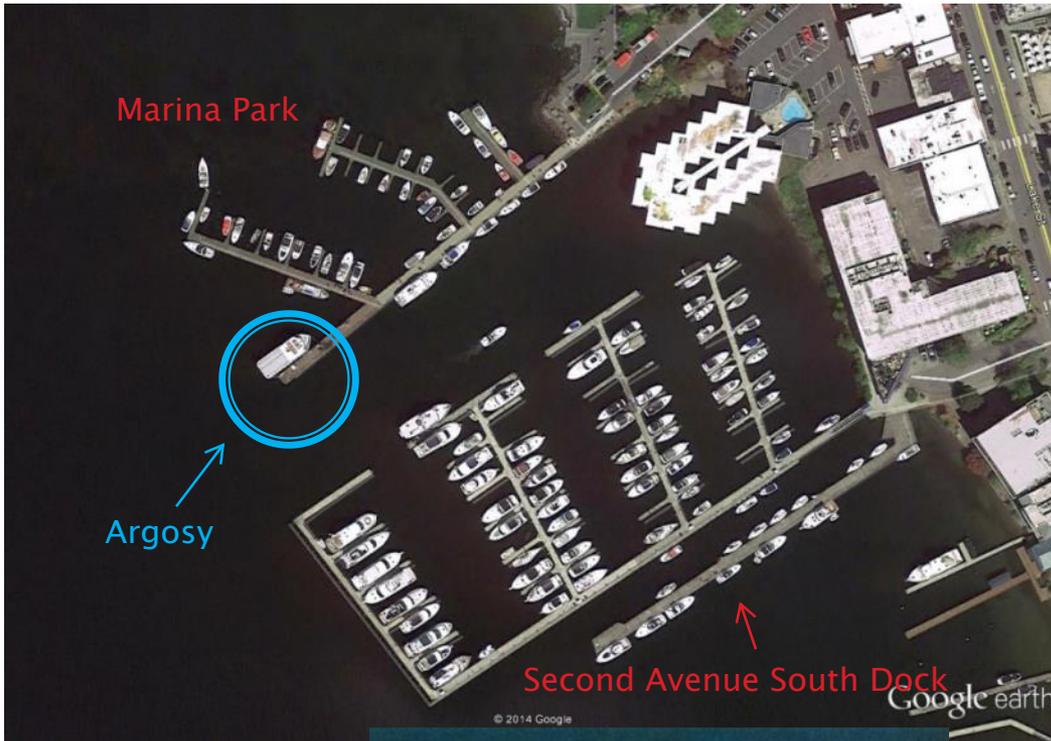
- ▶ Consider alternatives from a spectrum of costs:
 - Existing facilities – need to maintain existing facilities
 - Low cost
 - Operational changes
 - Add staff to assist in docking
 - “Passport” package (boater discounts at businesses in Kirkland, Bellevue etc.) or waterfront trail
 - Reservation system
 - Lease of floats for peak season
 - Add buoys (Kirkland Marina and Juanita)
 - High cost
 - Breakwater
 - Separate dock for cruise operators
 - Higher service operation

Recreational Boat Moorage

Transient Moorage – Kirkland

▶ The City of Kirkland:

- Marina Park Dock (72 slips or around 2,152 lineal feet)
 - Slips 1–8 have power; no free moorage
 - Slips 9–72 with 3 hours free, overnight charged at \$0.75/ft
- Second Avenue South Dock (~540 feet long or ~18 slips).
 - North side of dock is leased to Island Sailing Club
 - South side is available for guest moorage with 3 hours free, overnight charged at \$0.75/ft.



Transient Moorage – Kirkland



- ▶ Carillon Point Marina offers:
 - Free guest moorage at the public pier (~800 feet) with a limit of 2 hours and
 - 2–30 ft slips for overnight moorage at \$2/foot.
 - Vacant slips may also be used for guest moorage as needed and when available.
 - Marina operator indicates that there only a few times per year that guest moorage demand cannot be accommodated.

Considered Future Transient Moorage – Juanita



- ▶ Juanita Bay Master Plan considered guest moorage:
 - Day Use Motorized Boat Moorage
 - Short stay day use moorage is provided outside of the water walk to allow boat access to the park. A gangway and concrete floats are provided for boat slips. Water in this area is approximately 5 feet deep in the summer. Grated decking should be used for improved light penetration to minimize impacts to salmonids.
 - Consideration should be given to installing a mooring anchor and float within the DNR lease area for winter moorage of the float. This would reduce maintenance costs due to damage from winter storms.

Additional Lake Washington Moorage

Transient Moorage – Kenmore



- ▶ The City of Kenmore is planning on improvements to Log Boom Park, which will include additional transient moorage (~18 slips).
- ▶ Harbour Village Marina allows overnight guest moorage at its breakwater (~500 feet). Charge is \$15 for boats up to 30' and \$20 for 30'+.



Transient Moorage – Bellevue



- ▶ The City is upgrading the Bellevue Marina at Meydenbauer Bay.
- ▶ They placed 14–16 transient moorage slips between Piers 2 and 3 (on lineal dock-in place).
- ▶ Allowable length of stay is four hours.
- ▶ Visitor moorage opens daily at 8 a.m., and boats must depart by 9 p.m.

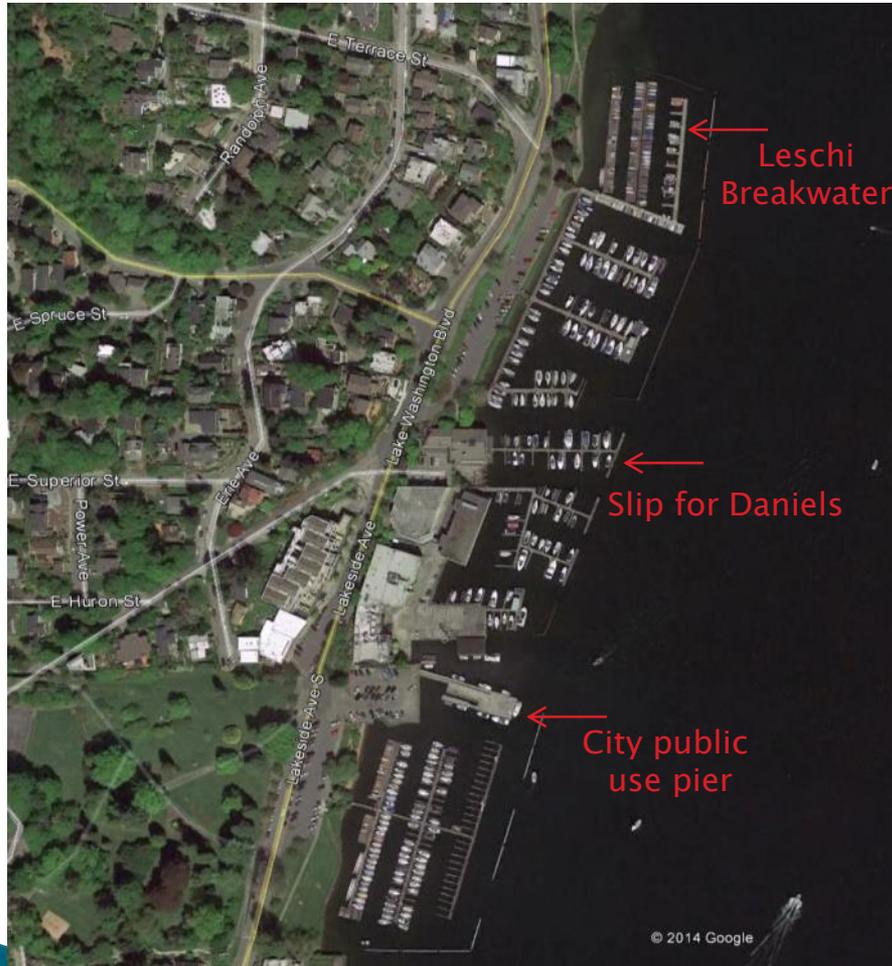


Transient Moorage – Renton



- ▶ The City has 12 moorage spaces for guest moorage at Gene Coulon Memorial Beach Park.

Transient Moorage – Seattle Leschi



- ▶ The City of Seattle has guest moorage at:
 - North breakwater of Leschi Marina; overnight only at \$0.75/ft.
 - Public use pier for day use, no charge, first come first served; also houses the Harbor Patrol
- ▶ Leschi Yacht Basin Marina leases a 35 ft slip to Daniel's Broiler for guest moorage.

Moorage Summary

- ▶ There are ~ 237 public transient moorages in Lake Washington.
 - Kirkland accounts for 64% of the inventory of transient moorage on Lake Washington
- ▶ There are ~2,171 moorage slips in marinas and 162 dry storage slips.
 - ▶ Kirkland accounts for 19% of the moorage slips on Lake Washington
- ▶ There are ~2,556 residential parcels with docks.
 - ▶ Kirkland accounts for 12% of parcels with residential docks on Lake Washington

City	Permanent Moorage		Transient Spaces
	Marinas	Dry Storage	
Beaux Arts	71	-	-
Bellevue	688	-	14
Kenmore	295	162	38
Kirkland	417	-	152
Renton	-	-	12
Seattle	700	-	21
subtotals	2,171	162	237

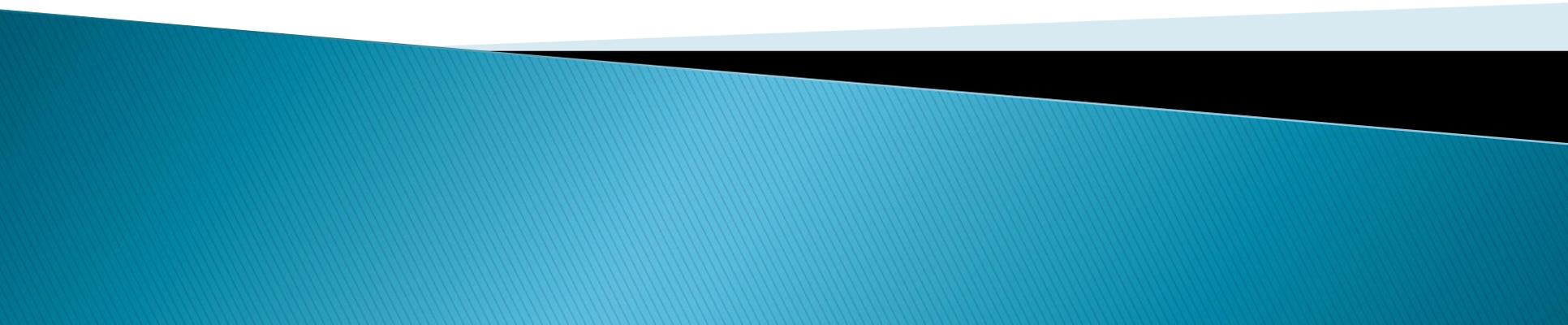
Area	Est Residential Docks
Bellevue	284
Hunts Point	70
Kenmore	57
Kirkland	301
Lake Forest Park	106
Medina	170
Mercer Island	654
Renton	73
Seattle	677
Yarrow Point	49
King County	115
Total est	2,556

Additional Anchorages

- ▶ Anchorages
 - Seattle Park (Andrews Bay)
 - Coulon Park (Renton)
 - Meydenbauer Bay (Bellevue)
 - Juanita Bay (Kirkland)
 - Yarrow Bay (Kirkland)
 - Kirkland Marina Park
 - Cozy Cove (Hunts Point)
 - Kenmore (Log Boom Park)
- ▶ Yacht Club Reciprocal Moorage



Market Assessment



Washington Participation in Boating

One of top three water-related activities

Of Washington residents:

- > 35% boat
- 25% motorboat
- 29% freshwater
- > 13% saltwater



Days of Participation ~ 15 days/yr

Latent Demand

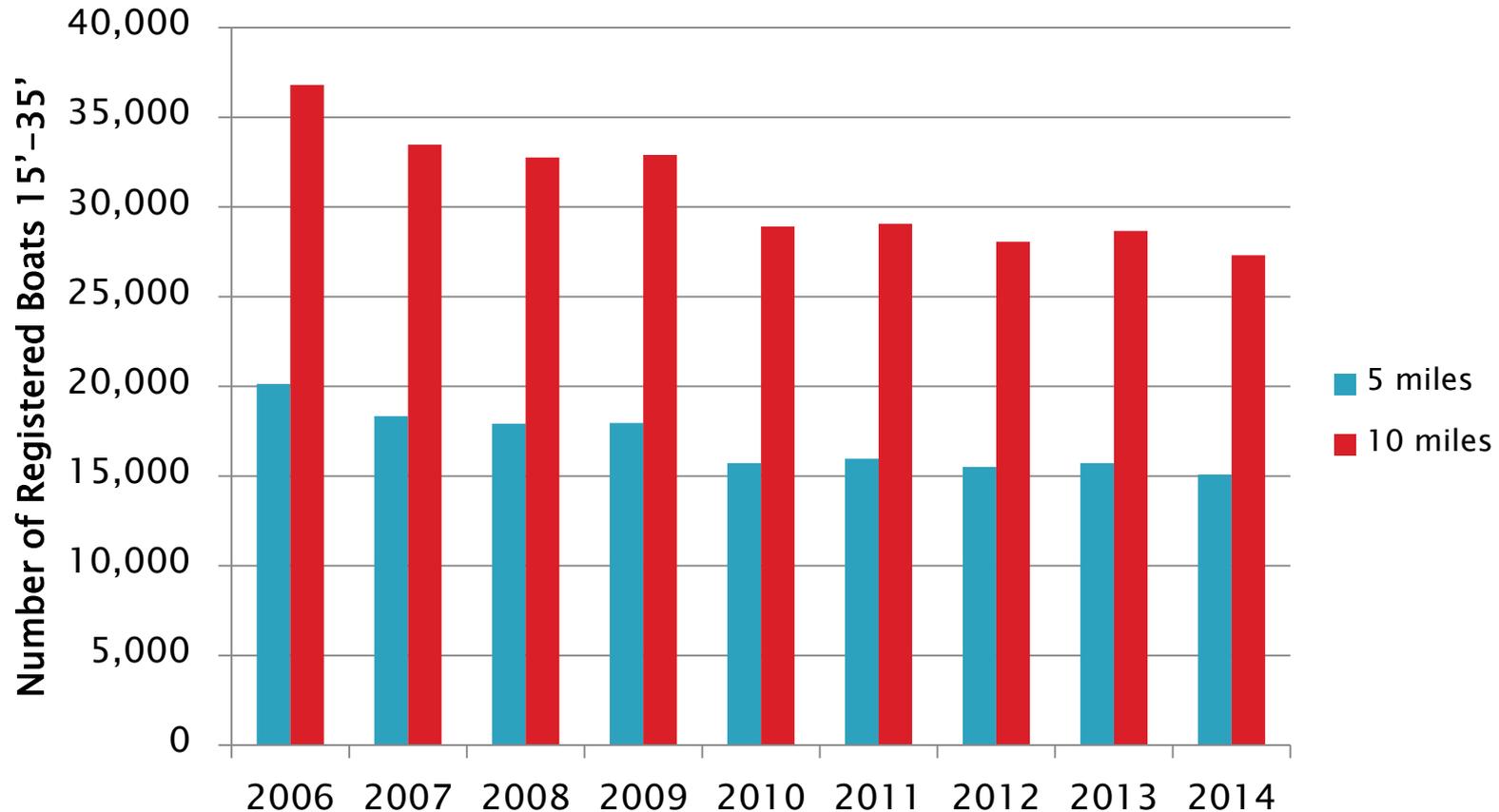
- Would like to participate: 5.5%
- Would like to do more: 4.2%

Source: Washington State Comprehensive Outdoor Recreation Planning (SCORP) document.

Number of Registered Boats

within 5 to 10 miles of Lake Washington

Source: Washington State Department of Licensing

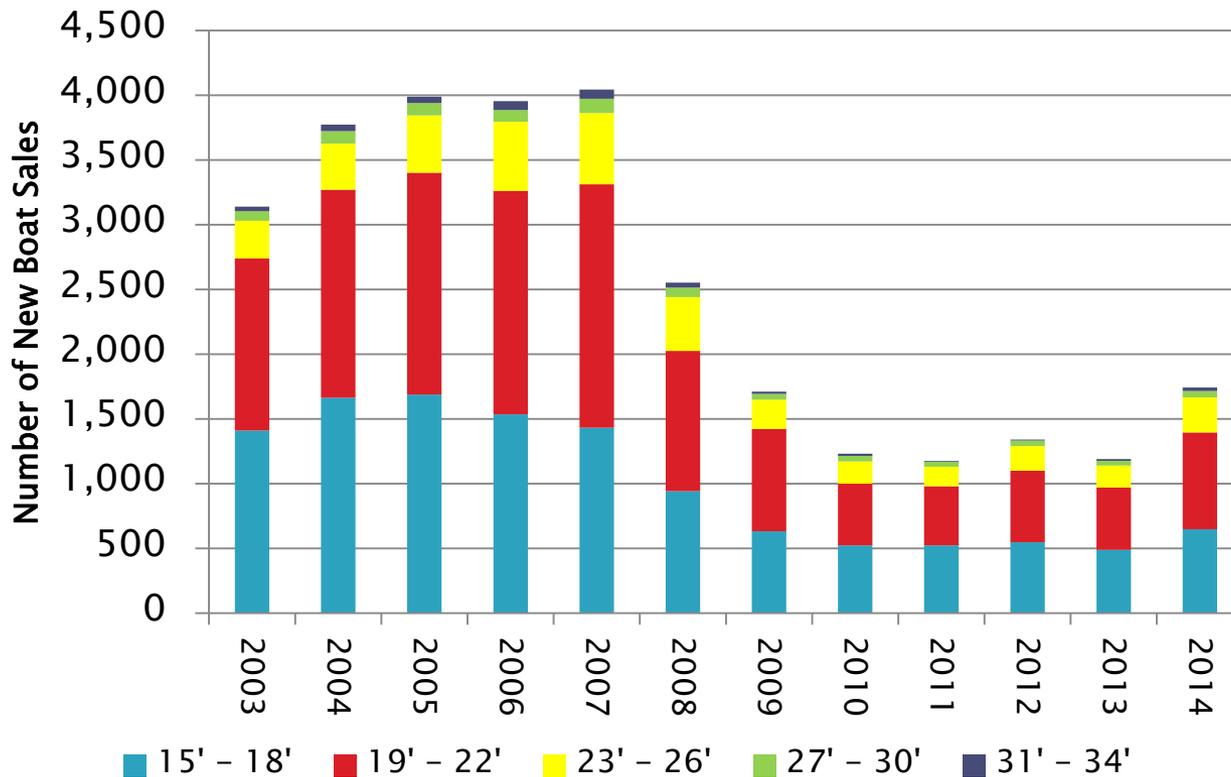


The recession had a strong negative effect on boating but the overall population of boats surrounding Lake Washington is still quite strong and active. The number of registered boats (15 ft to 35 ft) around Lake Washington has declined:

- Within 10 miles of the Lake – from about 36,000 in 2006 to around 28,000 in 2010–14 and.
- Within 5 miles of the Lake – from 20,000 in 2006 to around 15,000 in 2010–14.

New Boat Sales in Washington

Source: NMTA Q1 /Q2 NMTA Data



Sales of new boats have declined from 2007 and are now half of the prior level.

However new boat sales for Q1 /2 2014 are much higher than 2010-2013 and are slightly higher than in 2009.

Size	Inc 2014/2013
15' - 18'	33%
19' - 22'	55%
23' - 26'	60%
27' - 30'	32%
31' - 34'	108%
Total	46%

Boat Ramp Usage

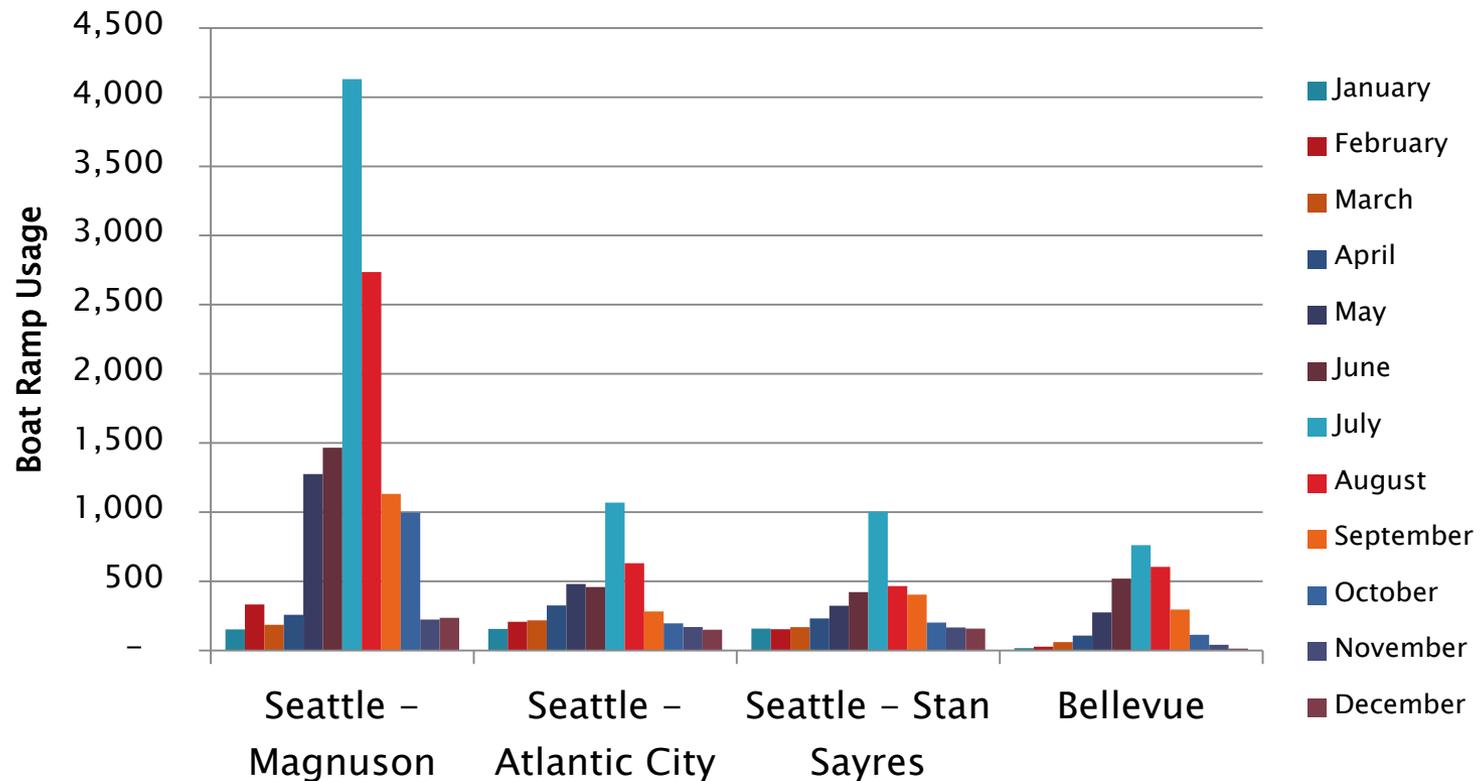
Source: City Park Departments

- ▶ The number of boat ramp launches are a good indicator of traffic:
 - Seattle:
 - Magnuson ~13,100
 - Atlantic City ~ 4,300
 - Stan Sayres ~ 3,800
 - Bellevue ~ 2,800
 - Renton (Coulon Park) ~ 6,600
 - Mercer Island ~ 2,500
 - Total (known) ~33,200 launches

 - No data for Kenmore ramp (WDFW), data excludes annual pass activity
 - Kirkland boat ramp payments cannot be measured because they are not tracked separately from moorage

Monthly Boat Ramp Activity in 2013

Source: City of Seattle and City of Bellevue

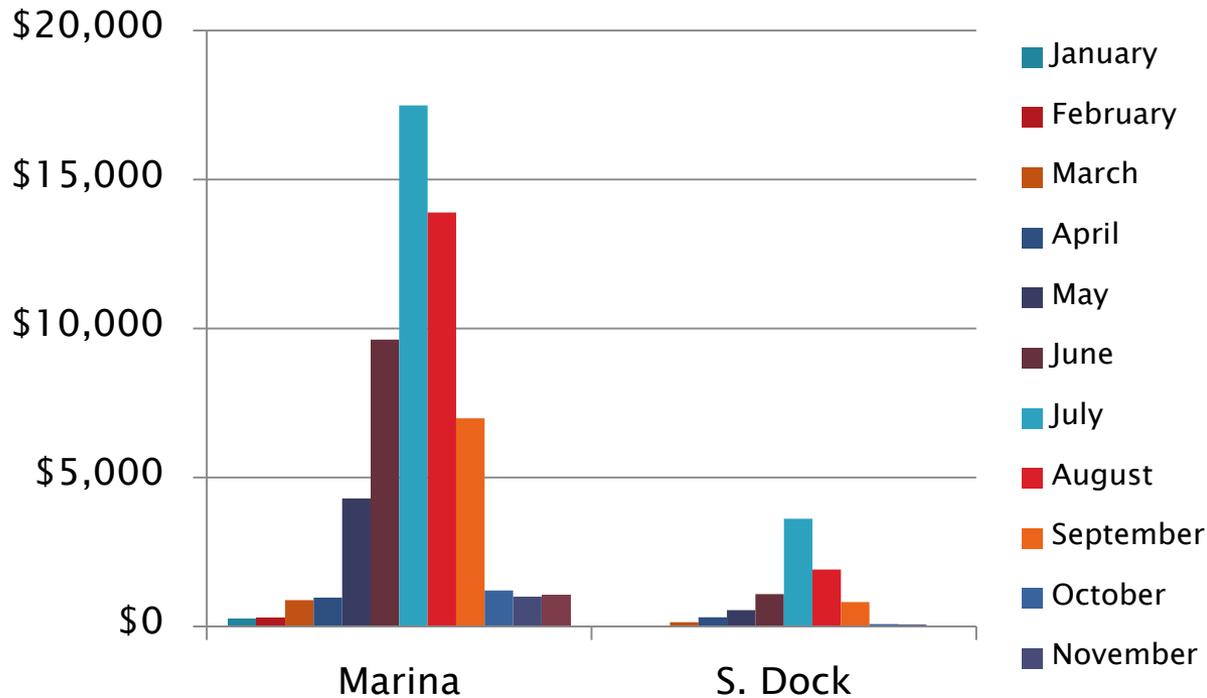


Boat ramp activity is a good indicator of the seasonality of boat use in Lake Washington:

- 76% in peak season (29% occurs in July, 18% in August, 9% to 11% in May/June/Sept).
- 24% in off peak season (7% in Oct, other months 2% to 4%).

Kirkland Pay Station

Source: City of Kirkland Pay Station, 2013

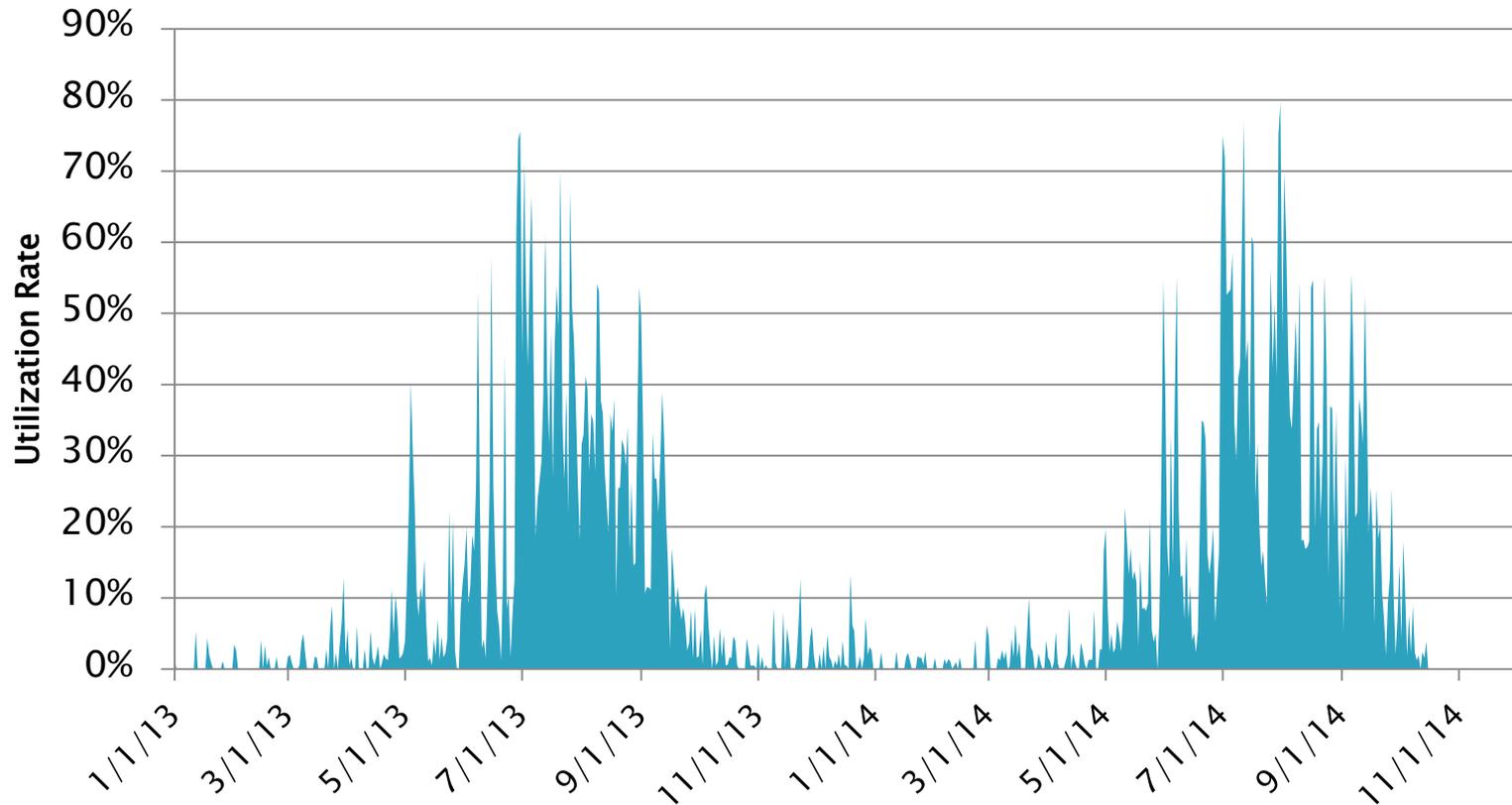


Pay Station receipts have a more pronounced seasonal pattern than Lake Washington boat ramps:

- Peak (May–Sep) ~ 91%
 - July 32%
 - August 24%
 - June 16%
 - September 12%
 - May 7%
- Off peak ~ 9%
- Smaller off peak activity likely due to weather impacts on the moorage in City Marinas (lack of breakwater).

Kirkland Marina Occupancy

Source: City of Kirkland Pay Station, both marinas



There are only a few days when paid occupancy after 3 hours exceeds 50 percent, during key holidays and weekends in the summer peak season. During the peak season (June–September), Marina Park exceeded 50% occupancy 18.0% of the time and South Dock exceeded 50% occupancy 7.8% of the time. First 3 hours of moorage is free and only the paid usage beyond three hours is recorded and reported. As a result, full utilization rates are unknown.

Survey of Boaters

Respondents by City	Respondents	Own Boats	Use Transient Moorage East of Ship Canal	Use Transient Moorage in Kirkland
Bellevue	9	7	7	7
Bellingham	1	1	1	0
Bothell	9	6	5	5
Edmonds	6	6	4	4
Issaquah	3	3	2	1
Kenmore	2	2	2	1
Kent	3	3	3	3
Kirkland	14	14	12	12
Lynnwood	4	3	3	2
Mercer Island	1	1	1	1
Muntlake Terace	2	2	2	2
Redmond	1	1	1	1
Renton	12	11	9	8
Sammamish	4	2	1	1
Seattle	39	33	29	23
Snohomish	2	2	2	2
Woodinville	3	3	3	3
Total	115	100	87	76

- ▶ Survey of boaters
 - Sent to 971 boaters,
 - 115 responses (12 percent response rate)
 - 33% from Seattle,
 - 12% from Kirkland,
 - 10% from Renton and
 - the remainder from various communities around the Lake.
- ▶ Of these respondents:
 - 87% owned boats
 - 76% used transient moorage facilities east of the Ship Canal, and,
 - 66% used transient moorage in Kirkland.
 - Very high utilization rate for Kirkland.

Special thanks to Northwest Marine Trade Association and the Seattle Yacht Club for help with the surveys

Survey Responses

Number on board, arrival patterns

- ▶ The number of persons on board ranges:
 - From 3.1 persons for boats that 10 to 19 feet long
 - to 5.6 persons for boats over 60 feet long.
 - The average is 4.1 persons on board.

- ▶ Arrival patterns are as follows:
 - 82 percent of respondents arrived by boat from outside of Kirkland,
 - 13 percent arrived by land and used boat launch,
 - 5 percent were moored in Kirkland and arrived by land.

Survey Responses

Expenditures

- ▶ Respondents spend an estimated:
 - \$64 per visit for boats from 10 to 19 feet long to \$340 on average per visit for boats over 60 feet.
 - The average across all boats was \$150 per visit.
 - The existing boaters (overnight visitors) spent an estimated \$600,000 in Kirkland businesses in 2013.

Boat Length	\$0-\$100	\$101-\$200	\$201-\$300	>\$300	Average
10-19	88%	13%	0%	0%	\$64
20-29	78%	17%	0%	6%	\$128
30-39	67%	0%	11%	22%	\$186
40-49	60%	40%	0%	0%	\$125
50-59	20%	20%	60%	0%	\$210
60+	20%	40%	20%	20%	\$340
Total	68%	18%	7%	7%	\$150

- ▶ Respondents described their expenditures during guest visits as follows:
 - 58 percent of respondents visited restaurants and bars,
 - 28 percent in retail shopping,
 - 5 percent in overnight accommodations, and
 - 9 percent in other activities (events, boat repair, etc.).

Survey Responses

Use of and interest in Kirkland facilities

- ▶ Kirkland was well utilized by respondents:
 - Marina Park (77 percent have used),
 - South Dock (20 percent have used),
 - Carillon Point Marina (33 percent have used).
- ▶ Respondents were very interested in additional transient dock space.
 - 87 percent of respondents indicated they would use transient moorage in Kirkland if more were provided,
 - while 13 percent indicated no interest.

Survey Responses

Additional Comments on Existing Facilities

- ▶ Many respondents are very happy with Kirkland facilities:
 - Kirkland is a great place to take my boat, one of the best on Lake Washington. Love to go there and take my friends.
 - Kirkland is one of the VERY few locations where you can get out in a TOWN rather than someone's front yard (on Lake Washington) I find this to be one of the great assets as a boat owner. It provides a destination when out for a cruise. I wish there were more places available on Lake Washington to get off the boat and enjoy vibrant town center.
 - Kirkland is just part of our summertime boating. I can't imagine not being able to dock there.
 - There aren't many places that offer docks, restaurants, strolling, etc. Downtown Kirkland has the most complete offering, so keep it up.

Survey Responses

Additional Comments on Existing Facilities

- ▶ More moorage and/or reservation system:
 - I really enjoy boating to Kirkland. On a nice sunny day, sometimes it's very hard to find a spot for the boat; on weekends it can be impossible in which case we leave the area.
 - I haven't used transient facilities in Kirkland because I've always felt that they were difficult to get access to, i.e., that they were always full. Perhaps that's not really true, but that is the impression I've had, so I typically simply bypass Kirkland for some other destination.
 - I would be more inclined to cruise over to Kirkland if I knew there would be easy access to moorage. I come through the locks so it's a long cruise to get there. Perhaps a smart phone app with real time moorage info for all the marinas that allow you to see what's available and perhaps hold a spot while you're on your way would be cool?

Survey Responses

Additional Comments on Existing Facilities

- ▶ Facility improvements:
 - A Breakwater would also be helpful at Marina Park.
 - The waves coming into the area where boats moor are extremely hazardous to navigate and perform docking maneuvers.
 - Only place on the lakes I have to add bumpers because the breakers are so strong from boat traffic.
 - I'm always concerned with the water conditions while at your facility. The marina and docks are not very well protected from boating and weather swells. I'm very particular about bumpers and protecting my boat hull and graphics from the dock.
 - This place could be so much better in so many ways. I know more boaters would use it if it were upgraded and didn't cause so much damage to our boats. With no breaker protection it is super rough and at time dangerous to get on and off your boat safely.

Survey Responses

Additional Comments on Existing Facilities

- ▶ Facility improvements (continued):
 - Security is also a question mark; I've never felt very comfortable leaving electronics or tackle visible.
 - Add signage to warn pedestrians of boat trailers backing into the boat launch.
 - Safe transit space between the public and private marinas.
 - The cleats are very sketchy and unstable.
 - Current dock is so high it's hard to tie boat up safely.
 - Request for floating dock for smaller boats due to dock height.
 - Exclusions of liveboards limits our desire to use the facility.
 - General request for amenities (power, restroom with showers, Laundromat, fuel, pump out).
 - Floating dock for seaplanes.
 - Options for anchoring overnight on weekend cruises (preferred to mooring)
 - It would be great to have a facility for kayak and rowing teams, maybe out of Yarrow bay or Juanita bay.

Survey Responses

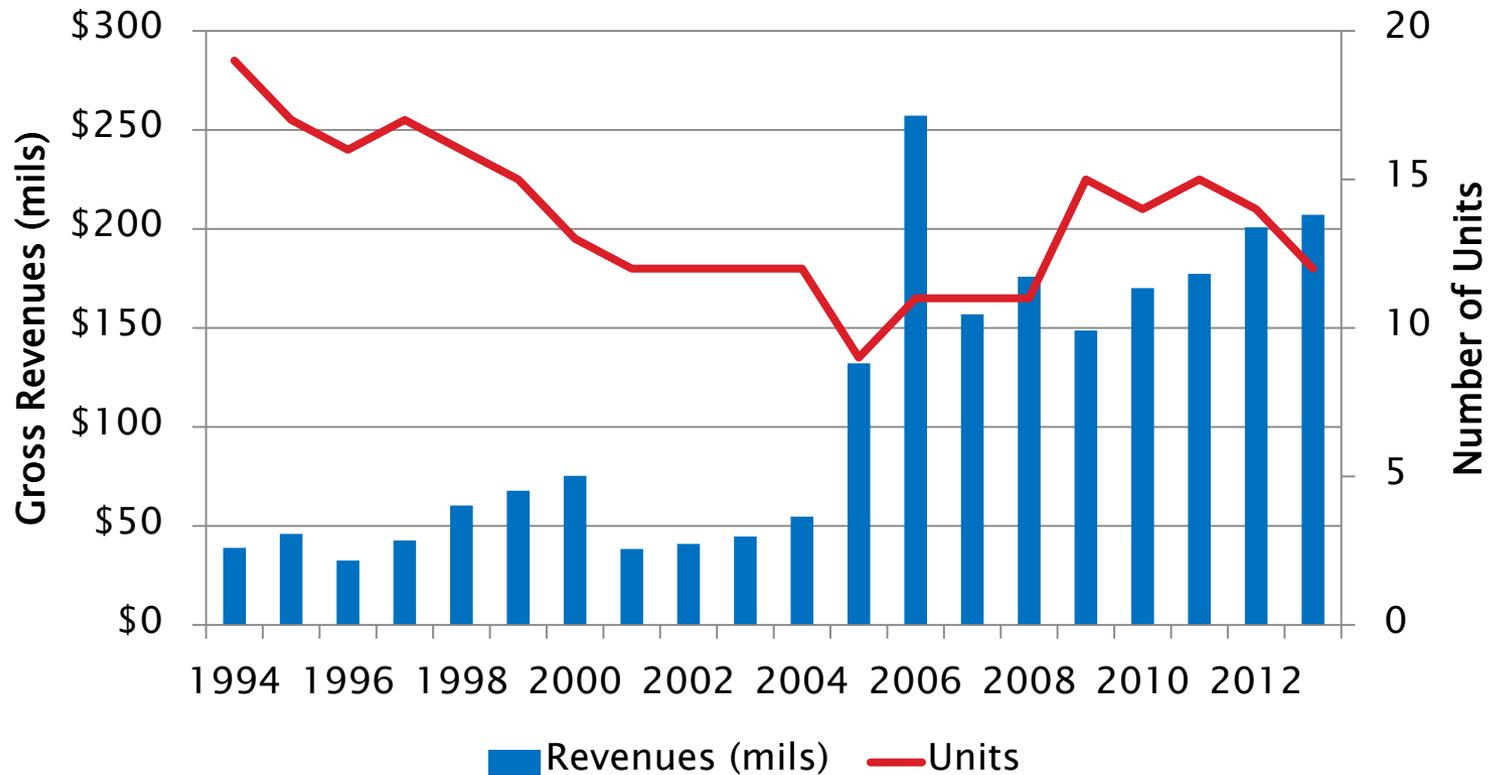
Additional Comments on Existing Facilities

- ▶ Consider a high service operation:
 - Take a look at how Roche Harbor does business...a destination due to crew, docking space, happy people, and help with landings, pump outs, etc.
 - Boaters pay extra for that because it is simply awesome.
 - Elliott Bay Marina is the closest thing we have down in Seattle area but I think Kirkland could become more of a destination.

Cruise boat operations

Inland Water Passenger Transportation Revenues

Source: Washington State Department of Revenue



Passenger vessel operations in Washington State have experienced sustained gains in revenues. According to statistics from the Washington State Department of Revenue, gross business income for passenger vessel operator increased from \$39 million in 1994 to \$207 million in 2013, with average annual growth of 9.2 percent per year.

Cruise Operator & Sailing Club

- ▶ BST interviewed Argosy Cruises and Waterways Cruises
- ▶ Both businesses are very interested in maintaining and growing operations at Kirkland
 - Primarily serve private charters (mainly tech sector) and cruises (scenic and dinner); Christmas boats.
- ▶ Priorities of cruise operators:
 - Secure, safe moorage for vessels,
 - Utilities (water and power),
 - Ticket booth with good visibility,
 - Better lighting in parking lot,
 - Improved security.
- ▶ Cascade Sailing Club – continued interest

Cruise Operations

- ▶ **Concerns by City Staff:**
 - Is dock designed for heavy load from cruise vessels?
 - Construct separate dock for cruise?
 - Parking management?
- ▶ **Market for additional operations:**
 - Electric Boat – very popular on Lake Union
 - Other cruise operations

Findings

Markets

- ▶ **Recreational boating**
 - Market is recovering from recession
 - Recent growth is high in smaller boats (20–40 feet)
 - Strong market in Lake Washington
 - 33,000 known boat launches in 2013 in Lake Washington
 - Strong interest by boaters in Kirkland facilities
- ▶ **Commercial boats**
 - Strong market for:
 - Cruise operators
 - Sailing club

Finance

▶ Financial performance

◦ Revenues:

- Moorage rentals ~ \$200,000/year (budget)
 - Moorage rates:
 - Free first three hours
 - ~\$0.75 per foot after 3 hours or for overnight moorage
- Boat launch fees ~ \$60,000–\$70,000/year (budget)

◦ Expenses – Unknown

◦ Unable to assess financial performance because marina(s) are not a separate cost center in Parks Department

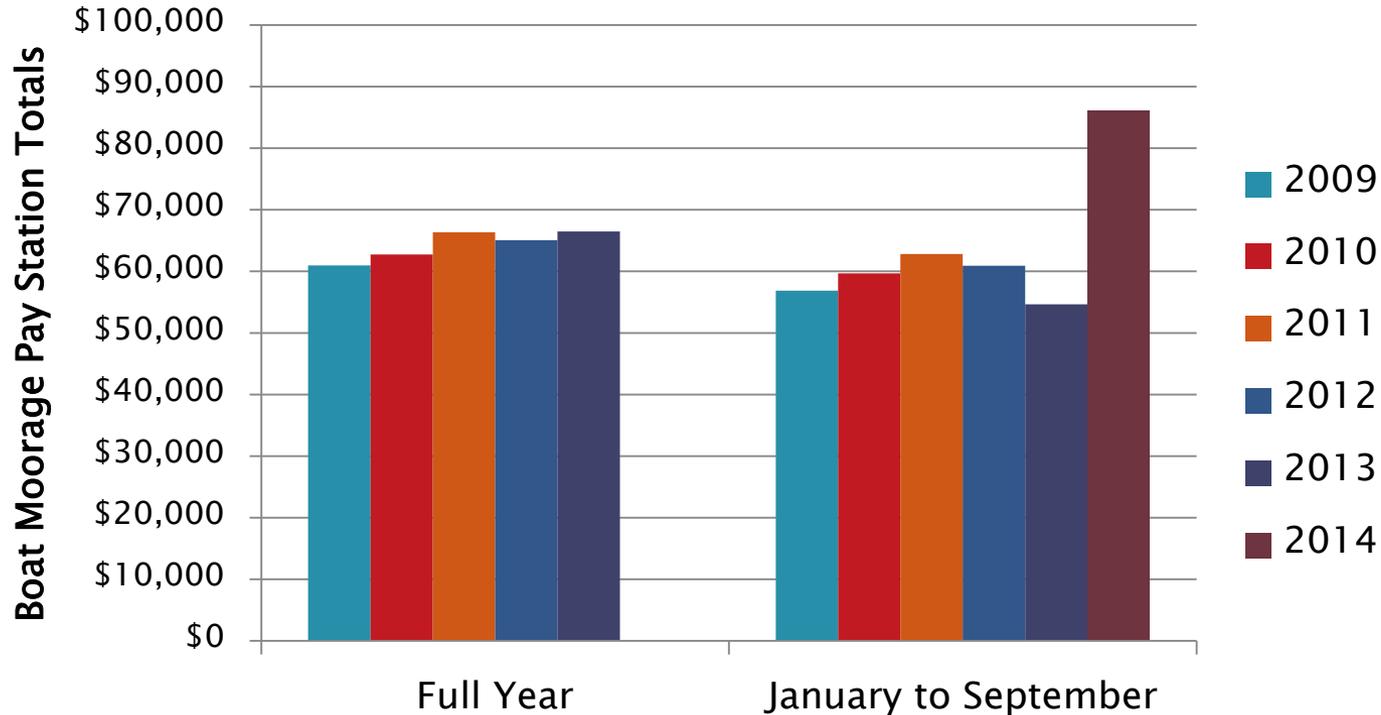
- Consider waterfront moorage as a separate economic development or enterprise department

Transient Moorage Rates

- ▶ **Lake Washington**
 - Most facilities charge \$.50/ft to \$.75/ft
 - Carillon Point:
 - \$2/ft for 2–30 ft slips
 - Free moorage at public dock
- ▶ **Other**
 - Shilshole Bay (under 50 ft):
 - Short stay (less than 6 hours) – \$.25/ft
 - Longer stays: \$.85 (off peak Nov 1 to Apr 30) to \$1.25 (peak May 1 to Oct 31)
 - Bell Harbor Marina
 - Short term (all lengths)
 - 0–3 hours: \$15/boat
 - 4–6 hours: \$20/boat
 - Longer term
 - Sunday to Monday: \$1.00/ft (off peak), \$1.25/ft (peak)
 - Friday and Saturday: \$1.35/ft
 - Elliott Bay Marina: \$1.50/ft/day (boats under 65 feet)
 - Edmonds (2014): \$1.10/ft (off peak), \$1.25/ft (peak)
 - Rates will increase \$0.05/ft in 2015
 - Cap Sante Marina (Anacortes): (2014): \$0.82/ft (off peak), \$1.30/ft (peak)
 - Poulsbo:
 - Short stay: \$5.00/boat
 - Longer stay: \$0.90/ft
- ▶ **Kirkland transient moorage rates are comparable to most marinas in Lake Washington but lower than most marinas in Puget Sound.**

Kirkland Pay Station Moorage Trends

Source: City of Kirkland



Payments at the Pay Station ranged from around \$60,000 to \$65,000 from 2009 to 2013. Revenue is up significantly in 2014 ytd due to rate increase from \$0.60/ft to \$0.75/ft. Rates increased 25% (\$0.60 to \$0.75); revenues increased 57% (Jan-Sep).

Cruise Dockage Rates

▶ Lake Washington and Lake Union

- Kirkland: \$1.50/ft plus \$25 admin fee (Waterways)
- Carillon Point: \$4/ft, waived if use CP property businesses (Woodmark Hotel rooms or catering etc) for amount equal to or greater than dockage. Most fees are waived.
- Husky Harbor:
 - Single game rates:
 - \$500 (0 to 60 passenger capacity)
 - \$650 (61 to 150 passenger capacity) [**~\$8.13/ft for 80 ft boat**]
 - \$750 (151+ passenger capacity)
 - Season rates (7 games):
 - \$2,750 (0 to 60 passenger capacity)
 - \$3,500 (61 to 150 passenger capacity) [**~\$6.25/ft for 80 ft boat**]
 - \$4,000 (151+ passenger capacity)

▶ Other

- Shilshole Bay Marina: Up to 100' is \$1.60 per foot, per round trip, or per 24 hours.
- Bell Harbor Marina
 - Charter vessel: \$1.50/ft plus \$25 admin fee
 - Licensed 6 Pax Charter Vessel Rate: \$25 flat fee per round-trip
- Friday Harbor Marina – \$2.25/ft per landing, \$4.00/head, a \$25 security fee if SOLAS and applicable garbage and water fees
- Bellingham Cruise Terminal – \$.75/ft/touch (\$1.50 /ft for a roundtrip) plus a Passenger Facility Fee of \$2.50/head.

▶ Kirkland cruise dockage rates are lower than other moorages

Kirkland Moorage Rates

- ▶ Recreational boats
 - Overnight rates:
 - Kirkland could probably charge up to \$0.90/ft at existing facilities (peak season).
 - Boaters desire consistency (small annual increases should be considered to get to market rate).
 - If facilities were improved, more could be charged (\$1.25+ in peak season).
 - Consider charging for 0–3 hours
 - Poulsbo instituted minor charge for short stays \$5/boat. Usage grew from 600 in 2010 to over 1,100 in 2013.
- ▶ Cruise boats – Kirkland below market rate.
- ▶ All rates – grow at CPI.

Options for Development

- ▶ Consider alternatives from a spectrum of costs:
 - Existing facilities – need to maintain existing facilities
 - Low cost
 - Operational changes
 - Add staff to assist in docking
 - “Passport” package (boater discounts at businesses in Kirkland, Bellevue etc.) or waterfront trail
 - Lease of floats for peak season
 - Add buoys (Kirkland Marina and Juanita)
 - High cost
 - Breakwater
 - Separate dock for cruise operators
 - Higher service operation

Marina Program Examples

Moorage Programs



Elliott Bay Marina Line Assistance

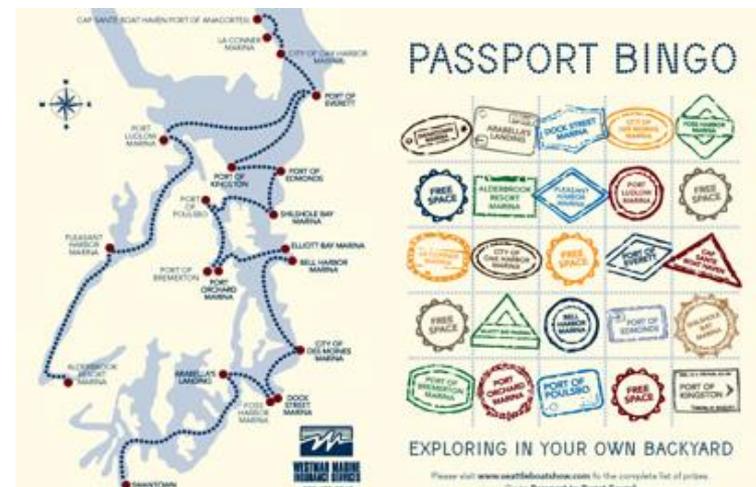
- ▶ Provide proper line assistance when boat is docking.
 - Boaters notify 5-10 minutes from docking.
 - Inform them of slip number
 - Inform boaters of new opportunities, events etc



Target special boating clubs, yacht clubs...



Activity Floats at Cap Sante Marina in Anacortes: The perfect outdoor room! Available for your next gathering. Equipped with tables, chairs and Barbeque grills.



Consider promotion for Kirkland merchants or for wide lake businesses.