



**MILLS to
MARITIME**
RESTORING JOBS. STRENGTHENING ECONOMY.

Marina & Public Access Update

Jeff Lindhout
Chief of Marina Operations

August 10, 2021



@portofeverett | #portofeverett



Port of Everett Marina



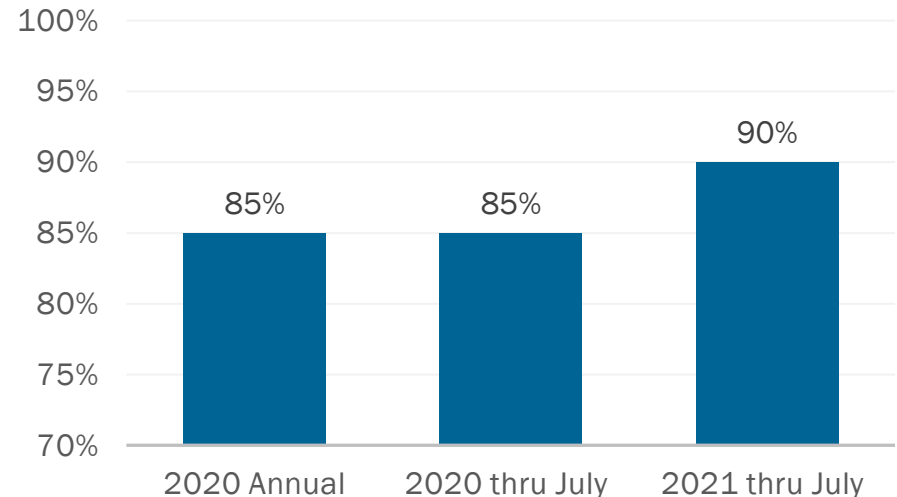
- 2,300 slips
- 10 visitor docks
- 13-lane boat launch
- Fuel Dock
- Full Service Boatyard
- Pump-out Facilities
- Recycle stations
- Laundry/Shower facilities
- Jetty Island & great walking trails
- Five great restaurants
- Future development
- Fishing Docks

Occupancy

- Overall average occupancy increased 5% to 90%
- High occupancy topping out at 100% in July



Average Occupancy

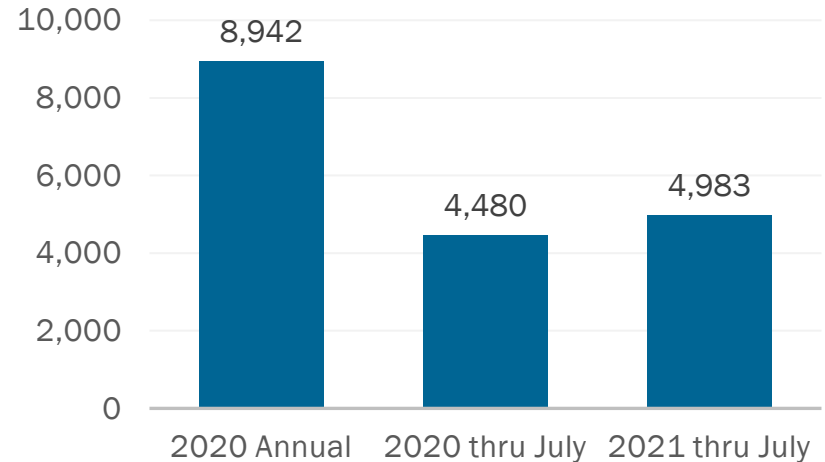


Waitlist consists of nearly 250 boats in the 40ft + range

Guest Moorage

- Guest moorage visits up 10% thru June
- Average boater spends \$220 at local businesses while in Port
- Added new Central Guest Dock 5

Guest Moorage Stays



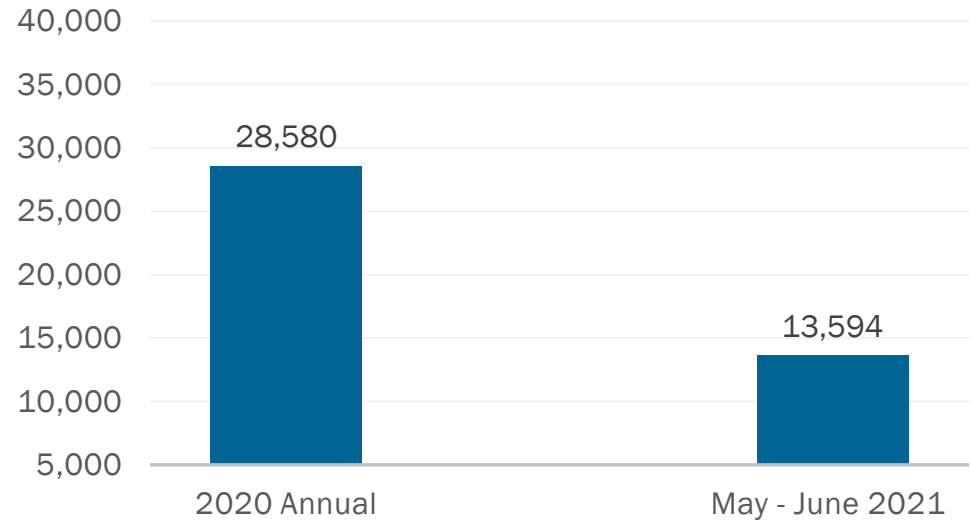
**Rate increase*



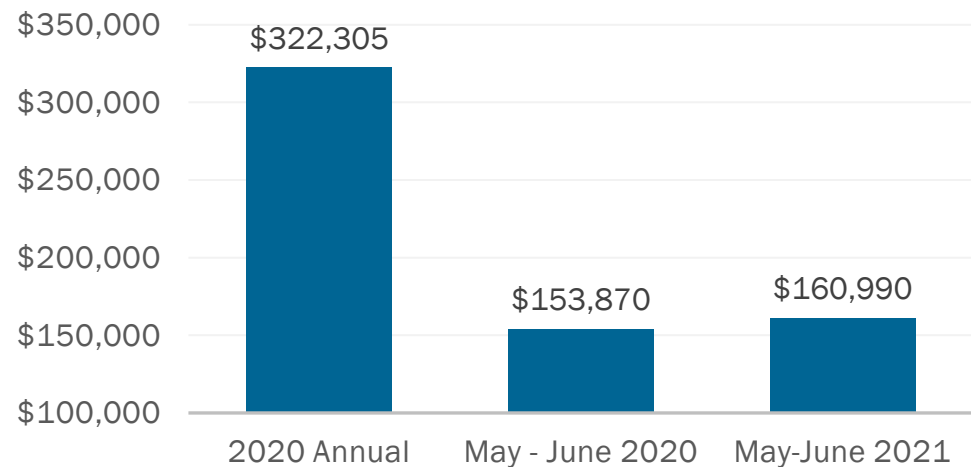
Boat Launch



Boat Ramp Transactions



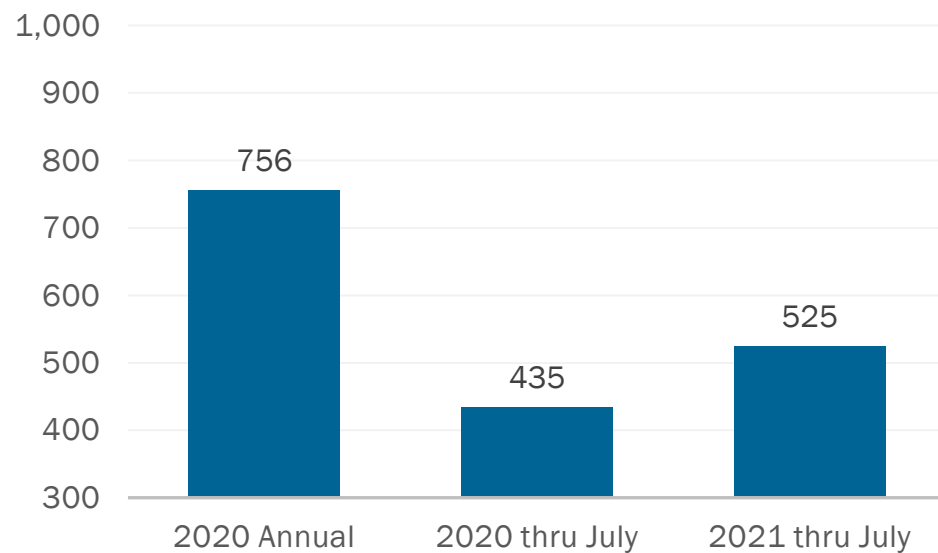
Boat Ramp Revenues



Travelift



Boats Lifted

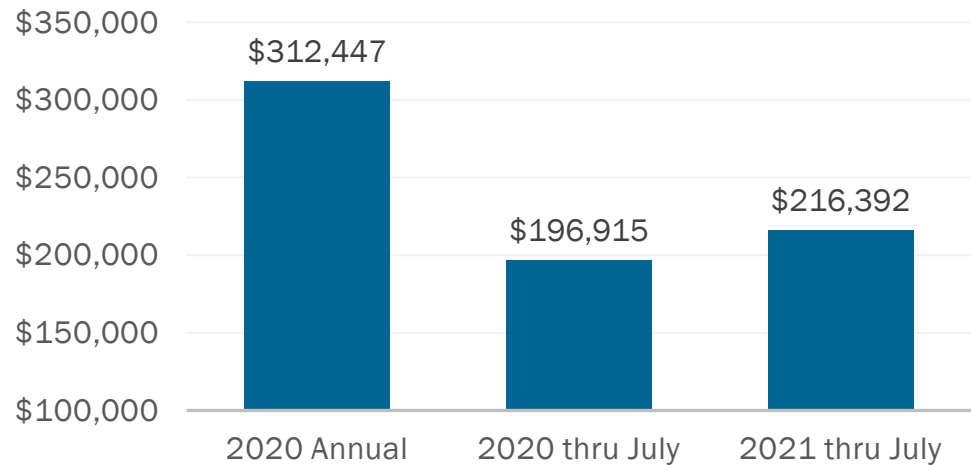


- Hauled 90 more boats thru July 2021

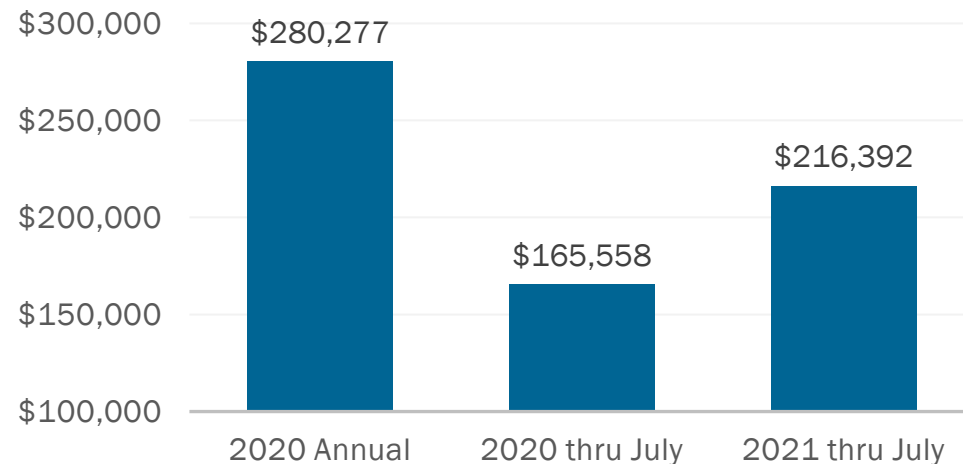
Storage Services

- Work yard revenues increased \$19,477
- Storage yard revenues up \$50,834

Workyard Revenues



Storage Yard Revenues

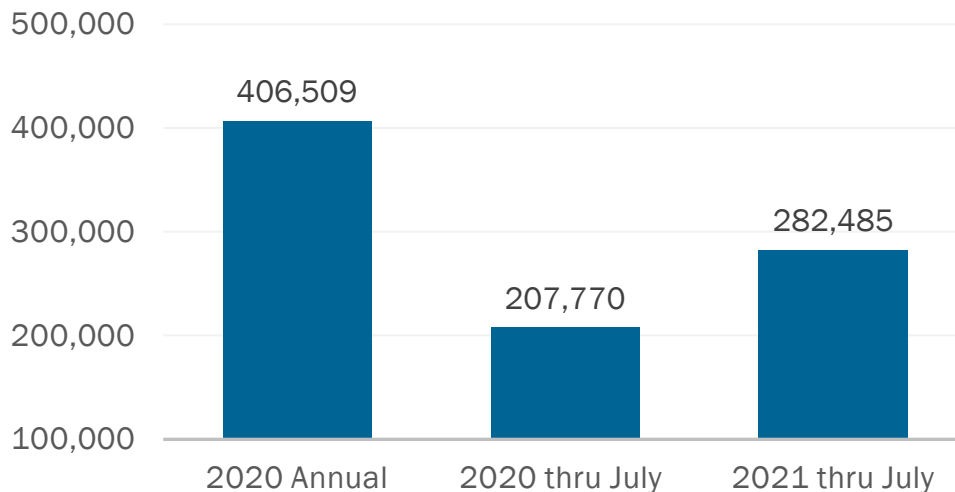


Fuel Dock

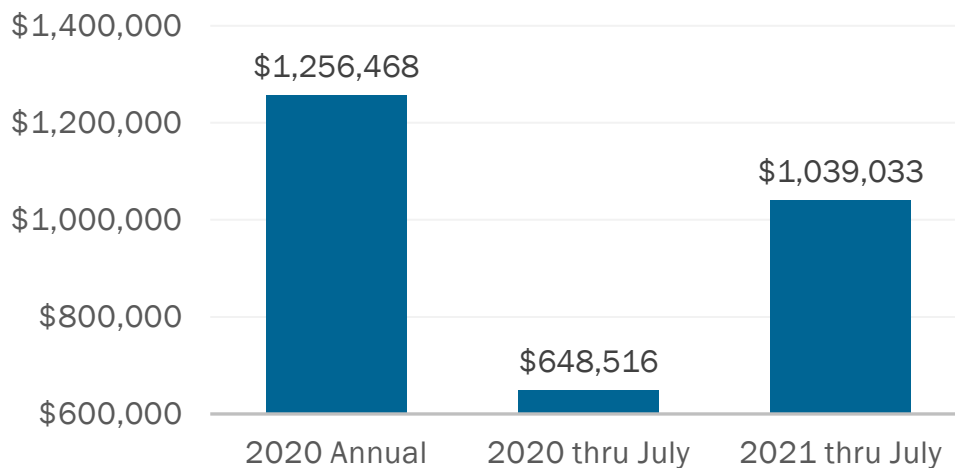
- Gallons sold up 74,715
- Revenues up \$390,517



Gallons of Fuel Sold



Fuel Revenues



Marina Improvements

\$165M Invested at Destination Waterfront Since Early 2000s

Central ESY In-water
Cleanup & I-Dock
Rebuild

New, 220-slip Yacht-
Class Marina (North
Docks)

Central G-Dock
Rebuild;
Dredging

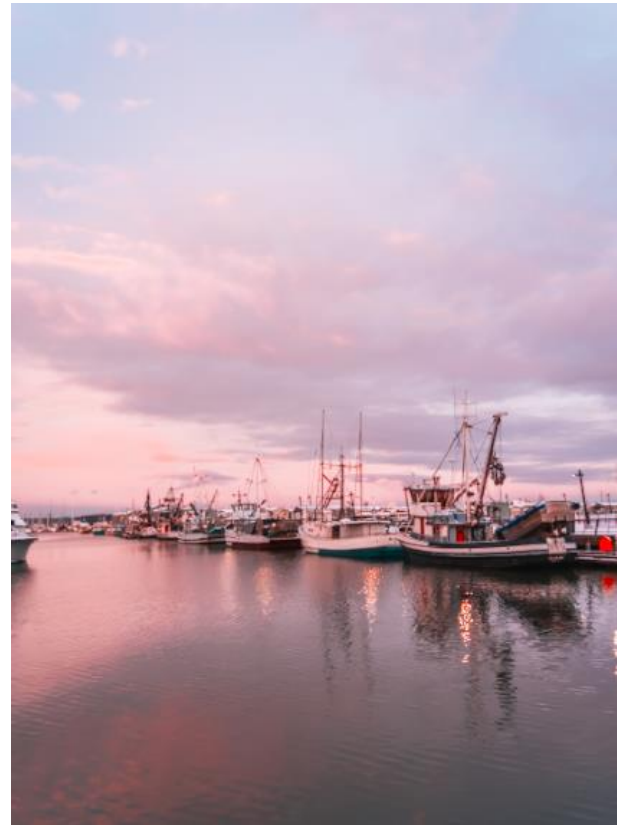
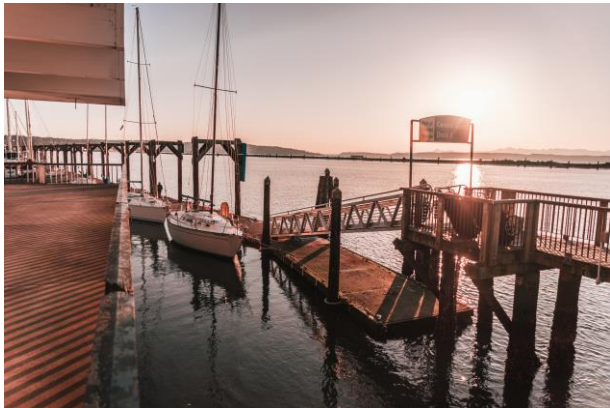
Ongoing Capital Costs
~Marina Dredging
~Float Rehabilitation
~Guide-pile repairs

14th St. Bulkhead
Rebuild & New
Gatehouses

South P & Q
Dock Rebuild

Phase 1 & 2 of the
Craftsman District

- Central Northeast Corner Bulkhead Rebuild
- New Central K Dock
- New Central Guest Dock 5 & Activity Float



Recent Operating Efficiencies

- New LPR Parking System
- LAZ Parking Management
- Dockwa Reservation System
- Implementing new access control system
- Electronic Moorage Agreement
- Auction process public surplus
- TMP Marina Software upgrade – online application opportunity
- Relocated EYC Reciprocal Moorage

Maintenance/Training

- Hearing tests completed
- Backflow and water systems tested and approved
- On-dock fire systems (including extinguishers and sprinklers) tested and approved
- First-aid training
- HAZWOPER training
- Respiratory training/fit test
- Boat fire training in safety meeting
- Fuel dock training (spill training and protocols)
- Blood borne pathogens training
- Class 4 marina fuel dock inspection/certification

Marketing Efforts

- Everett Herald Ads
- Virtual Seattle Boat Show
- Customer Connect (Aug. 26)
- Outdoor Line
- Sail-in Cinema
- Social media campaigns
- Marina Cleanup Day
- Marina Map
- Welcome Magazine Ads
- PonTunes Floating Concert



2021 Work Plan

Projects

- Enhanced landscaping
- Mukilteo Floats
- Fuel Dock relocation planning
- EYC Reciprocal Dock
- Marina slip mix reconfiguration planning – Guest Dock 6
- Annual dock improvements-flotation and resurfacing
- Annual asphalt repair work and guide pile replacement work

Outreach

- Marina Forums
- Newsletters
- Customer Connect
- Boating club outreach
- AlertSense

Staffing Changes

Andrew – Weekend Operations Representative

Beth – Accounts Coordinator

Brandy – Harbor Representative

Donna – Harbor Controller

Eric – Operations Lead

Jake – Marina Operations Representative

Jim – Operations Director

Kyle – Customer Service Representative

Nicole – Temporary Customer Service Representative

Larry – Forman

Vicki – Credit Controller



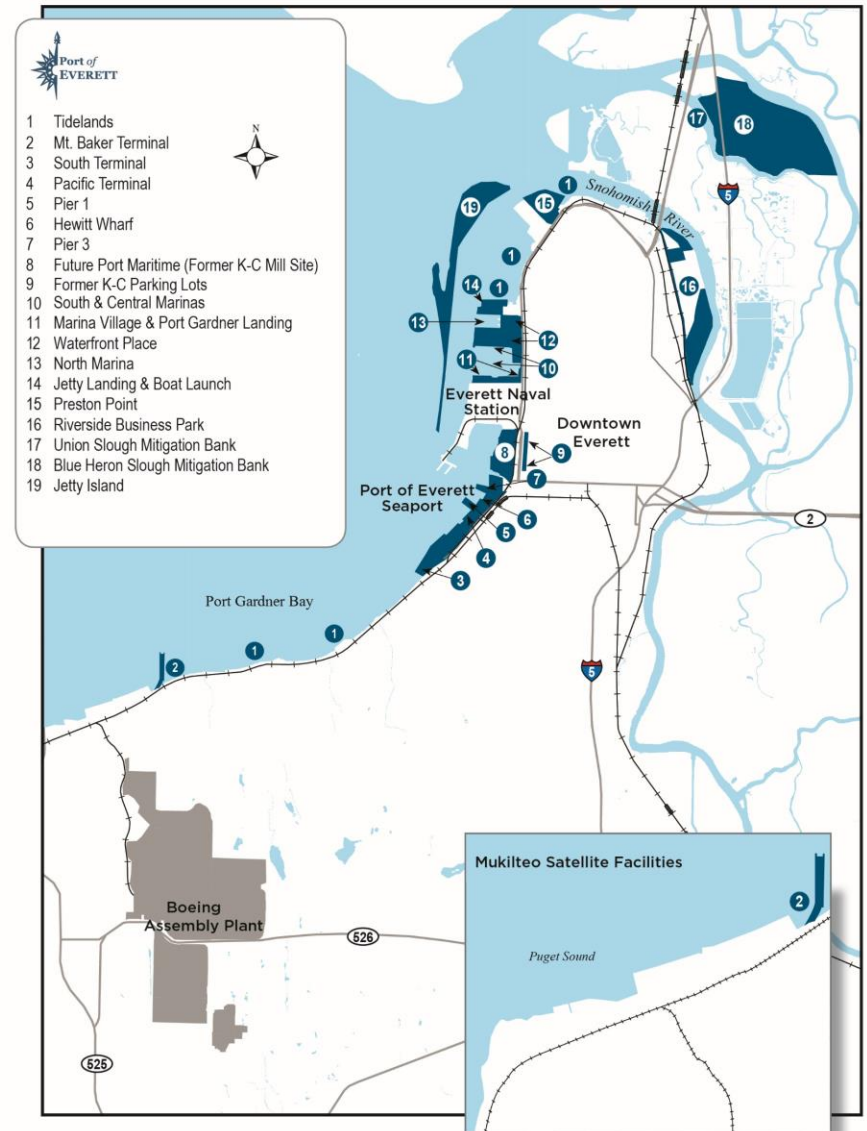
Public Access



Port Geography

- The Port of Everett encompasses approximately 3,300 acres
- Nearly 1,800 of those acres are dedicated to either public access or environmental purposes

Port of Everett Properties and Facilities



PUBLIC ACCESS & RECREATION



Investing and maintaining more than 1,500 acres (more than 50% of landholdings) of appropriate public access



Balance public access and recreation with habitat and environment (i.e. Jetty Island, Union Slough)



Working waterfront supports City-wide public access through Port's 2% for public access policy



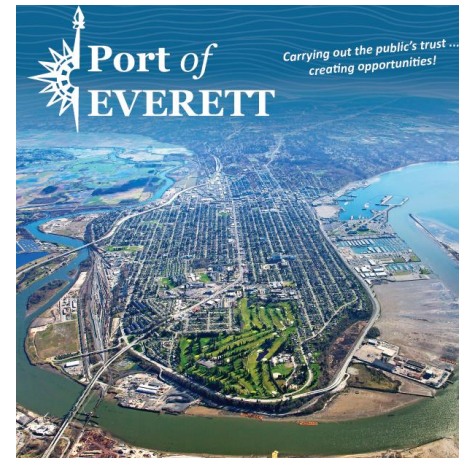
Have invested more than \$26 million in new waterfront public access projects since 2006

Port's Public Access Policy Framework

- Key component of the Port's Strategic Plan and how the Port operates
- “The Port is a major driver in making the waterfront accessible to the community and its visitors as part of a viable and bustling balanced waterfront.”
- Port Commission's 2% for Public Access Policy – Resolution No. 751; foundation to implement Strategic Plan element
- Comprehensive Scheme of Harbor Improvements



STRATEGIC PLAN | 2020
ADOPTED DECEMBER 10, 2019



Comprehensive Scheme of Harbor Improvements

Adopted October 2013
Updated July 17, 2018



DESTINATION WATERFRONT, BOATING & RECREATION

*From Strategic Plan
December 2019*



STRATEGIC ASSESSMENT

The Port of Everett's Waterfront Place area situated between 10th and 18th Streets along West Marine View Drive is an emerging waterfront destination. As a vital component of a vibrant balanced waterfront, the intent is to provide access to the water, living wage jobs, boating facilities, and recreational amenities on the waterfront. This strategy is to unify the marina and surrounding property as one economic unit to create a sustainable and unique commercial, recreation and residential community. The new community is pedestrian-oriented and takes full advantage of its attractive and livable waterfront and recreational boating setting. It also supports the final phases of the Port's goals to become a state-of-the-art regional yacht sales and services center. The Port has a significant history of providing waterfront public access improvements, including through the long-standing and creative use of the Port Commission's two percent for Public Access Policy. Appropriate public access opportunities must be integrated within the overall context of community plans, public safety, and Port needs.

STRATEGIC ACTION ITEMS

- ✓ Partner with the private and public sector to complete the buildout of the Waterfront Place Central project as envisioned and approved in the Final Planned Development Overlay that provides a return on investments
- ✓ Develop and implement a customer service, technology, amenities and facilities plan to support visiting boaters
- ✓ Develop a brand strategy to support slipholders and visitors
- ✓ Identify funding or partnership opportunities to renovate the interior of the Weyerhaeuser Building and return it to productive public use
- ✓ Develop and start to implement a Master Plan to revitalize Waterfront Place South, connecting Port Gardner Landing to Marina Village with additional development opportunities
- ✓ Working with the private sector, expand tourism amenities at the waterfront, including, but not limited to, boat rentals, harbor tours, whale watching, fishing charters, boat shares, and other non-motorized land and water rentals
- ✓ Update the Jetty Island Management Plan to allow for limited commercial uses on the island during Jetty Island Days
- ✓ Continue to allow for, and promote, public events and activities at the waterfront in a financially sustainable manner that is appropriately balanced with available space
- ✓ Continue to identify aging infrastructure in the Marina facilities and recapitalize in a financially viable way and timeframe; each project should contain a market analysis, business plan and return on investment before it is funded
- ✓ Utilize Port capital to stimulate leases and buildouts

Related Plans

- **ADA Transition Plan (2021)**
- Port of Everett Boating Access & Public Facilities Plan (2018 update)
- City of Mukilteo Downtown Waterfront Master Plan (2016)
- City of Mukilteo Japanese Gulch Master Plan (2016)
- City of Everett 2035 Comprehensive Plan (2015 update)
- Waterfront Place Central Planned Development Overlay Conceptual Site Plan (2015)
- City of Everett Central Waterfront Redevelopment Plan (2012)
- City of Mukilteo Bicycle, Pedestrian & Trails Plan (2009)
- Jetty Island Management Plan (2006)
- City of Everett Shoreline Public Access Plan (2003)

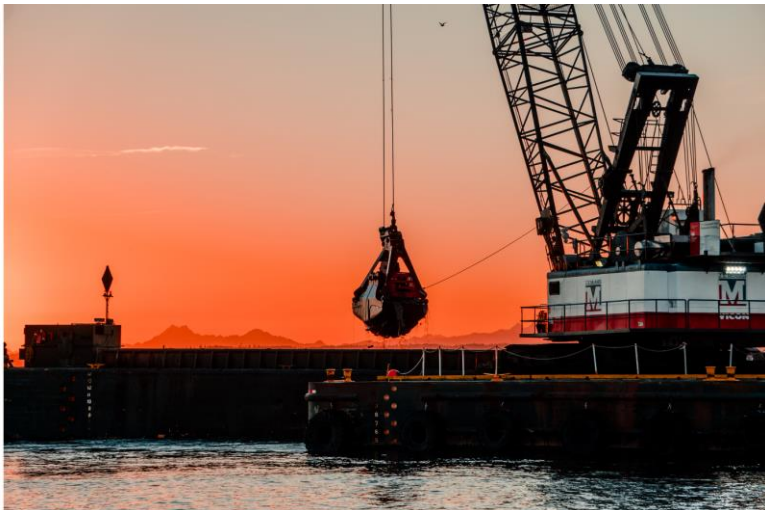
How Do We Provide Public Access?

- 2% for Public Access Policy for Capital Improvement Projects
- Maintenance & Repair Projects
- Partnerships & Outreach
 - Jetty Island Days
 - School program
 - Port bus & harbor tours
 - Volunteer stewardship events (i.e. EarthCorp)
 - Public events (75+ annual; i.e. waterfront concerts and movies, car and art shows, etc.)



Other Types of Public Access

- Local sponsor for Corps of Engineers Maintenance Dredging of the Snohomish River Channel
- Jetty Island Beach nourishment and expansion through beneficial use of clean dredge material
- Freight Mobility Project Support (transportation improvements)



History of Public Access Expenditures

- Since the 2% Policy was enacted in 1988, the Port has invested approximately \$5 million on qualifying 2% for public access improvements
 - This does not include commercial projects that are public access in nature or maintenance and repair projects that improve public access features.
- Since 1988 total public access improvements, including 2%, maintenance and capital projects, total in excess of \$34 million.
- Bulk of this investments at destination waterfront in past decade; approximately \$26 million.



Snapshot of Port Public Access



WATERFRONT RESTAURANTS & LOCATIONS

1. Anthony's HomePort
2. Woodfire Grill
3. Inn at Port Gardner
4. Lombardi's Italian
5. Hotel Indigo | Jetty Bar & Grille
6. Port Administration/Marina Offices
7. Scuttlebutt Family Pub
8. Seas the Day Café
9. Bluewater Distilling
10. Kayak & SUP Rentals
11. Harbor Marine

Waterfront Place Trail: 3.5 miles
Public Trail System: 6 miles



Public Access & Recreation

- Beaches (i.e. Jetty Island)
- Bird & Wildlife Watching
- Boating & Fishing
- Concerts
- Kiteboarding
- Movies
- Parks
- Trails (land & sea trails)
- Stand Up Paddle Boarding
- Whale Watching
- Kayaking



Have the **BEST WEEKEND EVERETT** at Port of Everett Marina

Our full-service marina offers more than 5,000 feet of guest moorage and docks, just steps away from world-class amenities, restaurants and outdoor activities.

SAMPLE WEEKEND ITINERARY
(JULY - AUGUST 2017)

THURSDAY:	FRIDAY:	SATURDAY:	SUNDAY:	
 Dock your boat & check in	 Walk or bike the waterfront	 Happy hour at Lombardi's	 Enjoy a concert at the pier	 Visit the Tulalip Resort & Casino
 Watch for birds and wildlife	 BBQ on the Activity Barge	 Hit the course for a golf round	 Enjoy a Sail-in Cinema movie at Boxcar Park	 Try beer flights at Scuttlebutt
 Try YogaMosa at Bluewater	 Rent stand up paddleboards	 Soak in the sun or kiteboard at Jetty Island	 Enjoy seafood at Anthony's	 Catch a concert at the pier
 Wake up at Seas the Day Café	 Head out for some fishing	 Grab fish & chips and picnic at Commodore Plaza	 Shop farm fresh at the Market	 Check out, but return soon!

 **WATERFRONT PLACE**
A PORT OF EVERETT

For information, call 425.259.6001 or visit www.portofeverett.com/marina

Waterfront Amenities

- Mix of restaurants
 - Year round & seasonal options
 - Destination distillery/brewery
 - Seasonal Food Trucks
 - Seasonal service windows
- Marine businesses
- On-site & nearby hotels
- Proximity to other area recreation:
 - Tulalip Casino/Seattle Premium Outlets
 - Angel of the Winds Arena
 - Golfing, hiking, etc.







Recent Public Access Highlights



Virtual/Modified Holiday on the Bay Events



 **Port of Everett** shared a video from the playlist Wintertime Stories  v2 
Dec 5, 2020 · 

Book reading #1 of the NEW Wintertime Stories Book Readings in partnership with the @EverettPublicLibrary for the Port of Everett's modified Holiday on the Bay! Check back for our next book readings set to drop every hour on the hour until 6 p.m.

Gather your family to listen to these fun winter-themed stories here on the Port of Everett and Everett Public Library Facebook pages. If you know someone that would like this program, but isn't on Facebook, check out the videos at the Everett Public Library YouTube channel now through the month of December.



Everett Public Library

Holiday on the Bay Wintertime Stories with the Port of Everett run on the hour from 12-6pm today!

To kick off the series, Lisa Lefebber (Port of Everett's CEO) reads "Candy Cane Lane" by Scott Santoro with permission from Simon & Schuster Education and Library



MODIFIED
Holiday on the Bay
@PORT OF EVERETT

Please visit the waterfront responsibly and follow all current state and local public health guidance



Stay home if sick



Keep your distance



Wear a mask



No gatherings



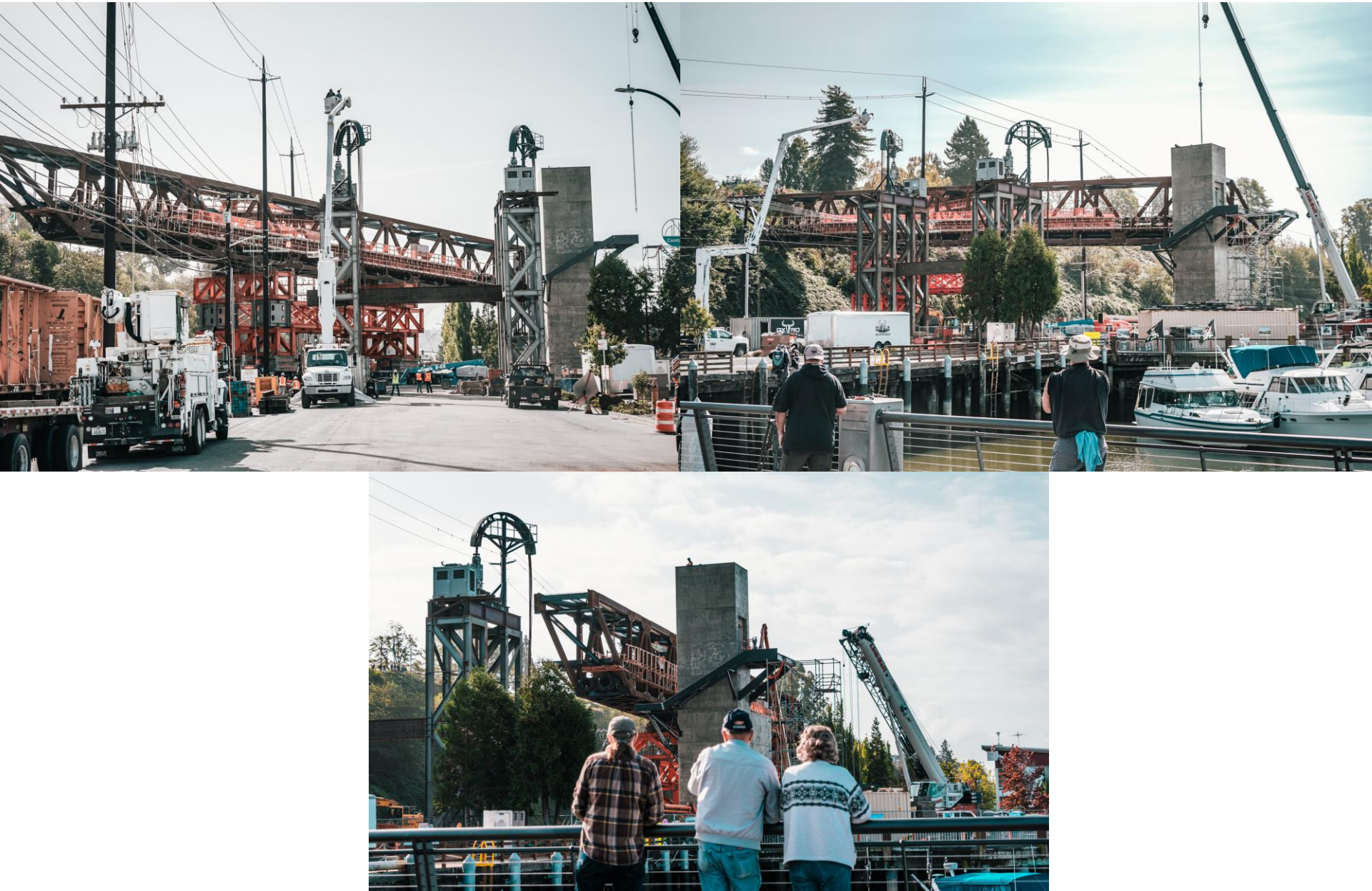
Keep your stay short



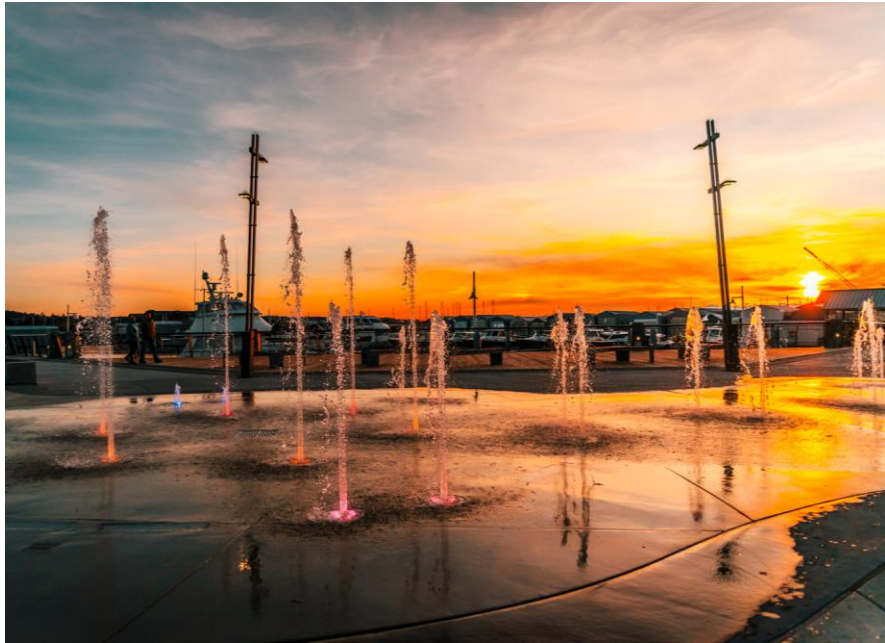
BONUS! Support waterfront businesses!

CONNECT WITH US!
    @PORTOFEVERETT | #PORTOFEVERETT | #HOLIDAYONTHEBAY

City's Grand Avenue Park Bridge



Pacific Rim Plaza + Splash Fountain



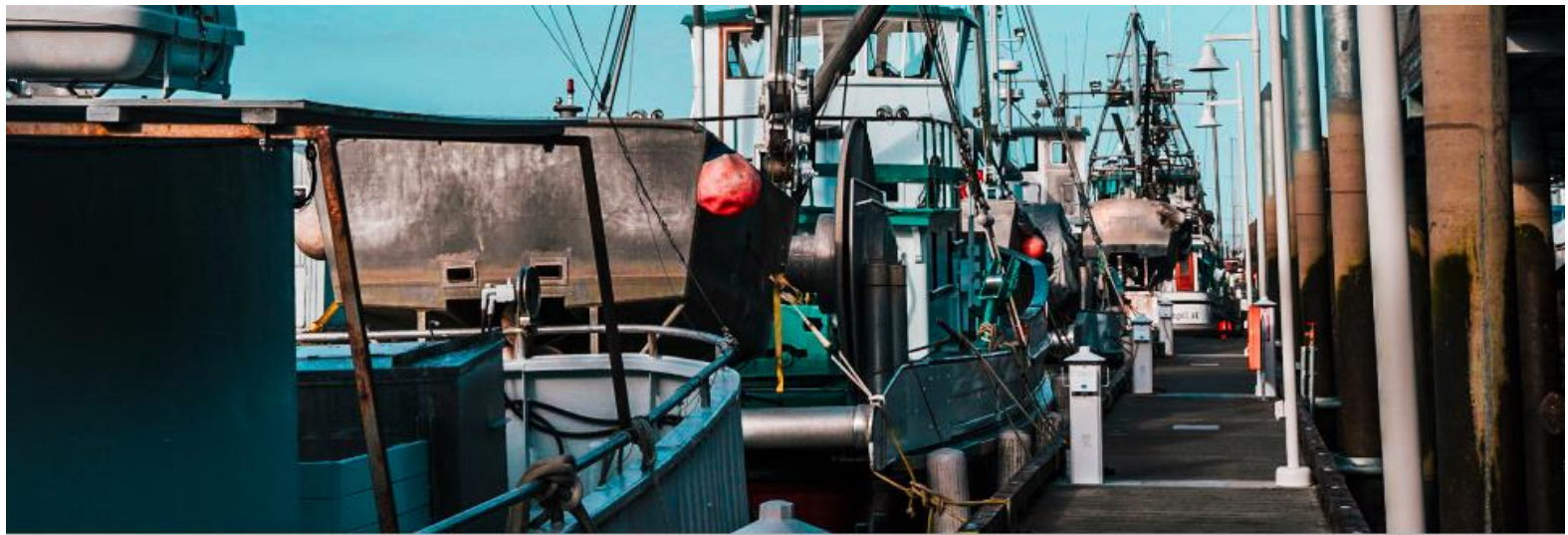
Guest Dock 5 + Dock Walk



Central K-Dock



Central L-Dock



Fisherman's Harbor Esplanade



SE Millwright Loop



Kite Shelters



Commodore Plaza



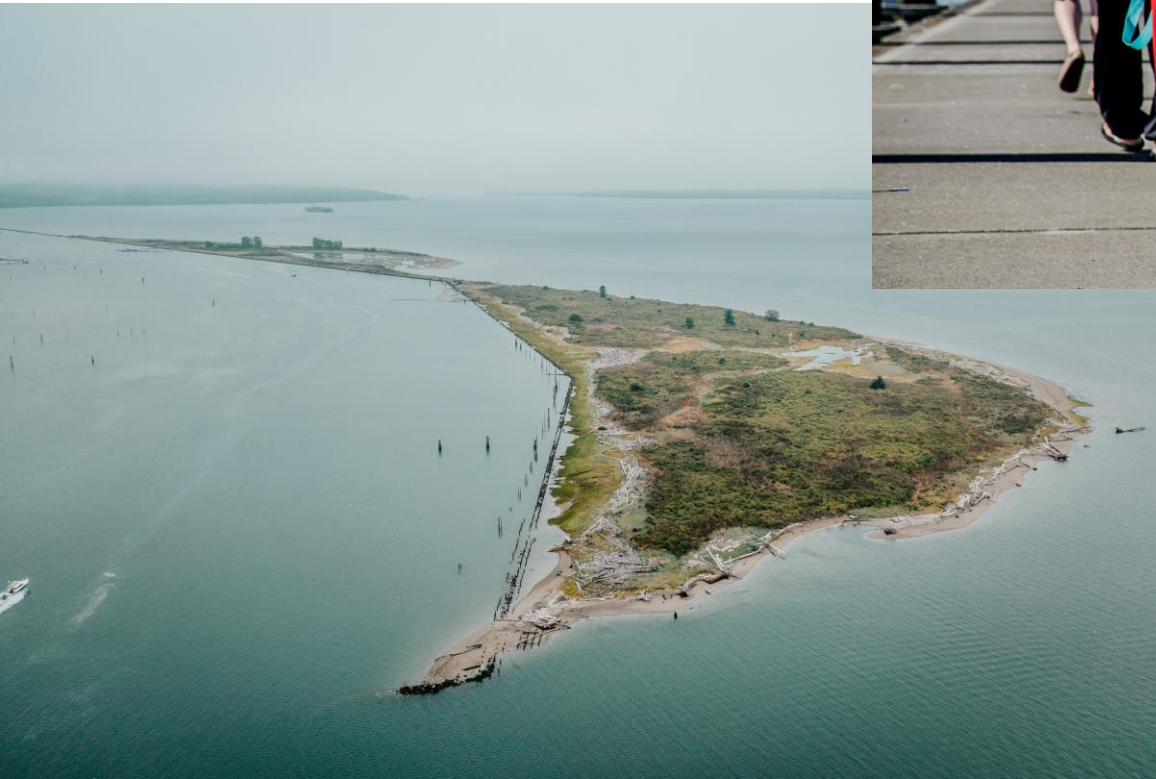
Riverside Business Park Trails & Viewpoints



Public Access 2021 Enhancement



Return of Jetty Island Days



Sail-In Cinema Hybrid Model



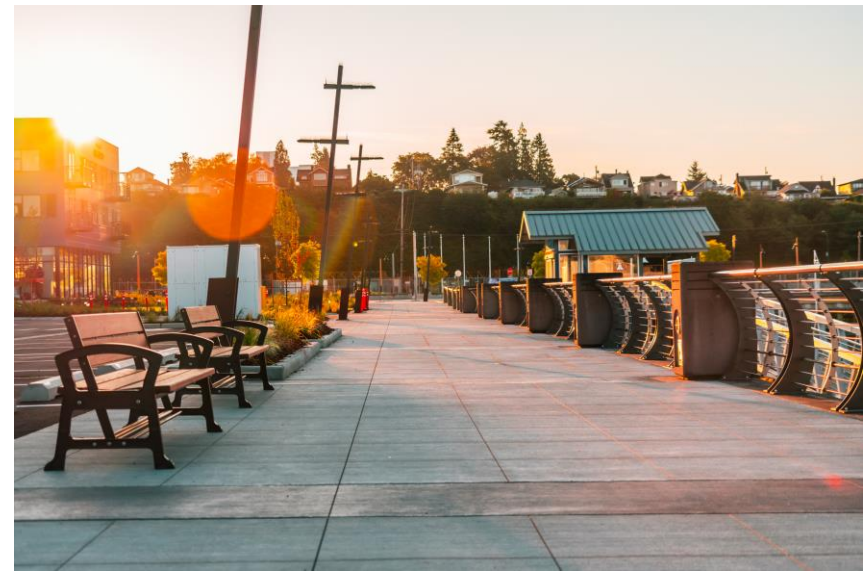
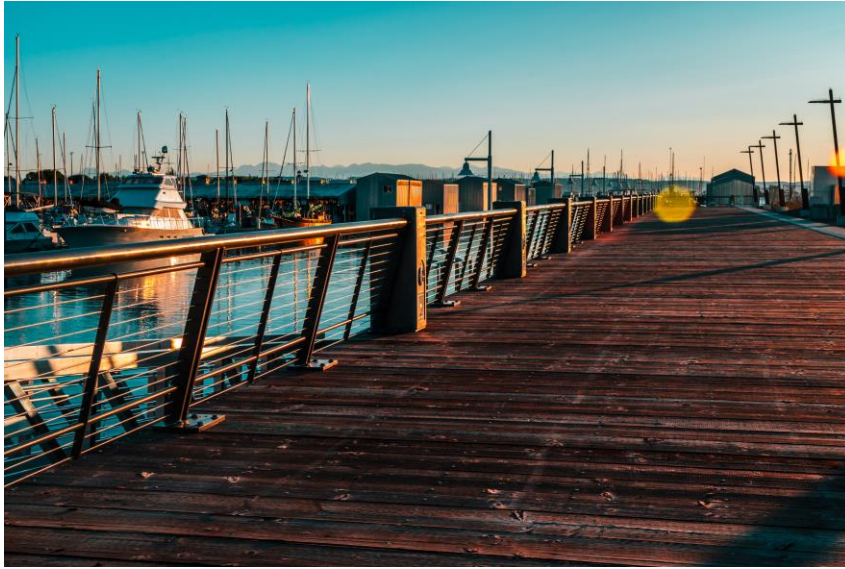
2021 Beautification



Food Truck Wednesdays



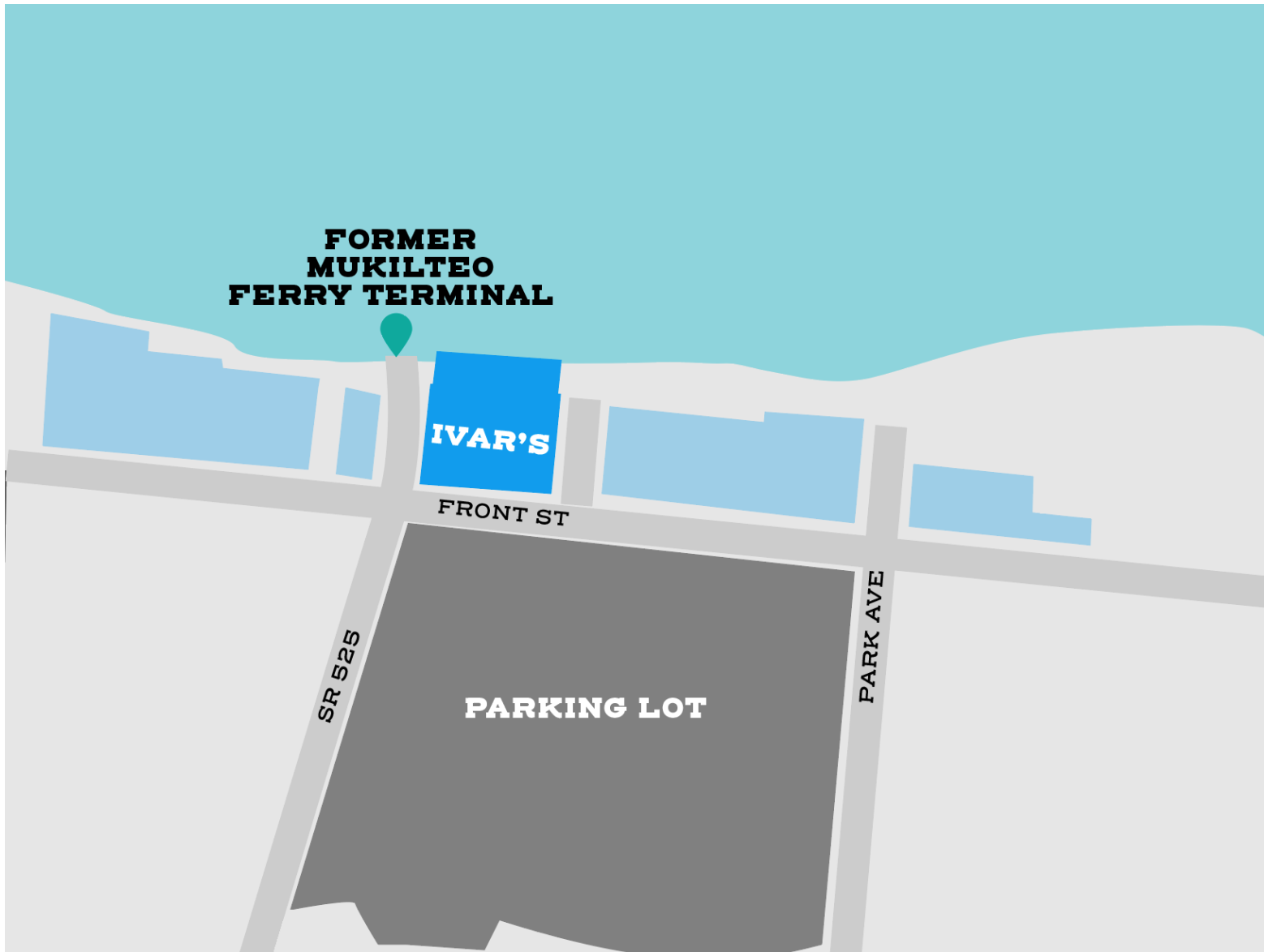
ADA Transition Plan



Seasonal Ice Rink



Ivar's Parklet



Splash Fountain Open



75+ Waterfront Special Events

Sail-In Cinema



Music at the Marina



Wheels on the Waterfront



Everett Coho Derby



Fresh Paint



Food Truck Wednesdays



Jetty Landing

Restroom Rebuild



- Restroom serves users of the adjacent 13-lane public boat launch, Jetty Landing Park, and visitors going to and coming from Jetty Island
- 2016 facilities assessment found current building does not meet ADA standards, and capacity no longer meets peak demands. Building is at end of useful life
- Site listed in the Port's Comprehensive Scheme, Public Access Plan and City of Everett's Shoreline Management Plan
- RCO Grant \$584,500
- Construction late 2021, completing before boating season begins in spring 2022
- New restroom is 40' x 26', 1,040 sf. current restroom is 30' x 24', 720 sf
- New restroom is 50'L x 26'W w/ overhang
- New restroom is 40'L x 26'W w/o overhang

Norton Terminal

- Approximately \$600,000 in public access contribution
- 2% public access contribution
- In discussions with City for investment location

South Terminal Wharf Strengthening

- 2% public access contribution
- Approximately \$586,000 in public access contribution

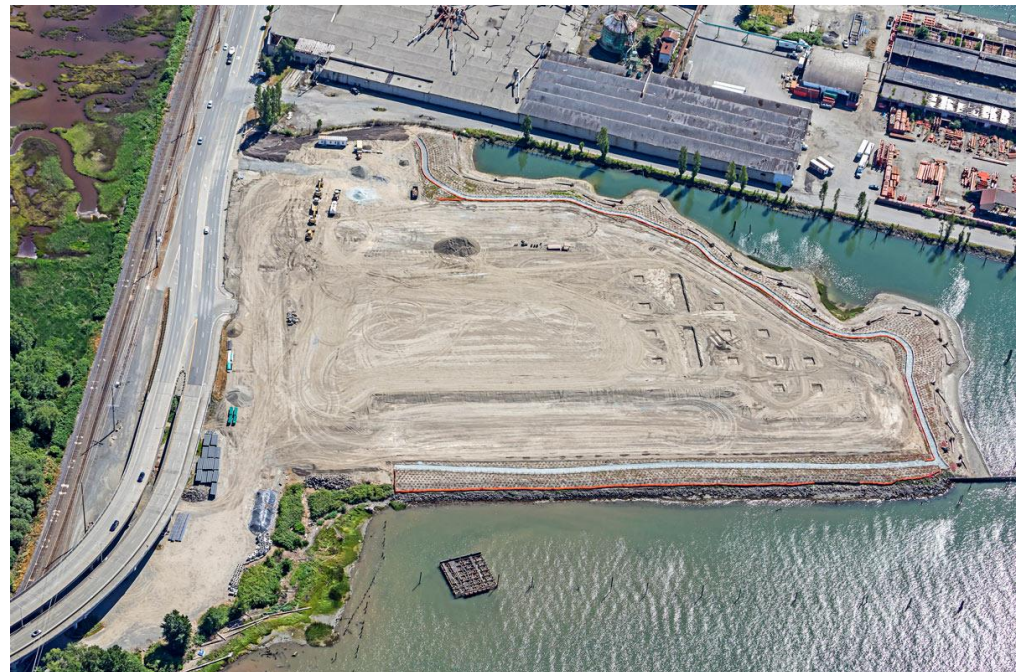


Mukilteo Fishing Pier Grand Opening



Bay Wood

- Partnership with the Department of Ecology
- 1,160 lineal foot shoreline restoration with support of future site development
- First public access at site
- Shore trail leading to a lookout over restored shoreline



Imagine Children's Museum

Import. Export. Our Port.



- Maritime exhibit
- \$100,000 investment over 5 years
- 230,000 annual visitors

- Tug boat experience
- Images and info from Port of Everett
- Balancing and weight distribution exhibit



A17 Office/Restroom Building



Expected in 2022

- Millwright Loop Road + Sidewalk
- Weyerhaeuser Adaptive Reuse
- Baywood Trail
- Access + Site plan for Mukilteo Waterfront
- Boat Launch Dredging
- Beautification of WPC





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Thank You!



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