



PORT of OLYMPIA

Citizens Advisory Committee

Activities to Promote Guest Dock, Fuel Dock, and Launch Ramp Usage

Staff Lead:
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Background:
<p>The Port would like greater utilization of marina assets, particularly the guest dock, also the fuel dock, and even the launch ramp. All these things can enhance our fuel dock sales, and enhance marina income. What would it take to achieve greater utilization of this space, thereby creating more revenue for Swantown in the form of slip rental, more visitors to downtown Olympia, more restaurant visitation, and potential more sales volume for the new fuel dock?</p> <p>Olympia is a wonderful “destination” port for boaters and boats of all sizes, from runabouts to large cruisers. Many groups take summer cruises to various places on the sound - why not add Olympia to their list of possibilities?</p> <p>What would it take to attract more boaters? Is it marketing? Is it personal visits to clubs up North to increase knowledge of our town and all that it offers? Would it be a discount coupon book to entice folks? Could it even be a dozen brightly-painted bicycles that belong to the Port, stationed near the guest dock, free for use by visiting boaters?</p>
Scope of Work:
<p>Team up with the Marina Director to determine what has been done in this arena. What has worked, what has not worked? What has yet to be tried? Some perhaps new ideas would be</p> <ul style="list-style-type: none">• A small group of bicycles for use by visiting boaters• Coupon book highlighting downtown businesses• Bus service to Northpoint, along the lines of the “Dash” that runs during the leg session.• Plan for a “Marina Village” that could include shops where boaters spend money• A gate on A-dock to make boats more secure while the owners are shoreside• Travel (or canvass) 10 other marinas to see what they have done in the way of inexpensive amenities for visiting boaters• Locate and interview “cruisers” who can speak to the kinds of things that attract them to a Port
Timeline:
4-6 months