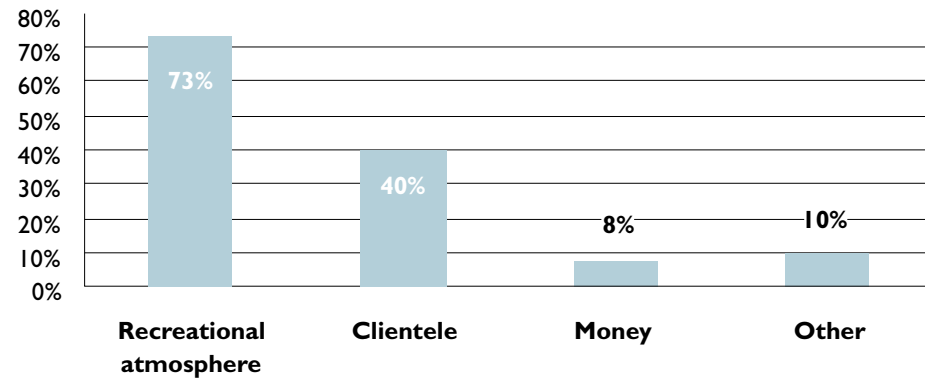


## Recreational Atmosphere is What Owners and Operators Like Best

What do you like best about being involved in the waterfront business?



- A majority (73%) of respondents say the **recreational atmosphere** is the best thing about working in the marina/waterfront business.
- More than a third (40%) say the **clientele** is what they like best.
- Another 10% of respondents mention **other aspects** they enjoy, like being their own boss and not having to endure many dull moments.

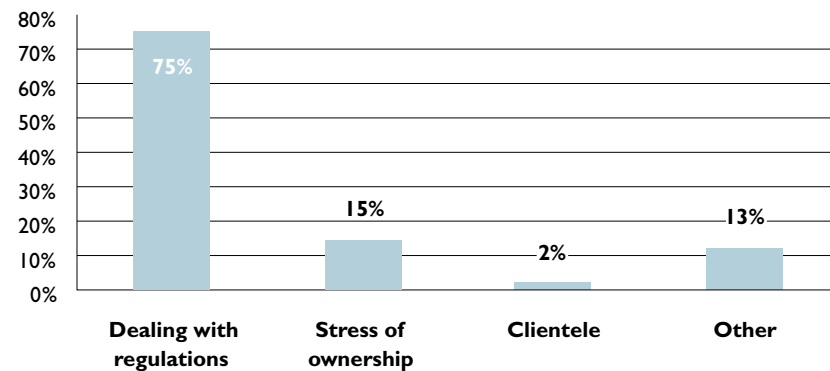
- While nearly all (91%) of **operators** we surveyed say the **recreational atmosphere** is the best thing about being involved in the business, just 53% of **owners** concur.

Note: Percentages total more than 100% because some interviewees provided more than one response.

## Regulations Reported To Be The Biggest Headache

- Three-quarters (75%) of all survey respondents say **dealing with regulations** is what they like least about working with in the marina/waterfront development industry.
- Another 15% say the **stress of ownership** is what troubles them most.
- A majority **operators** (90%) say **dealing with regulations** is the worst thing about working in the industry, while 67% of **owners** concur.

What do you like least?



Note: Percentages total more than 100% because some interviewees provided more than one response.

Applied Technology & Management, Inc.

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## Survey Report:

# What Makes You Tick?

### Insight into What Motivates Marina Owners and Operators

#### For more information:

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Applied Technology & Management, Inc. is an environmental, coastal, and water resources engineering firm.

Founded in 1984, the firm is dedicated to solving client problems and providing cost savings through innovative planning, engineering, and management.

The firm has offices in Wilmington, NC, Charleston, SC, Hilton Head, SC, Savannah, GA, Jacksonville, FL, Gainesville, FL, Cocoa Beach, FL, and West Palm Beach, FL.

## This is Applied Technology & Management's summary of the "What Makes You Tick?" Survey results.

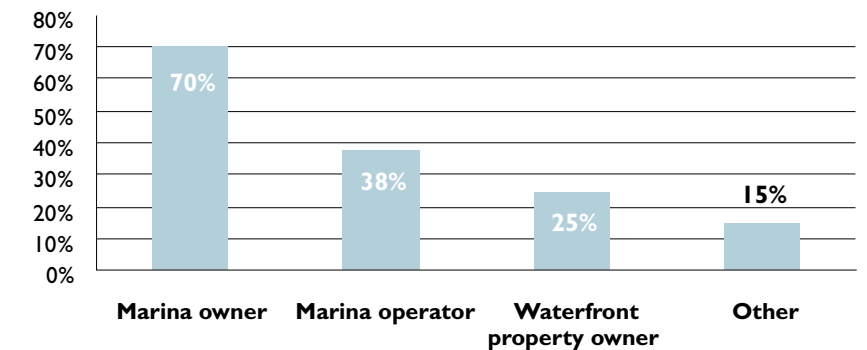
If you were a participant, thank you for taking the time to provide this information. If you did not receive a copy of the questionnaire and would like to contribute to Applied Technology & Management's next survey, or if you have any questions or comments about this report, please contact Devin Prater at (352) 375-8700 or via e-mail at [dprater@appliedtm.com](mailto:dprater@appliedtm.com).

### Survey Participants

We sent our "What Makes Your Tick?" Survey to decision-makers and leaders in the marina/waterfront development industry. Nearly three-quarters (70%) of survey respondents are **marina owners**, and more than a third (38%) are **marina operators**. A quarter (25%) of responses came from **waterfront property owners**, and 15% are involved in **other aspects** of the marina/waterfront development industry.

Where applicable, we compared the responses of marina owners and marina operators.

What is your role in the marina/waterfront development industry?



### Survey Questions

- 1 What is your role in the marina/waterfront development industry?\*
- 2 What prompted your decision to enter the business?\*
- 3 What do your future plans entail?
- 4 What's your biggest challenge?\*
- 5 What do you like best about being involved in the waterfront business?\*
- 6 What do you like least?\*
- 7 What other interests do you have?\*

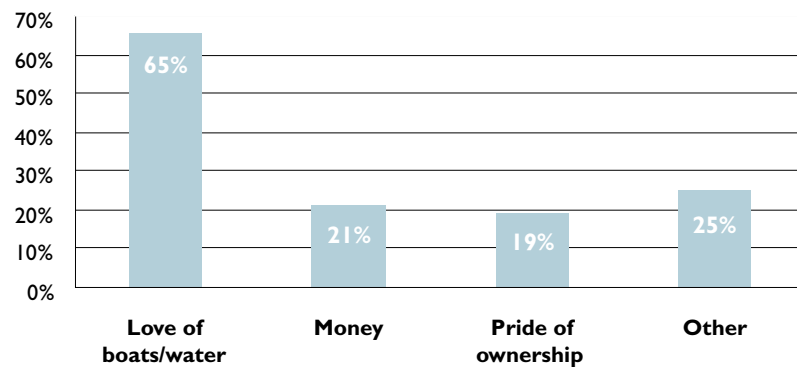
\* Responses for this question were not mutually exclusive.

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## Affinity for Boats and Water Influences Career Paths

What prompted your decision to enter the business?



- Nearly two-thirds (65%) of all survey respondents say a **love of boats and water** prompted their decision to get involved in the marina/waterfront development business.
- Nearly a quarter (21%) say their decision was prompted by **money**, and another 19% say **pride of ownership**.
- A quarter (25%) of participants mention **other reasons** for entering the business, including opportunities, an untapped market, and involvement with a family-owned business.

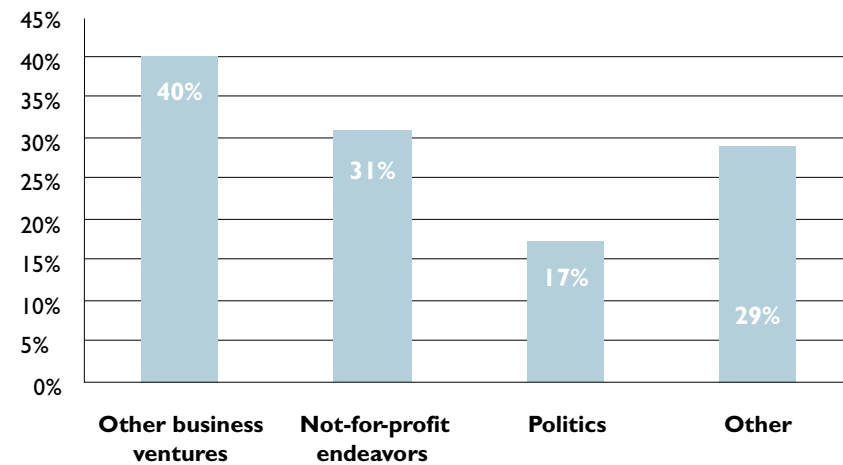
- Approximately two-thirds of marina **owners** (68%) and **operators** (64%) say they entered the business based on their **love of boats and water**.

Note: Percentages total more than 100% because some interviewees provided more than one response.

## Owners and Operators Are Multi-Faceted

- More than a third (40%) of survey respondents say they have an interest in **other business ventures**.
- Nearly a third (31%) say they're interested in **not-for-profit endeavors**.
- More than a quarter (29%) say they're interested in various **other activities**, including maritime museums, golf, trade associations, cooking, the arts, and even stamp collecting.
- More than a third of **owners** say they're interested in **other business ventures** (40%) and in **not-for-profit endeavors** (40%). Nearly half (44%) of **operators** say they're interested in **other activities**.

What other interests do you have?

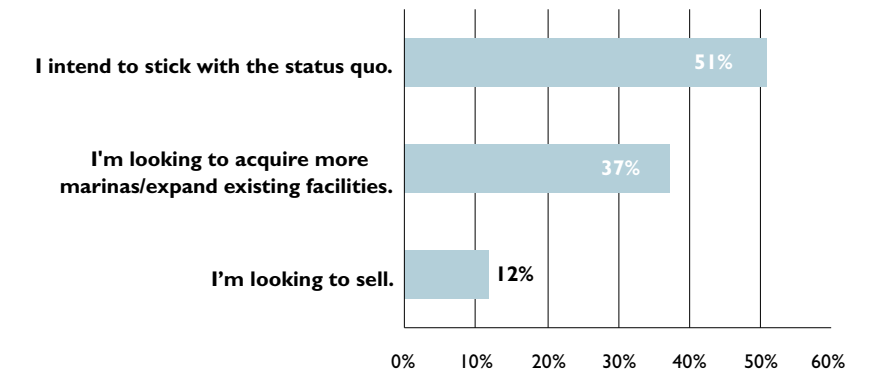


Note: Percentages total more than 100% because some interviewees provided more than one response.

## Expansion is Part of the Game Plan for Many

- More than a third (37%) of survey participants say they're looking to **acquire more marinas or expand their existing facilities**.
- More than half (51%) say they plan to **stick with the status quo**.
- More than half (60%) of **operators** say they plan to **stick with the status quo**. More than a third (37%) of **owners** say they're looking to **sell their facilities**.

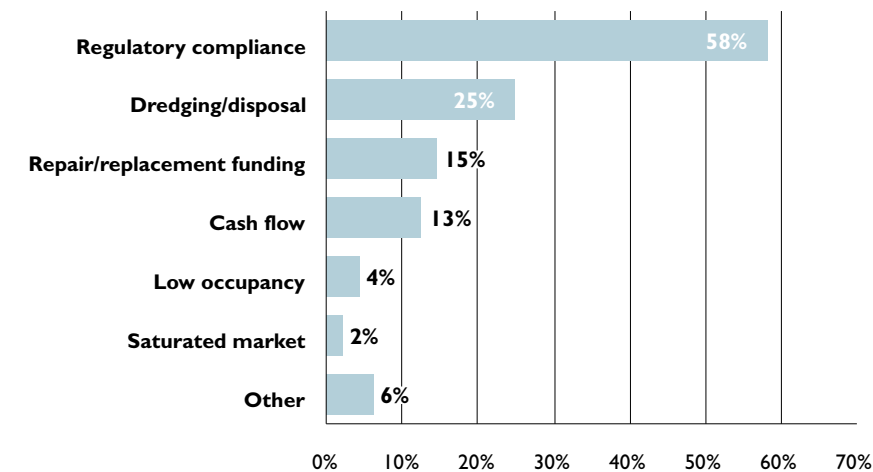
What do your future plans entail?



Note: Percentages total more than 100% because some interviewees provided more than one response.

## Owners and Operators Are Struggling with Regulatory Hurdles

What's your biggest challenge?



Note: Percentages total more than 100% because some interviewees provided more than one response.

- More than half (58%) of respondents say their biggest challenge is **regulatory compliance**.
- Dredging and disposal** is another top challenge, cited by 25% of respondents.
- Money-related issues also present a challenge for participants... they say **repair and replacement** (15%) and **cash flow** (13%) are other obstacles they face.
- More than half of **operators** (60%) and **owners** (59%) mention **regulatory compliance** as their top challenge.
- More than half (60%) of operators say they struggle with **dredging and disposal**.