

Fuel Dock: The Heart and Soul of a Marina

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General Manager of Jamestown Resort & Marina

A Safe Harbor Marina

Topics of Discussion

- Fuel
- Operations
- Branding
- Employees



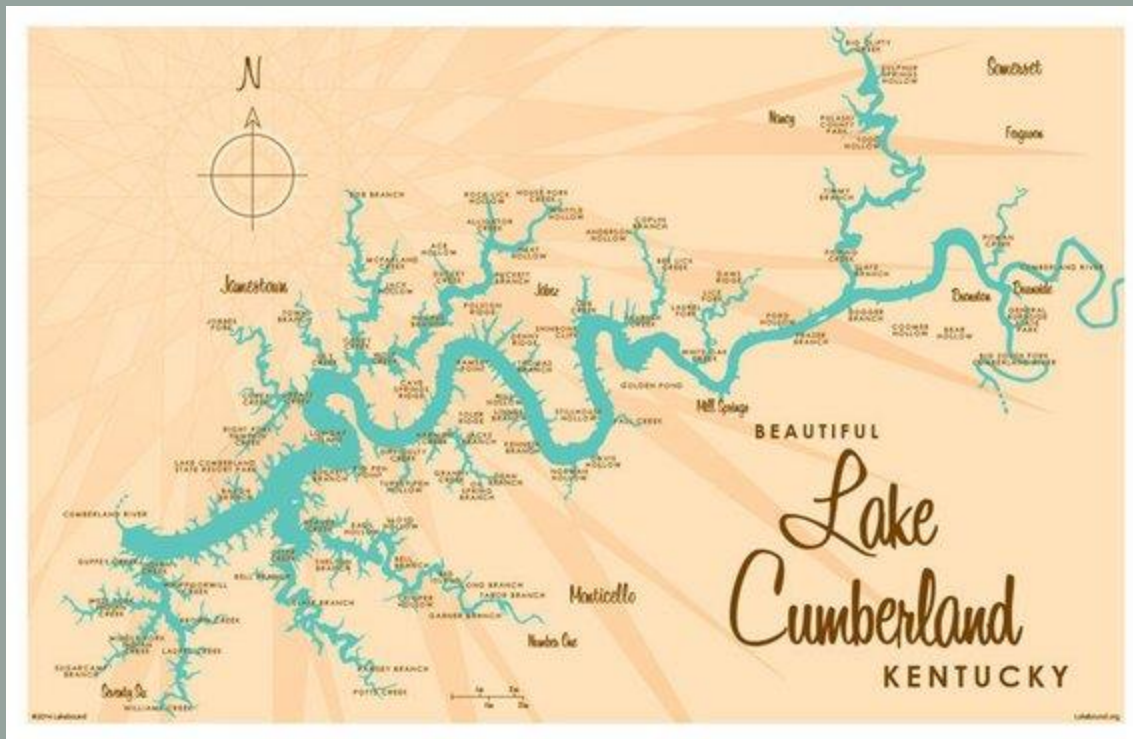
Fuel

- ALWAYS purchase NON-ETHANOL FUEL!!!!!!!!!!!!!!!!!!!!!!
- Valvtect and other additives
- Provide the options of 89 Octane, 93 Octane, Diesel
- Rule of thumb for pricing: cost plus \$1.10
- .10 covers taxes
- Discount for Storage Members

Operations

- Relationship with Vendors (I cannot stress this enough)
- Ordering schedule for fuel
- The Customer experience: Full Service from Start to Finish
 - Battery charging
 - Fuel Caps
- State Laws
- Pump out (DO NOT CHARGE!!!!)
 - Grants available from each state
- Software
 - Options based on needs and size of marina

BRANDING



BRANDING

- Marina logo: apparel & dispensers
- Showcase available options that set you apart
 - Valvtect, non-ethanol
 - Signage: availability in Ship's Store
- Create a brand for your marina
 - Utilize the layout of the lake/river (vacation destination)
- Landmark
 - Signage to make your marina stand out from afar

EMPLOYEES



Employees: Your #1 Asset

- Choosing the right employees
- Dock Manager



EMPLOYEES

- Employee Uniforms
- When possible hire dockhands that know the lake/river well
- Tip System for Dockhands



Future of Jamestown Resort & Marina

- We have a lot of work to do
- The Fuel Dock, Ship's Store, Restaurant & Bar have been leased out for the past 3 years
- Competition 200 yds away
- Hiring the right managers
- Ready by April 1, 2019
- Capex projects to constantly improve



Get a Marina Dog

Featuring Stella