



Combining Maintenance, Operational and Capital Planning

Prepared for:

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Presented by:

Daniel S. Natchez, President

DANIEL S. NATCHEZ and ASSOCIATES, Inc.

916 East Boston Post Road, Mamaroneck, New York 10543, USA

Tel. + 1-914-698-5678 Fax. + 1-914-698-7321

E-mail: dan.n@dsnainc.com *Website:* www.dsnainc.com

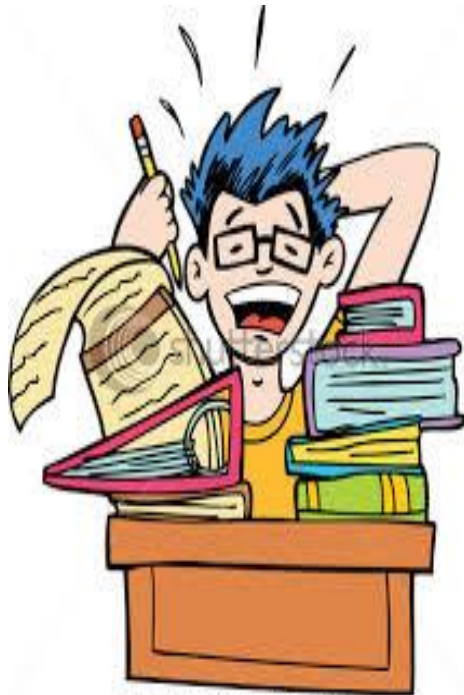


HOW
do
YOU
get
the most
out of
YOUR
spending?

How many of you have budgets?

What are they for?

How do you create them?



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**Maintenance
Operational
Capital**



First Rule of Budgeting:

There is Never Enough

Money to Cover All Needs

Second Rule of Budgeting:

Examine All of the Needs

Third Rule of Budgeting:

Prioritize Needs – Both

Short and Long Term

*And the GORILLA in the budget
room is always ...*

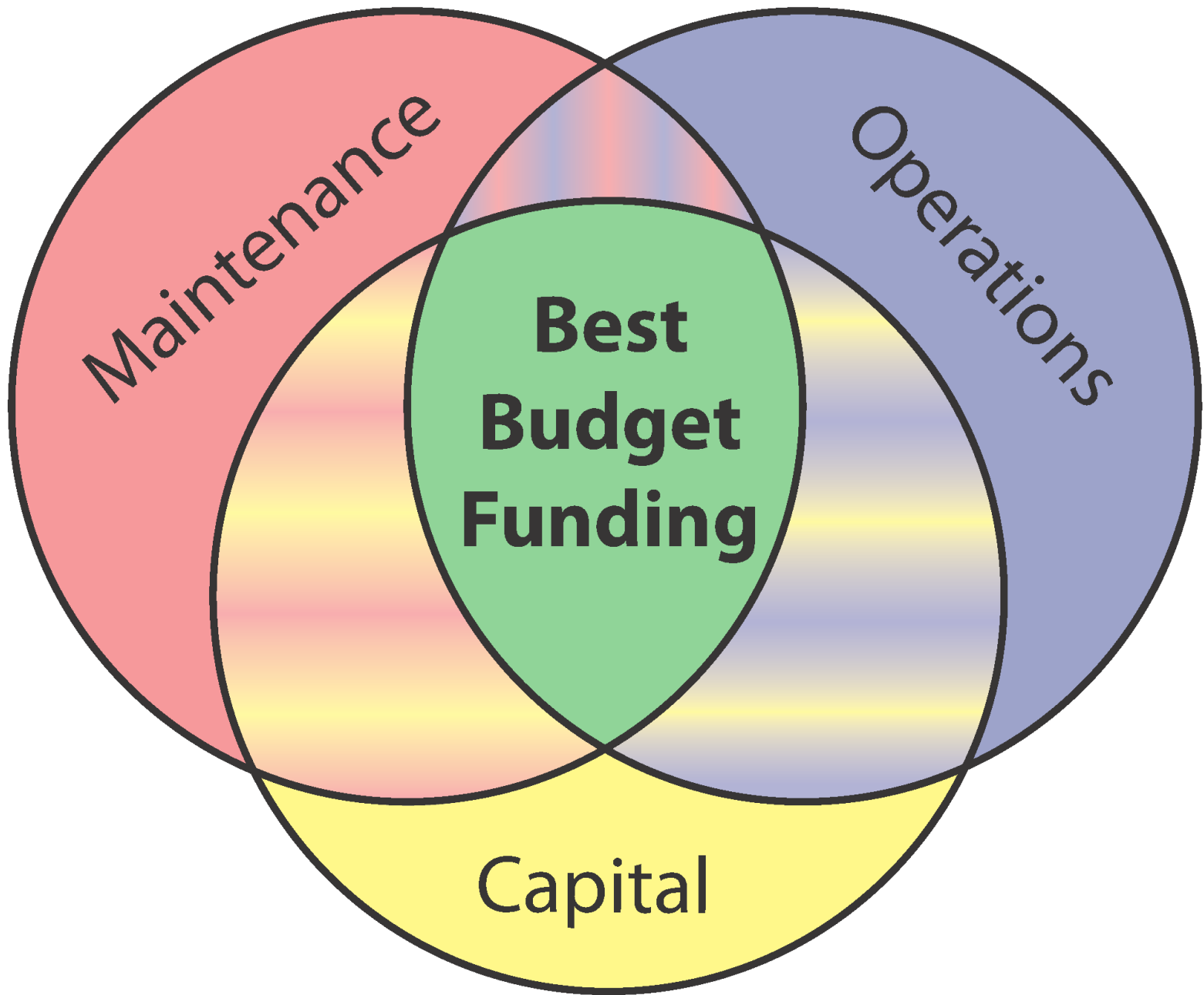
Regulatory



***But can be tamed and made useful
if planned and budgeted***



The further
challenge is to
understand a
facility's needs for
today, next year and
the next ten years ...
Putting them into a
**meaningful
and flexible**
rolling budgetary
program



Areas of Potential Interaction

Maintenance

Repairs
Materials
Small Equipment
Minor Upgrades
Attractiveness
Signage

Operational

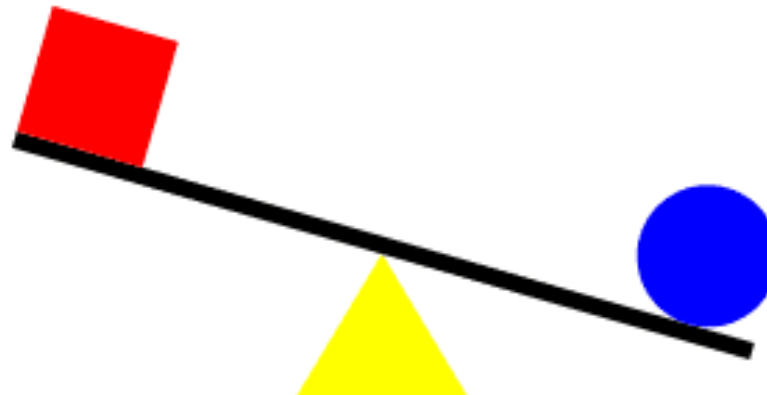
Materials
Small Equipment
Upgrades
Utilities
Attractiveness
Insurance
Consultants
Professional
Legal
Property Taxes
Rent

Capital

Major Replacements
Changes / Additions
Shoreline Interface
Buildings
Docks / Piers
Wave Attenuation
Large Equipment
Impervious
Pervious
Sea Level Rise

Regulatory

Permits / Approvals
Fed / State / Local
Stormwater
ADA
OSHA
Fire
Electrical
Preparedness Plans
Insurance
Hazardous Waste
Licenses
Applicators, etc.



Let's Think Outside of the Box

Trip Hazard Removal:

Rugs, Steps, Boards, Potholes, etc.

Can Involve: Maintenance ... Operation ... Capital ... Regulatory

Benefits = Functionality – Appearance – Customer Appreciation

= Avoiding Costly Legal Issues

Allows Increase in Pricing & Minimizes Dollar Outflow

WHAT OTHER EXAMPLES CAN YOU THINK OF.....





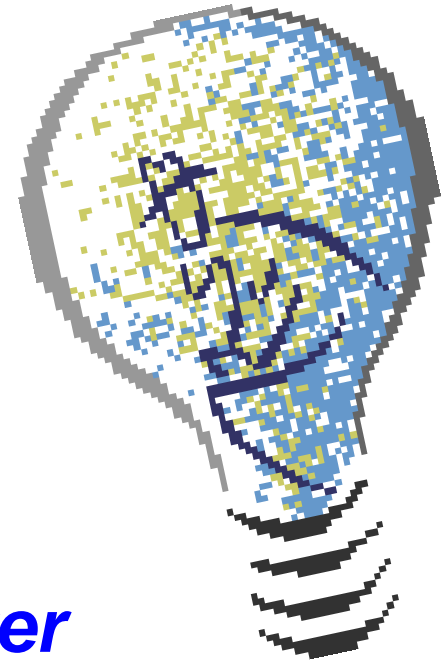
***Bulkhead starting to fail
– been moving for more
than a couple of years
– repairs continually
being put off***

***Weight of cars, trucks and
boats placed upland for
service and winter storage
were continually
worsening the condition***



ISSUES:

- Bulkhead beginning to fail***
- Parking Lot runoff direct to water***
- Hull Maintenance goes directly into water***



Solution:

- ***New bulkhead***
- ***Crushed stone and vegetated buffer for stormwater***
- ***Add tarps for hull maintenance***

Benefits:

- ***Functional bulkhead***
- ***Filters runoff***
- ***Solves regulatory problem***
- ***More attractive***

=

Raise Rates
Attract New Customers



MARINA ENTRANCE AFTER STORM – WHAT TO DO????

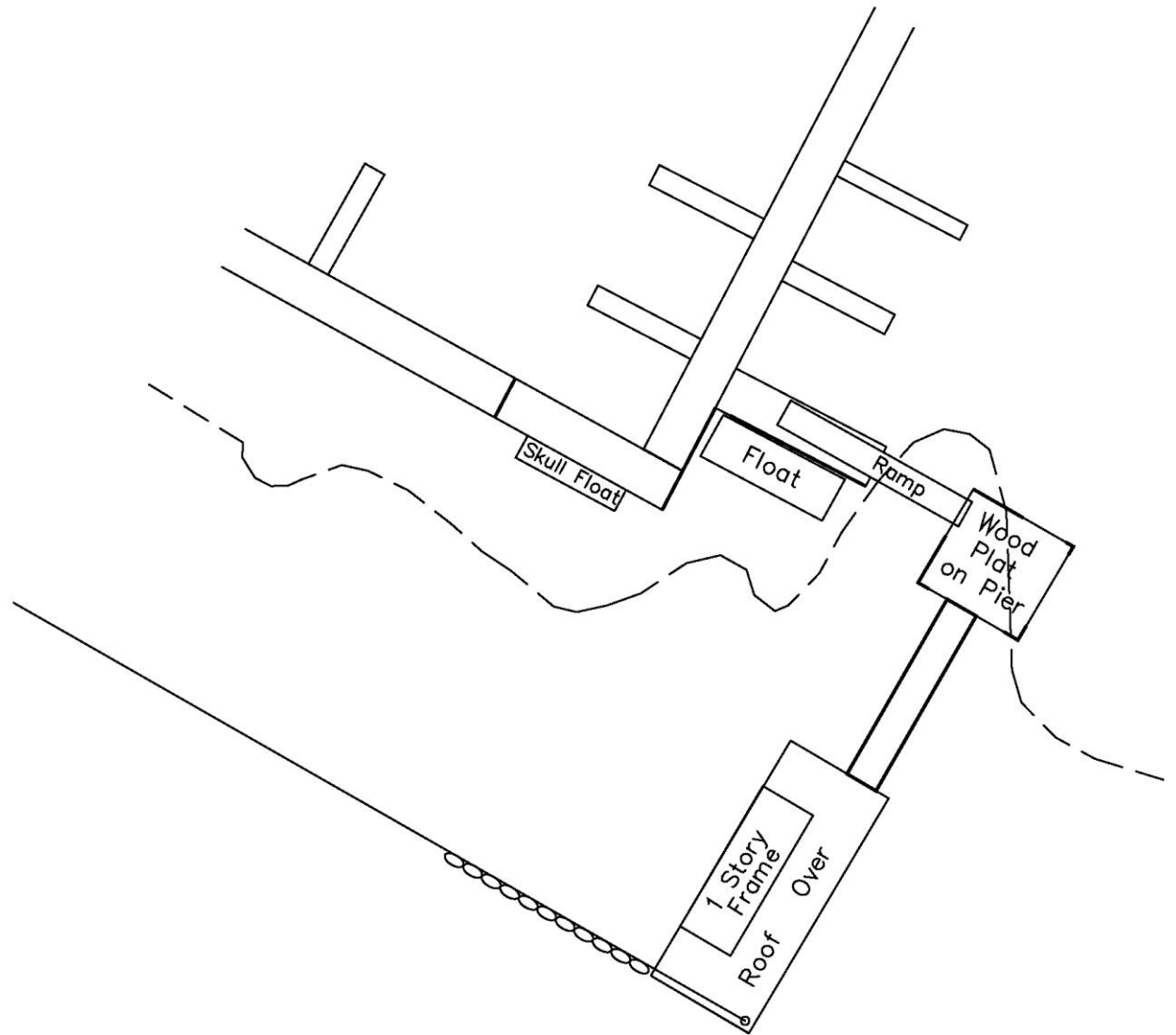


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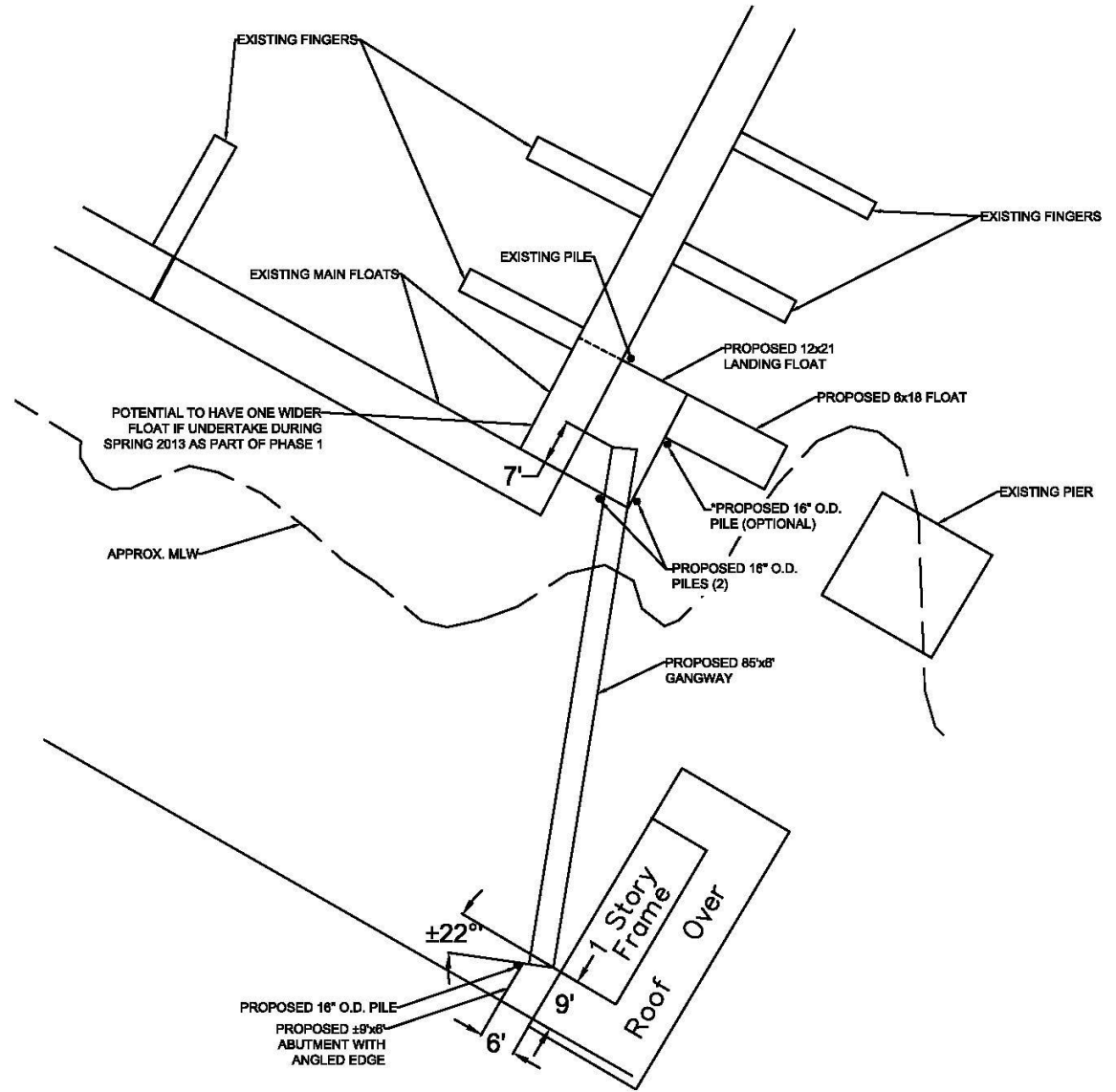
EXISTING ENTRANCE CONFIGURATION





WHAT ARE THE ISSUES?

REDESIGNED ADA ACCESSIBLE ENTRANCE CONFIGURATION



WHAT DO YOU DO WHEN YOU BUY A MARINA THAT LOOKS LIKE THIS?



Come Up With A Plan

Be Flexible

Be Innovative

And what would you do if:

You got an offer to close the marina for two seasons for the construction of a bridge?

And get in return:

a new riprap shoreline interface,

launching ramp, and

other upland improvements !



Would you take it ???



**WELL, THEY WERE
NOT AFRAID TO
THINK OUTSIDE THE
BOX...**

**...SO THE BRIDGE
GOT BUILT...**

**...THEN WAS
FLOATED DOWN THE
LAKE...**





**AND THEY GOT A
FRESH START IN THE
PROCESS !**



What happens in the first 30 second as you approach a facility?

People make a judgment as to the type of a facility and whether they are going to enjoy it!



What happens in the next 60 seconds as you enter the facility?

The initial judgement is changed or solidified!

What happens in the first 5 minutes of entering a facility?

The impression is totally cemented in one's mind – good, bad or indifferent!



How inviting are these first looks?

Do you want to stay at these facilities?

Are you willing to pay top dollar?





What is your first impression?



*Once the budgets are done,
and as projects are
authorized, started and completed
for BOTH MINOR and MAJOR improvements,
what is the #1 thing
you should be doing?*

***Communicate
With Your Customers***





COMMUNICATION BUILDS CUSTOMER:
Appreciation
Discussion with other customers
and non-customers

Allows for higher pricing
Helps retain customers
And promotes a FEELING of
BEING PART OF THE OPERATION

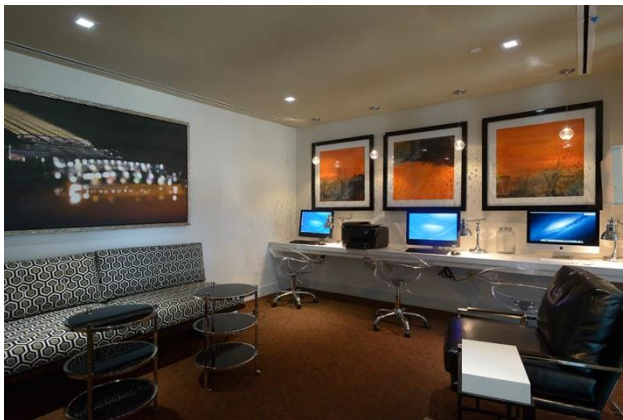


FEATURES



Välkommen till Mossholmens Marina
 Gästplatsavgift erläggs på kontoret eller kiosken.
 Öppettider:
 Kontor vard 8-17
 Kiosk alla dagar 8-20
 Ha en trevlig seglats och Välkommen åter!

Welcome to Mossholmens Marina
 Guestfee to be paid in the office or in the shop.
 Office open daily 8-17
 Shop open all days 8-20
 Have a nice sail and Welcome back.

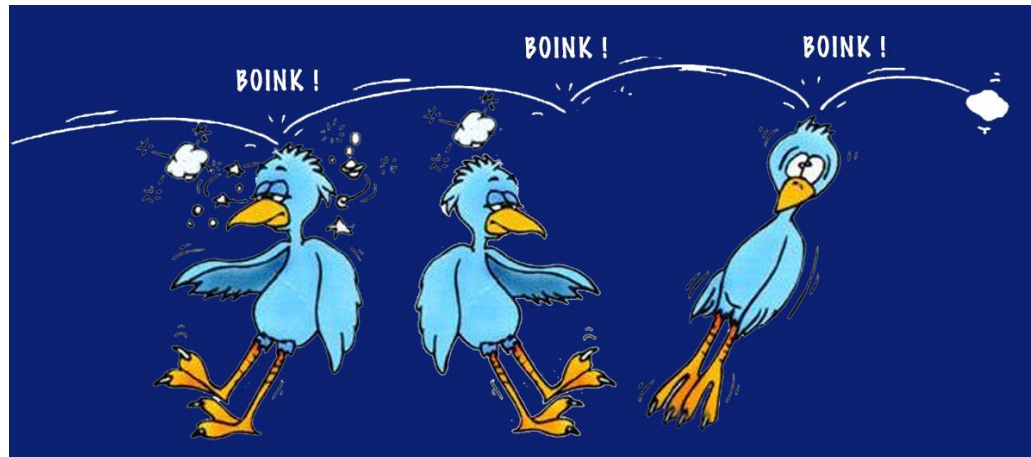


SO REMEMBER...

Budgeting is not just number crunching, it is PLANNING.

It is taking the time and thought to really look at things, and to find synergy wherever possible.

Tie needed, required and desired facility improvements together, killing three birds with one stone, and increasing functionality, aesthetics and cash flow in the process!



LIGHTING YOUR WAY,
TO A HAPPY HOLIDAY,
FROM ALL OF US AT DSN&A!
-DAN NATCHEZ

