

Marina of the Year Application Preview

Marina Dock Age will recognize two outstanding U.S. marinas (one small—fewer than 250 slips, and one large—250+ slips). The winning marinas will display success through exemplary business practices, commitment to customer service, environmental responsibility and contributions to the marina industry.

The **online application** consists of 10 sections outlined below. Use this question preview to prep your answers before submitting your application online. Submissions are due by October 3, 2022.



1. Overview

- Size (include all wet and dry storage)
 - Small (less than 250 slips) OR
 - Large (more than 250 slips)
- Do you have more than one location? (Y/N)
- How many acres is your property?
- Amenities (check all that apply): Service, DIY Service, Fuel, Ship Store, Pool, Lounge/Clubhouse Concierge Service, Restaurant, Boat Rentals/Charters, Boat Club, Boat sales/brokerage, Upland Storage, Drystack Boat Ramp, Other/s

2. Business Operations

- How many FT / PT staff
- How do you communicate most effectively with your staff? (ie. scheduled meetings, text, phone, app, email, white boards etc.)
- How do you communicate most effectively with your customers? (email, text, app, etc.)
- Do you provide employee training for (check all that apply): Customer Service, Fuel Dock/Pumpout, Safety, Fire Prevention & Response, Oil Spill Response, CPR/First Aid/Man Overboard, Forklift/Travelift, Electrical Safety/Electric Shock Drowning Response, Hazardous Chemical Storage & Handling, Other
- Please describe any unique training programs you require or suggest to staff.
- How do you monitor the performance of your business throughout the year (customer survey, online ratings, increased revenue etc.)
- Have you experienced financial growth and/or made a profit over the past three years? (Y/N)
- What is your vision/mission statement or management philosophy?

3. Facilities Improvements

- Looking at the past five years, describe any expansions, updates or added amenities including what you did and how you did it.
- Did you take advantage of any grant programs or unique funding sources? (Y/N)

4. Advertising and Marketing

- Who are your main customers/target market?
- How do you attract customers through advertising and marketing? (describe your website, newsletters, special events and any other creative marketing efforts)

5. Customer Satisfaction

- How do you build relationships with your existing customers? (social activities, direct communication, open door policy, newsletters, walk the dock etc.)
- How do you measure customer satisfaction, and what are the results? (number of repeat customers, customer survey, social media followers, word of mouth etc.)

6. Environmental Responsibility

- What measures do you take to limit your impact on the environment?
- How do you share information on environmental best practices with your customers and the community?
- How have you confronted and remedied environmental issues?
- Are you a certified Clean Marina? (Y/N)

7. Industry & Community Involvement

- List memberships and positions held in organizations and associations in the industry and in your community.
- Please provide any examples of how you give back to your community locally, statewide, or nationally.

8. Special Challenges

- What challenges are unique to your facility (location, regulations, natural environment, etc.)?
- What specific challenges have you overcome and how did you do it?

9. Attributes and Accomplishments

- What else sets your marina apart from the rest?

10. Photos

- Please attach up to 3 photos that provide us with a good overview of your facility, customers and services.