

## Marina Dry Storage

# The Basics for Better Design and Maximizing Profits

Presented by

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## From the Start

- Achieving dry storage marina profitability starts at design.
- Importance of thoughtful planning and community integration.
- Technology and innovation in the marina drystack industry can be game-changers.

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# Importance of a Boat Market Study

- Know your audience before building.
- Assess market demand for boat dry storage in your area.
- Evaluate competitor offerings and differentiate your marina.
- Analyze long-term trends in boat ownership and size.





# Bigger Boats, Bigger Considerations

**Market trend: Increased demand for storage of larger boats.**

- Impact on building dimensions and infrastructure.
- Ensure sufficient clearance, wider beams, and deeper slips.
- Adaptation of stacking systems to accommodate growth in boat sizes.



## Community & Neighborhood Approval

- Engage early with residents and address concerns for smoother project approvals.
- Highlight economic and recreational benefits of the marina.
- Incorporate environmentally friendly designs to alleviate resistance.



# Forklifts: The Backbone of Operations

- Forklift design must align with marina height and boat weight.
- The wrong sized forklift can decrease profitability drastically.
- High-density storage needs to be accessible, functional, and serviceable.
- Consider the efficiency of automation in lift capabilities for maximizing speed, safety, and boat storage.





# Technology and Innovation

- Research what trends and technology will have long-term positive effectiveness.
- Upgrade for higher security, efficiency, innovative industry changes and integrated technology when feasible.
- Lean about, monitor, and control your environmental impact.







# Key Takeaways

- Strategic planning leads to profitability and long-term success.
- Understand and anticipate your customers' boat storage needs.
- Blend innovative design with the latest in industry advances for maximum capacity.



*Thank you*

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