

Creativity, Culture and Connectivity: The Winning Trifecta of Marina Marketing

Docks Expo

December 8, 2022



Creative Design

Creative Design

- Floating Structures –
 - Buildings – Food and Beverage, Restrooms
 - Pools
 - Events Platforms
- Public/Private Facilities –
 - Store, Admin., Restrooms, Showers, Laundry
 - Separated Boat and Jet Ski Launch
 - Outdoor Fish Cleaning Station
 - Tiki Bar

Floating Structures - 31st Street Marina Pool and Tiki Bar, Chicago, IL



Floating Structures – Shipping Containers



Floating Structures – BARCA Alexandria, VA



visitallexandria.com

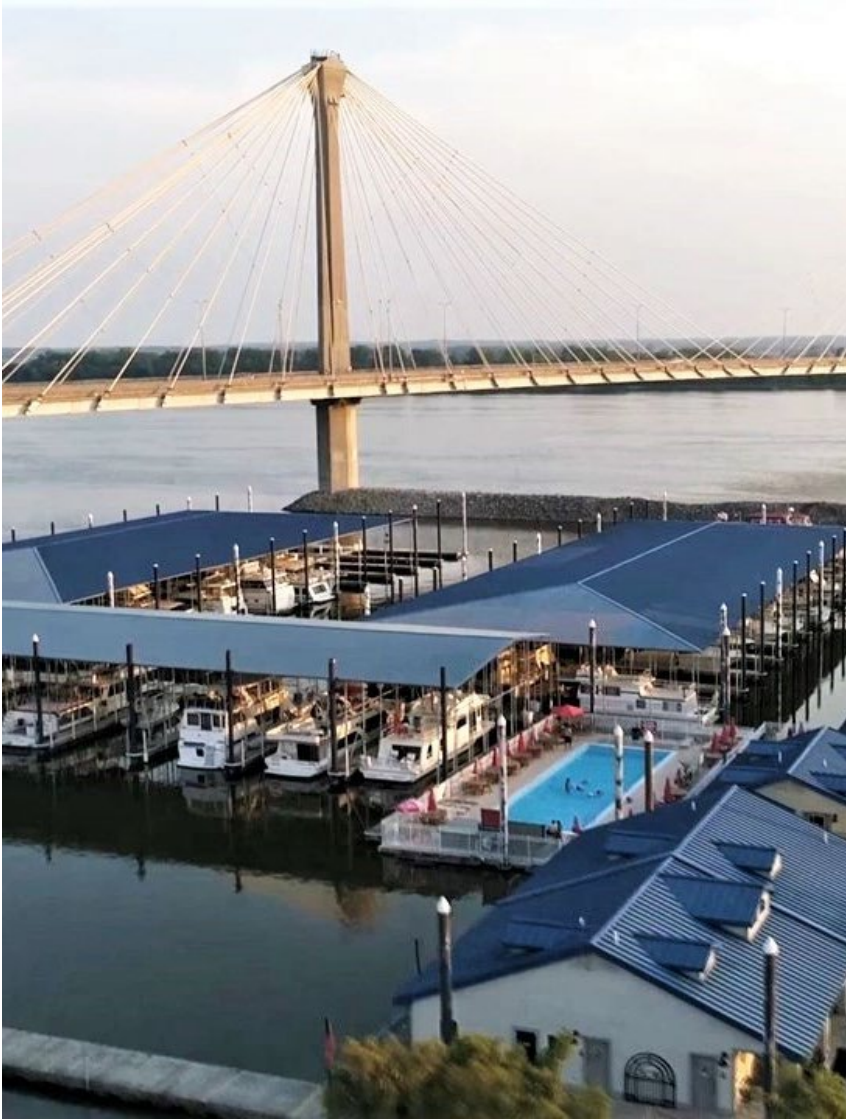
Floating Structures - 31st Street Marina Pool and Tiki Bar, Chicago, IL



Floating Structures - 31st Street Marina Pool Installation, Chicago, IL



Floating Structures – Alton Marina Pool, Alton, IL



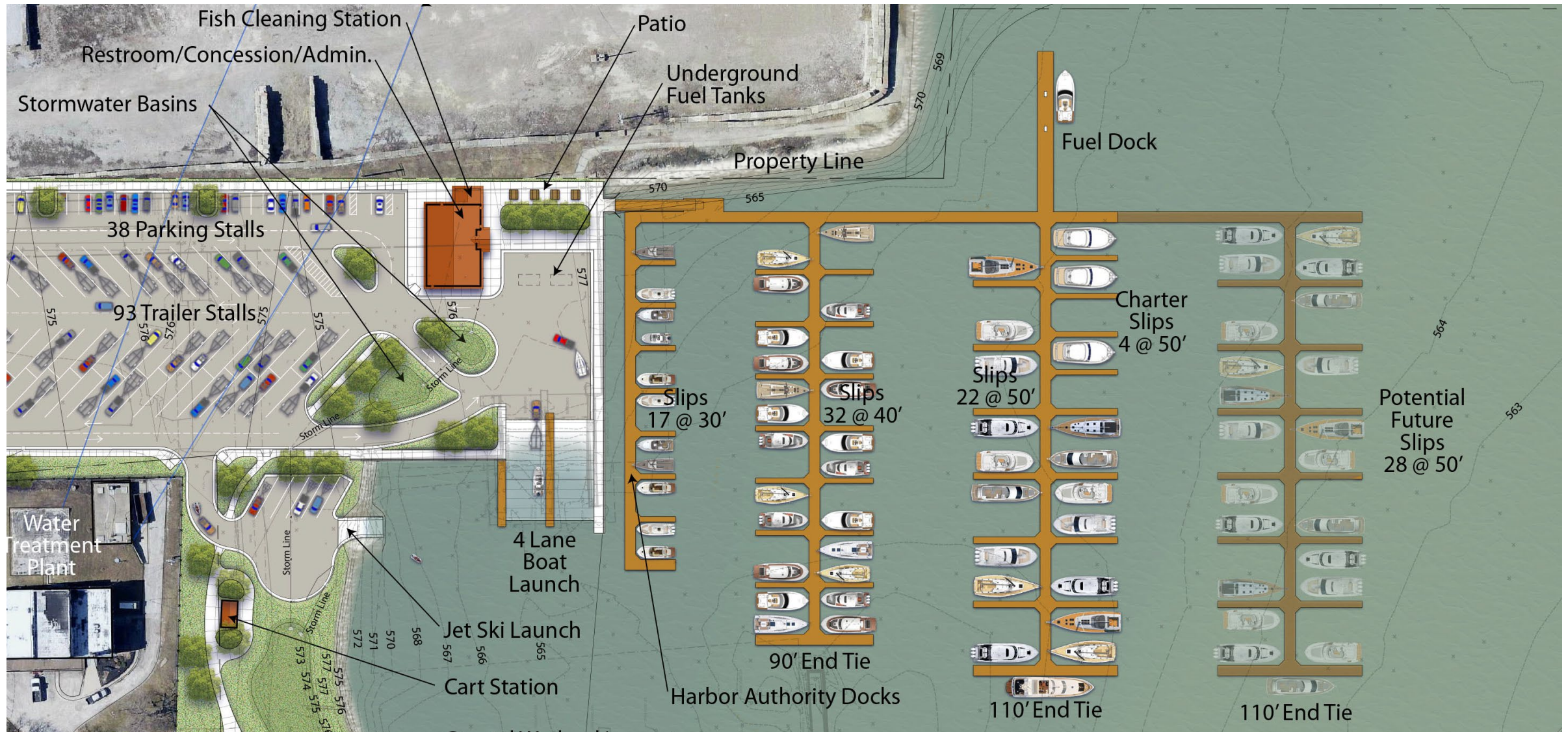
Floating Structures - Event Platform, Port of Dubuque Marina, Dubuque, IA








Floating Structures - Event Platform, Port of Dubuque Marina, Dubuque, IA

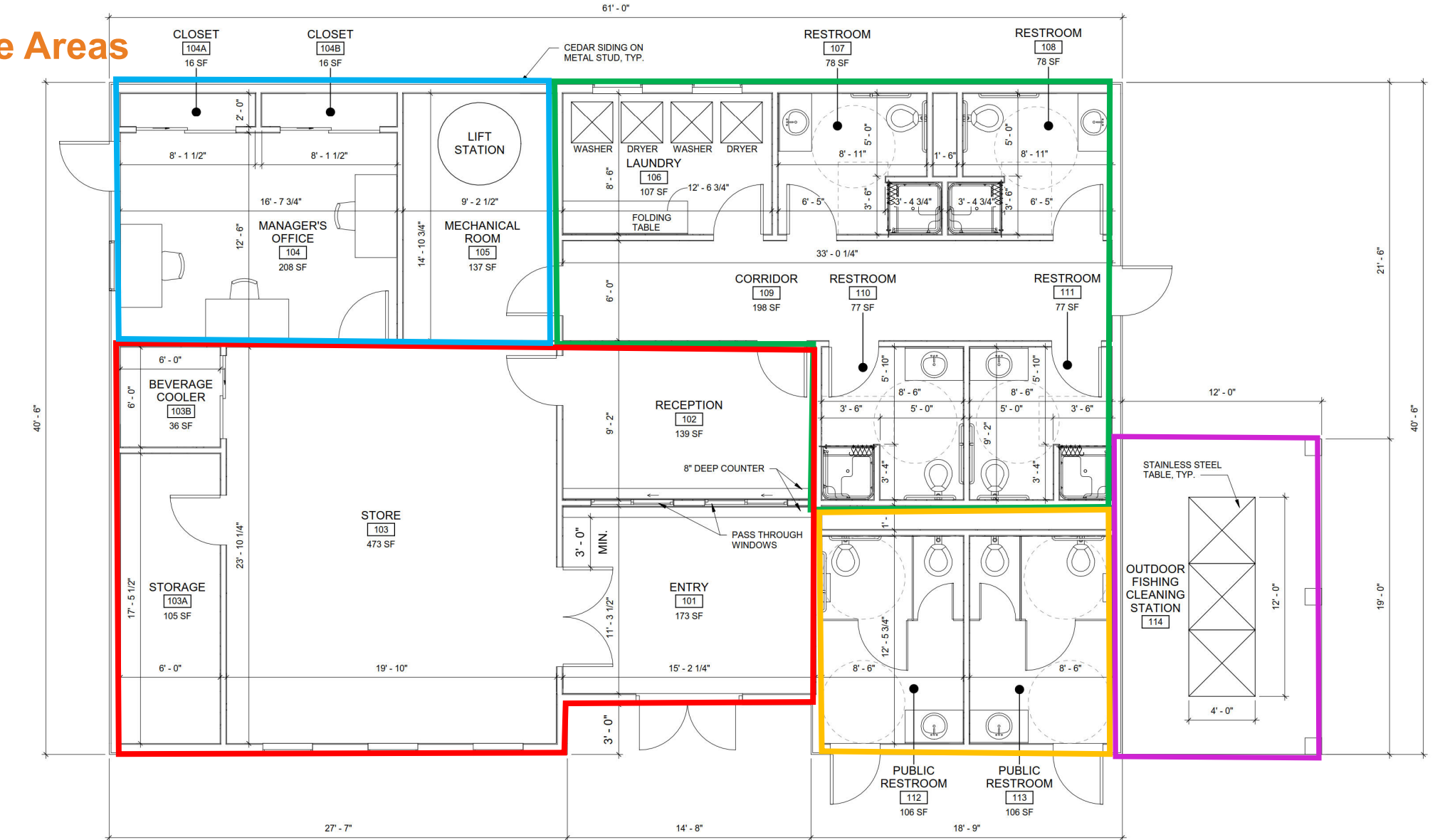


Amenities – Transient Boater Area, Fish Cleaning Station, Jet Ski Launch....



Building Use Areas

- Admin.

- Boater Use

- Store

- Public RR

- Fish Cleaning




Fish Cleaning Stations – South Pier, Sheboygan, WI



Milwaukee Yacht Club Expanded Tiki Bar and Fire Pits



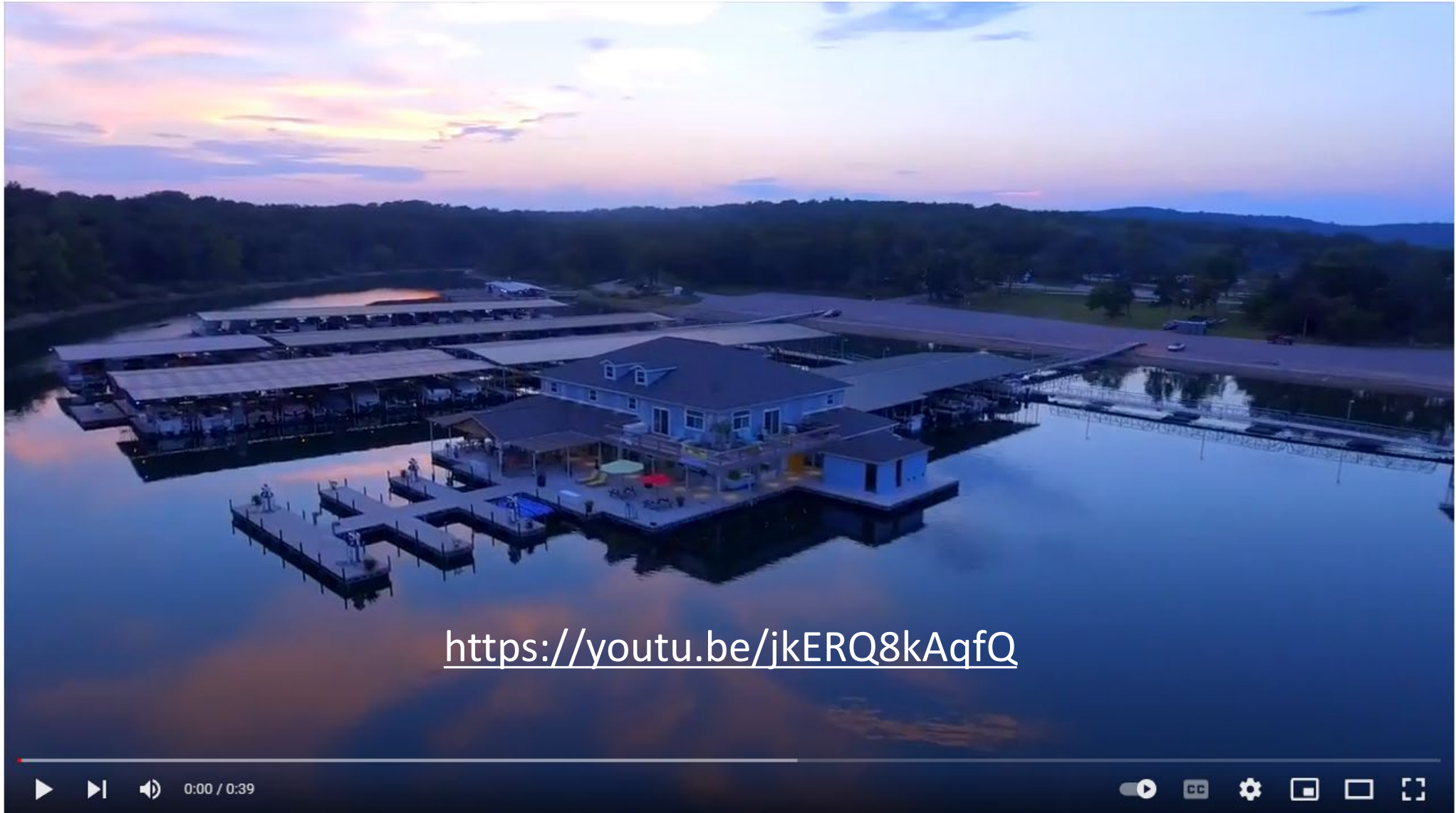


Culture

Culture

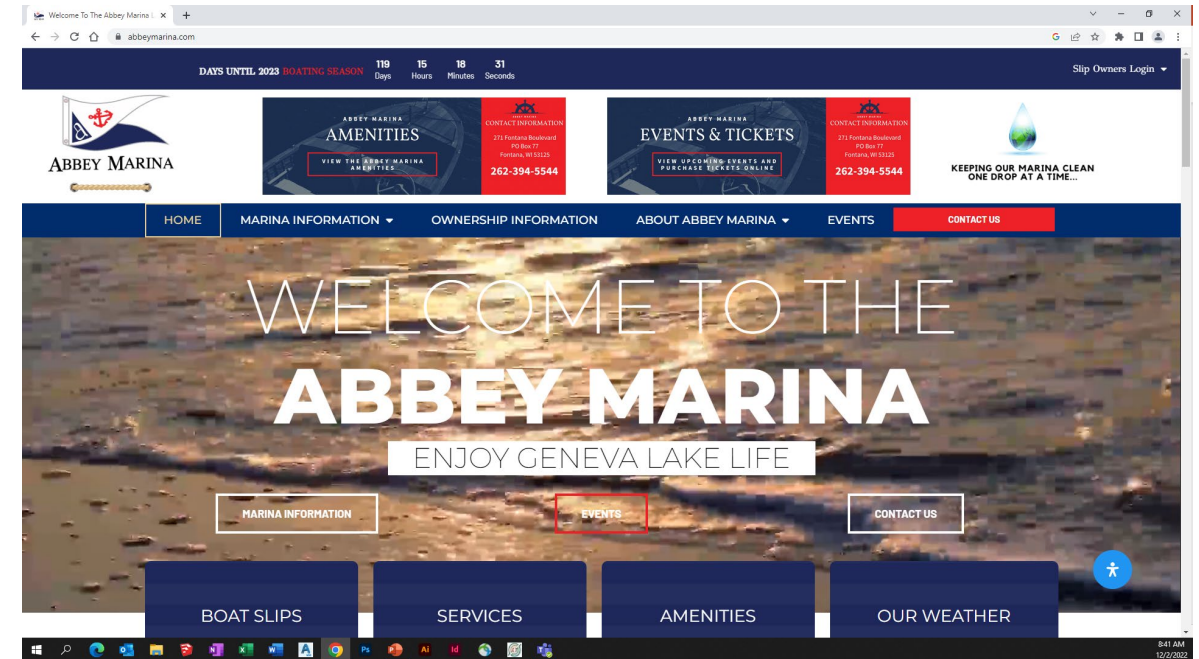
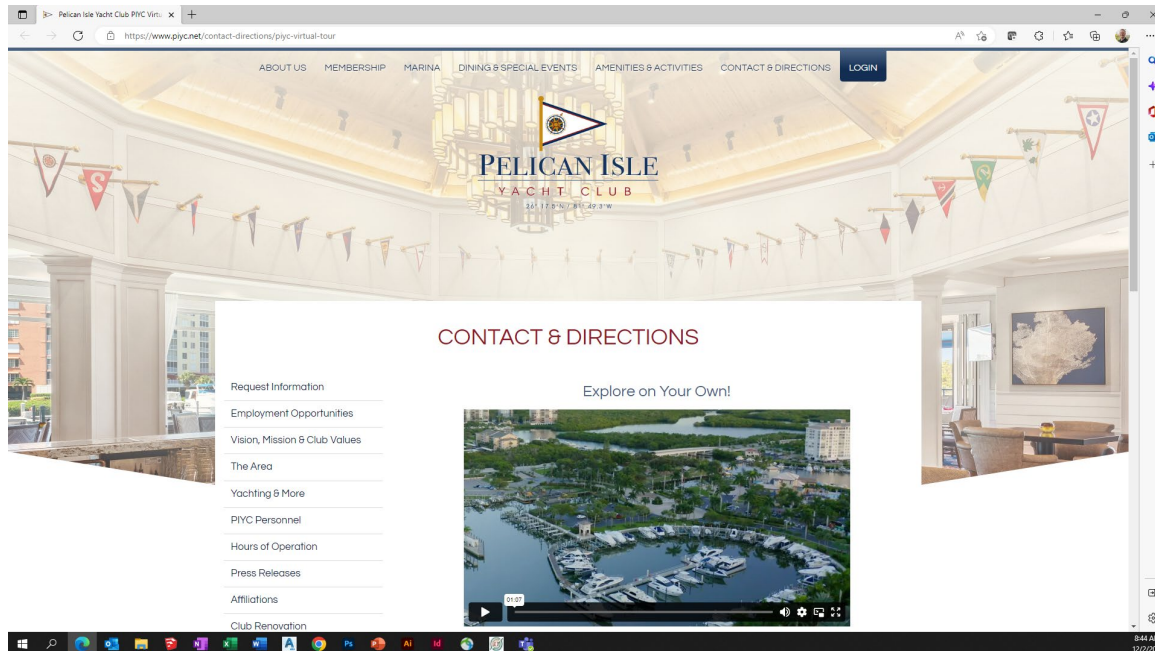
- YouTube
- Websites
- Events
 - Women and Wine
 - White Party
 - Poker Run
 - Movie at the Pool
- At Marinas

Campbell Point Marina – Table Rock Lake, MO



<https://youtu.be/jkERQ8kAqfQ>


Websites – Pelican Isle, Naples, FL and Abbey Marina, Lake Geneva, WI



[AbbeyMarina.com](https://www.abbeymarina.com)

<https://www.piyc.net/contact-directions/piyc-virtual-tour>

Women & Wine on the Water, Dillon Marina, Town of Dillon, CO




MARINA

EVENTS

LODGING & DINING

PARKS & REC

TOWN GOVERNMENT





[Pause](#)

Women & Wine on the Water

Date: 06/26/2019 5:00 PM - 7:00 PM
Location: Dillon Marina
[150 Marina Drive, PO Box 1825](#)
[Dillon, Colorado 80435](#)

 [Add to my Calendar](#)

Women & Wine on the Water

Hop aboard one of these amazing "women only" tours across Lake Dillon. Grab a girlfriend, a group of girlfriends or come alone! You're bound to leave with new friends and many wonderful memories!

The Dillon Marina provides you with a 2 hour captained excursion across Lake Dillon with light hors d'oeuvres. Just bring along your favorite bottle of wine and we'll take care of the rest!

Schedule:
New times for 2019!
June-September from 5:00pm-7:00pm @ the Dillon Marina
June 26th
July 10th & 24th
August 7th & 21st
September 4th & 18th

Cost:
\$50.00 per person (full payment required at the time of booking)

To Book:



White Party – Abbey Marina, Lake Geneva, WI



Poker Run – Abbey Marina, Lake Geneva, WI



Movies at the Pool – Abbey Marina, Lake Geneva, WI



Pool at Abbey Marina, Lake Geneva, WI



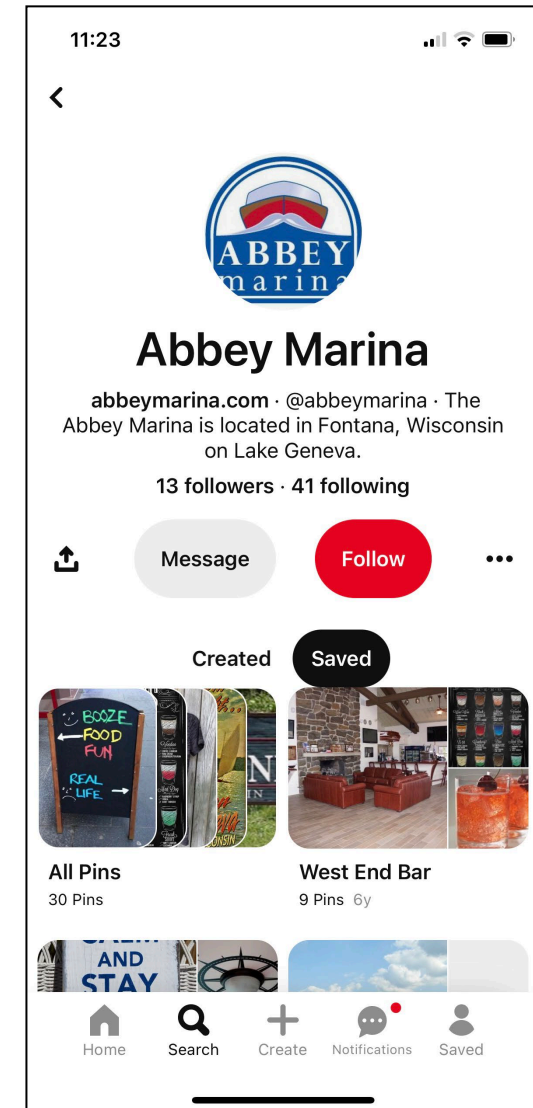
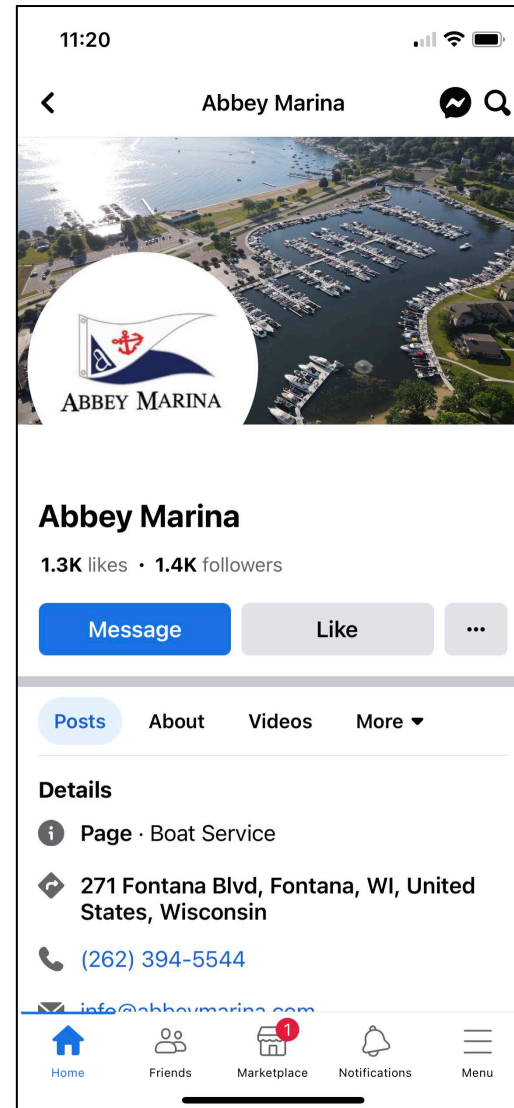
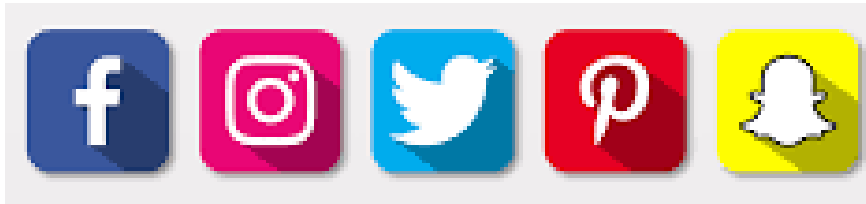
Okoboji Boat Works – Okoboji, IA



Abbey Marina, Lake Geneva, WI



Social Media



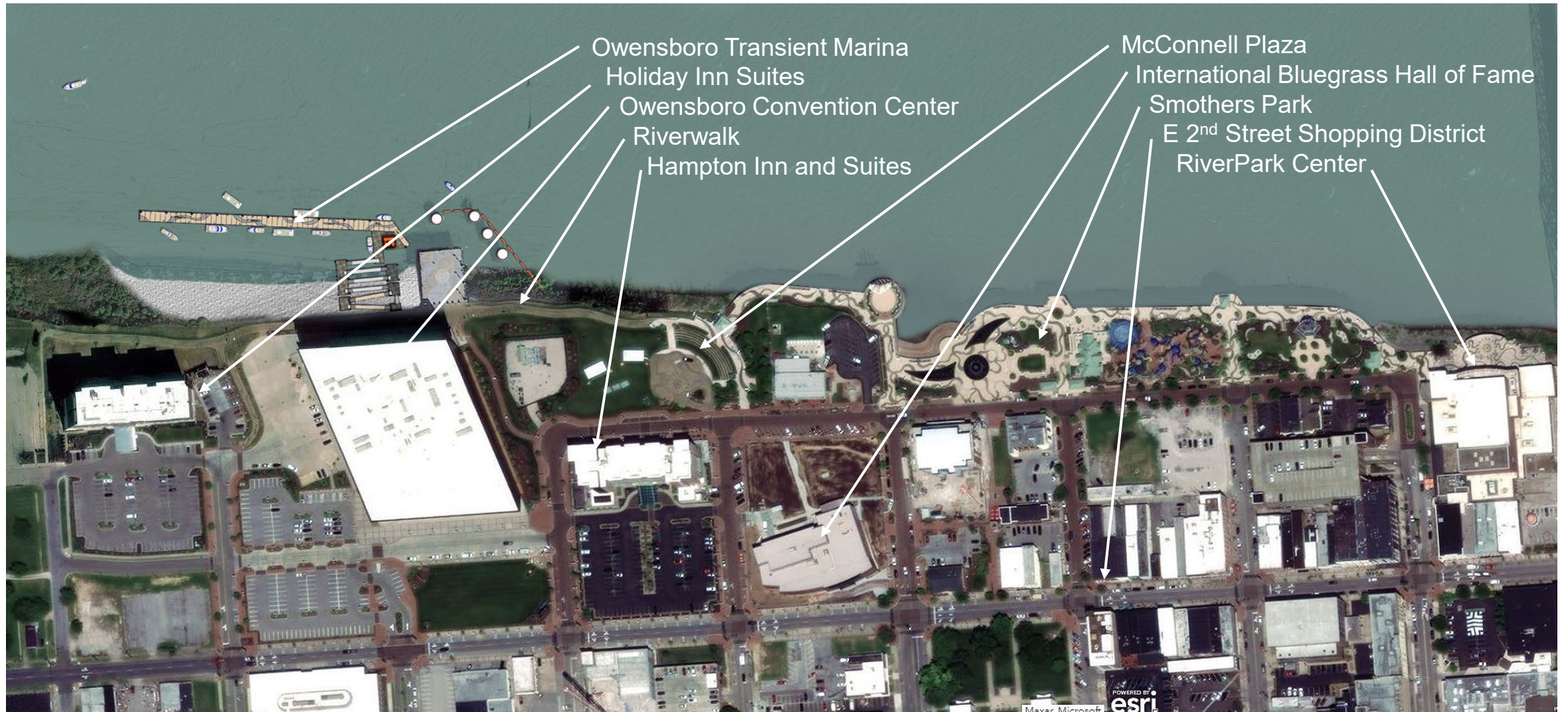


Connectivity

Connectivity

- Owensboro Riverfront
 - City Amenities
 - Smothers Park and Riverwalk
 - International Bluegrass Hall of Fame
 - Convention Center
 - Transient Marina
- Dillon Lakefront
 - Marina Front/Back of House
 - Connection to Marina Park, Amphitheater and Town Core
 - Town Core – Hotels, Restaurants, and Shops
 - Hotels
- Hotspots
- Hot Topics

Owensboro Riverfront – Owensboro, KY



Owensboro Riverfront – Smothers Park



Courtesy: Owensboro Visitors Bureau

Owensboro Riverfront – International Bluegrass Hall of Fame



Courtesy: Owensboro Visitors Bureau

Owensboro Riverfront – Convention Center



Owensboro Riverfront – Transient Marina

- Access to the City Amenities
- Tie into Riverwalk System
- Anchor for Riverfront Presence



Dillon Lakefront – Town of Dillon, CO

- Entertainment and Opportunity for the Average Person
- Creating an Affordable Experience for Local People
- Centered Around the Lake (not focused on snow skiing)
- Attract Successful Business and Activities



Dillon Marina – Town of Dillon, CO



Dillon Lakefront Master Plan – Town of Dillon, CO



Dillon Lakefront Opportunities – Town of Dillon, CO

- Water Taxi – Dillon, Frisco and Campground
- Amphitheatre
- Ice Fishing Access Point



Photo by:
Karin Osterloh Mattern
www.fotomattern.com
summitshuttle.com



Hotspots – Abbey Marina, Lake Geneva, WI



Hot Topics: Electric Boats

- We are Quickly Approaching New Opportunities
 - European Boating Model
- Navigating Current Dry Stack Storage Issues
- Adequate Utility Needs
- *Don't Overcharge Your Batteries*



Photo Courtesy of :Homewood High and Dry Marina Lake Tahoe, Homewood, CA

Spark some conversation!