

# TOURISM INTERNATIONAL CONSULTING SERVICES

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## **Cedar Island Marina and Beach Master Plan Proposal**

### **TASK 1: SITE VISIT, MEETING, DOCK REVIEW**

Our team will visit the site, review local conditions and meet with the representatives of the municipality and obtain all relevant information pertaining to the existing marina facilities, other relevant reports, and information pertaining to the size, location and ownership situation of all the parcels of land to be considered as part of the marina, park and beach area master plan. We will be looking for comments from municipal representatives as to scope of facilities and services that the Town of Kingsville feel would be appropriate for the site.

Shoreplan Engineering will be looking for comments from local boaters with respect to their experiences in the entrance, information regarding any past maintenance dredging or other works, descriptions of the types of boats commonly using the harbour and wave action within the harbour during major storms. They will review physical condition of the existing docks and attempt to complete a limited bathymetric survey of the entrance channel along the walls. The extent of this survey will depend on the conditions of the lake and the shore at the time of the site visit.

NAK design will be seeking further background on municipal park, recreation and trail reports, master plans and other contextual issues that may have any bearing on the site. They will be also looking for comments from municipal representatives as to any conditions or constraints that would affect the type of facilities and amenities that could be considered to improve the area around the docks, beach and park areas as a result of the various ownership/lease agreements of the parcels of land to be included in the master plan. User group input and public input (as coordinated with the Town) will provide additional direction.

### **TASK 2: BACKGROUND REVIEW AND MARKET RESEARCH**

**TOURISTICS** will analyze trends in boating and the boating industry in Ontario, Michigan and Ohio. We will also review current developments in the marina business to determine the size, type and mix of services and amenities that are required by seasonal and transient boaters. At the same time we will review current developments in the recreation and leisure sector to determine the nature and type of facilities that are considered essential on-site and those that may be provided at nearby marinas or marina-related properties. This will be accomplished through a review of secondary sources (e.g. our files, data available from the Ontario Marine Operators Association, Statistics Canada, the National Marine Manufacturers Association, Canadian Marine Manufacturers Association, Canadian Yachting Association and other documents relating to boating within the market area of the marina) as well as discussions with other private and public sector officials involved in the boating and marina industry and other representatives knowledgeable of the boating, tourism, and recreation situation in the area. We will also contact the Cedar Island Yacht Club for their input, as well as Erie View Marine and Melton Brothers Marina. We will also contact the local Chamber of Commerce and local and regional tourism

organizations in order to gain an insight into the type and extent of facilities and events which already exist that may be important in attracting the transient boating market to Kingsville.

Our purpose in conducting these interviews and analyzing these data and reports will be to determine boater trends; size of the seasonal and transient boater markets; historical and projected growth in these two boater markets; changing attitudes toward marina facilities and services; economic factors affecting these markets; shortfalls in capacity of the present marina facilities in the Kingsville area; and to identify facilities and services that might compliment both the Cedar Island Marina site and the Kingsville Municipal Marina site.

This analysis will also allow us to define the market area from which the majority of users of the existing marina are coming. In addition it will assist in identifying the demand for tourist opportunities including on- and off-site marina-related events and services attractive to transient boaters. It will also provide an indication as to the number of tourists (boaters and non-boaters) who will be attracted to the downtown and waterfront areas as a result of the facilities, services, and activities that may be part of the marina, park, beach master plan development.

Shoreplan Engineering will review available background information, including various coastal reports dealing with shoreline conditions along the central-north shore of Lake Erie. Shoreplan Engineering Limited has completed a number of studies along the north shore, including Shoreline Management Plans, sediment transport studies and harbour entrance studies. There are also a number of research reports. These reports will be reviewed. In addition, they will draw on information available from their work at Wheatley, Port Glasgow and Rondeau Harbours. They will look to the municipality to provide them with suitable mapping of the area to be used in their assessment.

### **TASK 3: ANALYSIS OF COMPARATIVE AND COMPETITIVE MARINAS**

**TOURISTICS** will identify and analyze all marinas within the seasonal market area (typically 50 kilometres or 30 minutes drive) and transient market area (typically 80 nautical miles) of the Cedar Island site. An on-site visit will be made to each of the marinas within the seasonal market area. To the extent possible we will determine the following for each marina:

- Location;
- Number and type of transient and seasonal slips;
- Amenities (e.g. repairs, fuel, pump-out, haul-out services, rentals, marine chandlery, launch ramp, storage, water, ice, washrooms and showers, telephones, hydro, etc.);
- Related services (e.g. convenience store, laundry services, food and beverage outlet, etc.);
- Rental rates;
- Hour of operation;
- Peak/non-peak months;
- Type and size of boats using slips;
- Ownership/management structure;
- Market mix;
- Market position;
- Type of special events/festivals held as part of marina operation;
- Average annual occupancy (over past three years, transient vs. seasonal);
- Average length of stay;
- Turnaway business (over the last three years);
- Condition of facilities (upkeep, etc.);
- Competitive strengths and weaknesses;
- Proposed plans for expansion; and,
- Proposed changes to existing facilities.

In addition we will contact each of the planning departments within the seasonal boater market area to identify and document available details of any proposed marina facilities or known marina expansions that are likely to constitute competition for any proposed changes to the Cedar Island Marina.

### **TASK 4: WAVE CLIMATE ANALYSIS**

Shoreplan Engineering will carry out a site specific wave hindcast and nearshore transformations. They have completed a detailed calibration of wind data for use at Wheatley Harbour and will use the same

wind data to complete the analysis at this site. Nearshore transformation will be completed to a node located directly in front of the harbour entrance in depth of approximately 5 metres. A statistical analysis of the wave climate at this location will be produced.

#### **TASK 5: SITE AND GENERAL AREA ANALYSIS**

In order to ensure that the recommended configuration of slips and other possible on-site facilities and services can be accommodated at the shoreline of the Cedar Island site our team will conduct a physical inspection of the site and surrounding waterfront area to determine its suitability for the recommended marina re-development and park and beach facilities and services. The site review will also allow us to provide a professional opinion as to the attributes and limitations of the proposed sites as a possible seasonal and transient marina location. The site analysis will include a review of the following:

- Access and egress (by land and water);
- Topographical relief;
- Size and configuration;
- Affect of changing water levels;
- Ease of dredging (if required);
- Visibility (by land and water);
- Compatibility of surrounding uses;
- Character and condition of adjacent properties;
- Adjacent land uses and their future potential;
- Potential for additional future expansion (if appropriate);
- Proximity to downtown Kingsville and community services;
- Zoning;
- Linkages to off-site facility requirements; and,
- Proximity to off-site facilities, commercial accommodation or attractions that might create a synergy with the development or be packaged with the marina, park and beach for marketing purposes.

#### **TASK 6: DEVELOPMENT OF MARINA ENTRANCE OPTIONS**

The information collected in the background review and generated for the local area will describe the local coastal conditions. This will serve as a base to begin understanding the problems of the present harbour entrance mooring area and allow Shoreplan Engineering to generate possible modifications to reduce the wave action in the entrance. They will consider various modifications of the existing breakwaters and alignment of the extensions to minimize wave penetration. They will also consider various construction methods.

#### **TASK 7: DEMAND PROJECTIONS**

Demand projections will be prepared for the first ten years of the proposed marina re-development. Annual demand projections for slips will be broken down for seasonal and transient use by size of slip utilized. The sources of seasonal demand will be determined according to latent demand and trade-ups from existing marinas. The transient use projections will reflect the expected typical week-day use, weekend-day use, and peak use for typical high traffic boater weekends such as Victoria Day, Memorial Day, Canada Day, etc. Assumptions will be made regarding a number of new boater-oriented “event days”.

In addition to annual occupancy projections for the slips, **TOURSTICS** we will provide demand/use projections for all other major components recommended as an integral part of the overall marina re-development.

#### **TASK 8: ASSESSMENT OF DOCKING OPTIONS/UPGRADES**

Shoreplan Engineering will complete an assessment of the entrance modification and docks options. The assessment will include approximate material quantity estimates, constructions cost estimates and estimates of improvements in the wave activity in the entrance. They will also consider any appropriate

upgrades or repairs to existing docks, both within the entrance and in the docking area along Cedar Island Drive.

### **TASK 9: MARINA, PARK AND BEACH DEVELOPMENT OPTIONS**

NAK Design, in collaboration with the project team, will develop a program for the public realm of the site. They will prepare a design concept, including concept options, if alternative design solutions need to be explored. The concept(s) will be refined with the Town. Optional public consultation and panel displays may be provided at the discretion of the Town and at additional expense.

Upon selection of the preferred concept, NAK will develop a detailed master plan drawing for the parcels of land included in the marina, park and beach area, including the spatial allocation of all elements included within the site. A rendered master plan will be developed. Additional perspective renderings are at the discretion of the Town, at additional expense. NAK will also develop a description of all facilities and services and approximate material quantity estimates, and cost estimates for all elements related to the lands around the docks as well as the park and beach area.

### **TASK 10: FINANCIAL PROJECTIONS**

**TOURISTICS** will prepare detailed projections of operating revenues and expenses for the first ten complete years of operation of the re-developed Cedar Island Marina and all of its related facilities. These financials will reflect the rental rates, and projected occupancies for the slips as well as rental rates, lease rates, and incomes from any other revenue sources.

Based on the capital cost estimates provided by Shoreplan Engineering and NAK Design we will determine the net operating income, and internal rate of return that will demonstrate the viability of the marina. This analysis will illustrate the overall performance of the recommended marina facilities and other associated on-site facilities, and be presented in a format that is suitable for presentation to the Town and any potential private and public sector partners.

The demand and financial projections may suggest a phased approach to a fully re-developed marina. If this is the case we will clearly outline the pros and cons of such an approach.

#### **TASK 10a: ECONOMIC IMPACT ANALYSIS (Optional)**

Based on the capital cost estimates for the proposed marina re-development and park and beach area enhancements and the ongoing revenues and expenses, we will determine the economic impact of the new facilities and services on the Town of Kingsville. These economic impacts will include direct, indirect, and induced domestic product expenditures; direct, indirect, and induced labour income; direct, indirect and induced jobs created; and, direct municipal, provincial and federal taxes generated.

Based on the information in our files, from other boater studies and surveys, and the surveys and interviews conducted as part of this study, we will provide a breakdown of the typical expenditure pattern of seasonal boaters at the marina as well as within the Town; and, day and overnight transient boaters at the Cedar Island Marina as well as within the Town.

### **TASK 11: DRAFT REPORT PREPARATION**

Our findings will be summarized in a draft report. The report will include all of our findings, conclusions, and recommendations regarding the marina, park and beach and any appropriate on-site facilities and services as well as the appropriate supportive data and documentation. The report will include plans and typical sections of the options considered. Assessments, including costs will be provided. A coloured master plan drawing will be included. At the present time we see the report as a resource document to guide the decision regarding the future of the boating facility, park and beach area rather than a document that makes specific recommendations. We will also describe approval requirements associated with the proposed works.

**TASK 12: CLIENT REVIEW MEETING**

We will meet with you to discuss our findings. We will make an informal presentation of our findings to the local representatives. If required, we can prepare a formal presentation for Council or a public meeting. However, this may require some additional preparation time, a price for which would be provided separately.

**TASK 13: REPORT FINALIZATION AND SUBMISSION**

We will finalize the report and master plan drawing based on your comments and submit five copies of the final report.

**Cedar Island Marina & Beach Master Plan**

Cost Estimate		TOURSTICS			Shoreplan Engineering Limited			NAK Design Strategies		Total Fees	Expenses	Total Cost	
		Partner	Research	Support	Principal	Senior	Staff	Senior	Associate L.A.				Landscape
FIRM	Staff	G. Pincombe	Analyst	Staff	M. Sturm	Engineer	Engineer	Technician	C. Bohme	Designer			
	Hourly Rate	\$195.00	\$100.00	\$50.00	\$200.00	\$150.00	\$125.00	\$80.00	\$150.00	\$100.00			
1	Site Visit, Meeting, Dock Review	8.0	0.0	0.0	16.0	0.0	16.0	0.0	8.0	0.0	\$7,960	\$2,000	\$9,960
2	Background Review and Research	4.0	12.0	0.0	2.0	0.0	4.0	4.0	4.0	12.0	\$5,000	\$0	\$5,000
3	Analysis of Comparative & Competitive Marinas	8.0	24.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$3,960	\$500	\$4,460
4	Wave Climate Analysis	0.0	0.0	0.0	2.0	8.0	0.0	5.0	0.0	0.0	\$2,000	\$0	\$2,000
5	Site and General Area Analysis	8.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	8.0	\$2,960	\$1,000	\$3,960
6	Development of Marina Entrance Options	0.0	0.0	0.0	2.0	0.0	4.0	12.0	0.0	0.0	\$1,860	\$0	\$1,860
7	Demand Projections	8.0	16.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$3,160	\$0	\$3,160
8	Assessment of Docking Options/Upgrades	0.0	0.0	0.0	4.0	32.0	20.0	13.0	0.0	0.0	\$9,140	\$0	\$9,140
9	Marina, Park and Beach Development Options	6.0	8.0	0.0	0.0	0.0	0.0	0.0	28.0	48.0	\$10,970	\$1,500	\$12,470
10	Financial Projections	12.0	6.0	0.0	0.0	0.0	0.0	0.0	4.0	2.0	\$3,740	\$0	\$3,740
11	Draft Report Preparation	8.0	16.0	4.0	4.0	0.0	12.0	12.0	8.0	24.0	\$10,220	\$250	\$10,470
12	Client Review Meeting	8.0	0.0	0.0	8.0	0.0	0.0	0.0	8.0	0.0	\$4,360	\$1,500	\$5,860
13	Report Finalization and Submission	4.0	8.0	8.0	2.0	0.0	4.0	4.0	4.0	14.0	\$5,200	\$250	\$5,450
	Total Hours	74.0	90.0	12.0	40.0	40.0	60.0	50.0	68.0	108.0			
	Total Cost	\$14,430	\$9,000	\$600	\$8,000	\$6,000	\$7,500	\$4,000	\$10,200	\$10,800	\$70,530	\$7,000	\$77,530
	Total Fees by Firm	\$24,030			\$25,500			\$21,000		\$70,530			
	Total Expenses by Firm	\$2,400						\$1,600	\$3,000 *			\$7,000	
		*Includes \$1,500 for display board											
10a	Economic Impact Analysis (Optional)	6.0	12.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	\$2,370	\$0.00	\$2,370

**NOTE: HST will be charged in addition to the estimated amount**