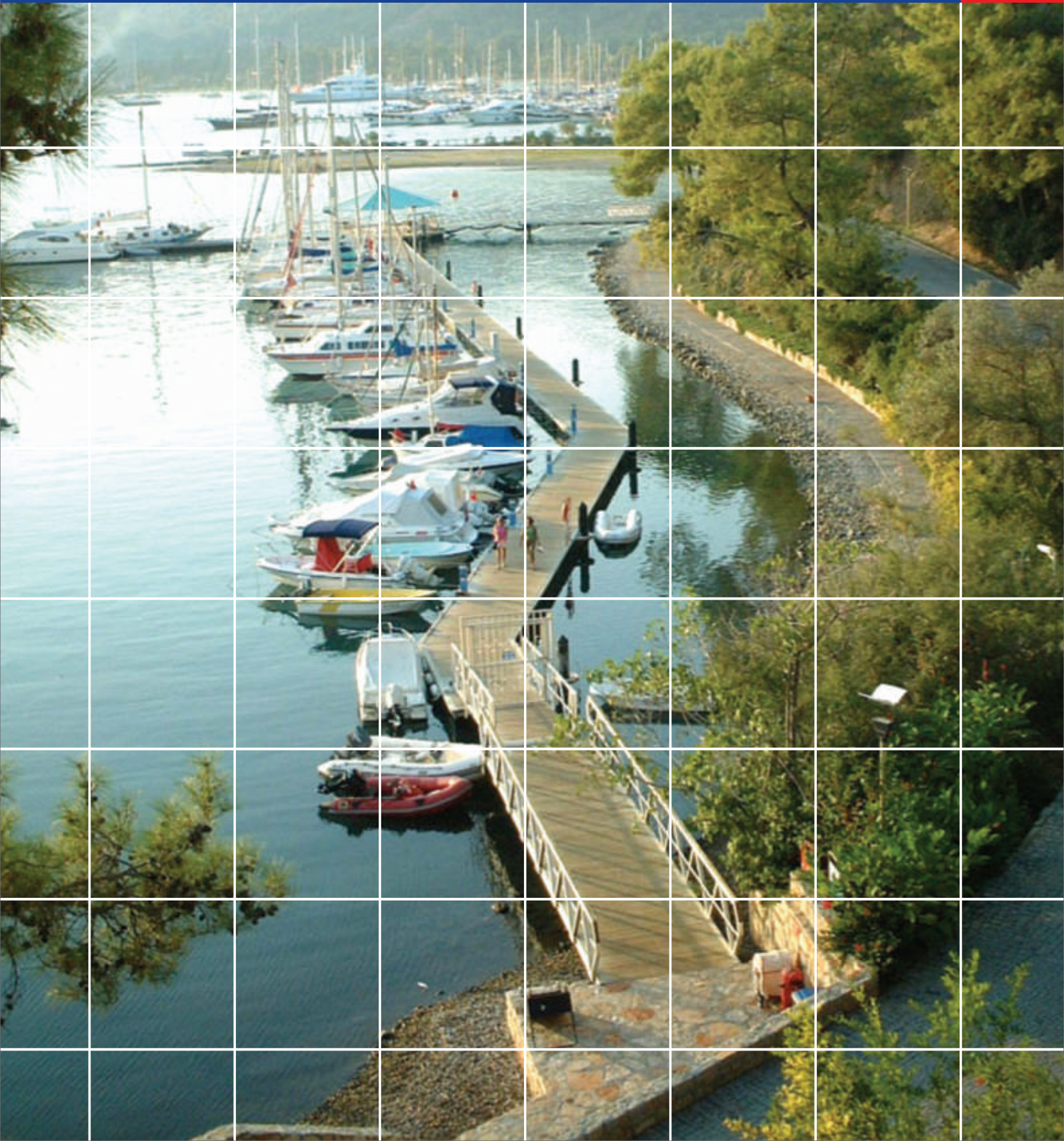
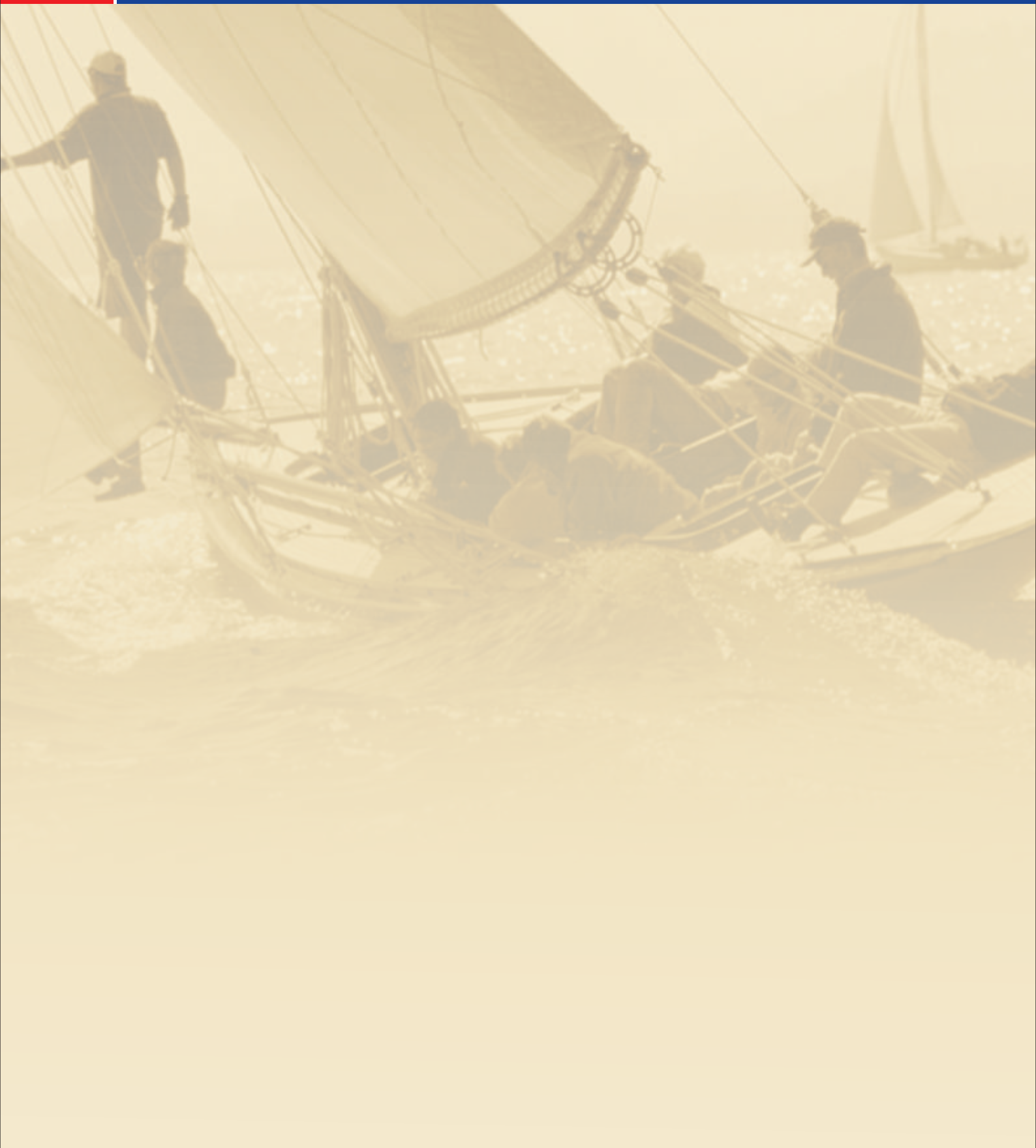


THE Marina[©] MANUAL

The Definitive Publication





The Definitive Publication





Introduction

The Marina Manual is a benchmark document. For the first time ever, marina owners and managers have an A to Z of how to set-up, administer, and operate a marina efficiently, safely, and profitably.

The author is one of the world's leading marina experts, having worked on marina projects in 27 countries in the role of consultant, developer, investor, and marina group managing director. *The Marina Manual* is a distillation of these many years of experience.

Jack Welch, the legendary boss of General Electric, believed:

**Insecure managers create complexity.
&
If it's not simple, it won't be understood.
If it's not understood, it won't get done.**

One of the greatest challenges facing a business today is how to maintain simplicity, which means avoiding complexity. It has become increasingly difficult to find documents that explain a subject in clear, concise, and simple language. This means that running a business often becomes more complex and inefficient than it needs to be.

The Marina Manual avoids complexity. It provides a clear description of how to manage a marina, without subjecting the reader to a flood of small details.

The Marina Manual has been scrutinised by a number of marina professionals, and some of the documents have been the subject of legal review in multiple jurisdictions.

The author has written *The Marina Manual* in plain English using an ultra-clear format, making it easily understandable for people who do not have English as their first language.



Content of *The Marina Manual*

The Marina Manual comprises two Volumes:

- | | |
|-----------|---|
| Volume I | The main text of about 38,000 words is cross-referenced to Volume II. |
| Volume II | 100+ Forms including check-lists standard operating procedures, contracts, guidelines, and training sessions. |

The Contents List from both Volumes is reproduced at the back of this brochure.
In total *The Marina Manual* contains about 450 pages.

The Marina Manual covers many aspects of health and safety, and recent contact with underwriters in the London insurance market has indicated that adoption of the guidelines may enable a marina to obtain a lower insurance premium.

And recent contact with certification authorities has confirmed that *The Marina Manual* can form a comprehensive basis for a marina to obtain ISO Certification.





About the Author - Simon J Arrol CEng FICE

Simon Arrol graduated from the University of Manchester Institute of Science and Technology with an honours degree in civil engineering. He was later appointed a Fellow of the Institution of Civil Engineers of Great Britain.

Arrol spent 14 years in the international dredging and marine civil engineering industry, much of the time with the Royal Bos Kalis Westminster Group, the world's largest dredging company.

In 1988 he joined the world-renowned British firm of Camper & Nicholsons Marinas Ltd as Managing Director, responsible for their 6 marinas in the UK. He also expanded the company's role as an international marina consultant and manager, and by 2004 he had undertaken assignments in 25 countries on 4 continents.

From 2005 to 2007 Arrol was based in the United Arab Emirates and co-founded Island Global Yachting Dubai LLC, and became involved with the rapidly developing marina industry in that region. In particular he was responsible for designing and developing Anchor Marina on the Palm Island, and Festival Marina at Dubai Festival City.



Marina & Yacht Club

Capital Expenditure

CASE: 2.1

DATE: 12-Apr-10

Input to cells colored thus Clear cells then calculate automatically.

Description	Unit	Qty	Rate (\$)	Amount (\$000)	Phasing (\$000)			Note
					Year 1	Year 2	Year 3	
Land								
Site purchase	m2	16,000	100	1,600	1,600	0	0	
				1,600	1,600	0	0	

Pontoon Berthing

Main piers, 700 lin.m. @ 3m wide

Fingers 10m long x 0.75m wide

Fingers 12m long x 0.75m wide

Fingers 15m long x 1.0m wide

Fingers 18m long x 1.5m wide

Fingers 22m long x 1.5m wide

Mooring piles for piers & fingers

Access bridges, aluminium, 5m x 2m, inc bankseat

Dredging of frontage and side inlets to -1.7m LAT

Trot moorings in river

Pontoon berth utilities, ave

m2	2,100	500	1,050	1,050	0	0	1 & 2
No							
No							
No							
No							
No							
No							
m3							
No							
berth							

Berthing Capacity & Berth Numbers

CASE: 2.1

DATE: 12-Apr-10

	Length	Width	m2	No.	Lin.m.	Total m2
Linear berths*	18	7	126	2	36	252
On fingers	10.0	4.8	48	52	520	2,496
	12.0	5.5	66	21	252	1,386
	15.0	6.3	95	22	330	2,079
	18.0	7.0	126	14	252	1,764
	20.0	7.3	146	0	0	0
					440	3,388
					20	146
					30	273
					35	357
					1,915	11,889

Berthing Assumptions

CASE: 2.1

DATE: 12-Apr-10

Yr 2 *	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Notes
--------	------	------	------	------	------	------	------	-------	-------

* Year 1 is the construction year

BERTHING PRICES

Assume the starting annual berthing rate for pontoon berths will be \$ **150** / m2Assume **25** year berths are sold at **15** x = \$ **2,250** /m2Assume the 25 year berth annual service charge = \$ **15** /m2/year

Increase in rates after Yr 2 (%) in real terms

Rate compared to Year 1 (%)	100	105	112%	120%	126%	133%	135%	138%	141%
-----------------------------	-----	-----	------	------	------	------	------	------	------

OCCUPANCY & SALES

Occupancy Growth

Annual increase in occupancy (%)	10
Occupancy growth this year (m2)	1,12
Cumulative overall occupancy (%)	1
Cumulative overall occupancy (m2)	1,12

Profit & Loss

CASE: 2.1

DATE: 12-Apr-10

	Amount (\$000)										Notes
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	
		Marina opens									
SALES											
Berthing											
Long-term berths - sale premiums	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	
Long-term berths - annual service charges	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	
Annual rentals	80	220	380	520	680	720	890	900	900	900	
Dinghy docks	2	4	6	8	10	12	14	16	18	18	18
Visitor & short-term berthing	10	40	60	100	140	200	220	240	250	250	18
Miscellaneous	2	5	8	11	13	15	18	21	23	23	
	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	
Rentals & other											
Rent of commercial/retail units, 200m2	10	10	10	10	10	10	10	10	10	10	21 & 38
Advertising space	4	6	8	10	10	10	10	10	10	10	22
Yacht store rental	2	6	10	13	16	18	21	23	23	23	23
Miscellaneous	2	4	6	8	10	12	14	16	16	16	
	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	
Yacht club membership											
	20	40	60	80	100	120	140	160	160	160	5 & 39
	38	66	94	121	146	170	195	219	219	219	
	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	
Property Sales											
Sale of condo-hotel units 3500m2 over Yrs 2 to 4	3,500	3,500	3,500	0	0	0	0	0	0	0	37

Year 1 is year of construction so no revenue

Other Special Documents

In addition to *The Marina Manual* the Publisher also offers these specialised documents:

Marina Management Agreement

Managing a marina that is owned by someone else requires a clear and precisely worded contract. This Marina Management Agreement has been developed over the past 20 years and has been used at marinas in Europe and the Middle East.

Marina Lease Agreement

A marina lease is very different from a conventional property lease. This Marina Lease Agreement is concise and yet covers the important marina and nautical aspects. It also includes a rent calculation that reflects modern thinking.

Financial Projection

This 10-year financial projection comprises a fully interactive Excel spreadsheet with separate worksheets for:

- Capital expenditure.
- Berthing capacity.
- Berth price, occupancy/uptake, and rental and sales assumptions.
- Profit & loss (revenue, cost of sales, operating expenses, management fees).
- Equity & debt.
- Explanatory notes.

Long-Term Berth Sales

Selling berths on a long-term basis is a well-established method of financing a new marina project. However, it is absolutely essential for the contract to cover the highly specialised legal aspects and the critical operational and technical aspects. Two documents are provided:

- The Agreement to Take a Long-Term Berthing Contract. This is a form of pre-contract which is used during the building of the marina. It enables the yacht owner to reserve a berth by giving a deposit to the marina developer.
- The Long-Term Berthing Contract. This is typically for a term of between 10 & 30 years.

These two documents reflect the experience gained from a variety of projects, and they have been reviewed by many lawyers. This form of contract has been used for berths up to 85m long costing in excess of \$4m.



Photograph courtesy of International Design Group



FAQs

My marina is already operational and has systems in place so why should I purchase *The Marina Manual*?

Because there are always lessons to be learned and improvements to be made by studying how other people run their businesses. *The Marina Manual* is based on best practice from numerous marinas in many countries. It is a very comprehensive but simply written publication, and is believed to be unique of its kind. You may only learn a little from reading it, but it is more likely that you will learn a lot.

So is *The Marina Manual* suitable for my new marina?

The Marina Manual is absolutely perfect for a new marina project. This one document contains an A - Z of how to set-up, administer, manage and operate a marina. You can give this to your team confident that they will then have everything they need to run the marina to an accepted international standard. The alternative is for you to undertake months of research and written work, and hold consultations with lawyers and accountants, which together will cost you hundreds of thousands of dollars in company time and professional fees. It just does not make sense to "re-invent the wheel" in this way.

Why does *The Marina Manual* cover so many safety-related subjects?

We live in an increasingly litigious world and if there is an accident or incident then the marina manager and the marina's owners/directors may be held liable. Clients may sue, and in some cases employees of the marina may sue. In fact in some legal jurisdictions negligence can result in directors and other executives being held criminally liable. But if your marina has routines, records, check-lists, training regimes, and standard operating procedures of the type suggested in *The Marina Manual* then you are in a much stronger position to avoid accidents and incidents and to protect yourself against litigation. The price of *The Marina Manual* is almost nothing compared to the legal costs of defending yourself against litigation, let alone compared to the cost of having to pay compensation or spending time in jail. Can you afford not to try and protect yourself in this way?

What is the format of *The Marina Manual*?

The Marina Manual was written in Microsoft Word and all pages are formatted for printing on A4 size paper. The whole of *The Marina Manual* is supplied in pdf, but the forms in Volume II are also supplied in Word so that you can easily modify them to suit your own marina. A custom-made embossed file is available to hold the hard copies (see the photographs in this brochure).



What are the terms of use?

The Marina Manual is supplied for use at a single marina and before we ship it we will ask you to execute a User Licence. This is to protect our copyright. If you own or operate a group of marinas we will be happy to discuss prices for a multiple-user licence.

How do I justify the price of *The Marina Manual*?

A lawyer, accountant, or human resources adviser would typically charge you more than the purchase price of *The Marina Manual* just to prepare one of the specialist Forms. And the chances are that he/she will not do the job perfectly for the simple reason that he/she will have little or no knowledge of the marina business. *The Marina Manual* represents many hundreds of hours of written work by the Author, and is based on thousands of hours of practical experience in many countries. Lawyers and other professionals have contributed to the contracts and some of the other Forms, and their contribution could be valued at hundreds of thousands of dollars.

I manage a group of marinas so how will *The Marina Manual* help me?

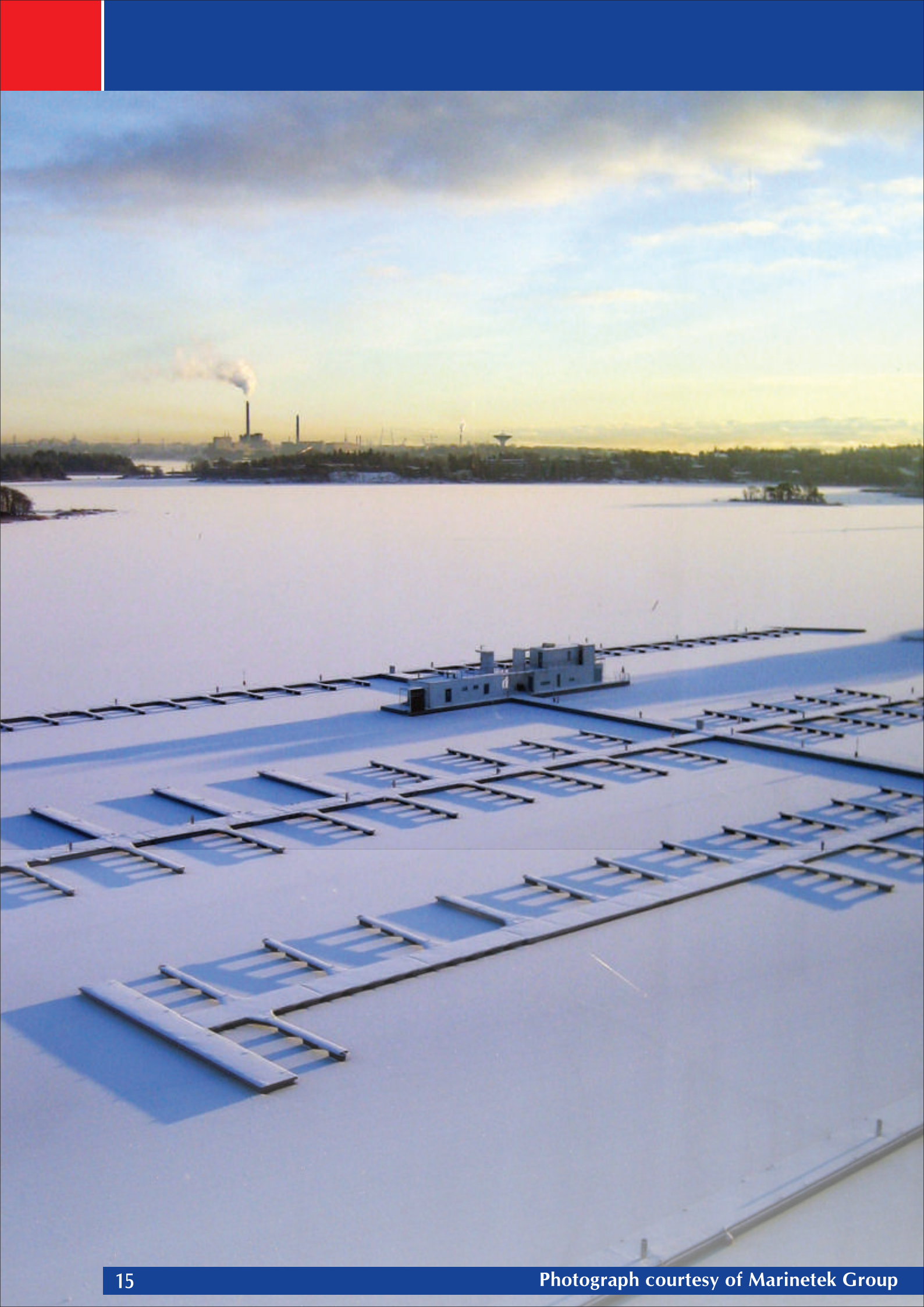
Your job will be much simpler and your business much more efficient if all your marinas are administered, operated, and report to you in the same way. And think how much time and effort you will save if you can just refer each marina to *The Marina Manual* rather than having to explain or issue instructions to each marina individually.

The marina industry has managed without *The Marina Manual* so far!

The marina industry is becoming more sophisticated as yachts become more expensive, yachtsmen become more demanding, and litigation becomes more common. Today, even a medium size marina may contain yachts valued at more than one billion dollars. Hotels, hospitals, airports, factories, the Military, ships, and many other organisations have operating manuals and standard operating procedures and so should marinas.

Will *The Marina Manual* allow my marina to become ISO Certified?

Providing that you customise *The Marina Manual* to suit the name and characteristics of your own marina then it is very likely that you will be able to obtain ISO Certification quite easily. Having ISO Certification will add value to your business and will be a great asset for your marketing.



What other monetary benefits can I expect?

Insurance companies always favour policyholders who take precautions to limit risk. If you can show your insurance company that you have employment contracts, training schemes, check-lists, emergency procedures, maintenance routines, and hazard inspections that are designed to reduce risk then you can be fairly sure that this will result in a lower insurance premium. For a typical marina, a 10% reduction in premium would probably recover the cost of **The Marina Manual** in 2 years.

Is **The Marina Manual** written just for the marina Manager?

Although **The Marina Manual** is targeted mainly at marina managers, it is also a very useful publication for marina owners and marina department heads. And it represents a comprehensive educational resource for trainee managers and other employees.

Is **The Marina Manual** applicable in all countries?

Your lawyer should check some of the Forms for compliance with local laws. However, **The Marina Manual** is primarily an operational and commercial document so probably 95% of it will be suitable without modification. At the time of printing this brochure, current and earlier versions of **The Marina Manual** are known to be in use in at least 11 countries on 3 continents.

Can I look at **The Marina Manual** before buying it?

The sales agent for your area can usually make a hard copy version of **The Marina Manual** available for inspection. In order to protect our copyright this inspection will be arranged on the understanding that it is not copied in any way.



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- The aims of the Manual
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Housekeeping

* These Forms by special arrangement with the Publisher



The Author and the Publisher reserve the right at any time to alter the content of The Marina Manual.

THE
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Contact <publisher@marina-manual.com>