

# Laying the Groundwork for the Molinere/Beausejour Marine Protected Area Business Plan



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2012

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### Disclaimer

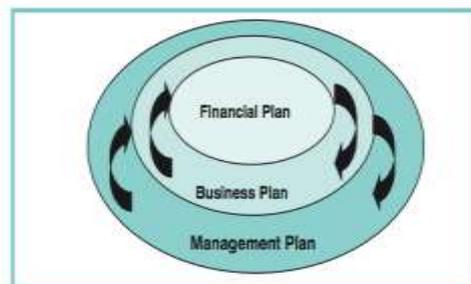
This report was prepared as an activity under the MPA Governance Project implemented by the Centre for Resource Management and Environmental Studies (CERMES) under award NA11NOS4820012 from the NOS International Program Office (IPO), U.S. Department of Commerce. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the NOS International Program Office (IPO) or the U.S. Department of Commerce.

## Introduction

The Moliniere/Beausejour Marine Protected Area (MBMPA) was designated in 2001. It is 60 ha (0.23 sq. miles), 1.4 miles (2.2km) long. Adjacent to the MPA are six communities that have a stake in the MPA. The MBMPA Stakeholder Committee was formed in 2009 to assist with decision-making and implementation of the Management Plan (Robie 2010) but has not been formalized yet as there is no provision for this Committee in the MPA legislation. This Committee has since been acting as an advisory committee to the Fisheries Division in the day-to-day operation of the MPA.

The Moliniere/Beausejour Marine Protected Area Management Board has been established in February 2012. It acts as an advisory body to the National MPA Management Committee and the Fisheries Division, Ministry of Agriculture, Forestry and Fisheries with respect to the protection and management of the Moliniere / Beausejour MPA. This Board will serve as the primary consultative body for the MBMPA as it draws from stakeholder organizations including academic institutions, community interest groups and local community to facilitate the implementation of the *Management Plan* for the MBMPA.

A protected area management plan provides the essential policy framework for the business and financial plans, by clarifying the management objectives of the protected area, the relevant users, financial needs and the resources available. This information feeds into the business plan for the protected area, which examines in more detail the customer base, goods and services, marketing strategy and implementation strategy for the protected area. This information in turn contributes to the financial plan for the protected area, which further details key assumptions and provides a break-even analysis (which identifies when the business is expected to turn in its first profit) and profit and loss projections. As Figure 1 below shows, the information flow should, of course, be two-way. Profit and loss projections and other information in the financial plan feed back into both the business and management plans, while information from the business plan feeds back into the management plan (IUCN, 2000).



**Figure 1 A planning hierarchy for protected areas**

As stated in the MBMPA management plan, under management objectives and actions – Objective 5 highlights need for sustainable financial resources for implementing the MPA management plan over the long term.

It was recognized in an earlier governance follow-up activity project, that there existed financial challenges in the institutional and management arrangement. Therefore, a financial plan is integral in the development of a business plan under strategic planning to improve the management of the protected area. Additionally, this will help to prepare the management board for future management of funds by providing a financial and business plan base line. This business plan will need to be financially, ecologically as well as socially sustainable, and promote an adaptive management regime. These are key elements of consideration for Conservation Trust Fund, which is currently being developed for MPAs in Grenada.

Most of the income of the MBMPA is provided through sales of dive and snorkel bands as well as dive tags. All three items can be purchased from the dive operators, however; only the snorkel bands can be obtained from the day charters.

The specific objective of this activity is to lay the groundwork for a business plan and inform the board on this process and requirements.

## Method

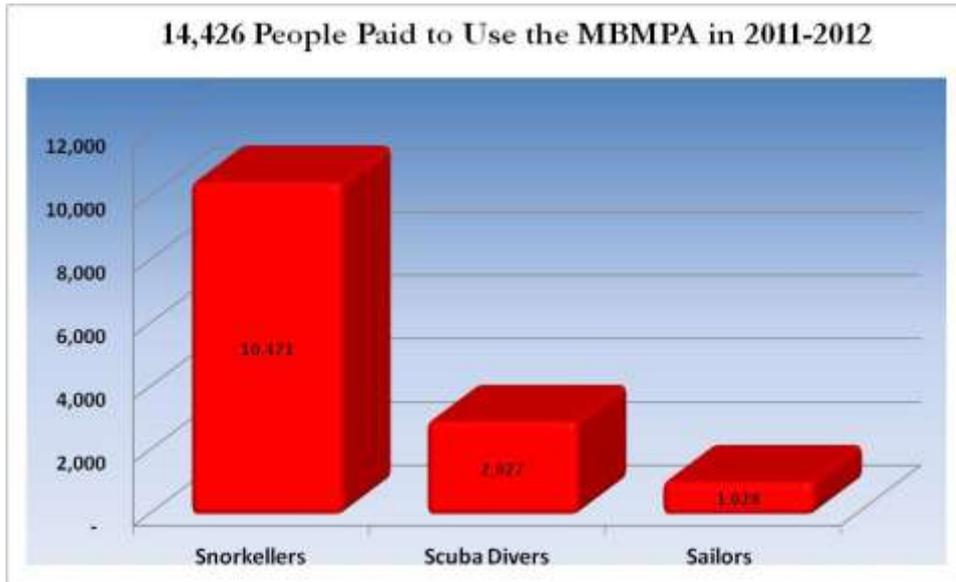
The groundwork for the business plan guidelines were adopted from the IUCN Financing Protected Areas manual. The concept was developed based upon three key principles:

- That business plans should be developed within the overall context of the Protected area management plans and legal frameworks, thus ensuring that generating revenue remains a means towards the end of more effective biodiversity conservation and does not become an end in itself;
- That a business approach should be adopted towards financing protected areas, which entails defining relevant consumers and identifying ways of capturing a fair return from them; and
- That both public and private revenue streams are important, with public revenue streams linked to public goods and private revenues to private goods.

A “terms of reference” (TOR) (Appendix: 1) was developed outlining specific duties and responsibilities of the consultant needed to undertake the activity. Listed also were the required competencies, skills and experiences. A consultant was identified and an agreement was signed. (Appendix: 2) The requested data was submitted to the consultant. A number of meetings were held within the contract period with the consultant for updates and review of the process. Additionally, the consultant made presentations to the MPA team for review and input in the findings. Later the consultant will be presenting the report to MBMPA board.

## Results

The revenue that was generated for the MBMPA was from the fees collected from the users of the park from August 2011 to current. The revenue data supplied to the consultant were from August 2011 – April 2012. In that period 14,426 paid customers used the park. Of these 10,471 were snorkelers, 2,927 were scuba divers and 1,028 were persons from yachts (sailors).



*Chart 1: Paid users of the MBMPA (Aug 2011 –April 2012)*

As expected, snorkeling brought more revenue to the MPA than all the three other activities combined. Total revenue was \$49,970 EC. Snorkeling provided 56% followed by dive bands with 20% and yacht moorings with 13%, trailed by dive tags with 11%. The MBMPA data indicates that more visitors to the Underwater Sculpture Park, which can be attributed from the international attention it has captured.

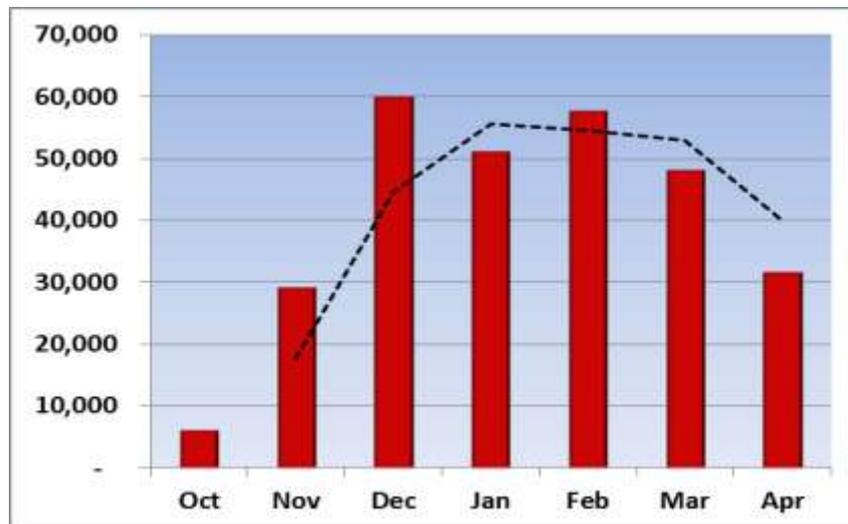
*Table 1: Total revenue collected from Aug 2011 – April 2012. (EC dollars)*

	<u>Tags</u>	<u>Bands</u>	<u>Snorkel</u>	<u>Moorings</u>	<u>Total</u>
Mooring Fees	\$ -	\$ -	\$ -	\$ 6,381	\$ 6,381
Day Charters	\$ -	\$ -	\$ 20,749	\$ -	\$ 20,749
Dive Operators	\$ 5,500	\$ 10,130	\$ 7,209	\$ -	\$ 22,839
<b>Total</b>	<b>\$ 5,500</b>	<b>\$ 10,130</b>	<b>\$ 27,958</b>	<b>\$ 6,381</b>	<b>\$ 49,970</b>
<i>Percent of Total</i>	<i>11.0%</i>	<i>20.3%</i>	<i>56.0%</i>	<i>12.8%</i>	<i>100.0%</i>

It can be concluded that the day charters bring the most snorkelers to the MPA and that most snorkelers come from the cruise ships visiting Grenada. Therefore, the principal market for the MBMPA is currently the cruise ships. As demonstrated in Charts 2 and 3, there is a simultaneous increase in snorkel sales during the cruise ship season.



*Chart 2 Snorkel sales for 2011 - 2012*



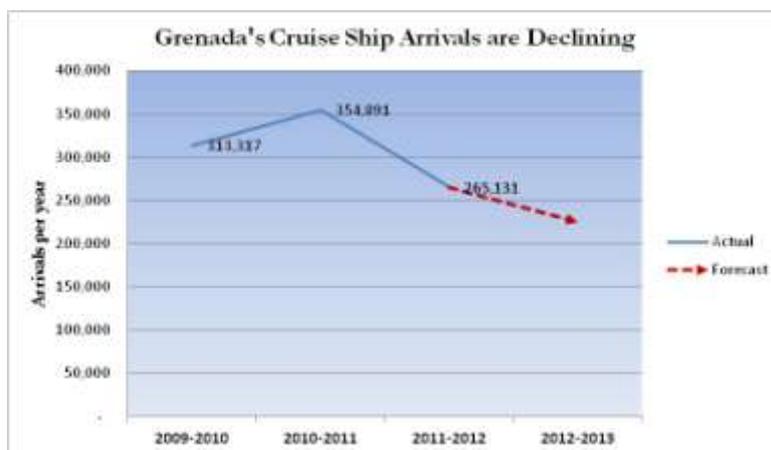
*Chart 3 - 2012 cruise ship arrivals*

Cruise ships normally operate at about 85 – 90% occupancy, its estimated that 20% of the passengers do not get off and most passengers disembarking would walk around - about 25% would go on pre-paid land or marine excursions. The table below shows that the MBMPA is a significant and important element in Grenada’s overall package of attraction as a tourism destination.

**Table 2: Cruise as a significant market to the MBMPA**

<b>MBMPA'S SHARE OF THE CRUISE SHIP MARKET: 2011-2012</b>			
<b>If 80% of MBMPA's snorkellers are from cruise ships:</b>			8,377
= percent of cruise passengers disembarking			4.4%
= percent of pre-paid excursionists			17.6%
<b>If 60% of MBMPA's Scuba divers are from cruise ships:</b>			1,756
= percent of cruise passengers disembarking			0.9%
= percent of pre-paid excursionists			3.7%
<b>MBMPA Snorkellers plus Scuba divers from cruise ships:</b>			10,133
= percent of cruise passengers disembarking			5.3%
= percent of pre-paid excursionists			21.2%

The cruise ship arrival outnumber the hotel guests 3:1 and as indicated before they make up the bulk of the snorkelling cruises by the day charters. However, recent data collected indicates a decline in the cruise ship market as indicated in Chart 4.



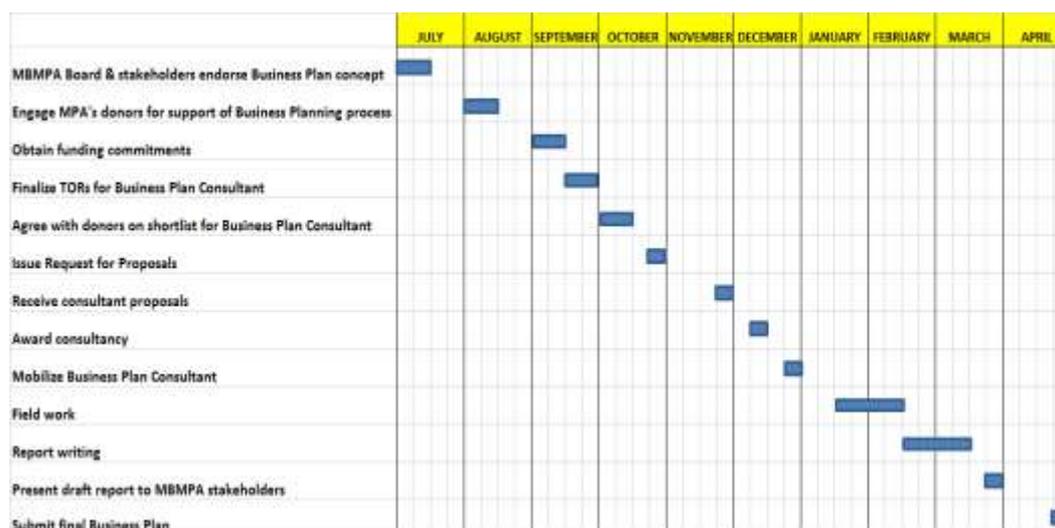
**Chart 4 Cruise ship arrival trend**

The MBMPA is operating at a loss as indicated in Table: 3. And this is due largely to the fact that all revenue collected are deposited into the Government consolidated funds making it difficult for it to develop and increase its revenue capabilities. Additionally, it makes it difficult to carry important maintenance on equipment. Despite funds coming from donor agencies, these are to just build capacity in other areas.

**Table 3: Estimated MBMPA base year profit & loss account**

Estimated MBMPA Base Year Profit & Loss Account	
<b>Revenues:</b>	<b>EC\$ per year</b>
- Snorkel	\$ 30,754
- Divers	\$ 16,672
- Yachts	\$ 7,658
<b>TOTAL REVENUES</b>	<b>\$ 55,084</b>
<b>Costs:</b>	
Staffing costs and benefits	\$ 105,600
Gasoline and oils	\$ 10,608
Bands and tags	\$ 8,613
Boat & engine manitenance	\$ 7,000
Moorings & markers maintenance	\$ 7,600
Technical assistance, training & conferences	\$ 35,000
Other operating costs & overheads	\$ 77,920
<b>TOTAL MBMPA COSTS</b>	<b>\$ 202,741</b>
<b>NET PROFIT/(LOSS)</b>	<b>-\$ 147,658</b>

**Table 4: MBMPA proposed timeline for the development of the complete business plan**



Appendices 4 & 5 outline further the ground work of the MBMPA business plan. Appendix 6 is the PowerPoint presentation to be presented to the MBMPA Board (attached as a separate document).

## Discussion

As identified from the financial analysis snorkelers from the cruise ships are the main source of revenue, however, projection indicates a further decline in cruise ship arrivals for the 2013 season. This will drastically affect the MBMPA revenues.

Obtaining an accurate picture of MBMPA's true operating costs is difficult owing to the fragmented nature of MBMPA's administration and accounts. MBMPA employees are seconded from Fisheries and funding comes from the Ministry plus several donors. There are no MBMPA

accounting or administrative staff; all goods, supplies and monies are sourced through the Ministry, and/or donors. There is no core MBMPA organization; autonomy nor financial responsibility for meeting budgets, etc. There is a neglected MPA building at Grand Mal which has never been utilized, due to poor management and administrative governance decisions. Additionally, the MBMPA needs, at the very least, its own accounts/admin officer.

MBMPA needs short, medium and long term strategies and plans; with buy-in from all share/stakeholders. Employees should be trained to think strategically about MBMPA operations and finance. MBMPA has to have financial autonomy; with management autonomy, a budget and approved annual subsidy/grants. Corporate governance and legislation need to be also reviewed to include commercialization of the MPA as a business product.

## Key learning

The exercise of laying the groundwork for the financial plan has allowed the MPA managers and park wardens to understand the forecast of financial indicators (projected profits and losses ( Table 3, projected cash flow, projected balance sheet and business ratios) to determine whether or not the MBMPA business is on track with expectations – and if not, where the problems are.

The process has allowed MPA management to identify how much the MPA is expected to make from the products it sells, a realistic timeline for achieving profits, the risks involved in pursuing a particular product line, and how the cash flow from the sales of goods and services will match the cash needs of the protected area management plan.

The MBMPA and Sculpture Park are important components of Grenada’s overall tourism product. They attract about 5% of the total cruise ship market and 20% of cruise ship passengers who go on prepaid tours. MBMPA’s competition from comes from island tours, beaches, waterfalls, etc.

The cruise ship market is important to the MBMPA; however, projections show a decrease in arrivals for the next winter season. MPA managers need to find out how to bridge the gap in revenue. It is important to note that MBMPA’s markets are made up of primarily of persons who are environmentally conscious and relatively affluent. Therefore, they can be targeted for merchandise sales.

Current MBMPA revenues from user fees are insufficient to cover current costs. A true financial picture will be defined in the business planning process. Potential exists for MBMPA to earn additional revenues from the sale of branded merchandise (Table 5 and Table 6).

**Table 5: Potential sales of branded shirts**

**Table 6: Potential sales of branded key rings**

<b>POTENTIAL POLO-SHIRT SALES:</b>		<b>POTENTIAL SOUVENIR KEYRING SALES (old dive tags):</b>	
Forecast total MBMPA users	16,979	Forecast total MBMPA users	16,979
If 3% buy Polo-shirts	509	If 5% buy Keyrings	849
Revenue @ US\$20 each	27,200	Revenue @ US\$5 each	11,333
Est. cost @ EC\$30 each	15,281	Est cost: @ US1.25 each(?)	2,833
<b>Estimated Profit for the Year</b>	<b>\$ 11,919</b>	<b>Estimated Profit for the Year</b>	<b>\$ 8,500</b>

For further development of business plan and Conservation Trust fund for MPAs in Grenada, there is a fundamental need to strengthen human resources in financial administration and institutional arrangement as well as legal framework for MPAs.

## **References**

Financing Protected Areas Task Force of the World Commission on Protected Areas (WCPA) of IUCN, in collaboration with the Economics Unit of IUCN. 2000. Financing Protected Areas. IUCN, Gland, Switzerland and Cambridge, UK. viii + 58pp.

Robie, D. 2010. Moliniere/Beausejour Marine Protected Area Management Plan

## Appendix: 1 – Follow-up activity form

### **Adaptive capacity for MPA governance in the eastern Caribbean: Follow-up Activity Form**

Please complete all sections and submit as an email attachment to [patrick.mcconney@cavehill.uwi.edu](mailto:patrick.mcconney@cavehill.uwi.edu)

#### 1. Contact information

Workshop #	2	Theme of activity	Strategic Planning
Title of activity	Laying the ground work for MBMPA business plan development		
Organisation	Moliniere Beausejour Marine Protected Area		
Town/location	St. George's		
Area/parish	St. George		
Country	Grenada		
Activity leader	Christine Finney		
Title of post held	President - Grenada Scuba Diving Association		
Telephone(s)	1473 444 7777 / 473 405 7777		
Facsimile(s)	n/a		
Email address(es)	<a href="mailto:Christine@ecodiveandtrek.com">Christine@ecodiveandtrek.com</a>		
Skype name(s)	n/a		

*We will use e-mail for most communication so give addresses that are reliable and are checked regularly. Type responses in the boxes below and they will expand to fit the text. Try to be concise but very clear.*

#### 2. What is the purpose/objective of your activity related to adaptive capacity for MPA governance? (<100 words)

- To lay the ground work for a business plan
- To educate the board on this process and requirements
- To prepare the management board for future management of funds by providing a baseline

#### 4. What specific (measurable, verifiable) outputs will you achieve by the end of the activity? (3-5 bullet points)

- Have a board that understands their financial needs and enabling them to seek funding for a full business plan

#### 5. What is your scheduled work plan and budget for the 1-4 week activity? (Insert or delete rows as necessary)

Task description (major tasks to be accomplished for deliverables)	Wk1	Wk2	Wk3	Wk4	Cost (USD)
Identify a consultant and hire them					1000
Provide necessary start up information					0
Consultant develops background and prepares report					0
Stakeholder Board meeting with consultant's presentation					0

## ***Appendix: 2 – Terms of Reference (TOR)***

### ***Terms of Reference***

***Title : MPA business plan specialist : Brian Samuel***

***Start date :***

***Duration : 11<sup>th</sup> June 2012***

***Expected duration of assignment:***

### **Duties and Responsibilities**

- Meet with key decision makers on MPA financing to discuss the options, limitations and opportunities for MPA financing
- Identify what are the major challenges in the MBMPA and how would a business plan help to overcome these problems.
- Identify financial needs to conduct proposed activities used in protected area management
- Identify the potential revenue sources to meet those needs under the given MBMPA governance structure.
- Identify and present the strategies for encouraging local communities' livelihoods with in the business plan process: (work with local community representative in the board).
- Develop finance plan: (include a break-even analysis, projected profits and losses, projected cash flow, projected balance sheet and business ratios).
- Develop the business plan for the MBMP that will examine more detail of the customer base, goods and services, marketing strategy and implementation strategy for the protected area.
- Present the business plan to the board and explain the significance and get the feedback.

### ***Competencies:***

- Communication skills.
- Sound, practical understanding of market economics and how regulatory and fiscal policies functions in relation to environmental resource financing.
- Good skills for efficient facilitation during meetings between various stakeholders; (Government, NGOs, CBOs, international community and communal levels).

### ***Required skills and experiences:***

- Degree in economics, finance, environmental management and development, or a closely related field.
- Technical knowledge of the implications of public finance and of government planning and budgeting processes and other relevant fields is critical.
- Demonstrated experience in financing and guidance on development of business plans for environmental resource management and protection.
- Experience in working and collaborating with governments an asset.

**Appendix 3: Consultants Agreement**

# An Agreement

This Agreement is made \_\_\_\_\_ of the year 2012

Between the Moliniere/Beausejour MPA Board and

\_\_\_\_\_

***Setting the Stage for Sourcing and Creating a Business Plan for the MBMPA***

**Term**

Consultant will have their report prepared within three weeks of signing date.

**Terms of Reference**

The consultant's Terms of Reference are listed in Appendix 2

**Remuneration**

The Contract provides for the payment of a professional fee of EC\$1869 on receipt and acceptance by the MPA coordinator of their report. An additional professional fee of EC \$801 will be paid immediately after explaining and presenting the report to the MBMPA Board.

The consultant is responsible for submission and payment of personal National Insurance Scheme liabilities and personal Income Tax where applicable.

**Availability**

The MPA Project Coordinator is required to be contactable by email and/or telephone within normal working hours to provide all relevant information requested by the consultant. The report will be present to MBMPA Board by no later than May 2012.

**Confidentiality**

All documents and matters pertaining to the Project shall be held in the strictest confidence, unless otherwise directed or approved by the MPA coordinator.

IN WITNESS WHEREOF the parties have executed this Agreement the day and year first before written.

Signed for and on behalf of

The Moliniere / Beausejour MPA Board

.....  
STEVE NIMROD  
CHAIRMAN

.....  
CONSULTANT

in the presence of:

Witness: \_\_\_\_\_  
Roland A. Baldeo  
MPA Coordinator

**Appendix 4: Consultants Report A: Commercial Operations of MBMPA Executive Summary**

**Setting the Stage for Sourcing and Creating a Business Plan for the Molinière-Beauséjour Marine Protected Area (MBMPA):**

**EXECUTIVE SUMMARY**

**S. Brian Samuel  
Business Consultant**

**Chapter 1: MBMPA's Business Basics**

The Business Planning process must answer five strategic questions:

1. What are we selling?
2. Who are our clients/customers?
3. What are the commercial objectives of the MBMPA?
  - To reduce the financial deficit? Or;
  - To eliminate the financial deficit?
  - Over what time horizon?
4. How does MBMPA organize itself to meet these objectives?
  - As a government Ministry?
  - As a government corporation?
  - Or even as a private corporation?
5. Who “owns” MBMPA?
  - What rights do stakeholders have vis-à-vis “shareholders”?

The overall MBMPA planning process can be represented schematically:



## Chapter 2: Base Year Revenues 2011 – 2012

In its first Winter Season, MBMPA attracted 14,426 paying visitors (Aug 2011 to April 2012):

MBMPA Users: 2011 - 2012		
Snorkellers	10,471	72.6%
Scuba Divers	2,927	20.3%
Sailors	1,028	7.1%
<b>TOTAL USERS</b>	<b>14,426</b>	<b>100.0%</b>

Total Revenue for 9 months was EC\$49,970. Snorkelling provides 56% of revenues; followed by diving bands with 20%; and yacht moorings with 13%:

Total MBMPA Income: August 2011 to April 2012					
	Dive Tags	Dive Bands	Snorkel	Moorings	Total
Mooring Fees	\$ -	\$ -	\$ -	\$ 6,381	\$ 6,381
Day Charters	\$ -	\$ -	\$ 20,749	\$ -	\$ 20,749
Dive Operators	\$ 5,500	\$ 10,130	\$ 7,209	\$ -	\$ 22,839
<b>Total</b>	<b>\$ 5,500</b>	<b>\$ 10,130</b>	<b>\$ 27,958</b>	<b>\$ 6,381</b>	<b>\$ 49,970</b>
Percent of Total	11.0%	20.3%	56.0%	12.8%	100.0%

Recommendations on MBMPA's revenue accounting procedures:

- MBMPA's system of recording and accounting for its revenues is archaic and based on government procedures and systems
- Computerize sales: a simple accounting package can be obtained relatively cheaply, which prints receipts while automatically generating accounts

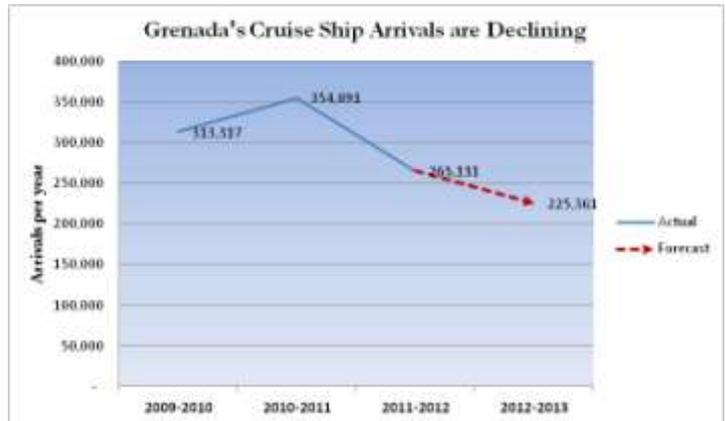
## Chapter 3: Estimated Base Year Profit & Loss Account

- Obtaining an accurate picture of MBMPA's true operating costs is difficult owing to the fragmented nature of MBMPA's administration and accounts (such as they are)
- MBMPA has no accounting staff; all their record-keeping is done via the Fisheries Ministry
- However not all MBMPA's funds come from the Ministry; donors make substantial contributions
- Not all costs are incurred that should be; e.g. several moorings and markers are inoperable due to lack of cash for maintenance
- These estimates are based on interviews with staff and need to be verified as part of the Business Plan

Estimated MBMPA Base Year Profit & Loss Account	
<b>Revenues:</b>	<b>EC\$ per year</b>
- Snorkel	\$ 30,754
- Divers	\$ 16,672
- Yachts	\$ 7,658
<b>TOTAL REVENUES</b>	<b>\$ 55,084</b>
<b>Costs:</b>	
Staffing costs and benefits	\$ 105,600
Gasoline and oils	\$ 10,608
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Moorings & markers maintenance	\$ 7,600
Technical assistance, training & conferences	\$ 35,000
Other operating costs & overheads	\$ 77,920
<b>TOTAL MBMPA COSTS</b>	<b>\$ 202,741</b>
<b>NET PROFIT/(LOSS)</b>	<b>-\$ 147,658</b>

## Chapter 4: Bridging the Gap: Potential Revenue Increases

- MBMPA's main market comes from cruise ships
- In 2011-2012 there was a **25.3% decline** in cruise ship arrivals over the previous Winter Season
- MBMPA attracts about five percent of all cruise passengers who get off the ship
- MBMPA attracts about **TWENTY PERCENT** of all cruise ship passengers who go on pre-paid excursions
- Next year will see a further decline in Grenadian cruise ship arrivals:
- The recognizable "brand" in MBMPA is the Sculpture Park
- Listed in Top 25 Wonders of the World by National Geographic
- We must learn lessons of best practice in marketing MPAs in other parts of the world
- **Recommendation: Do away with dive tag sales**
- Charge a straight US\$2 fee per dive
- Which leaves the question: What to do with almost 4,000 plastic dive tags?
- Sell them! For US\$5.00 each as fund-raising souvenir keyrings
- High-quality products can be marketed sensitively to a target audience of potential buyers, who by their very presence in MBMPA are in support of its goals and objectives
- Other commercial possibilities exist: posters; advertisements; sign sponsors, endorsements; etc.
- With declining cruise ship arrivals expected for 2012-2013; MBMPA must develop new sources of income; commercial sales could help bridge the gap.
- **The Sustainable Financing Mechanism is a key element in MBMPA's commercial strategy**
- The Conservation Trust will provide funding for all MPAs in Grenada, forecast to commence in 2013



## Chapter 5: MBMPA Management and Stakeholder Involvement

**MBMPA has management weaknesses due to its fragmented organizational structure:**

- MBMPA employees are seconded from Fisheries
- Funding comes from the Ministry plus several donors
- There are no MBMPA accounting or administrative staff; all goods, supplies and monies are sourced through the Ministry, and/or donors
- There is no MBMPA autonomy nor financial responsibility for meeting budgets, etc.
- There is a disused MBMPA building which has never been occupied for lack of funding

- In conflicts with stakeholders; who decides? Corporate governance issues will be a key element of the Business Plan
- MBMPA should be financially ring-fenced; with management autonomy, a budget and approved annual subsidy/grants
- The Business Plan must analyse **all** options for the management and financing of MBMPA; including Private Sector Participation (PSP)
- There are many PSP options; ranging from outsourcing of services to wholesale handover of Protected Areas to private and quasi-private sector organizations
- International examples of sustainable PSP in Protected Areas Management:
  - **African Parks** (<http://www.african-parks.org>) is a non-profit private sector organisation that takes responsibility for rehabilitation and long-term management of national parks in partnership with governments and local communities
  - **South African National Parks** (<http://sanparks.org>) implemented a series of groundbreaking Public-Private Partnerships (PPP's) in Kruger and other National Parks. Under the terms of the 25-year concessions, operators have full responsibility for environmental management in their Protected Areas

## Chapter 6: Next Steps

To commence the Planning process; MBMPA's stakeholders must agree on parameters and Terms of Reference:

- Indicative Business Plan timetable:

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
MBMPA Board & stakeholders endorse Business Plan concept	■									
Engage MPA's donors for support of Business Planning process		■								
Obtain funding commitments			■							
Finalize TORs for Business Plan Consultant			■							
Agree with donors on shortlist for Business Plan Consultant				■						
Issue Request for Proposals					■					
Receive consultant proposals						■				
Award consultancy							■			
Mobilize Business Plan Consultant								■		
Field work							■	■		
Report writing									■	
Present draft report to MBMPA stakeholders										■
Submit final Business Plan										■

13<sup>th</sup> June, 2012  
 S. Brian Samuel  
 Business Consultant

***Appendix 5: Consultants Report B: MBMPA Business Plan Outline***

**Setting the Stage for Sourcing and Creating a Business Plan for the  
Molinière Beauséjour Marine Protected Area (MBMPA)**

**S. Brian Samuel  
Business Consultant**

**Annex:**

**Indicative MBMPA Business Plan Outline**

**CHAPTER I: EXECUTIVE SUMMARY**

- (a) Main highlights
- (b) Financial projections
- (c) Conclusions

**CHAPTER II: BACKGROUND**

- (a) Key data: commercial and scientific
- (b) Review the legal and institutional arrangements underpinning the operations of the MBMPA within the broader National MPA Management Framework; and recommend changes in legislation and/or regulations that would enhance the commercial operations of MBMPA
- (c) Analyze the cost and revenue performance of the MBMPA to date; creating Base Year pro-forma financial statements
- (d) Current business strategy and mission
- (e) General organization/operations

**CHAPTER III: PRODUCTS AND SERVICES**

- (a) Description and history of MBMPA
- (b) Research and development functions
- (c) Monitoring and evaluation
- (d) Pricing:
  - User's standpoint
  - MBMPA's point of view
- (e) Sourcing supplies and materials
- (f) Intellectual property

#### **CHAPTER IV: MARKETS, CLIENTS AND COMPETITORS**

- (a) Main products, markets and clients: Identify the goods and services sold by the MBMPA; analyzing different revenue sources, price sensitivity and market perceptions of the MBMPA
- (b) Market characteristics
- (c) Clients
- (d) Competition
- (e) Positioning: Engage MBMPA's commercial stakeholders in discussions on the MBMPA's Business Objectives; including day charter operators, scuba dive operators, hotels and cruise ship representatives
- (f) Market strategy: Outline of overall strategy to promote the sustainable use of MBMPA; highlighting potential new products; promotional strategy; pricing and preliminary market testing
- (g) Projected sales: Identify new potential revenue sources that could be exploited by MBMPA; including but not limited to:
  - Increased user fees
  - Increased traffic
  - Commercial sales
  - Advertisements and endorsements
  - Grants and donations

#### **CHAPTER V: OPERATIONS AND ORGANIZATION**

- (a) Location & Premises
- (b) Marketing
  - General remarks
  - Promotion and advertising
- (c) Selling methodology
- (d) Company structure
- (e) Project management
- (f) Management information system/reporting

#### **CHAPTER VI: HUMAN RESOURCES**

- (a) Review of MBMPA's Human Resources policies and practices; looking at recruitment and remuneration issues, staff morale, and staff support for the Business Plan process
- (b) Recommendations on legal and organizational structure of MBMPA from an HR standpoint; including but not limited to organizing MBMPA as:
  - Part of the Ministry of Fisheries
  - A statutory body
  - A government corporation
  - A mixed public-private partnership (PPP)
- (c) MBMPA Stakeholder Committee
- (d) Technical assistance

## **CHAPTER VII: LEGAL FRAMEWORK, ENVIRONMENTAL ISSUES AND STAKEHOLDER CONSULTATION**

- (a) Social compliance issues
- (b) Matching MBMPA's commercial objectives with its social and environmental responsibilities
- (c) Strategies for encouraging local communities to support the Business Plan process and objectives
- (d) Environmental risk

## **CHAPTER VIII: A SUSTAINABLE FINANCING PLAN FOR MBMPA**

- (a) Financial history: Base Year pro-forma cost estimates
- (b) Recommendations on creating a sustainable financial structure for MBMP; with revenues including but not limited to:
  - User fees
  - Merchandise sales
  - Advertisements and endorsements
  - Grants and donations
  - Sustainable Financing Mechanism
  - Government budget
- (c) Income statement projections
- (d) Cash flow projections
- (e) Balance sheet projections

## **CHAPTER IX: RISK AND SENSITIVITY ANALYSIS**

- (a) Types of risks:
  - General economic environment
  - Political/regulatory
  - Changes in public opinion.
  - Market risk
  - Pollution
  - Legal
  - Staffing
- (b) Managing risks and ameliorating measures
- (c) SWOT analysis

**Appendix 6: Consultants PowerPoint report to be presented to the Board**



**Setting the Stage for Sourcing and  
Creating a Business Plan for the  
Molinière Beausejour Marine  
Protected Area (MBMPA)**

**S. Brian Samuel  
Business Consultant**

**Outline of Presentation:**

1. Introduction: MBMPA's Business Basics	5
2. Base Year Revenues: 2011 – 2012	10
3. Estimated Base Year Profit & Loss Account	20
4. Bridging the Gap: Potential Revenue Increases	24
a) Increases in User Fees	
b) Increases in Traffic	
c) New Revenue Sources	
d) Grants and Donations	
5. MBMPA Management and Stakeholder Consultation	41
6. Next Steps	49

**Annex**

1. Indicative MBMPA Business Plan Outline (separate document)

MBMPA
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1



**Objective: Lay the groundwork for a Business Plan and inform the Board on this process and requirements**

- Whether for MBMPA or a large corporation; the basic elements of a Business Plan are the same:

**A BUSINESS PLAN IS A FORMAL STATEMENT DEFINING A SET OF COMMERCIAL GOALS; AND A PLAN FOR ACHIEVING THOSE GOALS**

- Also contains information about the organization of the team attempting to reach those goals
- Identifies key issues in marketing and branding
- Identifies key stakeholders and what is required from each in order to reach the Plan's objectives
- Normally a 3 to 5 year time horizon is required, since investors will look for their annual return in that timeframe



**Business Planning is a subset of the overall management development of the MBMPA:**



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3



**Chapter 1  
Introduction:  
MBMPA's Business Basics**



**The Business Planning process must answer five strategic questions:**

1. **What are we selling?**
  - "A wide diversity of life forms on this outstanding reef, considered to be the best reef off the island of Grenada" (MBMPA Management Plan)
2. **Who are our clients/customers?**
  - Is it the dive & charter operators?
  - Or is it their customers?
3. **What are the commercial objectives of the MBMPA?**
  - To reduce the financial deficit? or
  - To eliminate the financial deficit?
  - Over what time horizon?
4. **How does MBMPA organize itself to meet these objectives?**
  - As a government Ministry?
  - As a government corporation?
  - Or even as a private corporation?
5. **Who "owns" MBMPA?**
  - What rights do stakeholders have vis-à-vis "shareholders"?

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6



**Marine resources are like any other natural resource:  
They have value; that comes at a price**

- In commercial terms: the Government of Grenada invested in creating MBMPA; and needs a return on its investment
- Grenada's marine resources have a value; it costs to maintain that value; so the principle of "user pays" is valid
- Up to now, there has been widespread acceptance of user fees
- BUT: "Beware of killing the goose that lays the golden egg"
- From a business point of view, after only 1 year it is too soon to raise fees, optically if nothing else
- We can predict the costs simply enough; predicting revenues is more problematic



**MBMPA is comprised of different interests  
(which don't always see eye to eye!)**

- Fisher-folk versus yacht-folk
- The need to conserve fish stocks; versus the need for fishing communities to earn a living
- The desire to keep user fees to a minimum; versus the need to be financially self-sufficient
- MBMPA's community stakeholder consultation: in corporate governance terms; does this mean giving stakeholders decision-making and/or veto powers?
- Underwater Sculpture Park is the biggest single tourist attraction in the MBMPA (the elephant in the room)
- Given their "shared water"; should be cooperation between MBMPA and the Sculpture Park



**Putting MBMPA's funding gap into perspective:**

Estimated MBMPA Base Year Profit & Loss Account	
REVENUES	US\$000,000
Mooring	\$ 42,754
Divers	\$ 18,071
Yachts	\$ 2,000
<b>TOTAL REVENUES</b>	<b>\$ 62,825</b>
<b>Costs:</b>	
Dredging costs and benefits	\$ 305,480
Insurance and risk	\$ 12,000
Boats and logs	\$ 3,811
Fuel & engine maintenance	\$ 2,000
Mooring & marker maintenance	\$ 2,000
Technical assistance, training & conferences	\$ 50,000
Other operating costs & overheads	\$ 72,527
<b>TOTAL MBMPA COSTS</b>	<b>\$ 450,308</b>
<b>NET PROFIT/(LOSS)</b>	<b>-\$ 387,483</b>

See Chapter 3 for explanatory notes



**Chapter 2  
Base Year Revenues:  
2011 – 2012**



**In its first Winter Season, MBMPA attracted  
14,426 paying visitors (Aug 2011 to April 2012):**

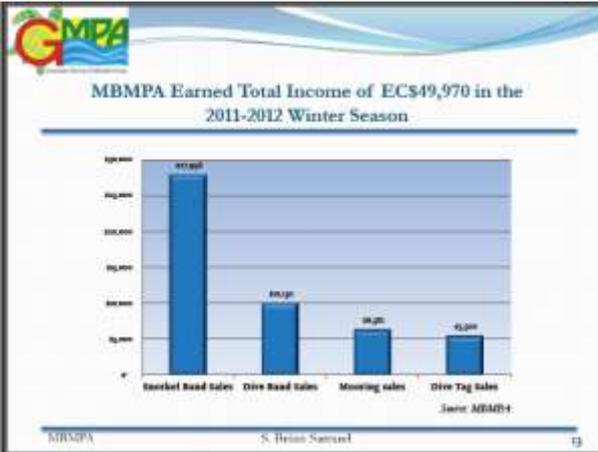


**Snorkelling provides 56% of revenues; followed by diving  
bands with 20%; and yacht moorings with 13%**

Total MBMPA Income: August 2011 to April 2012					
	Dive Tags	Dive Bands	Snorkel	Moorings	Total
Mooring Fees	\$ -	\$ -	\$ -	\$ 6,361	\$ 6,361
Day Charters	\$ -	\$ -	\$ 30,749	\$ -	\$ 30,749
Dive Operations	\$ 5,500	\$ 10,120	\$ 7,209	\$ -	\$ 22,829
<b>Total</b>	<b>\$ 5,500</b>	<b>\$ 10,120</b>	<b>\$ 37,958</b>	<b>\$ 6,361</b>	<b>\$ 60,939</b>
<b>Percent of Total</b>	<b>9.0%</b>	<b>16.6%</b>	<b>62.4%</b>	<b>10.5%</b>	<b>100.0%</b>

June 2012:14

- Dive tag sales are small, erratic and could be misused by unscrupulous Scuba operators
- We have no way of knowing how many times dive tags are used (assume 5 dives per tag)



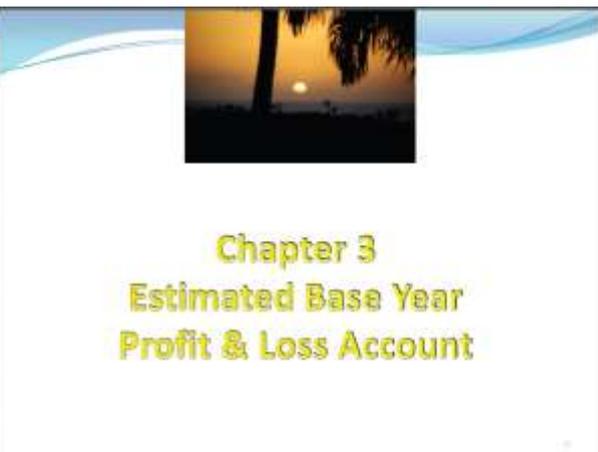
**As expected, MBMPE's summer revenues are significantly down on the Winter Season:**

MBMPE Income:	Avg Winter Season per Month	May 2012 Revenue	Percent of Winter Season
Snorkel Band Sales	\$ 3,000.00	\$ 932.43	31.1%
Dive Tag Sales	\$ 811.12	\$ -	0.0%
Dive Band Sales	\$ 1,125.55	\$ 134.00	11.9%
Mooring Fees	\$ 399.00	\$ 400.50	100.1%
<b>Total</b>	<b>\$ 5,555.17</b>	<b>\$ 1,466.93</b>	<b>26.4%</b>

Source: MBMPE

- May 2012 snorkel and scuba diving revenues were 30% of average Winter Season revenue per month
- Mooring fees held up better: 56% of Winter Season

- Recommendations on MBMPE's revenue accounting procedures:**
- MBMPE's system of recording and accounting for its revenues is archaic and based on government procedures and systems
  - There are 2 sets of accounting books:
    - Sales ledger: Excludes mooring fees, captures band/tag inventory data
    - Receipts ledger: Includes mooring fees, signed off by Fisheries cashier
  - Plus receipt books held by Warders for cash sales "on the water"
  - 90% of sales occur at MBMPE office to charter & dive operators
  - **Recommendations:**
    - Do away with "two-book system" – capture all accounting data at point of sale
    - Computerize sales: a simple accounting package can be obtained relatively cheaply, which prints receipts while automatically generating accounts





Revenues are only half of the picture; we must also look at MBMPA's cost structure:

Capital Costs	Operating Costs	Extraordinary Costs
<ul style="list-style-type: none"> <li>Construction and placement of moorings</li> <li>Construction and placement of mooring markers</li> <li>Outdoor signage</li> <li>Boat and engine</li> <li>Office facilities &amp; computers</li> <li>Mooraging equipment</li> <li>Training</li> <li>Technical assistance</li> </ul>	<ul style="list-style-type: none"> <li>Staffing costs and benefits</li> <li>Gasoline and oil</li> <li>Vehicle maintenance costs</li> <li>Telephone</li> <li>Office salaries</li> <li>Office rent</li> <li>Boat maintenance</li> <li>Engine maintenance</li> <li>Insurance</li> <li>Boys and moorings maintenance</li> <li>Maintenance of Soka equipment</li> <li>ADA accounting task filing &amp; equipment rental</li> <li>Cost of day tags</li> <li>Cost of mooring leads</li> </ul>	<ul style="list-style-type: none"> <li>Moorag conferences, meetings, etc</li> <li>Technical assistance</li> <li>Training</li> <li>Replacement of moorings and markers</li> <li>Major boat/engine overhauls</li> <li>Replacement of boat/engine</li> </ul>



Creating Base Year profitability estimates for MBMPA:

- Obtaining an accurate picture of MBMPA's true operating costs is next to impossible due to the fragmented nature of MBMPA's administration and accounts (such as they are)
- MBMPA has no accounting staff; all their record-keeping is done via the Fisheries Ministry
- However not all MBMPA's funds come from the Ministry, donors make substantial contributions
- Not all costs are incurred that should be; e.g. several moorings and markers are inoperable due to lack of cash for maintenance
- The estimates that follow are based on interviews with staff and need to be verified as part of the Business Plan



Estimated Base Year MBMPA Profit & Loss account:

Expenses	Estimate	Notes
<b>TOTAL REVENUES</b>	<b>\$ 2,288</b>	<b>From MBMPA account (estimated mooring fees)</b>
<b>Operating Costs</b>		
Staffing costs and benefits	2,400	as currently earned
Gasoline and oil	1,500	Estimate - 1 (fuel) and 1 (oil)
Vehicle maintenance costs	10,000	From MBMPA account (monthly rent)
Telephone	1,000	MBMPA (monthly estimate)
Office salaries	400	200 (fisheries) + 200 (not mooring estimates)
Office rent	1,500	200 (fisheries) + 1,300 (not mooring estimate)
Boat maintenance	2,000	Estimate - needs verification with Fisheries
Engine maintenance	4,000	Estimate - needs verification with Fisheries
Insurance	1,500	Estimate - 200 (boat) + 1,300 (other)
Boys and moorings maintenance	2,000	Estimate - needs verification with Fisheries
Maintenance of signs & billboards	2,000	Estimate - needs verification with Fisheries
Maintenance of Soka equipment	2,000	Estimate - 200 (boat) + 1,800 (other)
<b>TOTAL OPERATING COSTS</b>	<b>24,100</b>	
<b>Other costs (not earned)</b>		
Mooring leads	7,000	
Accounting task filing & equipment rental	2,000	Estimate - needs verification
Office facilities & computers	4,000	Estimate - 200 (monthly) + 3,800 (one-time)
Telephone	4,000	Estimate - 200 (monthly) + 3,800 (one-time)
Office rent	4,000	Estimate - 200 (monthly) + 3,800 (one-time)
Boat and engine	2,000	Estimate - 200 (monthly) + 1,800 (one-time)
Conferences, meetings, etc	10,000	Estimate - needs verification with Fisheries
Technical assistance	10,000	Estimate - needs verification with Fisheries
Training	2,000	Estimate - needs verification with Fisheries
Soka equipment	2,000	
<b>BASE YEAR NET PROFIT/LOSS</b>	<b>\$ -147,600</b>	

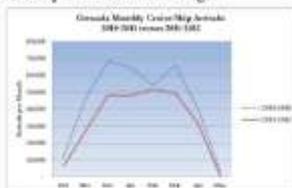


## Chapter 4 Bridging the Gap: Potential Revenue Increases



MBMPA's main market comes from cruise ships:

- Cruise ship arrivals outnumber hotel guests 3:1, and cruise passengers make up the bulk of mooring cruises on day charter operators
- However, cruise ship arrivals are declining.



Source: Grenada Tourism Board

- 2011-2012 was a **25.3% decline** over the previous Winter Season



A word on interpretation of cruise ship data:

- Tourism data on "cruise ship arrivals" does NOT measure the number of cruise passengers who actually visit the island
- The data measures the **total capacity of the ship**; not the passengers actually on board; nor those getting off the ship
- No record is kept of passengers actually disembarking
- Cruise ships normally operate at about 85-90% occupancy
- Cruise ship agents estimate that 20% of passengers do not get off the ship (and claim to have "seen Grenada")
- Most disembarking passengers just walk around the town – about 25% go on pre-paid land or marine excursions



### The Grenadian cruise ship market: 2009 - 2012

Grenada Cruise Ship Market: 2009 - 2012			
	2009-2010	2010-2011	2011-2012
Cruise Ship Capacity	133,537	134,891	265,131
Increase/Decrease over previous year		11.2%	-25.3%
Ship Calls	209	212	280
Average Ship Capacity	3,541	3,674	3,398
Average Ship Calls per Week	7.2	6.4	6.8
Actual cruise ship occupancy (30%)	281,381	335,400	286,639
Passengers disembarking (30%)	225,586	255,522	196,894
Passengers on pre-paid excursions (25%)	56,397	63,800	47,734
Passengers walking around town	146,121	162,640	145,171
Economists per cruise ship-day	278	300	251
Walk arounds per cruise ship-day	681	698	754

Source: Grenada Tourist Board, plus cruise ship agents

- These estimates "feel" about right; the numbers would be doubled for days when 2 ships were in port



### What percent of the cruise ship market does MBMPA represent?

MBMPA'S SHARE OF THE CRUISE SHIP MARKET: 2011-2012	
<b>If 80% of MBMPA's snorkelers are from cruise ships:</b>	8,377
= percent of cruise passengers disembarking	4.4%
= percent of pre-paid excursions	17.6%
<b>If 60% of MBMPA's Scuba divers are from cruise ships:</b>	1,756
= percent of cruise passengers disembarking	0.9%
= percent of pre-paid excursions	3.7%
<b>MBMPA Snorkelers plus Scuba divers from cruise ships:</b>	10,133
= percent of cruise passengers disembarking	5.3%
= percent of pre-paid excursions	21.2%



### MBMPA is a significant element in Grenada's tourism market:

- MBMPA attracts about five percent of all cruise passengers who get off the ship
- MBMPA attracts about **TWENTY PERCENT** of all cruise ship passengers who go on pre-paid excursions
- Becoming increasingly popular with schools, community groups and SGU students
- Protected bays in MBMPA are well positioned as a short-term yacht anchorage
- **These usage figures demonstrate that MBMPA is a significant component in Grenada's overall package of attractions as a tourism destination**



### Questions for consideration:

- What are Summer Season revenues likely to be?
  - > Very low, except for mooring fees
- What can be done to close down "leakages"?
  - > More patrols, more wardens
- What about local users?
  - > Charge them, the same as everyone else
- Can we increase user fees?
  - > Not advisable; after only one year it is too early to raise prices
- MBMPA branded merchandise?
  - > Offers potential for significant net revenues to MBMPA



### Marketing the MBMPA:

- What is MBMPA's market; what are its main characteristics?
  - > MBMPA's market is a subset of the overall Grenada tourism market
  - > MBMPA's market performance will rise and fall with the broader Grenada tourism market
- Who are MBMPA's clients?
  - > MBMPA's ultimate clients are the divers/snorkelers who go there
  - > The scuba and charter operators are market intermediaries
- What is MBMPA's competition?
  - > St George's, island tours, Grand Anse Beach, Concorde Falls, etc.....
- Branding: "MBMPA" - about the unsexiest name imaginable!
- Can we use a trading name; e.g. "Molinière Marine Park"?
- Can we do a marketing link with the Sculpture Park?



### Active versus passive marketing of MBMPA:

- The recognizable "brand" in MBMPA is the Sculpture Park
- Listed in Top 25 Wonders of the World by National Geographic
- MBMPA must be known as more than "home of the Sculpture Park"
- We must learn lessons of best practice in marketing MPAs in other parts of the world
- Tobago Cays has brand recognition - and fees to match
- Internet marketing: let satisfied customers spread the word: Facebook; TripAdvisor; Youtube; Twitter - people love to share their experiences, photographs and videos online
- The marketing objective is for clients to **ask** to go to MBMPA, not just be taken there by the day charter and dive operators

**Grenada's cruise ship market is on a downward trend:**

Informed sources report that next year will see a further decline in Grenadian cruise ship arrivals

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**Revenues could grow from two sources:**

- Revenues could grow "organically":
  - Increase in cruise ship arrivals (unlikely)
  - Increase in hotel arrivals (maybe)
  - Better collection ratio (through less leakage)
  - More visitors through MBMIPA becoming "branded"
- Or Revenues could grow from new sources:
  - Merchandise sales
  - Advertisements and endorsements (e.g. signage sponsors)
  - Grants and donations

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**With cruise ship arrivals in 2012-2013 scheduled to decline, only modest increases in user fees can be expected:**

2011 Forecast Cruise Revenue to 2012-2013	
Forecasted Arrivals	1,017
Forecasted Revenue May 2011 - 2012 (100% of historic base)	120
Forecasted Revenue to 2012-2013	4,444
Forecasted per user increase to May 12	10
Forecasted Revenue to 2012-2013	1,270
Forecasted Revenue to 2012-2013	5,714

2012 Forecast Revenue to 2013-2014	
Forecasted Arrivals	1,041
Forecasted Revenue May 2011 - 2013 (100% of historic base)	1,341
Forecasted Revenue to 2013-2014	12,520
Forecasted per user increase to May 12	10
Forecasted Revenue to 2013-2014	12,590
Forecasted Revenue to 2013-2014	13,931

2013 Forecast Revenue to 2014-2015	
Forecasted Arrivals	1,017
Forecasted Revenue May 2011 - 2014 (100% of historic base)	120
Forecasted Revenue to 2014-2015	4,444
Forecasted per user increase to May 12	10
Forecasted Revenue to 2014-2015	1,270
Forecasted Revenue to 2014-2015	5,714

\* Total margin revenue, based on 100% of historic base

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**Recommendation:**  
Do away with dive tag sales

- Dive tag sales are an anomaly:
  - They are for unlimited dives over a 12-month period, but in reality not many tourists would dive more than a few times in the MBMIPA;
  - They are subject to abuse by operators; and
  - They introduce uncertainty into data gathering
- Charge a straight US\$2 fee per dive
- Which leaves the question:
  - What to do with almost 4,000 plastic dive tags?
- Sell them! As fund-raising souvenir key-rings, in partnership with dive and snorkel operators
- Also: After a year's grace period; it is time to start cracking down on operators caught in the wrong

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**MBMIPA's users are a potential source of collateral revenue:**

POTENTIAL POLLO-SHIRT SALES:		POTENTIAL SOUVENIR KEYRING SALES (old dive tags):	
Forecasted total MBMIPA users	16,379	Forecasted total MBMIPA users	16,379
10% buy Pollo-shirts	1,638	10% buy Keyrings	1,638
Revenue @ US\$20 each	32,760	Revenue @ US\$5 each	8,190
Est. cost @ US\$30 each	49,140	Est. cost @ US\$1.25 each(NT)	2,047
Estimated Profit for the Year	\$ 11,928	Estimated Profit for the Year	\$ 6,143

- MBMIPA's clients are, generally speaking: (a) relatively affluent; and (b) environmentally aware - i.e. a captive market
- High-quality products can be marketed sensitively to a target audience of potential buyers, who by their very presence in MBMIPA are in support of its goals and objectives
- Other commercial possibilities exist: posters; advertisements; sign sponsors, endorsements; etc.

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**Commercial sales offer more potential than increased user fees:**

- With declining cruise ship arrivals expected for 2012-2013; MBMIPA must develop new sources of income: commercial sales could help bridge the gap

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### The Sustainable Financing Mechanism is a key element in MBMPPA's commercial strategy:

- The Conservation Trust will provide funding for all MPAs in Grenada, forecast to commence in 2013
- After 2 years, matching funds provided by Govt of Grenada
- Individual MPAs apply for funding from the Trust
- From 2013 user fees deposited into Trust, not Ministry
- MPA Boards will be recognised as NGOs
- Trust will be managed by a Board: 60% NGOs and 40% Government
- Enabling legislation currently being drafted by local law firm



### MPA's current and potential donors will be canvassed for technical assistance & financial support of the Business Plan:



## Chapter 5 MBMPPA Management and Stakeholder Involvement



### The Stakeholder Committee supervises MBMPPA's core business functions:

- Planning and oversight of daily MPA operations
- Management of staff (Wardens) appointed by the Ministry
- Raising funds, investing and spending powers within the MPA budget allocated by the MPA Management Committee – after the formalization of the Committee
- Permit issuance and fee collection
- Coordination of the implementation, monitoring and assessment of the results and revision of the Molinière-Beauséjour Management Plan.



### MBMPPA has management weaknesses due to its fragmented organizational structure (1):

- MBMPPA revenues disappear into "the black hole"
- Getting money for a sparkplug is like pulling teeth
- Little financial benefit (individually or for MBMPPA) for going above and beyond the call of duty
- Staff must feel sense of ownership in MBMPPA; not just a cog in a wheel
- Staff could be incentivized with ... money!
- Need to look at legal & HR implications, to see if better to create a government corporation rather than continue to run MBMPPA as a department of Fisheries

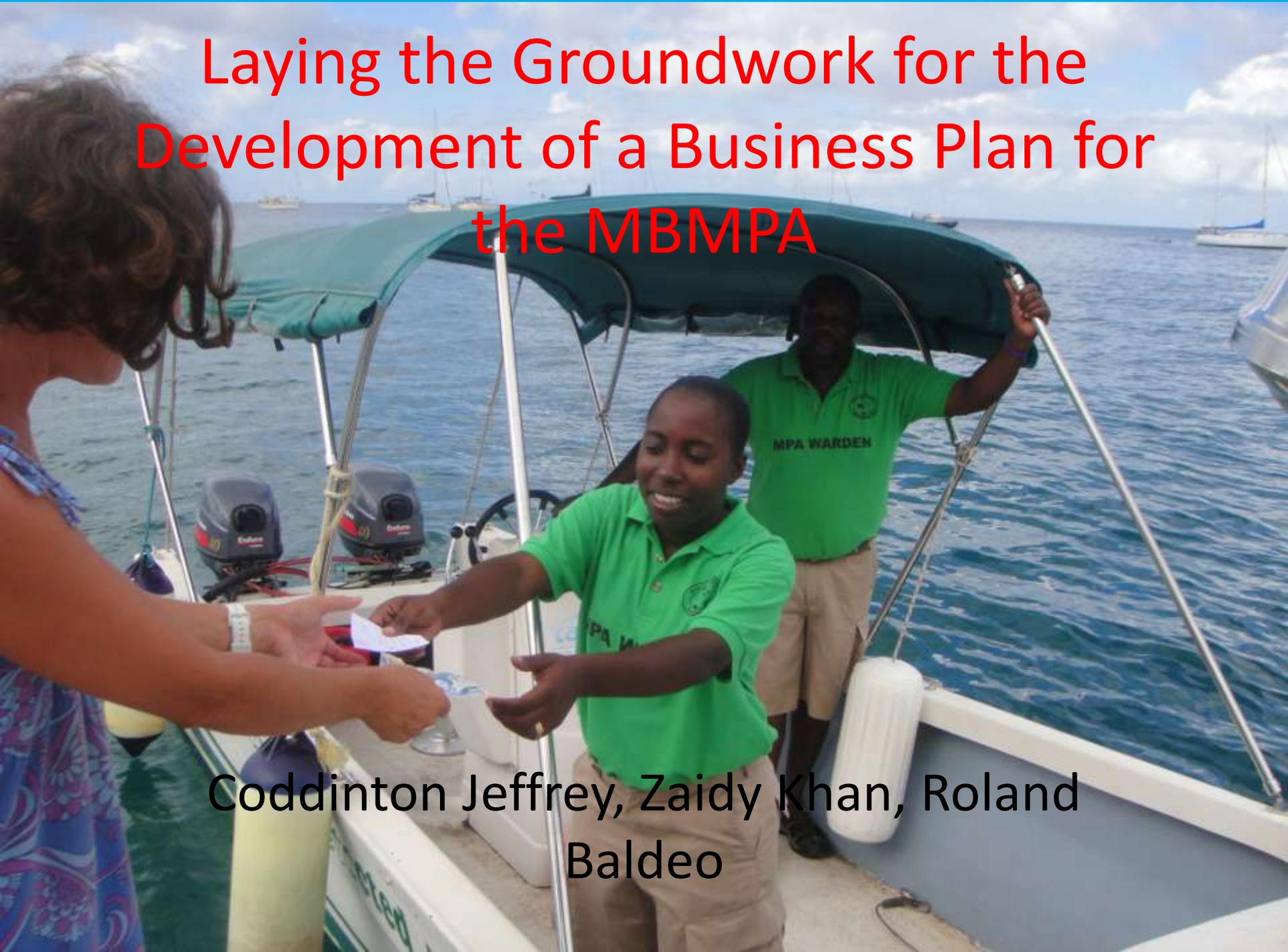


### MBMPPA has management weaknesses due to its fragmented organizational structure (2):

- MBMPPA employees are seconded from Fisheries
- Funding comes from the Ministry plus several donors
- There are no MBMPPA accounting or administrative staff; all goods, supplies and monies are sourced through the Ministry, and/or donors
- There is no core MBMPPA organization; autonomy nor financial responsibility for meeting budgets, etc (there is no budget)
- There is a disused MBMPPA building which has never been occupied for lack of funding
- MBMPPA needs, at the very least, its own accounts/admin officer



# Laying the Groundwork for the Development of a Business Plan for the MBMPA



Coddinton Jeffrey, Zaidy Khan, Roland  
Baldeo

# Background

- The Moliniere/Beausejour Marine Protected Area (MBMPA) was designated in 2001.
- It is 60 ha (0.23 sq. miles), 1.4 miles (2.2km) long.
- Adjacent to the MPA are six communities that have a stake in the MPA.
- The MBMPA Stakeholder Committee was formed in 2009 to assist with decision-making and implementation of the management plan
- This Committee has since been acting as an advisory committee to the Fisheries Division for the day-to-day operation of the MPA.

# Background

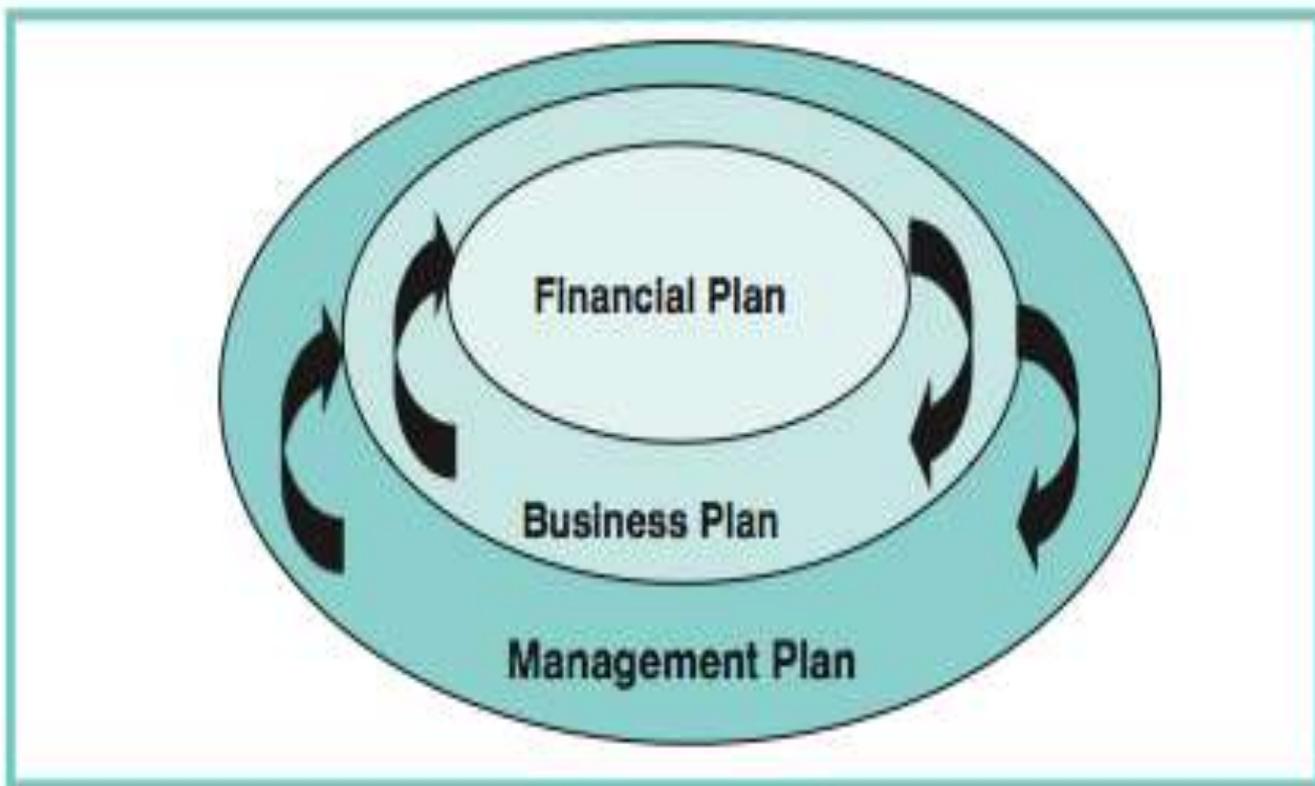
- The Moliniere / Beausejour Marine Protected Area Management Board was established in February 2012 to act as an advisory body to the National MPA Management Committee
- It comprises of mainly stakeholder organizations to facilitate the implementation of the *Management Plan* for the MBMPA.
- After consultation with stakeholders collection of user fees started in August 2011.

# Concept

The guidelines are based upon a number of principles:

- That business plans should be developed within the overall context of the Protected area management plans and legal frameworks, thus ensuring that generating revenue remains a means towards the end of more effective biodiversity conservation and does not become an end in itself;
- That a business approach should be adopted towards financing protected areas, which entails defining relevant consumers and identifying ways of capturing a fair return from them; and
- That both public and private revenue streams are important, with public revenue streams linked to public goods and private revenues to private goods.

**Figure 3 A planning hierarchy for protected areas**



# Specific objectives

- To lay the groundwork for a business plan and inform the board on this process and requirements.
- This all will help to prepare the management board for future management of funds by providing a financial and business plan base line

# Method

- A “terms of reference” (TOR) was developed
- Outlining specific duties and responsibilities
- Competencies
- Required skills and experience
- Took 2 months to get a consultant
- MBMPA data was made available

**Snorkelling provides 56% of revenues;  
followed by diving bands with 20%; and yacht  
moorings with 13%; dive tags 11%**

	<u>Tags</u>	<u>Bands</u>	<u>Snorkel</u>	<u>Moorings</u>	<u>Total</u>
Mooring Fees	\$ -	\$ -	\$ -	\$ 6,381	\$ 6,381
Day Charters	\$ -	\$ -	\$ 20,749	\$ -	\$ 20,749
Dive Operators	\$ 5,500	\$ 10,130	\$ 7,209	\$ -	\$ 22,839
<b>Total</b>	<b>\$ 5,500</b>	<b>\$ 10,130</b>	<b>\$ 27,958</b>	<b>\$ 6,381</b>	<b>\$ 49,970</b>
<i>Percent of Total</i>	<i>11.0%</i>	<i>20.3%</i>	<i>56.0%</i>	<i>12.8%</i>	<i>100.0%</i>

## A rough estimate of the amount of cruise ship visitors:

<b>Estimated Grenada Cruise Ship Market for 2011-2012 Season</b>		
Total capacity of Cruise Ships		284,277
Actual occupancy (90%)		255,849
Passengers Disembarking (80%)		204,679
Pre-paid excursionists (20%)		40,936
"Walk-arounds"		163,744
Cruise ship calls		190
Excursionists per cruise ship day		215
Walk-arounds per cruise ship day		862

# Snorkel sales tend to follow the Cruise Ship Season



2011-2012 Snorkel Sales



2011-2012 Cruise ship arrivals

## Base Year estimates:

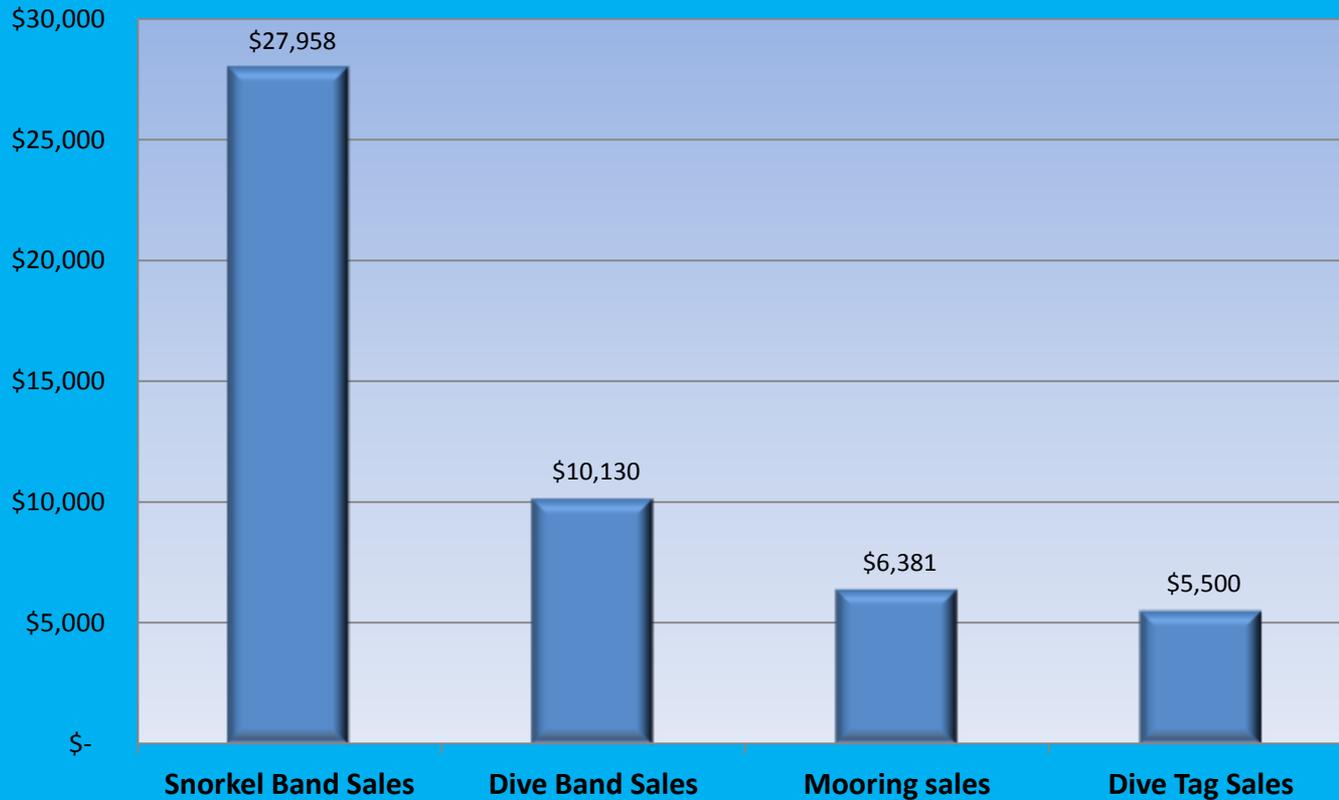
<b>Revenues:</b>	<u>Base Year</u>
- Snorkel	\$ 28,890
- Divers	\$ 16,672
- Yachts	\$ 7,658
- Commercial Sales	\$ -
<b>Total Revenues</b>	<b>\$ 53,220</b>
<u>Less:</u>	
Salaries	\$ 105,600
Gasoline	\$ 14,400
Depreciation (over 10 years)	\$ 15,000
Misc office expenses	\$ 24,000
Maintenance	\$ 3,000
<b>Total Costs</b>	<b>\$ 162,000</b>
<b>Deficit</b>	<b>-\$ 108,780</b>

## The significance of the cruise ship to the MBMPA

- Data shows that most snorkelers are cruise ship passengers
- The MBMPA is an important element in Grenada's overall attraction as a tourist destination

Day Charter Snorkellers to MBMPA	7,771
= percent of cruise passengers disembarking	3.8%
= percent of pre-paid excursionists	19.0%

# MBMPA Earned Total Income of EC\$49,970 in the 2011-2012 Winter Season



# Questions for consideration

- How can we deal with this deficit?
- What can be done to increase users
- What about local users
- How can we increase revenue from users
  - increasing fees
  - Selling merchandise
  - seeking donations
- What about sourcing grants, donations, etc.
- What can be done to close down leakages.

# User fees could grow as a result of increased cruise ship arrivals and better collections:

<b>Forecast Snorkelers in 2012-2013:</b>	
Snorkelers Aug-April	10,471
Est. May-Jul @10%	349
<b>Total snorkelers in Base Year</b>	<b>10,820</b>
Est. % increase yr 2	20%
<b>Forecast snorkelers 2013</b>	<b>12,984</b>

<b>Forecast Scuba Divers in 2012-2013:</b>	
Total divers Aug-April	2,927
Est. May-Jul @20%	195
<b>Total scuba divers Base Year</b>	<b>3,122</b>
Est. % increase yr 2	20%
<b>Forecast scuba divers 2013</b>	<b>3,747</b>

<b>Forecast Yacht Calls in 2012-2013:</b>	
Total yachts Aug-April	239
Est. May-Jul @60%	48
<b>Total yacht calls in Base Year</b>	<b>287</b>
Est. % increase yr 2	40%
<b>Forecast yacht calls 2013</b>	<b>402</b>

# User fees in 2013 could grow by over 20% over the Base Year:

## Potential Growth in User Fees



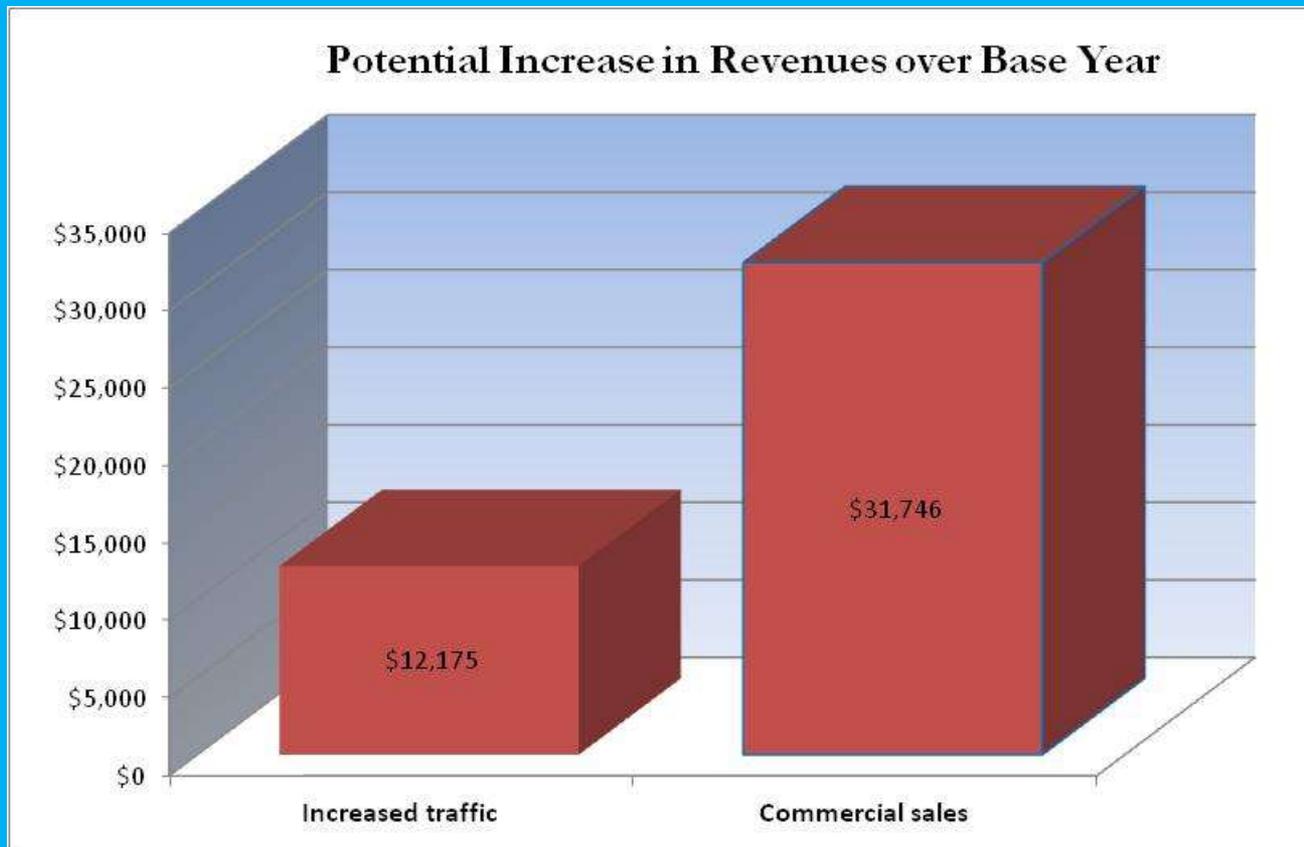
# MBMPA's users are a potential source of collateral revenue:

<b><u>POLO-SHIRT SALES:</u></b>	
Total MBMPA users	17,935
If 3% buy Polo-shirts	538
Revenue @ US\$25 each	35,916
Cost @ EC\$30 each	16,142
<b>Profit for the Year</b>	<b>19,774</b>

<b><u>WRISTBAND SALES:</u></b>	
Total MBMPA users	17,935
If 5% buy Wristbands	897
Revenue @ US\$5 each	11,972
Cost: up to 5,000 = free	-
<b>Profit for the Year</b>	<b>11,972</b>

- High-quality products can be marketed sensitively to a target audience of potential buyers, who by their very presence in MBMPA are in support of its goals and objectives
- Other commercial possibilities exist: posters; advertisements; endorsements; etc.

# Commercial sales offer more potential than increased user fees:



Including commercial sales, total MBMPA revenue could almost double over the base year:

<b>POTENTIAL INCOME FOR 2013:</b>	
<b>FEE INCOME:</b>	
- Snorkelers	\$ 34,668
- Divers	\$ 20,007
- Yachts	\$ 10,721
<b>TOTAL FEE INCOME</b>	<b>\$ 65,395</b>
Plus:	
<b>PROFIT ON POLO SHIRT SALES</b>	<b>19,774</b>
<b>PROFIT ON WRISTBAND SALES</b>	<b>11,972</b>
<b>TOTAL POTENTIAL REVENUE</b>	<b>\$ 97,141</b>
Percent increase over base year	83%

# With more users and new revenue sources; MBMPA's annual deficit could be significantly cut:

<b>Revenues:</b>	<b><u>Base Year</u></b>	<b><u>2013</u></b>	<b><u>% change</u></b>
- Snorkel	\$ 28,890	\$ 34,668	20.0%
- Divers	\$ 16,672	\$ 20,007	20.0%
- Yachts	\$ 7,658	\$ 10,721	40.0%
- Commercial Sales	\$ -	\$ 31,746	N/A
<b>Total Revenues</b>	<b>\$ 53,220</b>	<b>\$ 97,141</b>	<b>82.5%</b>
<b><u>Less:</u></b>			
Salaries	\$ 105,600	\$ 105,600	0.0%
Gasoline	\$ 14,400	\$ 17,280	20.0%
Depreciation (over 10 years)	\$ 15,000	\$ 15,000	0.0%
Misc office expenses	\$ 24,000	\$ 24,000	0.0%
Maintenance	\$ 3,000	\$ 3,000	0.0%
<b>Total Costs</b>	<b>\$ 162,000</b>	<b>\$ 164,880</b>	<b>1.8%</b>
<b>Deficit</b>	<b>-\$ 108,780</b>	<b>-\$ 67,739</b>	<b>-37.7%</b>

# Key learning



## Major changes needed in legislation & culture:

- Changing legislation is a long, cumbersome process; do it once; and do it all; including commercialization provisions
- The MBMPA will need to be run along business principles; as it will be collecting revenues; purchasing supplies; maintaining inventories; marketing itself; etc
- Who is the ultimate decision-maker on policy and practical matters?
- There will inevitably be occasional conflict between MBMPA and its stakeholders; with whom does the buck stop; who has the final say?
- MBMPA needs to be ring-fenced; given financial autonomy; a budget with approved annual subsidy/grant until it achieves financial self-sufficiency
- Also need to look at issue of policing powers of MPA Wardens – long process to get enforcement of no-fishing regulations

# Marketing the MBMPA:

- What is MBMPA's market; what are its main characteristics?
  - MBMPA's market is a subset of the overall Grenada tourism market
  - MBMPA's fortunes will rise and fall with the broader Grenada tourism market
- Who are MBMPA's "clients": the marine operators; or their customers?
  - MBMPA's clients are the divers/snorkelers, the operators just take them there
- What is MBMPA's competition?
  - St George's town, island tours, Grand Anse Beach, Concorde Falls, etc
- Can we think of a trading name; e.g. "Molinier Marine Park"?

## Passive vs. active marketing:

- MBMPA already has brand recognition; but “passively”
- The recognizable brand in MBMPA is the Sculpture Park
- MBMPA must be more than “home of the Sculpture Park”
- We must learn lessons of best practice in marketing MPAs in other parts of the world
- Tobago Cays has brand recognition – and high fees to match
- Internet marketing is free and effective; let satisfied customers spread the word: Website; Facebook; TripAdvisor; Youtube; Twitter – people love to share their experiences online
- MBMPA needs its own website;
- The marketing objective is for clients to **ask** to go to MBMPA; not just be taken there by the day charter and dive operators

# Marine resources are like any other natural resources: They have a price!

- In simple commercial terms: the GoG invested in the creation of MBMPA; and now needs to earn a return on its investment
- Grenada's marine resources have a value; it costs money to maintain that value; so the principle of "user pays" is valid
- Up to now, there has been widespread acceptance of user fees
- BUT: beware of killing the goose that lays the golden egg
- From a business point of view, after only 1 year, it is too soon to raise fees, optically if nothing else
- We can predict the costs simply enough; predicting revenues is more problematic

# If we are not going to increase user fees, revenues could grow by 2 methods:

- Revenues could grow “organically”:
  - Increase in cruise ship arrivals
  - Increase in hotel arrivals
  - Better collection ratio (less leakage)
  - MBMPA becoming “branded”
- Or Revenues could grow from new sources:
  - Merchandise sales
  - Donations from users/others
  - Website advertisements
  - Grants and donations

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Thank you!!!