

**CIRCULATING COPY**  
**Sea Grant Depository**



---

**LOAN COPY ONLY**

**Working  
Paper  
Series**

ECONOMIC ANALYSIS OF COASTAL  
MARINAS IN  
SOUTH CAROLINA

by

Robert S. Pomeroy

Department of Agricultural  
Economics & Rural Sociology

Clemson University

This research was supported by a  
grant from the Clemson/Sea Grant  
Marine Extension Program.

July, 1987

## Table of Contents

	Page
Introduction .....	1
Method and Scope of the Study .....	2
Characteristics of Coastal Marinas .....	4
Marina Ownership and Management .....	4
Employment .....	5
Boating Services Offered by Marinas .....	7
Marina Facilities .....	8
Business Structure .....	11
Business Problems .....	12
Marina Profile .....	13
Geographic Profile .....	14
Economic Impact of the Coastal Marina Sector .....	15
Summary .....	17
References .....	19
Appendicies	
A South Carolina Coastal Marina Inventory, 1986 ..	21
B South Carolina Coastal Marina Survey .....	23

## List of Tables

Table	Page
1 Marine Ownership .....	4
2 Full- and Part-Time Marina Employment .....	6
3 Seasonal Marina Employment .....	6
4 Boating Services and Facilities .....	7
5 Marina Rate Schedule for Wet Storage Slips ...	10
6 Gross Income Comparison of Marinas .....	12
7 Major Marina Business Problems .....	13
8 Marina Business Comparison Profile .....	14
9 Total Value of Business Activity by Category for Coastal Marinas .....	16
10 Total Economic Impact of Coastal Marinas .....	17

# Economic Analysis of Coastal Marinas in South Carolina

Robert S. Pomeroy  
Department of Agricultural Economics and Rural Sociology  
Clemson University

## Introduction

Many of the South Carolinians and visitors who recreate in boats along the coast patronize marinas for a variety of goods and services such as fuel, oil, bait, boat and motor repair and maintenance, and storage. In recent years, the number of registered boats in the state of South Carolina has risen dramatically. In 1972 there were approximately 87,000 registered boats in the state. This had risen to approximately 210,000 by 1983, an increase of almost 2.5 times in a little over a decade (National Marine Manufacturers Association). It is predicted that boat registrations in the state will increase by 9,000 to 10,000 per year in the coming five years (South Carolina Wildlife and Marine Resources Department). Due to the importance of boating as a coastal recreation activity it was felt that the marina industry was also economically important to the state. Yet, little was known about the marina business in the state to accurately assess its economic importance. The purpose of this study was to measure the economic impact of the coastal marina industry on the South Carolina economy. Specifically, the studies objectives were (1) to determine the location of marinas throughout the coastal region of South Carolina; (2) to identify services and facilities available to the boating public; (3) to develop estimates of the direct and indirect economic impacts of

the marina industry on the South Carolina economy; and (4) to identify business problems related to the marina industry.

The original request to conduct this study came from the South Carolina Marina Association through the Sea Grant Marine Extension Program. This study was conducted to fill that request.

With the projected increased demand for boating along the coast, it is felt that there will be a complementary demand for marina services and facilities in the future. Information regarding marina businesses is needed so that proper decisions can be made regarding expansion and improved management of existing facilities to help assure success of these businesses.

#### Method and Scope of the Study

This study restricted itself to coastal marinas located in the eight coastal counties of South Carolina. For purposes of this study, a coastal marina was defined as a water oriented business serving Intracoastal Waterway, coastal waters and ocean boat users with at least the following facilities: 1) marine gas and oil, 2) a dockside fuel pump, and 3) either wet or dry storage for boats of at least 16 to 20 feet in length. Both privately owned and publicly owned and operated marinas were included in the study. In 1986 there were 47 such businesses in South Carolina which fit these criteria.

Coastal marinas were identified through use of a facilities inventory provided by the Sea Grant Marine Extension Program. This list was checked against telephone book listings and with

members of the S.C. Marina Association for accuracy.

In November 1985 a cover letter of explanation and a preliminary questionnaire was sent to 58 marinas to make marina operators aware of the study, to request their input in evaluating the questionnaire and to check on the current status of operating marinas. Following this initial mailing the marina inventory list was reduced to 47 marinas.

In January 1986, 47 questionnaires were sent out. A followup letter and questionnaire was sent to those who did not respond to the first request in March 1986. During March and April 1986, a graduate student telephoned those marinas which had not responded to check on the status of the questionnaire and to answer questions. An additional questionnaire was sent to those who requested it. During this time the student also called marinas which had sent in their questionnaires to check on unclear responses and to obtain additional information. During May and June 1986 a graduate student conducted a telephone survey to obtain information from those marinas which had not responded. This survey was a shortened version of the questionnaire.

Of the 47 marinas contacted it was possible to get completed questionnaires from 18 marinas, partially completed questionnaires (primarily lack of financial data) from 21 marinas, 1 incomplete and unusable questionnaire, 4 questionnaires that were not applicable (reported as boatyards or restaurants), and 3 marinas which did not answer the questionnaire.

A copy of the questionnaire is included in the appendix.

## Characteristics of Coastal Marinas

### Marina Ownership and Management

The majority of coastal marinas were private, incorporated owner-operated operations, open to the public. Thirteen of the marinas fell into this category. Seven of the marinas were private owner-operated sole ownership facilities. Five of the marinas were organized as private owner-operated partnerships. Eight of the marinas were private nonowner-operated corporations. Three of the marinas were private, members only corporations. Only one marina was a sub-chapter S corporation. Two of the marinas were operated by county or municipal government (Table 1).

Table 1. Marina Ownership

Type of Ownership	Number Reporting
private, corporation, owner-operated	13
private, sole ownership, owner-operated	7
private, partnerships, owner-operated	5
private, corporation, nonowner-operated	8
private, corporation, members only	3
private, sub-chapter S corporation	1
public (county or municipal government)	2

The average length of operation of coastal marinas was about 15 years. This ranged from one newly opened facility to a marina which had been in operation for over 50 years. Most of the owners of these marinas had not owned their marina for as long as it had been in operation. The average length of ownership was about 7 years.

Ten of the marinas reported that their financial statements were prepared on a cash basis. Eight marinas reported that they used an accrual system. Eleven of eighteen marinas used computers in their business.

Several marinas reported that they advertised. Of the six marinas reporting this, the most common advertising media was the Waterway Guide and the telephone directory (Yellow Pages).

### Employment

The marinas were asked several questions concerning their labor requirements on a part- and full-time basis, seasonal needs, and by job category. A part-time employee was considered someone who worked for the marina less than six months per year or less than four hours per day.

Five of the 39 marinas were basically one-person operations. These marinas were owner-operated facilities. The owner would hire one or two part time employees during the peak summer months. These marinas generally provided only storage facilities and fuel.

The majority of marinas provided a greater variety of facilities and services and thus required more than one employee. The average number of full-time employees was six. This ranged from five marinas with a year round employment of two full time persons to a marina with 30 full time persons (see Table 2). Full-time employment varied during the year with a high of 6.2 people in the summer and a low of 5.5 people in the winter.

The average number of part-time and seasonal employees was three. Not all of the marinas hired part-time or seasonal labor. Part-time employment also varied throughout the year with a high of 3.2 people in the summer months to a low of 2.1 people in the winter. During the peak summer months the average marina employed about 9 people. Table 3 provides information on the seasonal employment patterns of marinas.

Table 2. Full- and Part-Time Marina Employment

Number of Employees	Marinas Reporting	
	Full Time	Part Time
1	5	11
2	5	3
3	5	3
4	6	2
5	4	2
6	6	-
7	1	-
8-15	3	1
>15	4	-

Table 3. Seasonal Marina Employment

	Full Time	Part Time
Summer	6.2	3.2
Fall	5.7	2.2
Winter	5.5	2.1
Spring	5.8	2.9

It is estimated that the total summer employment of the 39 coastal marinas was approximately 405. There are estimated to be 285 full-time and 120 part-time employees during this season. The 39 marinas are estimated to employ approximately 300 people on a year round basis. There are estimated to be 210 full-time and 90 part-time people employed year round by the marinas.

Of the marinas reporting, the majority of people were

employed in the general job category including dock hands, maintenance, and clerks. This category made up the bulk of part-time and seasonal employees hired by marinas. The administrative category contained the second largest number of employees. Most of these administrative employees were full-time and there was little part-time or seasonal employment in these category. There was some seasonal and part-time employment (primarily in the spring and summer) in the sales and mechanical categories but most of these employees were full time.

#### Boating Services Offered by Marinas

A broad range of boating and related services and facilities were offered by the marinas. All marinas studied offered marine fuel and oil sales, dockside fuel pumps, and wet or dry storage for boats. A majority of marinas offered other services such as boat and engine repair, bait and tackle, boat rental, ships store, and boat hauling. Table 4 provides a listing of services and facilities offered by the coastal marinas.

Table 4. Boating Services and Facilities

Service	No. of Marinas
marine fuel/oil	39
dockside fuel pump	39
wet storage	39
boat ramp	27
ships store	26
boat/engine repair	23
bait/tackle	23
sewage pumpout	22
boat rental/charter	18
hauling	16

restaurant	15
boat\engine sales	12
drystack storage	10
sportfishing	9
lodging	5

### Marina Facilities

The average coastal marina in South Carolina occupied about 5.6 acres of land. Of the seventeen marinas reporting, ten owned all their land, four owned part and leased part of the land they occupied, and three leased all their land.

Most of the marinas had two buildings, one used for mechanical and repair work and the other for administration and ships store. One marina had a total of eight buildings used for a variety of purposes including boat storage and lodging.

Eleven of the marinas provided information on the current market value of their marina including land, buildings, docks and equipment. The value ranged from \$225,000 to \$4,600,000. The average current market value of coastal marinas was \$1,300,000.

All marinas studied maintained wet storage docks for boats. Approximately 26% of the marinas provided drystack storage. Two marinas provided moorings. Fifteen marinas reported that they provided off season dry storage facilities.

Thirty-six of the marinas provided wet storage slips. There were a total of 3001 slips available at these marinas. The average capacity of these marinas was 83 slips. This ranged from one marina with two slips to a marina with a capacity of 289 slips.

Nine marinas offered drystack storage facilities. There were a total of 856 drystack storage spaces available at these marinas. The largest drystack facility had a capacity of 230 spaces while the smallest provided 5 drystack spaces.

Only two marinas provided a total of 9 moorings.

Six marinas provided a total of 5650 feet of linear dock area. Two of these marinas provided only linear docks and no slips.

Fifteen marinas reported that they had capacity for a total of 285 boats to be stored on land during the winter.

Twenty-six marinas reported that they had a total of 448 wet storage slips available for transients. Five marinas reported that they had a total of 2300 feet of linear dock area available for transients.

Sixteen marinas reported the percentage of sail and power boats stored at their facility. Five of the marinas reported a fifty/fifty split between sail and power. Two marinas reported 100% power boats. The remaining facilities reported having a higher percentage of power boats than sailboats. This averaged about 33% sail to 66% power. One interesting note was that the marinas in the Charleston area reported having a higher percentage of sailboats at their facility than did marinas in the Hilton Head/Beaufort area. In the Charleston area the marinas reported that 75% of their boats are sailboats while in the Hilton Head/Beaufort area it was just the opposite.

The majority of the marinas reported a peak season dockage capacity utilization rate of 85% or higher. Only six of the 33

marinas stated that they had a utilization rate less than this during the peak season. The utilization rate dropped during the off season to approximately 75%. Nine of the marinas reported a 100% utilization rate year round.

The marinas were asked to supply information on their slip, mooring and drystack rate schedule. Eighteen marinas provided this information. Table 5 provides information on wet storage slip rate schedule's.

Table 5. Marina Rate Schedule for Wet Storage Slips

Rate Period	Average Rate (per foot)	Range (per foot)
daily	\$ .55	\$ .40-.70
weekly	\$2.50	\$2.00-3.25
monthly	\$4.35	\$3.00-8.00

Three marinas set their monthly rate schedule on a flat rate basis. This ranged quite widely from a low of \$60 per month at one marina to a high of \$795 per month at another.

One marina reported that they were selling slips. The price asked varied based on three different slip sizes available.

Moorings were used for transients and the daily rate for a mooring was \$5.00.

Drystack storage rates varied, with some marinas charging monthly rates by the foot and some charging a flat rate. The monthly rates on a per foot basis averaged \$7.50. The flat rate averaged \$40. Some marinas charged an additional fee per foot over a minimum boat size.

Winter outside dry storage rates averaged \$3.00 per foot.

### Business Structure

The marinas reported that the majority of their moorage business came from in-state customers. It was reported that approximately 67% of the moorage business was from in-state and 33% from out-of-state. The same was true for other marina business. Approximately 60% of other marina business, such as repair and maintenance, boat and engine sales, bait and tackle, was from in-state customers and the remaining 40% of business was from out-of-state customers. In the Myrtle Beach/Georgetown area the majority (85%) of business comes from in-state customers. In the Charleston and Hilton Head/Beaufort areas approximately 2/3 of business is from in-state customers with the rest from out-of-state customers.

Of the business from in-state customers, the marinas reported that on average approximately 78% was due to individuals (non-business). Approximately 15% was from charter and party boats, 4% was from commercial fishermen, 2% was from government, and 1% from other marine businesses.

Most marinas purchased boats, trailers, and engines from suppliers outside of South Carolina. The marinas purchased such products and services as insurance, labor, fuel, oil, bait, lumber, dredging, and store supplies primarily from in-state suppliers. Products such as boating hardware and accessories were reported to be supplied almost equally from in-state and out-of-

state sources. Most of the marinas reported that they obtained financing from in-state sources.

Eighteen marinas provided financial information concerning income and expenses. Table 6 provides a comparison of gross income.

Table 6. Gross Income Comparison of Marinas

Gross Income Category	Number of Respondents in Category
< \$50,000	2
\$50,000-99,000	2
\$100,000-499,000	6
\$500,000-999,000	7
\$1,000,000-1,499,000	1
>\$1,500,000	-

Of the 18 marinas reporting financial information, 13 reported that they had made a profit in the last business year.

The primary source of income for the marinas was from moorage. This was followed by boat/engine/equipment sales, fuel/oil sales, ships store/restaurant, and boat/engine repair. The major expense items were wages and salaries, boat/engine/fuel/accessory purchases, insurance/legal, utilities, taxes and land/building rental.

#### Business Problems

The marinas were asked to list and rank their major business problems. As can be seen in Table 7 there were at least nine different problem areas.

Table 7. Major Marina Business Problems

Nature of Problem	Number Reporting
finding/keeping good employees	7
siltation/dredging	5
insurance	5
bad accounts	4
not enough slips/too costly to build	3
state agency regulations	3
inadequate cash flow	2
seasonal nature of business	2
taxes	1

The major business problem reported by marina managers was their inability to find and keep good, dependable employees. Many felt that relatively low wages and the seasonal nature of marina employment made it difficult to hire and keep dependable employees.

### Marina Profile

The survey provides useful statistics on a number of characteristics of marinas. It is useful to consider the statistics of marinas within particular profile categories for business comparison purposes. By relating marina size (number of wet slips) to number of employees, gross income and the kinds of services and products offered for sale, it is possible to get a better picture of the business structure and performance of different types and sizes of marinas. Eighteen marinas provided financial information which can be used for developing this profile. Four size categories were established (Table 8).

Table 8. Marina Business Comparison Profile

	Number of Wet Slips	Number of Marinas	Average Number of Full/Part Time Employees	Services Provided	Average Gross Income
1.	< 50	6	3/2	f,r,h,sa,st, ta	\$303,000
2.	50-100	2	5/2	f,ren,sew,r, st	\$610,000
3.	100-200	4	5/3	f,r,ta,sew, st,res,h	\$589,000
4.	> 200	6	9/5	f,r,sa,sew, st,ta,ren,res	\$935,000

f=fuel/oil; r=repair; res=restaurant; sa=sales; ren=rental;  
 st=ships store; ta=bait/tackle; h=hauling; lod=lodging;  
 sew=sewage

At the outset of this research project a major objective was to develop a financial ratio analysis of coastal marinas in the state. It was not possible to obtain adequate information on the finance's of marinas to conduct this analysis.

### Geographic Profile

Certain geographic trends were observed from the data on marina industry structure along the coast. It appeared that marinas in the central part of the coast around Charleston were on average larger in terms of wet and dry storage capacity. While all of the three coastal regions seemed to have similar patterns of peak season utilization of storage facilities, the marinas in the Myrtle Beach/Georgetown area appeared to have a lower percentage of off season utilization than the other two regions.

### Economic Impact of the Coastal Marina Sector

The data provided by the marinas was not complete enough to determine the exact economic impacts of the coastal marina industry on the state's economy. In order to develop figures for economic impact it was necessary to extrapolate and aggregate from a relatively small sample of marinas of the whole population. Due to this it is possible that the margin of error in this analysis may be large.

Eighteen marinas provided financial information on gross income. Ten marinas provided more detailed financial information on the sources and amount of revenue and expenses. Using the marina profile categories described above, two of these ten marinas were in category 1, three were in category 2, three were in category 3, and two were in category 4. Utilizing the four categories presented in the marina profile, the 39 marinas were categorized based on number of wet slips, average number of summer and year round employees, services provided, and percentage utilization. This analysis provided a gross volume of business figure for the 39 coastal marinas in 1985 of approximately \$26,553,000.

Since marinas are primarily service providers, the output of this industry is considered to be the service that it provides to boaters. The value of this service is considered to be the difference between the total cost of goods purchased for resale by the marinas and the total gross income of the marinas. Based on the more detailed financial information provided by the ten marinas it was possible to estimate a total cost for the goods

sold by marinas, that is, the cost to the marina of boats, engines, fuel, bait, tackle, parts, equipment, services, etc. purchased. This figure was estimated to be approximately \$8,500,000. Thus, the value of marina business is calculated as gross volume of business (\$26,553,000) minus cost of goods sold (\$8,500,000) or approximately \$18,053,000.

Based on reported sources of moorage and other marina business, it is estimated that \$11,734,450 of the total value of marina business is due to in-state customers and \$6,318,550 is due to out-of-state customers.

In order to estimate the total, direct and indirect, economic impacts of the 39 coastal marinas on the state's economy, the coastal marina sector was analyzed using a recently completed South Carolina input-output model (Pomeroy and Lamberte 1986). Based on information provided by the marinas, seven business activity categories were defined - moorage, fuel/oil, boat/engine repair, boat/engine sales, charter fishing/rentals, store, and restaurant. The percentage value of business for each of these categories was calculated (Table 9).

Table 9. Total Value of Business Activity by Category for Coastal Marinas, 1985

Business Activity	% of Business Output	\$ Value of Sales to Final Users
1.moorage	40	\$7,221,200
2.fuel/oil	18	\$3,249,540
3.boat/engine repair	7	\$1,263,710
4.boat/engine sales	20	\$3,610,600
5.charter fishing/rentals	5	\$ 902,650
6.store	5	\$ 902,650
7.restaurant	5	\$ 902,650
Total		\$18,053,000

These seven business activity categories were then categorized by input-output sector. Five input-output sectors were used - boat building and repair, water transportation, retail trade, eating and drinking establishment, and amusement (Table 10).

Table 10. Total Economic Impact of Coastal Marinas, 1985

Input-Output Sector	Sales to Final Users \$	Output Multiplier	Total Economic Impact (Gross Output)
Boat Building and Repair (3)	\$1,263,710	2.1488	\$ 2,715,460
Water Transport(1)	\$7,221,200	1.7195	\$12,416,853
Retail Trade(2,4,6)	\$7,762,790	1.3615	\$10,569,039
Eating and Drinking Est.(7)	\$ 902,650	1.6721	\$ 1,509,321
Amusement(5)	\$ 902,650	1.6128	\$ 1,455,794
Total			\$28,666,467

Using the output multipliers estimated through the model for each of these sectors, an estimated total economic impact of the 39 coastal marinas on the state's economy in 1985 of \$28,666,467 was obtained.

#### Summary

Boating is a major and growing recreational activity along the coast of South Carolina. Many of those who participate in boating use the services and facilities of marinas. Little information was available about the marina business and this study was conducted to learn more about the coastal marina industry in South Carolina. Forty-seven marinas were identified and 39 provided information for this study.

The 39 marinas were estimated to employ approximately 405 people during the summer months and 300 people on a year round basis. The marinas provide a variety of services ranging from fuel/oil to hauling. The services and facilities provided differ by the size of the marina. A total of 3001 wet slips were available from 36 marinas, with an average capacity of 83 slips. Drystack storage is becoming a more important facility provided by marinas. Nine marinas offered drystack storage, with a total of 856 spaces available. The average monthly fee for a wet slip was \$4.35 a foot. On average, approximately 67% of the moorage business for the marinas was from in-state sources and 33% from out-of-state sources. On Average, approximately 60% of other marina business was from in-state sources and 40% from out-of-state sources. The major business problems faced by marinas are finding and keeping good employees, siltation/dredging, insurance costs and bad accounts. Based on information provided by the marinas it was possible to categorize the marinas into four groups based on number of wet slips, average number of employees, services provided, and average gross income. From this information an estimated gross volume of business figure of \$26,553,000 was calculated for the 39 marinas in 1985. Using output multipliers it was estimated that the total economic impact of the 39 coastal marinas on the state's economy in 1985 was \$28,666,467.

## References

- Gardner, George R. and E. W. McCoy, 1974. Marinas in Alabama, Agricultural Experiment Station, Auburn University Bulletin 457.
- Pomeroy, Robert S. and Antonio Lamberte, 1986. An Input-Output Analysis of South Carolina's Economy, with Special Reference to Coastal and Marine Activities, Department of Agricultural Economics and Rural Sociology, Clemson University WP 100186.
- Stoll, J. R., L. L. Jones and J. C. Bergstrom, 1985. Economic Impact of the Recreational Boating Industry in Texas, Texas Sea Grant College Program, TAMU-SG-85-604.

APPENDIX A

## SOUTH CAROLINA COASTAL MARINA INVENTORY, 1986

<u>Company Name</u>	<u>Location</u>
Anchor Marina	Murrells Inlet
Ashley Marina & Yacht Sales	Charleston
Beaufort Marina Center	Beaufort
Belle Marina	Little River
Belle Isle Marina	Georgetown
Bohicket Marina Village	Johns Island
Botany Bay Marina-Boat Yard, Inc.	Rockville
Breach Inlet Texaco Marina	Isle of Palms
Broad Creek Marina	Hilton Head Island
Bucksport Plantation Marina	Bucksport
Buzzard's Roost Marina	Johns Island
Captain Dick's Marina	Murrells Inlet
Cedar Hill Landing	Murrells Inlet
Conway Municipal Marina	Conway
Downtown Marina of Beaufort	Beaufort
Edisto Marina	Edisto Beach
Exxon Marina	Georgetown
Fripp Island Marina	Fripp Island
George M. Lockwood Marina	Charleston
Georgetown Landing	Georgetown
Gulf Auto Marine	Georgetown
Hague Marina	Myrtle Beach
Harbour Town Yacht Basin	Hilton Head Island
Hazzard Marina	Georgetown
Inlet Port Marina	Murrells Inlet
Leland Marine Services, Inc.	McClellanville
Little River Plantation Marina	Little River
Marlin Quay Marina	Murrells Inlet
Marsh Harbor Marina/Carolina Marina	Beaufort
Outdoor Resorts Marina	Hilton Head Island
Palmetto Bay Marina	Hilton Head Island
Palmetto Shores Marina	N. Myrtle Beach
Shelter Cove Harbour/Palmetto Dunes	Hilton Head Island
Skull Creek Marina	Hilton Head Island
Toler's Cove	Mt. Pleasant
Vereen's Marina	N. Myrtle Beach
Wacca Wache Marina	Murrells Inlet
Wexford Harbour (Marina)	Hilton Head Island
Wild Dunes	Isle of Palms

APPENDIX B

SOUTH CAROLINA COASTAL MARINA SURVEY  
 conducted by  
 Department of Agricultural Economics and Rural Sociology  
 Clemson University  
 and  
 Sea Grant Marine Extension Program

1. Name of Marina \_\_\_\_\_  
 Name of Respondent \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 County \_\_\_\_\_ Phone \_\_\_\_\_  
 Water Location \_\_\_\_\_
  2. Would you classify your marina as (may check more than one):  
 a. Private/Members Only \_\_\_\_\_  
 b. Private/Open to the Public \_\_\_\_\_  
 c. Publicly Owned \_\_\_\_\_  
 d. Corporation \_\_\_\_\_  
 e. Sub-chapter S corporation \_\_\_\_\_  
 f. Sole proprietorship \_\_\_\_\_  
 g. Partnership \_\_\_\_\_
  3. How long has this marina been in operation? \_\_\_\_\_
  4. How long has there been a marina at this site? \_\_\_\_\_
  5. How long have the present owners owned this marina? \_\_\_\_\_
  6. Do you consider your business a:  
 marina \_\_\_\_\_ boatyard \_\_\_\_\_ combination \_\_\_\_\_  
 dry land marina \_\_\_\_\_ yacht club \_\_\_\_\_ park \_\_\_\_\_ other \_\_\_\_\_
  7. Do you have other branch locations of this business?(identify) \_\_\_\_\_
  8. On which basis are your financial statements prepared?  
 cash \_\_\_\_\_  
 accrual \_\_\_\_\_
  9. Number of full time and part time employees? (an employee working full time for six months or one working four hours per day all year should be counted as 1/2 full time employee)
- |                         | Full Time | Part Time |
|-------------------------|-----------|-----------|
| summer(June, July, Aug) | _____     | _____     |
| fall(Sept, Oct, Nov)    | _____     | _____     |
| winter(Dec, Jan, Feb)   | _____     | _____     |
| spring(Mar, Apr, May)   | _____     | _____     |
- 
10. How many people by category are employed on a full time and part time basis by this marina?
- |                       | Full Time | Part Time |
|-----------------------|-----------|-----------|
| administrative        | _____     | _____     |
| sales                 | _____     | _____     |
| mechanical/production | _____     | _____     |
| general               | _____     | _____     |

11. Which services does your marina provide

fuel/oil \_\_\_\_\_  
 repair boats/engines \_\_\_\_\_  
 boat rental/charter \_\_\_\_\_  
 boat/engine sales \_\_\_\_\_  
 sewage pump-out \_\_\_\_\_  
 restaurant \_\_\_\_\_  
 ships store \_\_\_\_\_  
 lodging \_\_\_\_\_  
 liveaboards \_\_\_\_\_  
 commercial fishing space \_\_\_\_\_  
 sportfishing \_\_\_\_\_  
 hauling \_\_\_\_\_  
 bait/tackle \_\_\_\_\_  
 other (please list) \_\_\_\_\_

12. What is the dry land acreage of this marina?  
 (1 acre=44,000sq. ft.) \_\_\_\_\_

13. What percentage of the acreage does the business own/lease?  
 own \_\_\_\_\_  
 lease \_\_\_\_\_

14. What is the capacity of this marina and how much of this capacity was utilized during the past year?

	Number				% Utilized	
	<25'	26-35'	35-45'	>40'	PeakSeason	OffSeason
slips	_____	_____	_____	_____	_____	_____
dry stack	_____	_____	_____	_____	_____	_____
moorings	_____	_____	_____	_____	_____	_____

15. What percentage of these boats are sail \_\_\_\_\_ and power \_\_\_\_\_

16. What is your off season boat storage capacity?

	Number	%Utilized	Average Length	Rates
inside(not dry stack)	_____	_____	_____	_____
outside	_____	_____	_____	_____

17. What is the marina's rate schedule for slip rentals (not including utilities)?

	Rate per foot (or fee schedule)
daily	_____
weekly	_____
monthly	_____
yearly/seasonal	_____
permanent	_____

18. What is the marina's rate schedule for moorings?  
 (Attach Schedule)

19. What is the marina's rate schedule for dry stack storage?  
 (Attach Schedule)

20. How many slips are available on a daily rental/transient basis?

21. How many boat launching ramps does your facility have?

22. Approximately what percentage of the marina's moorage rentals are to customers from in-state and out-of-state (customers that live outside the state for six months or more)?

	In-state%	Out-of-state%
slip	_____	_____
drystack	_____	_____
mooring	_____	_____
Total Revenue(\$)	_____	_____

23. Approximately what percentage of all other marina business is due to customers from in-state and out-of-state?

	MostRecentYear		NextMostRecentYear	
	%	\$	%	\$
in-state	_____	_____	_____	_____
out-of-state	_____	_____	_____	_____

24. Of the business you get from in-state customers, approximately what share is sold to:

- individuals(non-business) \_\_\_\_\_
- state and local government \_\_\_\_\_
- federal government \_\_\_\_\_
- commercial fishermen \_\_\_\_\_
- charter and party boats \_\_\_\_\_
- other marine businesses \_\_\_\_\_

25. What was the cost to you of the following products/services purchased from persons or suppliers located outside of South Carolina?

	Value(\$/%)	MostRecentYear	NextMostRecentYear
Total \$ or % of total expenses		_____	_____
boats	_____	_____	_____
trailers	_____	_____	_____
hardware	_____	_____	_____
accessories	_____	_____	_____
electronics	_____	_____	_____
fuel/oil	_____	_____	_____
labor(wages/fringe)	_____	_____	_____
engines	_____	_____	_____
bait	_____	_____	_____
groceries/liquor	_____	_____	_____
insurance	_____	_____	_____
finance	_____	_____	_____
rent	_____	_____	_____

26. What was the cost to you of the following products/services purchased from persons or suppliers located within South Carolina?

	Value(\$)	MostRecentYear	NextMostRecentYear
Total \$ or % of total expenses			
boats			
trailers			
hardware			
accessories			
electronics			
fuel/oil			
labor(wages/fringe)			
engines			
bait			
groceries/liquor			
insurance			
rent			

27. Buildings:

	number	total sq.ft.	age
owned			
leased			

28. Please estimate the current market value of your:
- land \_\_\_\_\_
- building and equipment \_\_\_\_\_
- inventory \_\_\_\_\_

- 29 .What are your major business problems? (rank by importance)

30. Do you use a computer for business management?

31. What was the marina's:

	MostRecentYear	NextMostRecentYear
Total Revenue/Income		

What is the dollar amount of revenue or estimated percentage of total revenue for the following categories:

slips/moorings/dry stack		
fuel/oil		
boat/engine repair		
boat/engine/equipment sales		
rental/charter/fishing		
store/restaurant		
bldg.rental fees		

32. What was the marina's:

Total Expenses	MostRecentYear	NextMostRecentYear
Please list the dollar amount of expenses or estimated percentage of total expenses for the following categories:		
wages/salaries/commission		
land/bldg/equip rental		
utilities		
insurance/legal/acct		
tax- payroll		
property		
sales		
income		
fuel		
license/permits/fees		

Thank you for your assistance in this research effort. If you have any questions please contact:

Robert S. Pomeroy  
 Dept. of Agricultural Economics and Rural Sociology  
 209 Barre Hall  
 Clemson University  
 Clemson, S.C. 29634-0355 (803) 656-5789

Thomas E. Sweeny  
 Marine Extension Specialist  
 221 Fort Johnson Rd.  
 Charleston, S.C. 29412 (803) 795-8462