



# 2016 Annual Report





10/25/2016

Secretary Mark J. Belton  
Maryland Department of Natural Resources  
580 Taylor Ave, C-4  
Annapolis, MD, 21401

Dear Secretary Belton,

I want to take a moment to first, thank you for the opportunity I've been given and second, share my thoughts, as well as observations from the first nine months working at Somers Cove Marina. Upon arrival, I felt most welcomed by the staff and excited to utilize my sales and marketing experience to increase business opportunities for what is without question, one of the most important assets in the City of Crisfield and Somerset County.

Beyond the tremendous physical attributes Somers Cove Marina offers, one of my first observations is the dedication of a team of staff assembled that make it work. I have witnessed a high degree of customer service provided, generating positive word-of-mouth referrals and countless testimonials from satisfied customers in the boating community. This validation, directly from our customers, is far more valuable than any print, radio/TV/online advertisements we could afford. I have spent my entire sales career with this belief. The courteous and professional way our customers are treated begins with Marina Manager Mary Taylor and Office Manager Bonnie Matthews and is carried through by the entire SCM staff.

I spent the first few months observing and learning marina operations, meeting with local business owners and community leaders, marina slip holders, and several groups interested in hosting events at our facility. I was gathering information needed to begin to work toward developing a successful marketing campaign with a limited budget. Now, after my first boating season at the marina, the annual Crab and Clam Bake, National Hard Crab Derby, and hosting a large rendezvous event, I remain more optimistic than ever at the potential to increase revenue and seek business opportunities for Somers Cove Marina. I'm confident our collective team effort will swiftly bear fruit.

Once again, thank you. I remain humbled and grateful for this opportunity.

Sincerely,

Tom Schisler  
Executive Director

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## ADDENDUM - 2017 Marketing Plan

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# HISTORY

Somers Cove Marina was dedicated during a ceremony held on site on June 16, 1962 by the late Governor J. Millard Tawes. Guests were entertained by the U.S. Naval Academy Band while enjoying a crab feast and fireworks. At this time, the marina was governed by five Crisfield Port Commission members and a Marina Manager, Bill Guy. The Commission consisted of three local members, H. Harvey Bradshaw, John S. Catlin and Ira T. Todd, and two members of the Somerset Commission and Maryland Port Authority, E. Layton Riggin and Avery T. Hall. A 26 foot vessel would pay approximately \$4.62 per foot for a total of \$120.00 in 1962.

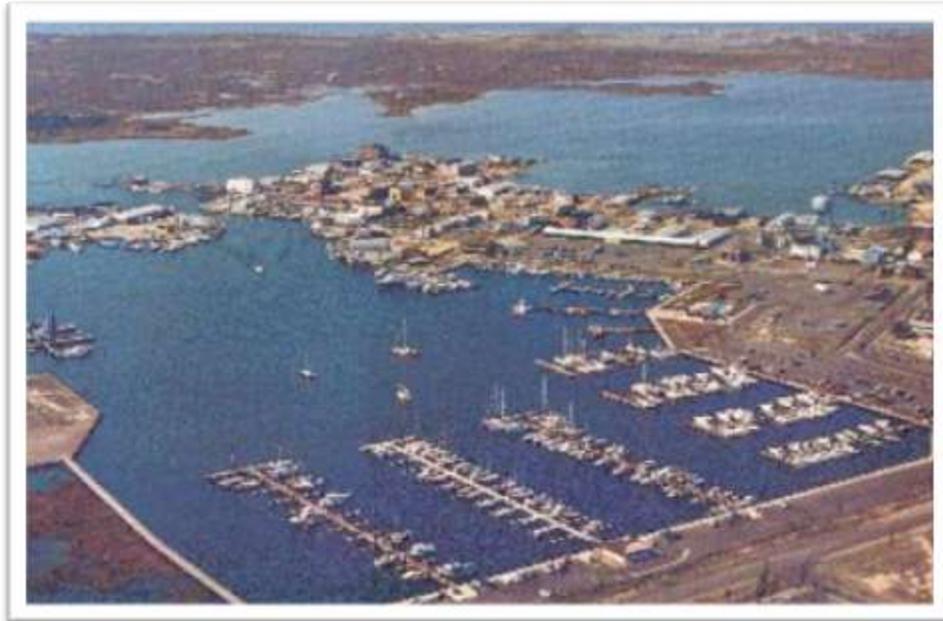


In 1966, the Somers Cove Restaurant, Skipjack Lounge and Bug-Eye Bar opened on the North West side of the marina basin. The original boat basin included docks "A", "B", "C", "D", "E" and the fuel pier "F", totaling one hundred seventeen (117) slips. Many renovation projects have been completed, resulting in present day Somers Cove Marina comprising approximately one hundred seventy acres with 515 boat slips on 16 piers with water and electric hookups.

In April of 1972, the City of Crisfield and the Somerset County Commissioners constructed bleachers on the marina property for use of public agencies of the County and City. The original bleachers cost \$35,500. The Tawes Museum and Visitor Center was built in the marina by 1979 for the sum of \$500,000, paid by Waterway Improvement Funds.

# HISTORY

1980 brought about much change at Somers Cove. The launching ramps were moved from the “B” pier area across the harbor next to the Coast Guard Station. The Marina Office replaced the Restaurant, Lounge and Bar. Acquisition of more property allowed the construction of docks “K”, “L” and “M”. Construction of The Charter Boat Facility began in 1989, and included the piers “N”, “O” and “P”. The catwalk or “CW” pier was completed in 2007.

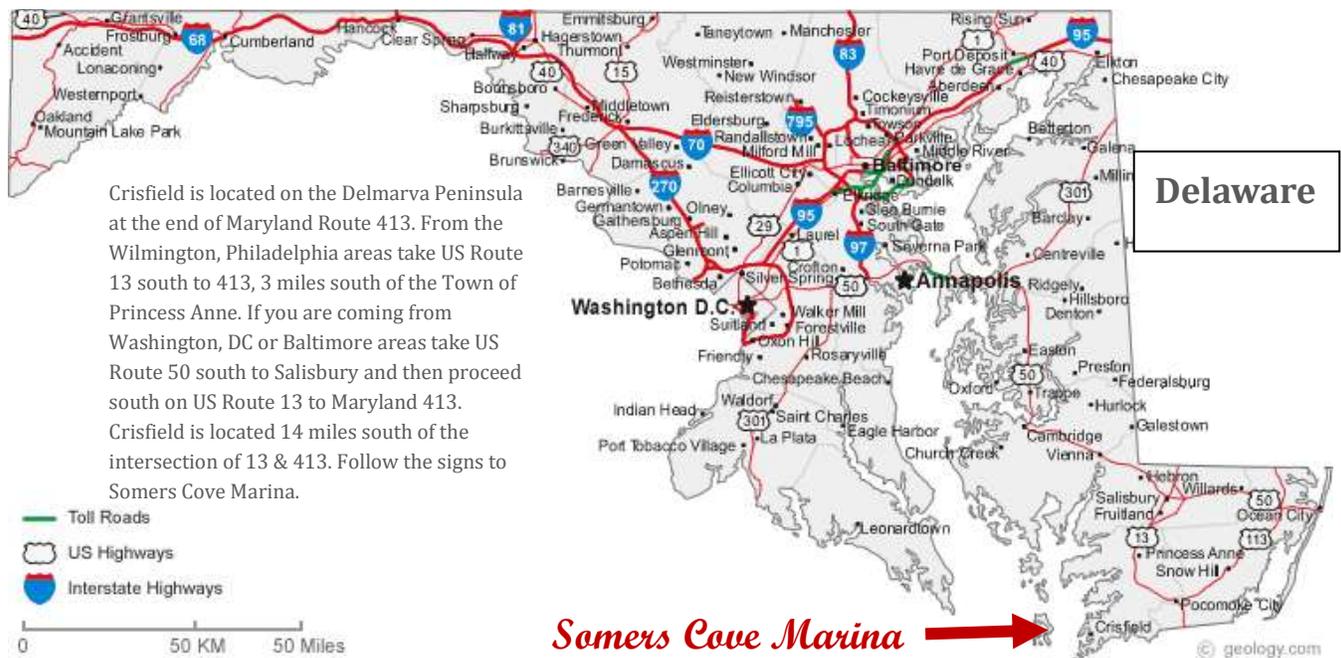


Present day management of Somers Cove Marina was created in January 2009 when the State of Maryland turned over the reins to the new Somers Cove Marina Commission. With support of our local Senator and Delegates, the Department of Natural Resources, the City of Crisfield and Somerset County Commissioners, Somers Cove Marina continues to compliment the local Crisfield economy.

# LOCATION

Somers Cove Marina is located on the Tangier Sound in the Chesapeake Bay at 37° 58.6 North and 75° 51.9 West. Approximately 125 miles south of Annapolis, the marina's address is 715 Broadway, Crisfield. On the Delmarva Peninsula, Crisfield is at the end of Maryland Route 413.

## Maryland USA



With 515 fixed and floating slips, 7 sets of bath houses, 1 large and 3 small pavilions, swimming pool, picnic areas, a boat ramp, laundry facilities, boat shed and the Crisfield Heritage Foundation on site, Somers Cove Marina is noted as one of the finest marinas on the Chesapeake Bay.

A welcome port of call for all vessels, the marina offers a safe and secluded berth protected on three sides by land. Somers Cove opens as free dockage during storms to all vessels declaring Safe Harbor. Recreational boaters as well as watermen and their families seek shelter in the marina's buildings and slips.

## OVERVIEW

Gasoline sales rose by approximately 40% and diesel sales rose by approximately 25% the total dollars are slightly lower due to overall decrease in fuel prices.

During FY 2016, transient dockage revenue fell by 11.8%, annual dockage fell by 5.45%. While not pleasing, these are relatively small percentage decreases. The transient dockage is the most lucrative sector of the business and the area with the most room for improvement. We will be concentrating our efforts to drive more transients to Somers Cove Marina.

These four figures represent 89% of the total revenue generated by the marina.

Holding events at the Marina is very beneficial economically and helps establish relationships in the community.

The Fourth of July Celebration and fireworks came back to the marina from the American Legion for the first time in a few years. Attendance was decent however, it may take several years for the marina to convince boating groups to return before festivals were moved to the American Legion.

The JM Tawes 39<sup>th</sup> Annual Crab and Clam Bake was successful and attendance was good. Other than generating much exposure to outside venues and a few transient visitors, the event does not generate much marina revenue.

The 68<sup>th</sup> National Hard Crab Derby was well attended, and while most event proceeds go to the Crisfield Chamber of Commerce, the marina enjoyed some transient boaters at holiday rates. The attendance would have been better, except in 2014 disturbances in the neighborhood across the street, kept boaters that previously booked reservations for the following year to have second thoughts.

The last festival was the 2<sup>nd</sup> Annual Dock Days on the Bay which was also well attended. Again it is hard to determine the exact financial benefit to the marina but it did draw several boaters and invaluable exposure for the marina.

The year 2015 ended with abnormally warm weather which continued through the first two months of 2016. The weather pattern seemed to change to an unusually cold spring. This delayed the boating season and thus slowed the revenue to end FY 2016.

## BOATER'S QUOTES

*“One of the Best Marinas... Ever!!! This place is as friendly and well run as any we have been to, and we started this journey in Port Aransas, Texas. I can't recommend this place any more highly!!!”*

Captain GBI Active Captain 9/12/16

*“Came for one night stayed three, Aboard JAZ” “If you are sailing up the eastern shore, make this a must stop for a very pleasant and enjoyable visit.”*

Captain Chris Laletin Active Captain 8/01/2016

*“Although it rained for most of our visit, we still had a wonderful time because of the efforts of the staff at Somers Cove. They never sleep (literally there is someone there 24hrs a day) and they did all they could to provide for us”*

Captain Chuck Bartlett Active Captain 10/07/16

*“The weather was bad but the marina and staff are outstanding. The staff sets a standard of service, friendliness, and caring that should be the gold standard for every marina.”*

Captain Joe Apicella Active Captain 10/01/16

*“This is a great marina and an example of how a marina should be run. The staff was very helpful and very friendly and the marina is kept in top shape.”*

Captain rwidman Active Captain 06/15/16

*“This is one of the nicest marinas I have visited on the Chesapeake Bay. The staff is very friendly and eager to help.”*

Winn V Trip Advisor 7/16/16

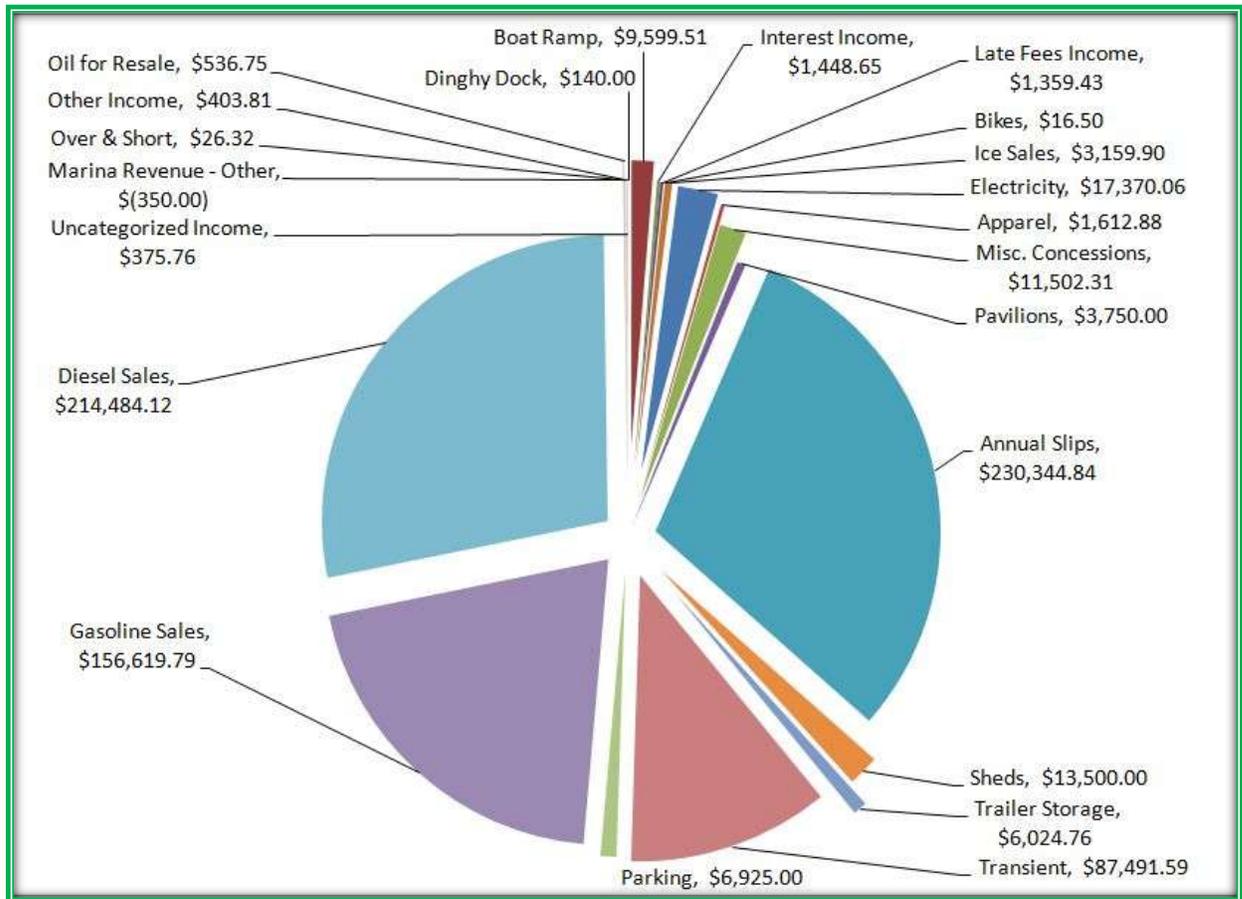
*“We truly loved our stay at this marina. The staff is simply the best. They made us feel like family the minute we arrived. This is one of my highlights from our travels around America's Great Loop!”*

Cswbkw Trip Advisor 5/22/16

# FINANCIALS

## REVENUES

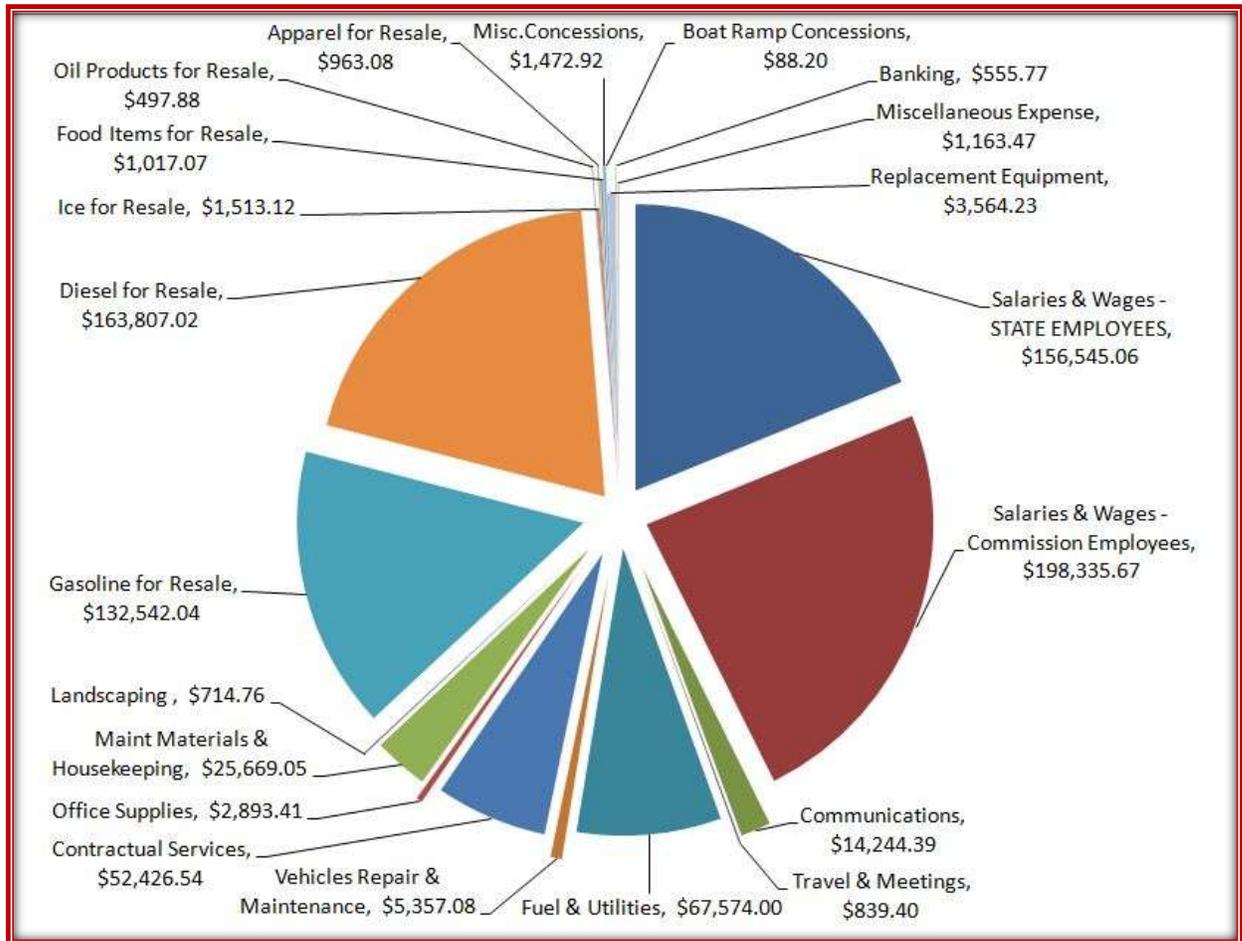
The graph below illustrates a Fiscal year from July 1, 2105 to June 30, 2016.



# FINANCIALS

## EXPENSES

The graph below illustrates a Fiscal year from July 1, 2105 to June 30, 2016.



# FINANCIALS

## PROFIT & LOSS

### REVENUE

Dinghy Dock	\$ 140.00
Boat Ramp	\$ 9,599.51
Interest Income	\$ 1,448.65
Late Fees/Service Charge Income	\$ 1,359.43
Bikes	\$ 16.50
Ice Sales	\$ 3,159.90
Electricity	\$ 17,370.06
Apparel	\$ 1,612.88
Misc. Concessions	\$ 11,502.31
Pavilions	\$ 3,750.00
Annual Slips	\$ 230,344.84
Sheds	\$ 13,500.00
Trailer Storage	\$ 6,024.76
Transient	\$ 87,491.59
Parking	\$ 6,925.00
Gasoline Sales	\$ 156,619.79
Diesel Sales	\$ 214,484.12
Oil for Resale	\$ 536.75
Over & Short	\$ 26.32
Other Income	\$ 403.81
Uncategorized Income	\$ 375.76
Marina Revenue - Other	\$ (350.00)
<b>TOTAL MARINA REVENUE</b>	<b>\$ 766,341.98</b>

# FINANCIALS

## EXPENSES

Salaries & Wages - STATE EMPLOYEES	\$ 156,545.06
Salaries & Wages - Commission Employees	\$ 198,335.67
Communications	\$ 14,244.39
Travel & Meetings	\$ 839.40
Fuel & Utilities	\$ 67,574.00
Vehicles Repair & Maintenance	\$ 5,357.08
Contractual Services	\$ 52,426.54
Office Supplies	\$ 2,893.41
Maint. Materials & Housekeeping	\$ 25,669.05
Landscaping	\$ 714.76
Gasoline for Resale	\$ 132,542.04
Diesel for Resale	\$ 163,807.02
Oil Products for Resale	\$ 497.88
Ice for Resale	\$ 1,513.12
Apparel for Resale	\$ 963.08
Food Items for Resale	\$ 1,017.07
Misc. Concessions	\$ 1,472.92
Boat Ramp Concessions	\$ 88.20
Replacement Equipment	\$ 3,564.23
Banking	\$ 555.77
<b>Miscellaneous Expense</b>	<b>\$ 1,163.47</b>
<b>TOTAL MARINA EXPENDITURES</b>	<b>\$ 831,784.16</b>

## ACCOMPLISHMENTS

- 🦋 Our top priority was to mend many relationships between Marina, the community as well as marina patrons. We meet with the Mayor of Crisfield on a regular basis, Mary sits on the Board of the Chamber of Commerce and many of our Annual Slip Holders stop in to take advantage of our Open Door Policy.
- 🦋 The NEW website has been updated and now has responsive designed capabilities. Posting up to date fuel prices and events keep boaters informed.
- 🦋 The website site also now appears on the FIRST page of a Google or major search engine keyword search, which is improved from the 3<sup>rd</sup> to 5<sup>th</sup> page.
- 🦋 Somers Cove Marina signs were faded, inaccurate and in disrepair. Almost all SCM signs have been replaced with bright new reflective signs, at almost no cost to the marina, the commission, or the state.
- 🦋 While the success of converting a room of the Main Office to a Boater's Lounge attracted many boaters this past season, it posed many new issues. A more permanent Boater's Lounge that can be open after hours and better accessible is sought.
- 🦋 A professionally printed map was created by Southeast Publishing of the lower Crisfield area and the Marina. This was done through advertising and at no cost to the Marina. Boaters receive the colorful map when arriving at the Marina with their discounts and coupons for local establishments.

# INFRASTRUCTURE

While some of the funds have been allocated, the Marina will be applying for Waterway Improvement and Boating Infrastructure as well as USDA Grants in the future.

**Marina Office roof-** After a lightning strike in a particular violent thunderstorm, we noticed a leak in the room containing the server and computer equipment. Upon further inspection, some rotting wood was discovered. We have contacted a state engineer. He has evaluated the issues and are awaiting his suggestion.

**'C' pier stringers and deck-** When 'C' pier was installed both the deck and stringers were built too low. During above-normal high tides, water covers the deck and works boards loose on the pier. We will be applying for Water Way Improvement grant money to replace the decking, stringers, and some poles.

**Electric Wiring-** The primary wires feeding the transformers are beyond their life cycle. Two transformers were replaced this year. We hope to continue these updates.

**Charging stations-** Crisfield legislation permitting the use of golf carts on city streets went into effect October 1<sup>st</sup> 2016. Many boaters, as well as the Marina, will need storage and charging stations for their carts. We are pursuing solar options for a few strategic locations within the marina.

**Bathhouses/Ramp/NRP Roofs** – The roofs on these buildings are 30 year cedar shake shingles installed in the 1980's and are in need of replacement. These are be addressed as grant funds become available.

**Lighting** - There are many outdated parking lot lights, dock lights, and walk way lighting inoperative throughout the marina. Since this is a safety concern, we are working diligently to find a solution to lighting parts that cannot be replaced due to age. We are currently gathering information on possibly converting to a much more efficient LED system.

**Open Space-** The marina may be better served by converting some of the excess paved parking back into grassy areas. We have contacted UMES on the prospect of a study by engineering students. Flooding is a concern during high tides. Additional green space may not be feasible.

We will look at the possibility of alternative energy sources such as solar or wind for all the electricity project needs in the near future.

## CONTACT INFORMATION

### 2016 Somers Cove Marina Commission

Name	Appointed By	Expiration Date
Robert Anger	Dept. of Natural Resources	12/31/19
*Dr. Michael Atkins	City of Crisfield	12/31/16***
Dr. John Gaddis	Som. Co. Commissioners	12/31/19
Michael Grant	Dept. of Natural Resources	12/31/16***
Steven Thomas	Dept. of Natural Resources	<b>12/31/19**</b>
David Mason	City of Crisfield	12/31/19
Keith Ward	Som. Co. Commissioners	12/31/16***

\*Dr. Michael Atkins serves as President

\*\*New in Office 2016

\*\*\*Term expires during FY 2017 (12/31/16)

### 2016 Somers Cove Marina Key Employees

Thomas Schisler	Executive Director	<a href="mailto:tschisler@somerscovemarina.com">tschisler@somerscovemarina.com</a>	DNR Employee
Mary Taylor	Marina Manager	<a href="mailto:mtaylor@somerscovemarina.com">mtaylor@somerscovemarina.com</a>	DNR Employee
Timothy Carlson	Maintenance Chief	<a href="mailto:tcarlson@somerscovemarina.com">tcarlson@somerscovemarina.com</a>	DNR Employee
Bonnie Matthews	Office Manager	<a href="mailto:bmatthews@somerscovemarina.com">bmatthews@somerscovemarina.com</a>	SCM Employee