



2015
Annual Report

Table of Contents

- History** 2
- Marina Information**
 - Location..... 3
 - Recent Highlights 4
 - Strategic Highlights 4
 - Financial Highlights 5
 - Operating Highlights 6
- Financials**
 - Income 7
 - Expenses 8
 - Profits and Losses..... 9 & 10
 - Grants..... 11
- In the Future**
 - Strategies..... 12 & 13
 - Repairs..... 14 & 15
- Contact Information**
 - Marina Commission..... 16
 - Marina Personnel..... 17

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 Riggan 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.

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.

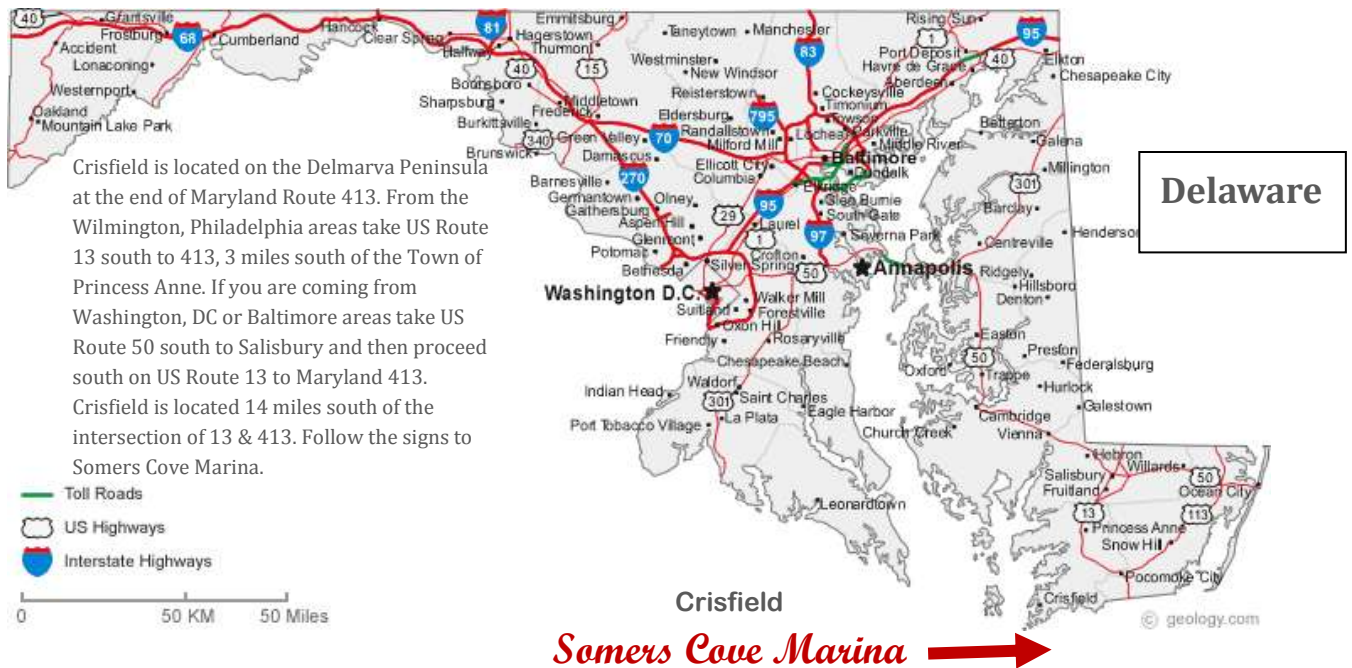
With support of our local Senator and Delegates, the Department of Natural Resources, the City of Crisfield and Somerset County Commissioners, Somers Cove Marina continues to compliment the local Crisfield economy.

MARINA INFORMATION

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



LOCATION

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.

HIGHLIGHTS

RECENT HIGHLIGHTS



SCM Booth at Dock Day on the Bay

The three new festivals added in 2014 to the list of events held at Somers Cove Marina were a success. The 2013 Boat Docking Contest attracted approximately 4,000 additional visitors. This exciting event is a timed competition for the quickest and most skilled mariners. Then in

September, Dock Day on the Bay was a celebration of the history, heritage and maritime culture of both commercial fishing and sport fishing on the Chesapeake with approximately 1,000 in attendance. The Crisfield Expo was held in October and featured feature Duck Dynasty star John Godwin. The Expo included a decoy retriever contest, duck calling contest, boats for sale in, Duck Dynasty Competition and much more.

STRATEGIC HIGHLIGHTS

Once holding a waiting list, Somers Cove now has empty slips. To remedy, the Marina chose to offer a Six Month Contract in 2015. This gives the boater a consecutive six month slip, charging by length of vessel to enjoy Somers Cove and all of its amenities. Several boaters that have given their slips up have heard of the new “deal” and returned as slip holders, purchasing fuel, ice and supplies as well.

The Marina had branched out in 2014 and partnered with the local restaurants and gift shops to provide coupons and discounts to arriving boaters. Most coupons offer \$5.00 off of purchases and discounts up to 10% off. This proved very successful. Boaters enjoyed a discount while the businesses in the area received free advertisement with potential customers at their back door.

The Marina Boat Ramp Store is becoming more popular. Nestled in the old “fish cleaning station’ at the Marina boat ramp, the store sells necessities such as ice, bait, drinks and snacks. One in May and the other October, two fishing tournaments have taken place using the Ramp Store facilities. Hoping to catch anglers from the shore and increase interest in boating the lower bay, the Marina plans to advertise the Marina Boat Ramp Store during the 2016 season to include coupons and specials on ice and fuel.

HIGHLIGHTS

Advertising on the internet via Marinas.com and the Waterway Guide has helped reach boaters to let them know about the dockage specials the marina is offering. Spin Sheet and Prop Talk magazines are always productive. Listing events held in the Marina and advertisements such as the Annapolis Sail and the Annapolis Power Boat Shows are planned for a few of the issues.



FINANCIAL HIGHLIGHTS

Annual slip rentals dropped in FY14 but seemed to even out in FY15. The Marina gained twenty-five customers as semi-annual slip holders in FY15 who otherwise would not have rented a slip. Transient income rose \$10,000 in FY15 due to the Marina opening slips on a monthly basis to local watermen. Reimbursement for electricity is down approximately \$19,000 as the Tawes Museum has not been metered since February 2015.

Operating Highlights

The Dock Days on the Bay was a successful event for its second year in 2014. Visitors came from neighboring states to the marina. While few showed interest in renting annual slips, many commented on the state of the marina and vowed to return as transient guests by towing their vessels by trailer or by cruising in.

The Crisfield Hunting and Fishing Expo held on October 11, 2014 proved to be a rainy, windy day. The Expo will have a decoy retriever contest, duck calling contest, boats for sale in, Duck Dynasty Competition and much more. This is the perfect opportunity for the marina to advertise and show its best assets for potential customers.



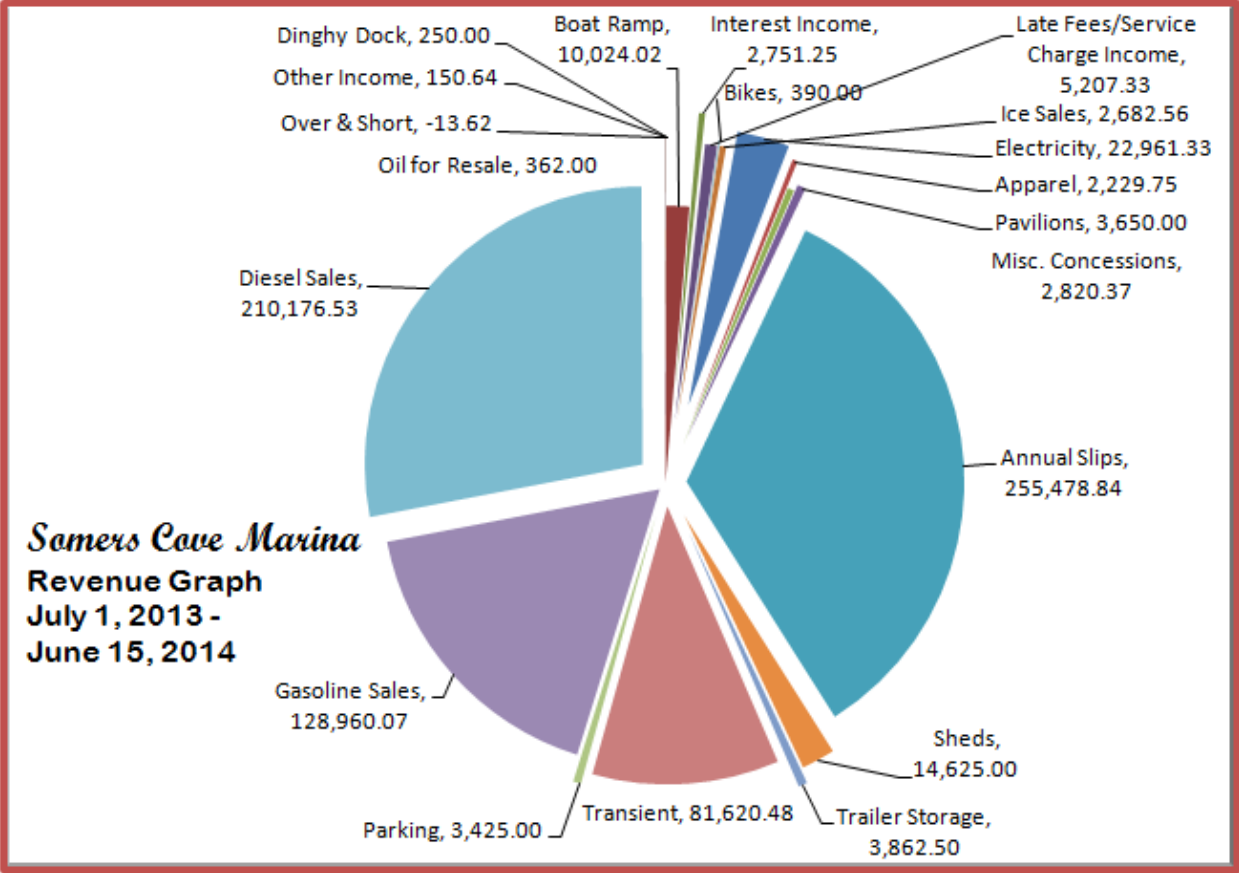
Little Mr. Crustacean wins a T-Shirt at the Marina booth at Dock Days on the Bay.



FINANCIALS

INCOME

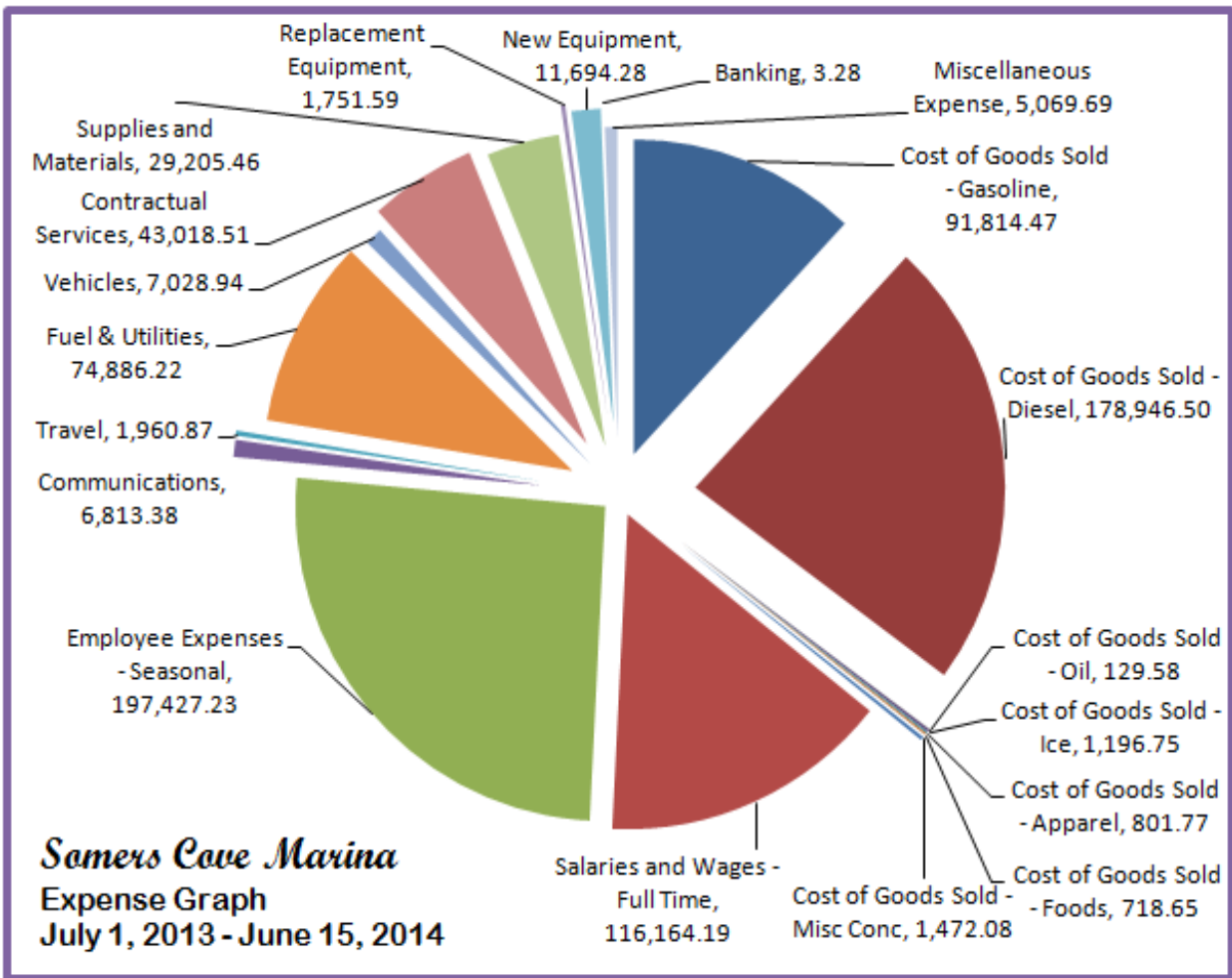
The Marina's annual slip revenue continues to decline. We hope that marketing plans such as a June Shake Down Cruises, eMarketing (Facebook and websites) will an upward trend of transient vessels to Somers Cove.



FINANCIALS

EXPENSES

The graph below illustrates a partial year from July 1, 2013 through June 15, 2014. Vehicles increased by approximately \$3,000 due to repairs to marina vehicles in 2013. The increase in Fuel and Utilities is directly related to the City of Crisfield metering the water usage. Even though seasonal labor has decreased \$25,000 from FY13, general liability insurance increased to a total of \$23,000 to date in FY14.



FINANCIALS

PROFITS AND LOSSES

Income

Dinghy Dock	250.00
Boat Ramp	10,024.02
Interest Income	2,751.25
Late Fees/Service Charge Income	5,207.33
Bikes	390.00
Ice Sales	2,682.56
Electricity	22,961.33
Apparel	2,229.75
Misc. Concessions	2,820.37
Pavilions	3,650.00
Annual Slips	255,478.84
Sheds	14,625.00
Trailer Storage	3,862.50
Transient	81,620.48
Parking	3,425.00
Gasoline Sales	128,960.07
Diesel Sales	210,176.53
Oil for Resale	362.00
Over & Short	-13.62
Other Income	150.64
Total Marina Revenue	\$ 751,614.05

FINANCIALS

Expense

Cost of Goods Sold

Gasoline	91,814.47
Diesel	178,946.50
Oil	129.58
Ice	1,196.75
Apparel	801.77
Foods	718.65
Misc Concessions	1,472.08
Total Cost of Goods Sold	275,079.80

Salaries and Wages - Full Time	116,164.19
Employee Expenses - Seasonal	197,427.23
Communications	6,813.38
Travel	1,960.87
Fuel & Utilities	74,886.22
Vehicles	7,028.94
Contractual Services	43,018.51
Supplies and Materials	29,205.46
Replacement Equipment	1,751.59
New Equipment	11,694.28
Banking	3.28
Bad Debt	5,069.69

Total Marina Expense

\$ 770,103.44

NET INCOME

(\$18,495.39)

FINANCIALS

GRANTS

FY14 BIG Grants	
Transient Power Pedestals	\$ 194,300
Fire Suppressant System	\$100,000
TOTAL	\$294,000

WWI Grants	
2014 Grant	\$ 100,000
Repairs to Piers, General Repairs	
TOTAL	\$100,000

IN THE FUTURE

STRATEGIES

- 🦋 **Marketing** - A more aggressive marketing strategy is needed to increase annual slip holders. Local ship yards are spilling over with the larger vessels of past customers of Somers Cove. Assisting with the marketing in of those vessels in metropolitan areas in conjunction with a “deal” at the marina may help refill the empty slips.
- 🦋 **Website** – The marina is pursuing a new website that will work more efficiently on cell phones, offer user friendly apps for reservations and stand out more in search engines. This \$600 upgrade will take place in FY15.
- 🦋 **Boats for Sale** – A ‘bulletin board’ will be added to the web site to post boats for sale at the marina. By promoting the vessels in the marina that are on the market, potential buyers may be interested in the marina as well. Currently boats are being pulled to dry dock or on land and sitting in driveways. This feature will take place in FY15.
- 🦋 **Boater’s Lounge** – Transient boaters need a place to get out of the sun and relax. The marina needs to find a place for this to happen. Air conditioning, heating and the weather channel are necessary. This is something to be pursued in the future.
- 🦋 **Shuttle** – The new Executive Director should pursue a shuttle service for transient boaters. The marina can work with the City of Crisfield to pass an ordinance to allowing golf carts on city roads. The marina could then purchase carts to rent or purchase a multi-passenger cart (which ever would be bore cost effective). This is something to be pursued in the near future.
- 🦋 **Map** – A new map and professional brochure for the marina is a must. It needs to be printed and distributed at all boat shows and shared with other marinas on the east coast. This is something that must be done immediately.
- 🦋 **Signs** – The new Executive Director should also look for means to replace the old signs at the marina. The current signs are incorrect, faded and chipping, and are not a good representation of the outstanding marina that we have. This could be a FY15 or FY16 project.

IN THE FUTURE

- 🦋 **Energy** – When the marina lost its electrician, it was no longer able to transform the old lighting to energy saving bulbs. This project needs to be continued. Currently, the marina is looking at trying new lighting in J Pier bath house. This upgrade will occur sometime in FY15.



New energy efficient lighting in place at Somers Cove.

IN THE FUTURE

REPAIRS IN FY15

A Pier - A Pier will be under repair for structural damage caused by wear and tear of time. Its age and use by large cruise vessels has left it with decayed stringers and cross braces. Face boards or wave boards were destroyed by previous storms and years of wear. This project will be funded by Waterway Improvement Grants in FY 15. Projected cost - \$65,000



Main Office - Transformers from A Pier to J Pier (with the exception of the main office and B Pier) have been replaced. The main office transformer has shown its age by failing this winter. It was repaired with Commission funds in January 2014. It was estimated to have a life expectancy of a “few years.” Funding should be sought to replace this transformer before another issue arises. The new computer system, newly remodeled building, office personnel, pool and transient traffic depend on this transformer. It would be sensible to consider replacing B Pier transformer at the same time. It is approximately the same age as the office and other replaced transformers. Projected expense - \$10,000

Electrical - The main electrical cable coming from the outside road to the marina, and running to each transformer on the office side of the marina needs to be replaced. It is estimated to be over 30 years old. As the transformers were replaced, it was evident that this cable was in disrepair and was nearing its life expectancy. When the main electrical

IN THE FUTURE

cable no longer is in working condition, the marina will be out of power for days, possibly weeks, until repairs can be made. Projected expense - \$40,000

Roofs - In FY 14, the roofs of the 9 marina buildings were repaired with cedar single hip and ridge to match the existing roofs. The roof surfaces were given a life expectancy of 1 – 3 years. The marina needs to evaluate the cost effectiveness and the longevity of cedar, asphalt and metal roofs. When a decision is made, the buildings and the pavilions need to be stripped and replaced. We hope our FY15 \$100,000 Waterway Improvement Grant will cover this projected cost.

Sink Hole – On June 1, 2014, an approximate 26” x 18” hole appeared in the asphalt parking lot in the area of the South gate storm drain. It was approximately 4’ deep and had an underground radius of about 5’. The hole is growing larger in diameter and one end is hard to tell the exact depth. DNR Boating Services, Engineering & Construction and marina personnel are currently working with the City of Crisfield to find a solution. The estimate to excavate and determine the extent of the problem is \$5,000. Repair costs could exceed \$50,000

Fuel Pier - The fuel pier has electrical and communication junction boxes located under the pier. Tide and condensation have caused damage to the wires and splices in these boxes. (see below) Recently, new equipment has been damaged and the marina continues to lose communication to the pumps frequently. The boxes need to be removed, new wire run to the pumps and pier, and the boxes need to be located in a safer, dryer environment. This approximate \$10,000 expense will be funded by Waterway Improvement Grant Funds in FY15.



Fuel pier electrical box damage.

CONTACT INFORMATION



Somers Cove Marina Commission

Name	Appointed By	Expiration Date
John Anderson	Dept. of Natural Resources	12/31/15
**Dr. Michael Atkins	City of Crisfield	12/31/16
Ladell Dorman	Som. Co. Commissioners	12/31/14
Michael Grant	Dept. of Natural Resources	12/31/16
**Leslie Hardy	Dept. of Natural Resources	12/31/14
OPEN	City of Crisfield	12/31/14
Keith Ward	Som. Co. Commissioners	12/31/16

*Dr. Michael Atkins serves as President

**Leslie Hardy serves as Vice President

*As noted above, terms of three Commissioners expire at the end of 2014. DNR, City of Crisfield and Somerset County Commissioners will need to identify new nominees in the fall of 2014.

CONTACT INFORMATION

MARY TAYLOR
MARINA MANAGER



Tel 443-235-0892
mtaylor@somerscovemarina.com

BONNIE MATTHEWS
ADMIN ASSISTANT



Tel 410-968-0925
bmatthews@somerscovemarina.com

DEAN BOZMAN
CERTIFIED PLUMBER



Tel 410-968-0925



715 Broadway

Crisfield, MD 21817

Tel 410-968-0925

Fax 410-968-1408

www.somerscovemarina.com