

NMTA Marina and Boatyard Post-Conference Survey and Takeaways

62 Paid Attendees
Price: \$450-\$490

Survey Respondents 27

For the Board of Trustees
Wednesday, October 18, 2023



Overall, how would you describe your satisfaction with the conference?

Answered: 27 Skipped: 0

ANSWER CHOICES	RESPONSES	
Very satisfied	48.15%	13
Satisfied	51.85%	14
Neither satisfied nor dissatisfied	0%	0
Dissatisfied	0%	0
Very dissatisfied	0%	0
TOTAL		27



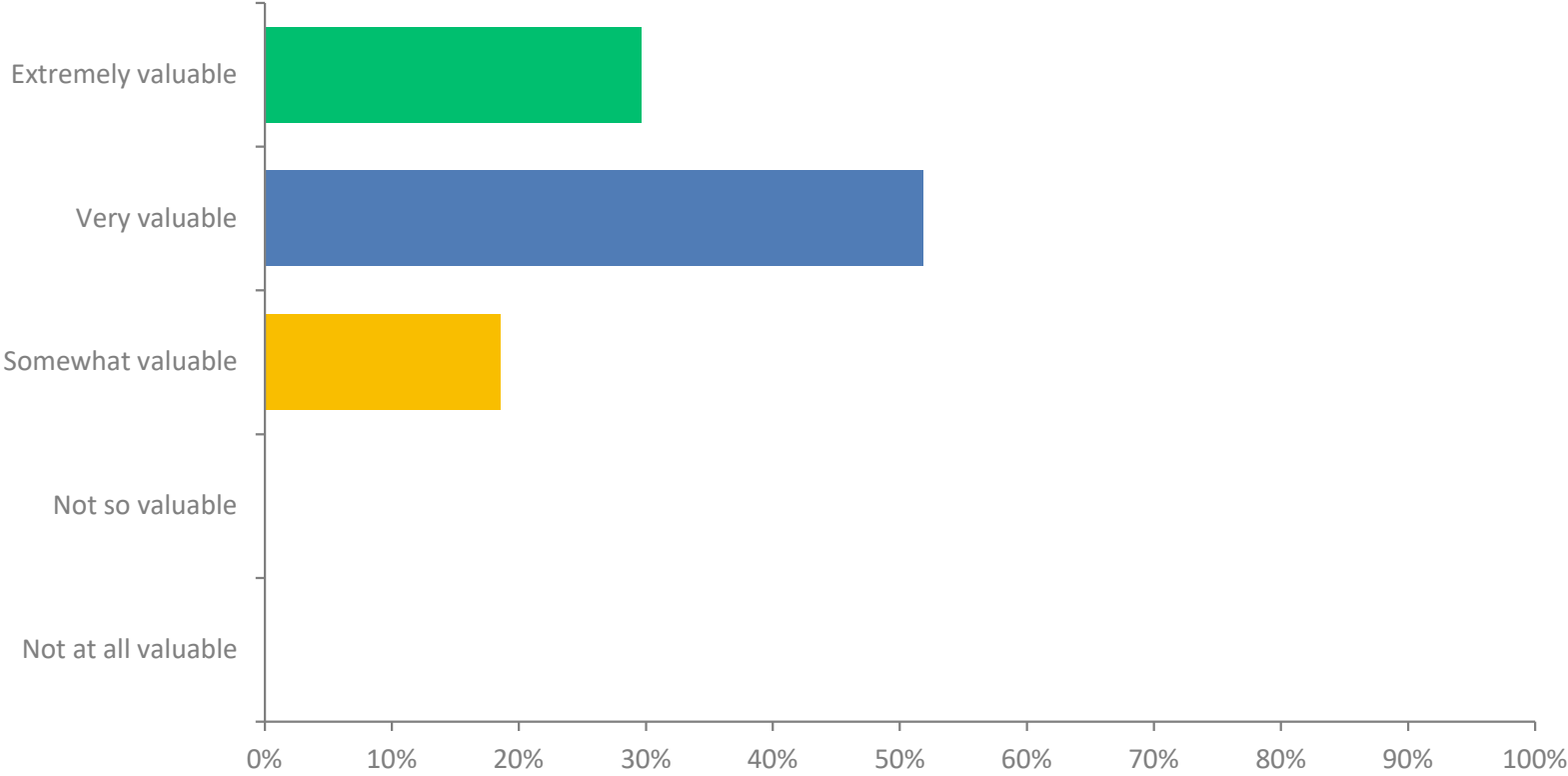
“Great conference this year, thank you!”

“None. Good Job! it is hard to get a wide range of topics to satisfy all of the members; needs.”

“Well done, great conference, great people!”

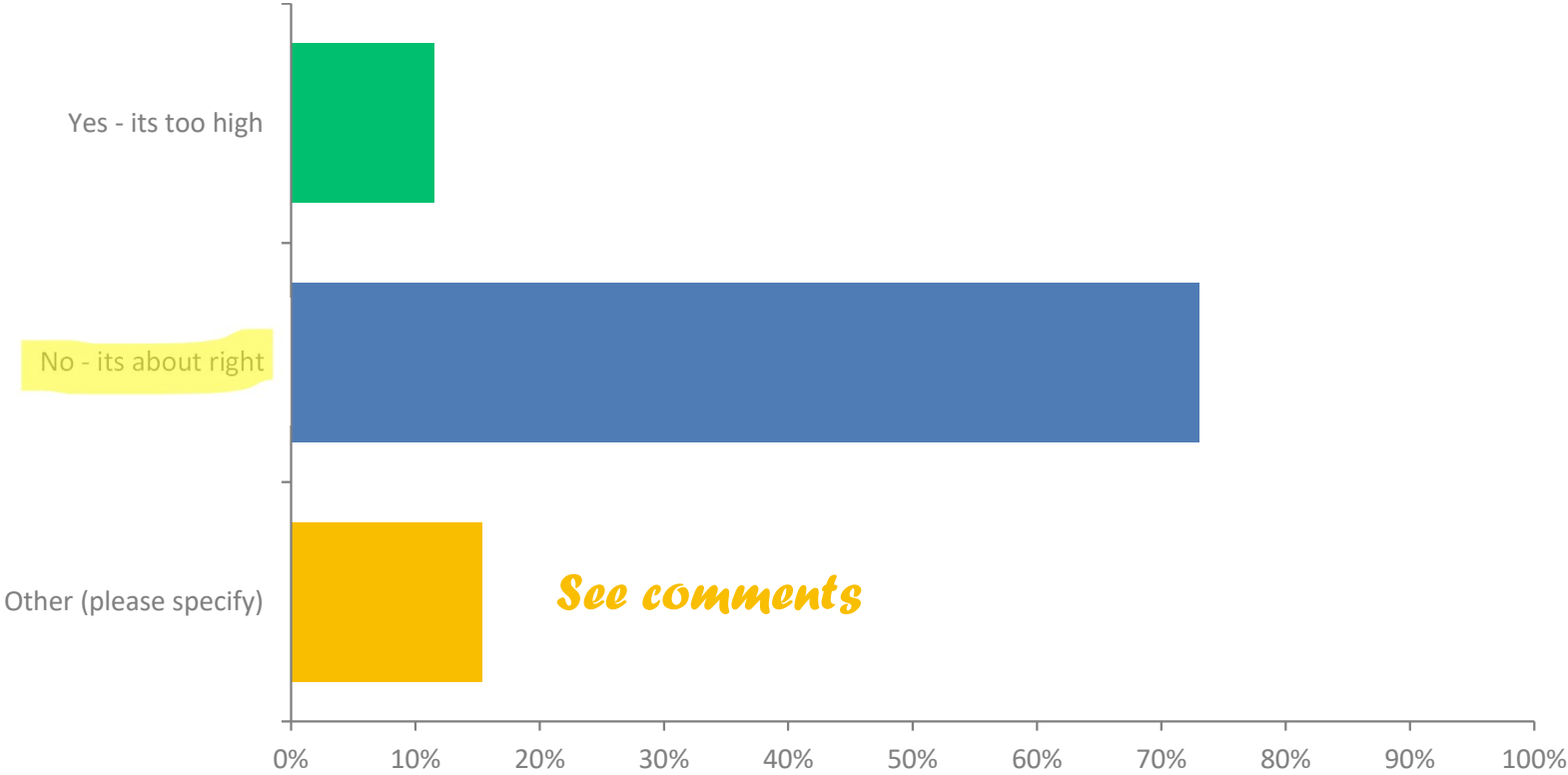
How do you characterize the overall value and strength of the program content?

Answered: 27 Skipped: 0



The price of the conference discourages interested colleagues?

Answered: 26 Skipped: 1





PRICE

“I would have liked to bring some of my staff, but the cost per person was too high for us to do that.”

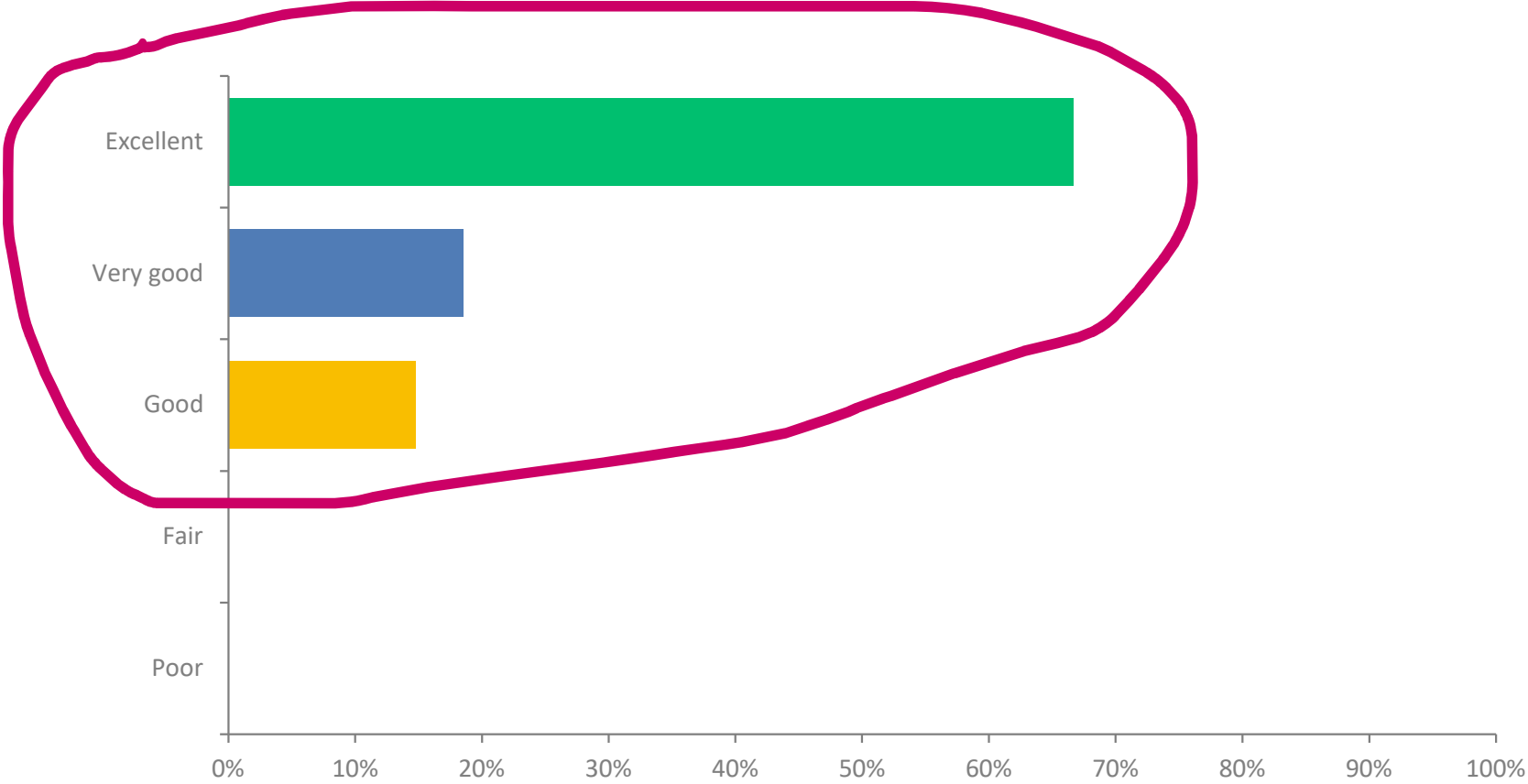
“I know you have to charge something for it, but it is super beneficial: helpful! Thanks to Logan and the other corporate sponsors for helping offset the prices!!”

“It is a little high for (1) and a 1/2 days but I understand costs of putting on an event.”

“Offer a lower nonmember rate to attract potential members”

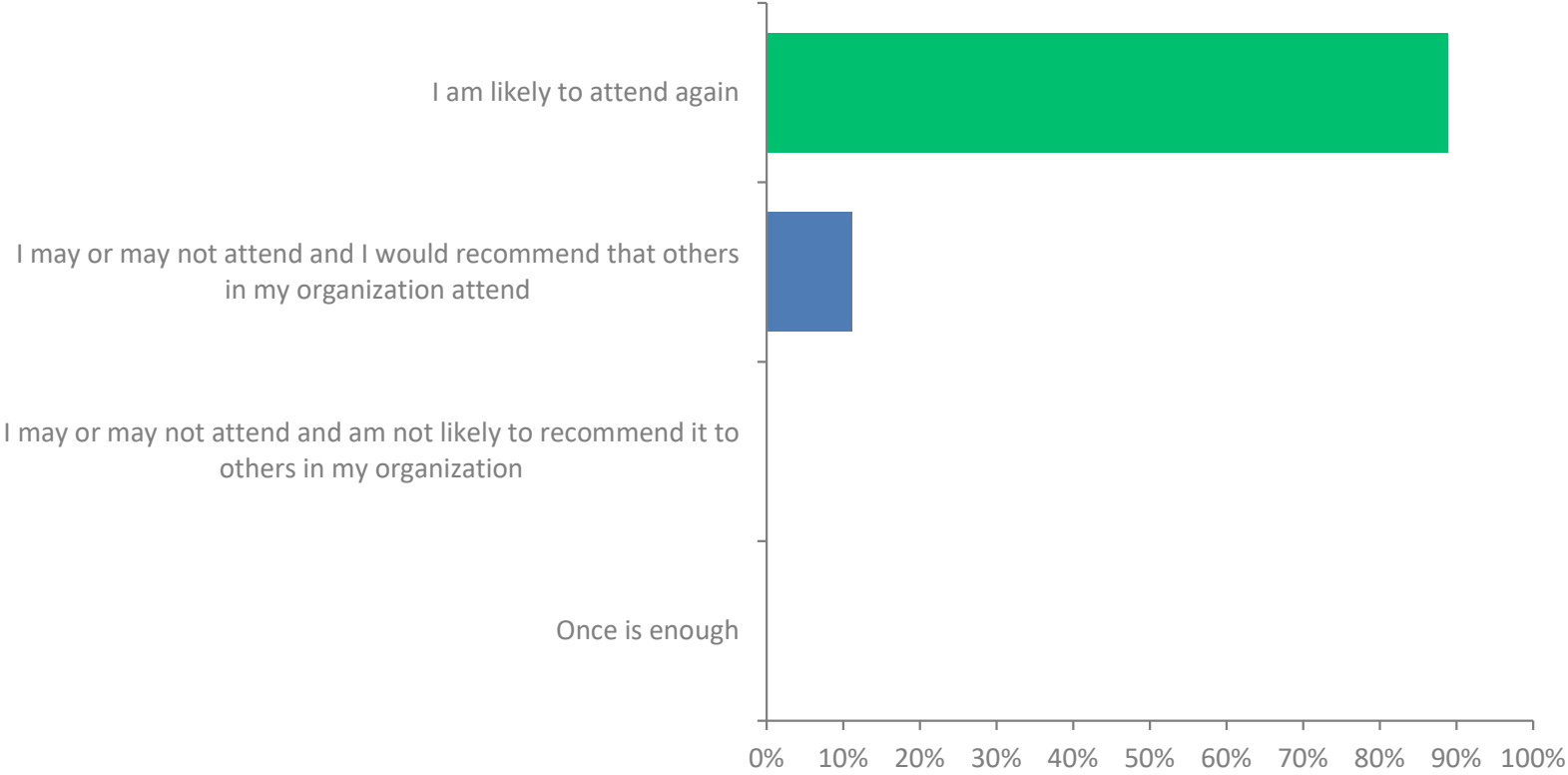
Q3: How would you rate the venue/location?

Answered: 27 Skipped: 0



Would you like to attend again next year?

Answered: 27 Skipped: 0



- Ideas from other marina's about customer retention and events or services that they provide. How they market their slips.
- I'm not sure how valuable this would be to other members, but I am always looking for human resource information that is relevant to our industry.
- Emergency responses in Marina. Lessons learn from insurance company or marina owner. Feels like we could learn how to be more proactive? Fire, fuel spills.... do's and don'ts of legal issues.
- Derelict vessel mitigation/BMPs, attracting new business/growing your transient moorage.
- need time to think about it, but my bias is all about Marina's and related info. The boat yard infor was applicable in many ways so all good there.
- More boatyard permitting- especially if marinas are headed that way!
- More on the financial side of boating and marinas. The future of the industry. What can we do now to prepare for the future.
- Ideas on how to embrace/implement automation and technology (particularly to help attract younger boaters) Revenue generating ideas/examples from other regions of the country Management &
- - Yacht Broker present and discuss the market for new buyers, what they are seeing, what is hindering sales, how can marinas help yacht brokers sell more boats, etc. - Manson Construction perhaps they could walk us through a case study of rebuilding a structure - Fire Department speaker - what they love and hate about marinas, what makes thier job easier and harder? -
- Legal dilemmas / Case Studies / etc.
- More stormwater!
- Capital project grants and financing

Evaluate Individual Presentations

I did ask respondents to evaluate individual presentations.

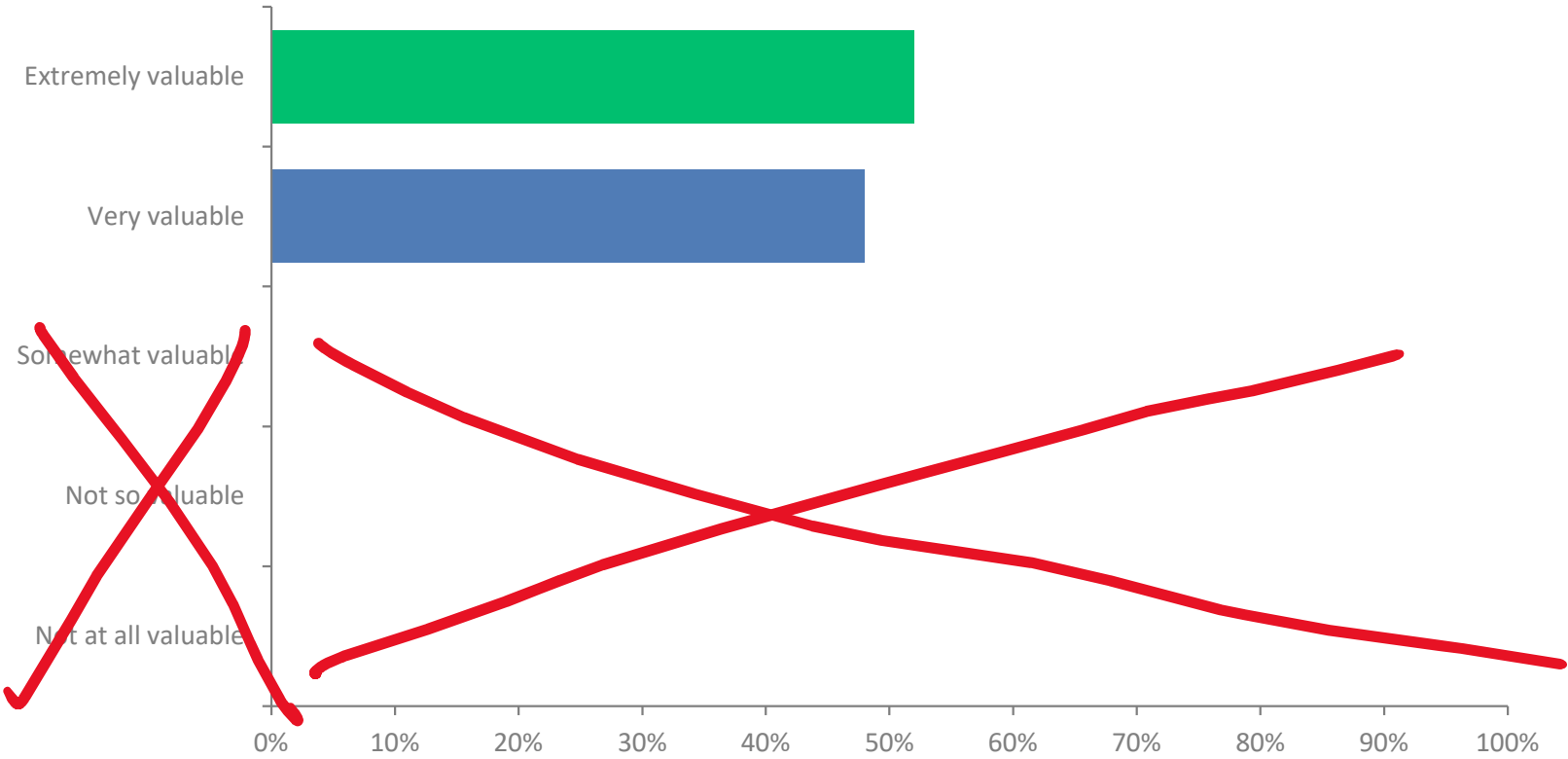
The vast majority were found to be valuable and received positive grades, if you will.

I am not going to present the individual evaluations of each presentation...

However only one presentation was rated only “very valuable” or “extremely valuable” – none of this “somewhat valuable” stuff.

Session Value: Moorage supply/demand/data/trends – Paul Sorensen, BST Associates

Answered: 25 Skipped: 2





“Good, Better, Best. Never let it rest until your good is better and your better is the best”

Mom - Barbara Jennings

Thank You!