

THE ECONOMIC IMPACT OF THE PORT OF PORT TOWNSEND AND THE MARITIME INDUSTRIES OF JEFFERSON COUNTY

Prepared for: The Port of Port Townsend

Prepared by: The Economic Development Council of
Jefferson County

2003



Table of Contents

Table of Contents	2
Executive Summary	3
Port Overview	4
Introduction	5
Methodology	
Primary and Secondary Impact Review	
Economic Impact Study	7
Introduction	
Survey Results	
RIMS II Results	
Visiting Pleasure Craft Study	10
Visiting Recreational Vehicle Study	20
Appendices	
Survey Instruments	

Economic Development Council of Jefferson County

Pivarnik & Co., Ltd.



Executive Summary

The purpose of this Economic Impact Study is to provide an unbiased quantitative estimate of the size of the economic impact of the Port of Port Townsend and the marine related industries on the economy of Jefferson County. The Economic Development Council of Jefferson County (JCEDC) conducted the study, surveying 250 businesses directly and indirectly affiliated with maritime industry.

The overall response rate to the survey is measured at 39% or approximately 97 surveys returned or answered in person. Survey participants were asked to provide financial data based on fiscal year 2002. All data collected are confidential and will remain with the JCEDC. Only the measured results of the respondents will be shared.

No matter how it is measured, the impact of the Port of Port Townsend (Port) operations and the maritime related businesses in Jefferson County is tremendous. The following highlights and statistics will provide a brief synopsis of the impact of the Port and the maritime related industries have on the Jefferson County economy.

In summary, results of this study confirm that marine related activities continue to be a major contributor to the Jefferson County economy. Not only do they provide a measure of the Ports success in its role as a major catalyst for development of the Jefferson County economy, but also it presents an understanding of the value of growth and serves as an important tool in planning intelligently for Jefferson County's future.

Following are responses to key questions from survey participants. A full discussion of these responses and the remainder of the survey will follow later in the report.

Question	Positive Response	Weighted Norm
Total Employment	87%	6.73 FTE
Estimated Annual Payroll	68%	\$219,149
Average Hourly rate for skilled workers	86.5%	\$18.45
Average Hourly rate for unskilled workers	59.1%	\$11.89

Port Overview

It is important to understand the scope of operations for the Port of Port Townsend for this report. In general, the mission of the Port of Port Townsend is to manage facilities and land and to contribute to the economic development of Jefferson County commensurate with the needs of the citizens of Jefferson County. The Port of Port Townsend has historically played a major role in economic development and the economic vitality of Jefferson County. In 2002, the Port continued to demonstrate its significant role in contributing to the growth and economic prosperity of Jefferson County.

The Port is a limited purpose municipal corporation organized and existing under Washington State RCW 53.08. The Port of Port Townsend was established as a port district encompassing all of Jefferson County in 1924. Its legislative mandate is to be an economic driver whose policy and direction are provided by three elected commissioners from the three voting districts of Jefferson County.

The Port owns and operates three marina properties: the Boat Haven, home to approximately 425 boats; Point Hudson, acquired in 1958 from the federal government; and the marina in Quilcene. In addition, there are three additional public boat ramps located in Port Hadlock, Mats Mats Bay and Gardiner. It employs 23 people full-time, and 3 seasonal employees, with an operating budget of \$4 million dollars in 2003.

The Boat Haven is a modern full service marina with guest moorage accommodating more than 6000 visiting boats annually. Revenue generated from permanent boat slips is approximately \$685,000 annually and guest moorage generates approximately \$215,000 annually.

The boatyard at the Boat Haven houses three travel lifts and includes boat space in the yard for approximately 120 boats. All the lifts combined generated \$250,000 in fees in 2002. There were 723 haul-outs using the 60 and 70 tons travel lifts and 100 haul-outs using the 300-ton heavy lift. Additional revenue from boats in the yard is approximately \$500,000 per year.

Point Hudson provides 47 boat slips and 48 RV spaces. The marina annually generates about \$62,000 from permanent moorage and guest moorage is around \$150,000. There are 35 permanent slips and 12 commercial slips, with about 5200 boating guests per year. The Port has approximately 100 building tenants in its various locations, generating \$500,000 annually. Twenty businesses are located at Point Hudson, with the rest primarily at the Boat Haven. Most of the Boat Haven leases run on seven to twenty periods. Leases at Point Hudson run year to year.

INTRODUCTION

Methodology

Port and marine related industry economic impact studies have become increasingly important as they measure the direct and indirect impact on patterns of jobs, incomes and tax revenues in the local economy. Impacts become even more important because they can serve as an important educational tool to the community in understanding the structure of a port and port dependent industries as well as its immediate economic effects.

This study will employ the Regional Input-Output Modeling System (RIMS II). RIMS II is based on an accounting framework called an I-O (input-output) table. For each industry, an I-O table shows the distribution of inputs purchased and the outputs sold. Using RIMS II for impact analysis has several advantages: multipliers can be estimated for any region composed of one or more counties and for any industry or group of industries in the national I-O table. RIMS II is widely used in both the public and private sector by analysts, consultants, and economic development practitioners.

To effectively use the multipliers for impact analysis, detailed geographic and industry information on the initial changes in output, earnings or employment that are associated with the project or program under study must be obtained. The multipliers can then be used to estimate the total impact of the project or program on regional output, earnings or employment.

Primary and Secondary Impact

The impacts on the local and regional economies are the primary or direct, and secondary or indirect and induced impact. The primary or direct consists of the initial round of spending and employment generated by marine related activities such as port industry services and capital spending on new port construction, expansion or rehabilitation projects. A major part of the direct impact arises from local port user industries. The local port user industries may be dependent on the port, in the sense that the port's existence is assumed to be a major factor in the initial decision of the firm to locate near it. In this case, the whole value of the economic activity can be linked to the port. However, when other ports in a region are available, careful investigation of port user industries and their degree of port dependency is important. Another part of the direct impact of the port comes from port capital spending and port expansion projects, which include creation of staging and handling areas for boat, refit and repair, construction of buildings, construction of facilities, and the purchase and installation of new equipment.

The secondary impact (indirect and induced) is generally defined as all activities in the region, which are economically dependent on the primary activity (Davis 1983). The indirect impact includes the effect of labor, services, materials and other items purchased by firms that supply the direct activities. Similarly, the induced impact includes economic activity that comes from household purchases of goods and services made possible because of wages generated by the primary and secondary activities. In another words, the secondary Impact consists of the multiplier effect generated in the regional economy by activities included in the primary impact of the port. For example, the multiplier effect may measure how much money is earned in the form of wages, salaries, profits and tax revenues, or how much business volume or employment is generated in an economy by the continuous re-spending of money initially generated by primary impact activities.

After defining the primary and secondary impacts of port and marine related industries, the next step in measuring their economic impact is to find an appropriate methodology to estimate this impact. The procedure to estimate the total impact of the port and marine industries on the local economy can be divided into two parts. The first requires the estimation of the direct or primary impact of the port and industry. The second part requires the estimating of secondary or indirect and induced impacts of the port and industry. The estimation of the primary impact can be used an input to estimate the secondary impact. The overall impact of a port constitutes the total of both primary and secondary impacts.

ECONOMIC IMPACT SURVEY OF MARINE RELATED BUSINESSES

Question	Positive Response	Weighted Average
-----------------	--------------------------	-------------------------

Total Employment	87%	6.73 FTE
------------------	-----	----------

Estimated Annual Payroll	68%	\$219,149
--------------------------	-----	-----------

Average Hourly rate for skilled workers	86.5%	\$18.45
---	-------	---------

Average Hourly rate for unskilled workers	59.1%	\$11.89
---	-------	---------

The response rate for workforce, facilities, revenues and market was just over 99%. Following is an overview of those sections:

Workforce

1. How do you rate the availability of workers in this area?

9.5%	Excellent	36%	Fair
36%	Good	14%	Poor

2. How do you rate the quality of workforce in this area?

18%	Excellent	27%	Fair
36%	Good	14%	Poor

3. How do you rate the stability of the workforce in this area?

14%	Excellent	32%	Fair
32%	Good	14%	Poor

4. How do you rate the workforce training options?

0%	Excellent	27%	Fair
23%	Good	36%	Poor

5. Is it difficult to attract skilled workers/employees in Jefferson County?

50%	Yes	41%	No
-----	-----	-----	----

Facilities

1. Is your business located on the waterfront?

64%	Yes	41%	No
-----	-----	-----	----

2. Does your business need to be located on the waterfront?

59%	Yes	45%	No
-----	-----	-----	----

3. Could your business benefit from being on the waterfront?

59% Yes 14% No

4. Are your companies facilities adequate for anticipated future operations?

78% Yes 27% No

5. Do you see the need to expand or relocate?

45% Yes 59% No

- The majority of respondents, who answered in the affirmative about the need or desire to expand or relocate, indicated that they would like to do so within the next five years.
- 32% of companies with expansion or relocation plans, will invest up to \$250,000 into new facilities

Revenues

1. Gross revenues for fiscal year 2002

63.5% reported annual gross revenues of \$100,000—\$500,000

22.7% reported annual gross revenues of \$500,000—\$1,000,000

1.3% reported annual gross revenues of \$1—\$5 million

<1.00 reported annual gross revenues of \$5 million or more

2. Annual business expenses for fiscal year 2002

77.19% reported annual business expenses of \$50,000—\$500,000

18.1 % reported annual business expenses of \$500,000—\$1 million

<1% reported annual business expenses of \$1 million or more

3. Amount spent annually on marketing or advertising

36% reported spending up to \$1000 per year on advertising

58.9% reported spending up to \$10,000 per year on advertising

Market

1. Percentage of commercial marine business

50% less than 25%

18% 25 to 50%

5% 50 to 75%

0% 75 to 100%

2. Percentage of recreational marine business

14%	25 to 50%
18%	50 to 75%
55%	75 to 100%
14%	100%

3. Total company sales are

32%	Increasing
36%	Stable
32%	Decreasing

SURVEY COMMENTS

- Additional in-water moorage for vessels 60—150 feet
- Relief from US Longshore & Harborworkers insurance for shops with fewer than 10 employees
- Expanded moorage basin devoted to vessels 50 and longer
- This survey should be helpful in perusing funding and permits for an expansion of moorage capacity.
- Liability insurance—seek ways in which it can be lowered
- Port policy needs independent citizen and marine trades review
- Annual storage and moorage increases are putting undue pressure on our industry
- Port is too focused on adding storage facilities without providing the requisite marine trades infrastructure to support the need for storage
- Hauling a boat in PT, particularly with the 300 ton lift is only viable if there are services to accommodate vessels of this size
- More port cooperation with small boatyard businesses, larger businesses get all of the attention
- Need for more competitive live aboard fees
- Leases should be structured to accommodate the needs of smaller businesses
- Long-term and affordable space is needed for small marine related businesses to grow and survive
- Losing ground to Anacortes or Bellingham for service
- Some businesses see themselves as incubators, leasing excess space to small businesses or tailgaters
- Insurance and L&I issues
- Lack of local services for marine trades
- Enhanced facilities outside of Port Townsend. A deep-water boat launch or grid in South Central Jefferson County.
- Improve the Mats Mats launch.
- Customers are complaining about storage rates and are leaving

Multipliers for Marine Related Industries

The final demand multiplier for boat and shipbuilding and repair in Jefferson County and the Olympic Peninsula Region is 2.7504. This is compared to 3.3736 in the Seattle PMSA.

What does this mean? For every \$100,000 increase in demand for marine related services, there is an economic increase of \$275,040 in the economic area (Jefferson County).

Visiting Pleasure Craft Study
For Jefferson County
May-September 2003

I. Executive Summary

Purpose of Study

The purpose of this study is to provide an unbiased quantitative estimate of the economic impact of visiting boaters to the economy of Jefferson County for a prescribed period, May to September 2003. This period is often referred to as the peak for visitors from outside of Jefferson County. This study utilizes data captured during 2003 from surveys, statistics from participating marinas and comments provided by guest boaters.

Comparative statistics from 2002 are included, where possible, to show an economic trend over a two-year period with several marinas. It is intended that this data will form a statistical foundation for future data captures via surveys and other data gathering techniques.

Overview of Survey

Out of 14,473 guest moorage nights booked in Jefferson County from May 1 through September 30, 2003, 179 boaters responded to the survey. Though this is a small number, it still gives some useful feedback and a snapshot of visiting boaters' experiences. It's also important to remember that the survey participants may have

stayed more than one night—in fact, 38% stayed two or three nights and 10% stayed four nights or longer.

Surveys were placed at marinas in Jefferson County, which included Boat Haven, Point Hudson, Port Hadlock, Port Ludlow and Pleasant Harbor. Each marina was visited every few weeks to pick up completed surveys and to solicit assistance from marina staff in encouraging survey participation. Surveys were “self-selecting” (i.e. voluntary). Because respondents self-select, they also may choose not to respond to each questions in the survey. Therefore, the total sample size per question may vary.

Incentives were offered to survey participants. At Boat Haven and Point Hudson, their names were entered into a drawing for two free nights moorage or RV guest nights. Drawings were held the end of June (for May/June participants), mid-August (for July/mid-August participants) and the end of September (for mid-August/September participants). Two winners were selected at each drawing. Port Ludlow offered a free Latte for every person that completed a survey.

The study area of the surveys covered all the marinas in Jefferson County and are listed below with a breakdown of locations the surveys came from:

- 48% Boat Haven
- 15% Point Hudson
- 5% Port Hadlock
- 4% Port Ludlow
- 2% Pleasant Harbor
- 26% didn't indicate marina location

II. Purpose and Goals of Report

The purpose of this report is two-fold:

- 1) To indicate economic trends for expenditures made by visiting boaters
- 2) To determine the level of customer satisfaction from boating guests

To address the first point, it's helpful to look at the broader picture. The number of visiting boaters throughout the state represents a solid economic base for the marine industry. During the five months surveyed in 2003, these boaters generated nearly \$390,000 in guest night revenue. Their expenditures can be extrapolated into other areas such as marine related services, dining, groceries, and shopping to increase that initial number substantially.

The second point is especially important to the Port of Port Townsend, and participating marinas, as they'd like to track customer satisfaction and note comments about customer service when checking in, making moorage reservations, inquiring about activities. Comments made by the survey participants are included in this report and

summarized by general topic, i.e. transportation comments, Internet viewpoints, reservations.

Marine related services represent substantial income. With 88 to 90 boatyards in Puget Sound, the revenue generated from this sector is substantial. As environmental compliance issues increase, many boatyards are facing closure, yet there remains a growing customer base of boaters. This represents an opportunity in Jefferson County as the competition declines. 17% of the boaters responding to the survey had haul out or storage expenditures. The same percentage used repair services. 24 survey participants said they'd spent over \$1,000 while they were visiting.

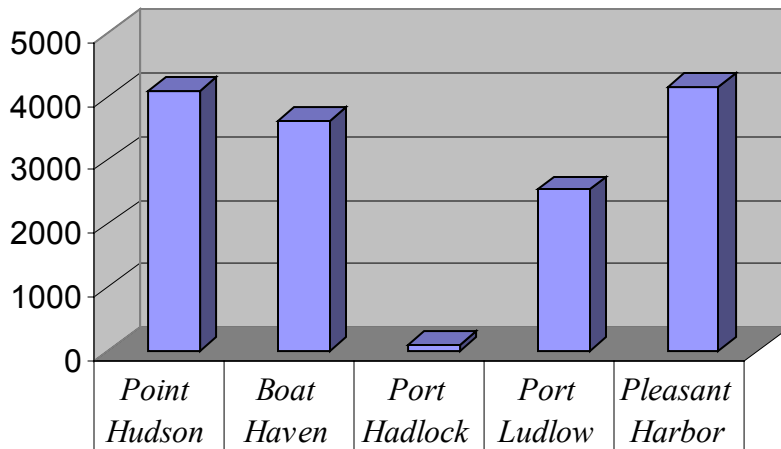
Key Parameters

As mentioned earlier, the survey was conducted from May 1 through September 30, 2003 at the five major marinas in Jefferson County (Point Hudson, Boat Haven, Port Hadlock, Port Ludlow and Pleasant Harbor). The compiled number of guest moorage nights was 14,473 and the total revenue generated nearly \$390,000 (Port Hadlock revenue is an estimate based on available data). Pleasant Harbor's numbers were higher than expected for this survey. About five boaters booked for a month, paying a transient guest moorage fee.

Though some figures are available for comparison to 2002, Pleasant Harbor came under new management and does not have records for 2002. Consequently, no substantial conclusions can be reached other than to note most of the marinas had a higher number of guest nights in 2002 than in 2003. Although this is true for Port Ludlow from May 1 through September, they commented that both April and October 2003 had a higher number of guest nights than for the same months in 2002.

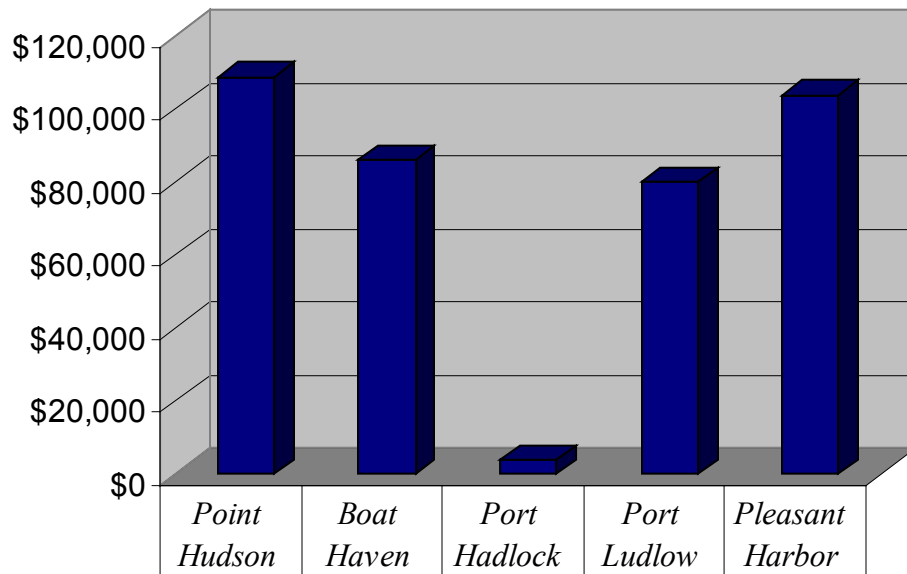
Graphs of 2003 guest nights are on the following page. Following that are 2002 versus 2003 guest night moorage comparisons. Pleasant Harbor does not have figures available for 2002.

Nightly Guest Moorage 2003



■ <i>Nightly Guest Moorage 2003</i>	4076	3607	103	2535	4152
-------------------------------------	------	------	-----	------	------

Revenue from Nightly Guest 2003



■ <i>Revenue from Nightly Guest 2003</i>	\$108,759	\$86,203	\$3,600	\$80,015	\$103,800
--	-----------	----------	---------	----------	-----------

	2002 Guest Nights	2003 Guest Nights	% Difference
Point Hudson	4,095	4,076	-1%
Boat Haven	4,130	3,607	-13%
Port Hadlock	128	103	-21%
Port Ludlow	2,716	2,535	-7%

III. Survey Findings and Analysis

A survey was used to ascertain certain information about visiting recreational boaters. Questions were developed to gather information about the following five broad areas:

- 1) Who is the customer?
- 2) What do they spend?
- 3) Where do they come from?
- 4) What are their needs when they're here?
- 5) What are their comments?

The fifth question is perhaps the most important. It gives the participating marinas an opportunity to get feedback on a variety of issues important to their guests. Quotes from the surveys are offered following the section on survey results.

Survey Results

Although the surveys represent a small percentage of visiting boaters, some important and valuable points can be gleaned from the information accumulated. With a variety of questions asked, what follows is a breakdown of responses:

Dates of visit:

37% August
 22% July
 18% June
 8% May
 6% September
 9% didn't give dates

Number of days of stay:

44% one night
 25% two nights
 12% three nights
 2% or less for each night beyond four

Number in party:

62% were couples	one boat had seven aboard
14% were foursomes	2 boats had party of eight
10% had three aboard	1 boat had ten aboard
6% were single-handlers	1 boat had a party of twelve
One boat had a party of six	

Type of vessel

46% Sail
43% Power
10% unidentified

Length of vessel:

60% were 30-50'
16% were under 30'
8% were over 50'

Coming from outside the United States—was customs easily accessible in Port Townsend?

70% Yes
30% No

Reason for being in the area

76% Recreational Visit
10% Repair/Storage
14% Planned Event

Reason the area was selected

72% Return Visit
8% Recommended
2% Boat Show
0% Magazine Ad
18% Other

Marine Related Expenditures

(Number of Responses)

	\$0-100	\$101-500	\$500-1000	\$1000+
Haul Out/Storage	17	6	6	2
Repair	14	6	4	7
Labor	15	4	1	6
Materials	14	8	2	5
Marine Supplies	43	16	2	2
Other	29	6	1	2

Non-Marine Related Expenditures:

(Number of Responses)

	\$0-100	\$101-500	\$500-1000	\$1000+
Lodging	34	7	4	
Groceries	85	13	4	

Restaurants	86	29	4	
Entertainment	48	8		
Transportation	32	6		
Other	20	7		

Breakdown of service providers

100% used Local Business:
62% used Multiple Vendors
9% used Single Vendor
Less than 1% used a Friend

Breakdown of suppliers

(Number of Responses)

	100%	10%-90%	80%-20%	50%-50%	40%-60%
Local Vendor	111	1	2	3	1
Vendor Outside Area		2	2	3	1
Wholesale Outlet		1			

If an outside vendor was used, specify location

Seattle-3 West Marine-2 Fisheries-1
Bremerton-2 Costco-1 Various-1
Everett-1 Internet-1
Admiral Ship Supply-2 Olympia-1

If buying outside the area, indicate why

54% Cost
46% Availability

Specify amenities, goods, and services unable to find during visit

- Northern waters charts
- Canadian charts
- Special diesel fuel lubricant
- 12-volt cell phone charger
- Ice

Use local transit

66% Yes
34% No

Was it easy

96% Yes
4% No

Would you use it again

98% Yes
2% No

What is your hailing port?

- 22% were from Seattle (40)
- 7% from Everett (13)

- 6% from Olympia (11)
- 54 additional hailing ports represented

Survey Comments

About 50% of the surveys completed contained comments pertinent to the marina where guest boaters stayed and to services provided or lacking. They're summarized by general topic and each marina is noted following the comments: Point Hudson (Pt. Hud), Boat Haven (BH), Port Hadlock (Pt. Had), Port Ludlow (PL) and Pleasant Harbor (PH).

Signage

BH: "Nice area. Need better signage coming into the marina—hard to see where to go and how to find our slip. Reservations would have been nice."

BH: "More permanent dock signage—letters and numbers. Keep improving those bicycle lanes and paths! Staff are nice and helpful."

BH: "Make directions on which side of the fuel dock to land on better. Sides of dock are mostly E-W oriented. Technically, the N side of dock is the wrong side to land at. Also, don't let the growth get too large."

BH: "Explicit directions on entering marina would be helpful. (We arrived late, but called before arrival.) Moorage office was closed upon arrival. Have moorage office open later (6 p.m.) to accommodate transient guests during the summer."

BH: "Put phone number on entry sign."

BH: "Need bigger slip signs (both sides of piling)."

BH: "Better markings for channel into Port—especially during low tide."

Internet and Reservation Requests

BH: "Paid for moorage for 2 days and Port would not guarantee slip space upon return from sailing. [Would like] a commitment to monitor and respond to radio on Channel 9—called several times and no response. Was forced to dock and go to office for slip assignment. Please make wireless Internet access available with Broad Band Express."

Pt. Hud & PL: "We have been coming to the Port Townsend area by boat and RV for 25 years. Much better since the town operates the facilities. On-line services would be helpful."

BH: "Library—Internet"

BH: "I would like to be able to make a reservation—the 1st come, 1st served policy discourages my use and interest."

BH: "Very pleasant staff and stay. Reservations would be a great improvement."

BH, Pt. Hud, PL: "No changes except need computer hookup capabilities."

BH: "In the past I have used the library for retrieving email. This has been a very good service."

Transportation

BH: "Need better transportation to town from marina to Safeway on weekends and holidays."

BH: "Shuttle to downtown or welcome packet with info. on using transportation services."

BH: "Shuttle bus is a good idea and convenient."

Pt. Hud: "Shuttle service from north marina to south marina."

BH: "No [transportation] service available on July 4th. Made it difficult to get around. Nice people and very accommodating to special requests."

BH: "Love the bus service—very convenient. Drivers are friendly and accommodating."

BH: "Used shuttle to Fort Worden for the fireworks—very convenient."

BH: "Bus system is great; we enjoyed the community."

Grocery or Convenience Store

Pt. Hud: "A grocery store close to the docks would be great. Good job! (in answer to question about port services)"

BH: "I thought there was a marina grocery store, but there isn't."

Pt. Hud: "Grocery store in easy walk is gone (heard it burned down). Hope the local grocery gets rebuilt."

BH: "Nice to have a major convenience store closer to the dock. Continue rejecting chain stores in PT!"

Pricing

BH: "Lower the rates to Bellingham standards—more incentives for multiple visit cost reduction—mail outs to (or emails or addresses for) people who regularly use this port."

BH & Pt. Hud: "Prices are too high."

BH: "Lower the prices!"

Pt. Hud: "Charge less for slip."

General Suggestions

BH: "When one has signed to use a slip to moor a boat, one should be told immediately of any parking and/or launch fees imposed by the port authority."

BH: "Would be happier if the harbormaster would answer Ch. 66 or Ch. 9 even when on dock—suggest a hand-help radio."

BH: "Customs service was poor."

BH: "Some merchants didn't take credit cards."

BH: "Would like to see more slips updated."

BH: "Dock repairs are needed at Boat Haven!"

PL: "Show amperage on end dock outlets."

Pt. Hud: "Upgrades and improvements to bathroom facilities and showers might be in order. Staff is always courteous and helpful."

Pt. Had: "Control foul odors from Port Townsend Land Fill—terrible! Couldn't wait to leave."

Pt. Hud: "Garbage disposal unit on south dock would be nice."

Pt. Hud: "Sell post cards of the otters!! Ice cream shop should stay open until 11 pm. The Thai restaurant is tasty."

BH: "Had some trouble with neighbor—wild, late party. But, we enjoyed our stay!"

BH: "Office could be more centrally located. Nice facility overall—great little town."

Pt. Hud: "Need more dog control & signs all over Pt. Hudson: 'Pick up after dog!'—stepped in s..."

BH: "Have more boats—motors for rent."

Pt. Hud: “Block idea at the dock area. Port service is always good.”

Pt. Hud. & BH: “Fix the pump outs!”

BH: “Ice?”

Positive Comments

Pt. Hud: “Kid friendly!”

BH: “Excellent products, service and prices. Friendly and helpful. Excellent from our initial contact on the radio to our departure. Lots of helpful info—both printed and verbal. Thoroughly enjoyed our stay!!”

BH: “Pretty darn good for a town this size.”

Pt. Hud: “Port was clean, dock in great condition, port personnel were polite, efficient and helpful. Restroom was clean and well-supplied.”

Pt. Hud: “Keep the flowers, restaurants and businesses bright and clean and this will continue to be a favorite destination for us and many more. We visit about 2-3 times a year with 2-6 aboard. In the past five years, we’ve spent about \$7000 on marine businesses and about \$2500 on local businesses.”

BH: “Great showers!”

BH: “Port Townsend has great boat services and craftsmen.”

Pt. Hud: “We always enjoy PT. Reservations were well done. Good berth.”

Pt. Hud: “Great town—like it just as it is—have come here for years! Enjoy Pt. Hudson Marina—hope we can always get reservations—don’t give it all to yacht clubs!”

BH: “We had a great experience at the Boat Haven; many businesses provided services and assistance.”

BH: “Pleasant town, great people, very friendly and helpful, don’t change a thing! Good food.”

BH: “Visitors Center was very helpful. They answered all our questions.”

Pt. Hud: Six surveys commented generally on what a great marina it is and what nice facilities.

BH: Seven surveys made general comments on how much they enjoyed PT and the marina.

Pt. Hud: Four surveys commented generally on the excellent service and helpful staff.

BH: 13 surveys made general comments about the friendly and helpful staff, with several additional comments on their flexibility. One said, “Ladies in the office are underpaid, but still delightful.”

PL: “Office staff very helpful and friendly and accommodating. Thank you!”

PH: Two surveys commented generally on good service received and friendly staff.

IV. Economic Impact—Interpreting the Results

As with all self-selected survey samplings, it is advised that the results be interpreted with some caution. The percentage of participants is simply a snapshot of the greater picture throughout Jefferson County.

With nearly \$390,000 spent on guest night moorage fees in a five month period in 2003, it's obvious that this segment of people are a valuable commodity to Jefferson County's economy. The multiplier effect increases their importance even more.

An important point to note is that these visitors have not come by car and do not take up parking spaces in Port Townsend. Yet, they spend substantial dollars while they're here.

The final demand multiplier for marina based activities in Jefferson County and the Olympic Peninsula Region is 1.52 as compared to 1.90 in the Seattle metropolitan statistical area.

What does this multiplier mean in terms of economic activity? For every \$100,000 increase in demand for marina related services, there is a corresponding increase of approximately \$152,000 in the economic area (Jefferson County).

Visiting Recreational Vehicle Study Point Hudson May-September 2003

I. Executive Summary

Purpose of Study

The purpose of this study is to evaluate the needs of RV'ers coming to Point Hudson, their level of satisfaction and the economic impact they have upon Port Townsend's tourism industry. It's based upon analysis of information gained during 2003 from surveys and comments provided by guest RV'ers.

Overview of Survey

Out of 4,086 guest nights booked for RV space at Point Hudson from May 1 through September 30, 2003, 79 surveys were completed and returned to the Port office. Though this is a small number, it still gives some useful feedback and a snapshot of visiting RV'er's experiences. It's also important to remember that the survey participants may have stayed more than one night—in fact, 65% stayed two to four nights and 12% stayed four nights or longer.

Surveys were placed in the Port office at Point Hudson with incentives offered to survey participants. Their names were entered into a drawing for two free RV or moorage nights. Drawings were held the end of June (for May/June participants), mid-August (for

July/mid-August participants) and the end of September (for mid-August/September participants). Two winners were selected at each drawing.

The Port office staff distributed surveys to all RV rally's and rendezvous gatherings at their general functions/dinners, encouraging participation as much as possible.

It's interesting to note that participation was strongest in May, June and July, tapering off in August and stopping completely in September. This did not correspond to RV nights booked, however, since August was the busiest month with 1,234 guest nights filled. July was the second busiest with 993 and September 3, with 806.

Overview of RV Parks in Jefferson County

Fort Worden is the largest RV campground in the County and during the survey period of May 1 through September 30, 2003, their revenue was \$188,000, equating to about 7,520 nights booked. Revenue generated from Point Hudson for the same time frame was \$98,082.

Other RV parks and campgrounds include the Jefferson County Fairgrounds, the Elks Club, Fort Flagler, Old Fort Townsend and Port Ludlow. In Forks, there's the Hoh River Resort. Figures weren't available from these locations for 2003 and only Point Hudson was surveyed.

II. Survey Findings and Analysis

The survey was designed to ascertain certain information about visiting RV'ers to Point Hudson. Questions were developed to gather information about the following five broad areas:

- 1) Who is the customer?
- 2) What do they spend?
- 3) Where do they come from?
- 4) How did they find out about Point Hudson?
- 5) What are their comments and needs?

The fifth question is the most important for the Port to get feedback on a variety of issues important to their guests. With so many improvements being made to the RV facilities at Point Hudson in 2003, the Port wants to know if they're meeting the requirements of their visitors. Quotes from the surveys are offered following the section on survey results.

Survey Results

Although the surveys represent a small percentage of RV'ers at Point Hudson, let alone in Jefferson County, some important and valuable points can be determined from the information accumulated. With a variety of questions asked, what follows is a breakdown of responses:

Dates of Visit

34% May
32% July
18% June
16% August
None responded for September

Number of days of stay

3% one night
33% two nights
31% three nights
15% four nights
5% five nights
2% or less for each night beyond six

Number in party

81% were couples
5% were foursomes
Two RVs had only one in their party
One survey noted there were 28 in their party (assuming that included a group of RVs)

Type of vehicle

61% Motorhomes
36% Travel Trailers
3% Campers

Length of vehicle

38% were 31-35'
22% were 26-30'
20% were 36-40'
10% were 21-25'
10% were 15-20'

Reason for visiting the area

65% Recreational Visit
44% Planned Event
1% Business

First visit to Point Hudson

55% Yes
45% No

If no, how many times previously visited

26% Twice

16% Three Times
 13% Four Times
 3% Once
 3% each have Visited 5, 10, 12, 15, 20, 30 and 40 times
 One comment was “dozens of times”

Other RV Parks visited in the area

Fort Worden – 25	Rainbow’s End – 3	Keystone – 1
Fort Flagler – 7	Port Ludlow – 1	Oak Bay – 1
PT Elks Club – 7	Hoodsport – 1	Discovery Bay – 1
Rest-A-While – 2	Sequim – 2	Lyre River – 1
State Parks – 5	Clallam County – 1	

Why did you select this area for your visit?

Past Experience – 32	Travel Club – 4	Wagonmaster – 2
Magazine Ad – 0	Yacht Club – 1	RV Rally – 6
Directory Listing/Ad – 2	Good Sam Directory – 1	Drove By – 1
Recommendation – 30	Elks Club – 2	
Other – 9	RV Club – 3	

How do you select your next RV site location?

Past Experience – 46	KM Camper Club – 1	Passport Amenity – 1
Woodall’s – 21	Trailer Life – 3	Club Rally – 1
Good Sam’s Directory – 24	KOA – 1	Internet – 1
Family Coach Directory – 9	AAA – 1	
Other – 7	Park Members Dir. – 1	

Local expenditures during visit

	\$0-100	\$101-500	\$501-1000	\$1000+
Gifts/Souvenirs	48	9	1	
Groceries	46	9		
Restaurants	54	13	1	
Entertainment	27	1	1	
Transportation	15			
Other	16	4		

When here, did you have work done on your RV?

97% No
 3% Yes

If yes, was service adequate?

100% Yes

List of amenities, goods, services unable to find during visit

- Mini-mart nearby
- Wal-Mart
- Downtown parking
- Grocery store nearby
- Diesel

During your stay, did you use local transit?

95% No

5% Yes

If yes, was it easy and convenient?

100% Yes

Would you use it again?

100% Yes

Point of origination

24% Seattle area

16% Out of state (OR, CA, AZ, CO & NY)

15% Kitsap County

11% Tacoma area

1% Olympia area

Remaining 33% from other areas in Washington, including 3 RVs from Jefferson County

Survey Comments

60% of the surveys completed contained comments about community services or Port staff and services. 38% of the surveys raved over the Port staff and their friendly, helpful attitude. 12% devoted their comments to glowing reports about Port Townsend and how much they love to visit here. A few made some helpful suggestions and comments.

Suggestions from survey respondents

“We’d appreciate a location to send/receive e-mail on our laptop computer. The staff was pleasant and helpful. Good hours of operation.”

“Wish office was open later.”

“We love being right on the water and so close to town. Would like to have more picnic tables and some fire rings. Port staff is very friendly and helpful.”

“Dog control—signs are needed: ‘Clean up after your pets’—need leash laws. We so enjoy the American Legion! It’s a fun place to walk to and play pool.”

“Need lists of coming events and a map of where they area. Staff is pleasant and helpful.”

“Please don’t tear down the buildings—they are charming. Please upgrade the electrical service for groups. Staff was great.”

“Ilene wants a hot tub!”

“Need better kitchen facilities for group rally’s.”

“Need number system when parking. Have a designated spot for dogs to wet.”

“Inadequate facilities for preparing meals for the chapter rally. No stove and minimal electrical power. Have the sewer receptacles vertical to the ground and require screw-in adapters to seal the system. Staff very friendly.”

“Need garbage dumpster in the area of the group RV parking.”

“Garbage dumpster not convenient.”

“Need a better location for the carnival. Public restrooms: need at least two more. Port staff: keep doing a great job. This is the only RV park us retired people enjoy. It’s walkable to downtown. You have made excellent improvements to the park. Keep up the good job—Thanks!”

“We never did see Guido—we were looking for him! We needed a Wal-Mart—my wife is addicted.”

Positive General Comments

“Came to ‘check out’ facility for our RV group. Planned a stay. Informative and friendly staff.”

“Everything we want or need is right here!!! The staff at Pt. Hudson could not be more congenial—very helpful and friendly. We’ve been most pleased. Pt. Hudson is a very special place for us. We’ve been coming here for over 12 years and we hope to be able to come back for many years to come. Thank you for all your courtesies.” (from OR)

“We like PT just as it is. We used the rick-shaw—fun!”

“Staff was very accommodating of our Puget Pullers group.”

“A wonderful, friendly community—we enjoyed our stay—we have rented the Officer’s Quarters for family reunions in the past. Staff here was very helpful—both on the phone and upon arrival.”

“We love Point Hudson. My husband took his Coast Guard training here in 1942! We have had very good service, very friendly and nice.”

“Scouting out the park for our camping club and made reservations.”

“Terrific park! We will return often. Helpful and friendly staff. Please don’t tear down the buildings/facilities. They provide a part of why we will come back often.”

“Town is very friendly and easy to get to from RV park.”

“I was the organizer for our 14 rig group and staff was fabulous to work with!”

“With family in PT we come about 3 times a year and always stay at Pt. Hudson.”

“All facilities were clean and convenient. Staff was friendly and helpful.”

“Very friendly and helpful staff. When reservations open for the year, set a time and stick with it! We love this place and plan to come back.”

Comments about Port Townsend

“Port Townsend remains a friendly, enjoyable community. Keep it like it is. Very courteous and friendly staff—would happily come back!”

“Had a great time—love your town—all the staff is great.”

“Can’t think of anything we couldn’t find—PT has it all!”

“Great visit. Super RV park. Great town. Look forward to coming back. Super!”
“Beautiful spot. Enjoyed our stay.”
“We’ve enjoyed all our stays here.”
“Great spot!”
“Love it here!”

Comments about Port Staff:

Fifteen survey respondents gave high marks to the customer service provided by office staff and camp hosts.

“The staff here is one of the most friendly and accommodating as any place we’ve stayed.”

III. Economic Impact—Interpreting the Results

With Point Hudson’s RV revenues for 2003 at \$98,082 and Fort Worden’s at \$188,000, it’s clear that RV travelers provide a substantial positive economic impact to the County. Keep in mind that there are still five additional RV parks and campgrounds not represented in this study.

As this portion of the overall survey focused on Point Hudson and the activity taking place there, it is more challenging to identify a multiplier effect for this recreational vehicle impact. A review of the data would suggest that the multiplier would be similar to the recreational boating/marina multiplier. This would mean that for every \$100,000 of demand, an economic increase of \$152,000 would occur. While the economic benefit of the activity is clear, the measurable impact is less clear due to the nature of the study.