

Frequently Asked Questions

Questions Received via Email, Direct Mail, Phone 5 Letters & 15 Emails





Summary of Concerns

Unfairness of the Increase:

- Excessive and disproportionately impacts middle-class boaters
- Methodology questioned, propose broader study including Santa Barbara to San Diego

Comparison Issues:

- Unfair comparison to private marinas in Newport Beach
- Advocate for including public marinas and wider geographic area
- Existing amenities outdated compared to proposed comparison marinas





Summary of Concerns (Cont.)

Transparency Concerns:

- Lack of transparency in rate increase process
- Request breakdown of expected revenue and more time for public review

Impact on Boaters:

Concern of being priced out due to new rates

Partnership with DPHP:

- Questions regarding the benefit of the County partnership with DPHP
- Urge County to prioritize boaters' interests





What Market Factors to Consider for Boat Slip Fee Increases?





"Market" Factors

Market Factors:

- Geography proximity; distance from home to marina and distance to destinations
- Demographics income, age, lifestyle
- Functionality amenities, activities, slip sizes, water depth
- Economic supply/demand, market conditions

Market Data Analysis:

- Analyze comparative marinas within the market area, considering various factors including on-site and off-site amenities, harbor features, and surrounding areas
- Rental rates are influenced by factors such as marina condition, amenities, and surrounding attractions





"Market" Factors (Cont.)

Market Rent vs. Market Rate

- Market Rent: The most probable theoretical price a property would bring in an open and competitive market
- Market Rate: The actual rental prices observed in the market, potentially influenced by non-economic factors like long waiting lists, location, amenities, etc.
- Primarily consider existing market rate data for comparable marinas but acknowledge the influence of pent-up demand

Market Area

- Geographic proximity to a marina is crucial, but other factors like amenities also influence choice
- Comparative factors other than simply location must be taken into account
- There are functional, qualitative, and economic differences between marinas and their surrounding influences which need to be considered as well





"Market" Factors (Cont.)

Comparative Analysis

- Marina Facilities: physical condition/maintenance, age, amenities, slip mix, water access/depth, ocean access, etc.
- Surrounding Influences: harbor characteristics, nearby services and attractions, regional demographics



DANA POINT HARBOR

DPH Marina 5-Year Rate Plan

February 20, 2024

DANA POINT HARBOR PARTNERS









	Rate F	er l	Foot	Rate Pe	r M				
	2023		2024	2023 202			\$ Increase % Increase		
20 FT	\$ 13.50	\$	14.15	\$ 270	\$	283	\$	13	4.81%
21 FT	\$ 17.15	\$	18.15	\$ 360	\$	381	\$	21	5.83%
22 FT	\$ 18.15	\$	19.20	\$ 399	\$	422	\$	23	5.79%
24 FT	\$ 18.70	\$	19.80	\$ 449	\$	475	\$	26	5.88%
25 FT	\$ 18.75	\$	19.95	\$ 469	\$	499	\$	30	6.40%
26 FT	\$ 19.35	\$	20.60	\$ 503	\$	536	\$	33	6.46%
28 FT	\$ 21.35	\$	22.78	\$ 598	\$	638	\$	40	6.70%
30 FT	\$ 24.60	\$	26.27	\$ 738	\$	788	\$	50	6.79%
35 FT	\$ 26.00	\$	28.57	\$ 910	\$	1,000	\$	90	9.88%
40 FT	\$ 33.45	\$	37.20	\$ 1,338	\$	1,488	\$	150	11.21%
45 FT	\$ 34.10	\$	38.10	\$ 1,535	\$	1,715	\$	180	11.73%
50 FT	\$ 35.35	\$	39.45	\$ 1,768	\$	1,973	\$	205	11.60%
52 FT	\$ 35.35	\$	40.00	\$ 1,838	\$	2,080	\$	242	13.15%
55 FT	\$ 39.90	\$	45.35	\$ 2,195	\$	2,494	\$	300	13.66%
58 FT	\$ 43.15	\$	49.70	\$ 2,503	\$	2,883	\$	380	15.18%
60 FT	\$ 43.15	\$	49.82	\$ 2,589	\$	2,989	\$	400	15.46%
61 FT	\$ 43.15	\$	49.82	\$ 2,632	\$	3,039	\$	407	15.46%
64 FT	\$ 43.15	\$	49.82	\$ 2,762	\$	3,188	\$	427	15.46%
66 FT	\$ 43.15	\$	49.82	\$ 2,848	\$	3,288	\$	440	15.46%
93 FT	\$ 43.15	\$	49.82	\$ 4,013	\$	4,633	\$	620	15.46%
111 FT	\$ 43.15	\$	49.82	\$ 4,790	\$	5,530	\$	740	15.46%



	Rate Per Foot					Rate Pe	r M				
		2024		2025		2024		2025	\$ Increase % Increase		
20 FT	\$	14.15	\$	14.83	\$	283	\$	297	\$ 14	4.81%	
21 FT	\$	18.15	\$	19.21	\$	381	\$	403	\$ 22	5.83%	
22 FT	\$	19.20	\$	20.31	\$	422	\$	447	\$ 24	5.79%	
24 FT	\$	19.80	\$	20.96	\$	475	\$	503	\$ 28	5.88%	
25 FT	\$	19.95	\$	21.23	\$	499	\$	531	\$ 32	6.40%	
26 FT	\$	20.60	\$	21.93	\$	536	\$	570	\$ 35	6.46%	
28 FT	\$	22.78	\$	24.31	\$	638	\$	681	\$ 43	6.70%	
30 FT	\$	26.27	\$	28.05	\$	788	\$	842	\$ 54	6.79%	
35 FT	\$	28.57	\$	31.39	\$	1,000	\$	1,099	\$ 99	9.88%	
40 FT	\$	37.20	\$	41.37	\$	1,488	\$	1,655	\$ 167	11.21%	
45 FT	\$	38.10	\$	42.57	\$	1,715	\$	1,916	\$ 201	11.73%	
50 FT	\$	39.45	\$	44.03	\$	1,973	\$	2,201	\$ 229	11.60%	
52 FT	\$	40.00	\$	45.26	\$	2,080	\$	2,354	\$ 274	13.15%	
55 FT	\$	45.35	\$	51.54	\$	2,494	\$	2,835	\$ 341	13.66%	
58 FT	\$	49.70	\$	57.24	\$	2,883	\$	3,320	\$ 438	15.18%	
60 FT	\$	49.82	\$	57.52	\$	2,989	\$	3,451	\$ 462	15.46%	
61 FT	\$	49.82	\$	57.52	\$	3,039	\$	3,509	\$ 470	15.46%	
64 FT	\$	49.82	\$	57.52	\$	3,188	\$	3,681	\$ 493	15.46%	
66 FT	\$	49.82	\$	57.52	\$	3,288	\$	3,796	\$ 508	15.46%	
93 FT	\$	49.82	\$	57.52	\$	4,633	\$	5,350	\$ 716	15.46%	
111 FT	\$	49.82	\$	57.52	\$	5,530	\$	6,385	\$ 855	15.46%	



		Rate F	er l	oot	Rate Per Month						
	2025 2026			2025	2026	\$ Ind	crease	rease % Increase			
20 FT	\$	14.83	\$	15.54	\$	297	\$	311	\$	14	4.81%
21 FT	\$	19.21	\$	20.33	\$	403	\$	427	\$	24	5.83%
22 FT	\$	20.31	\$	21.49	\$	447	\$	473	\$	26	5.79%
24 FT	\$	20.96	\$	22.20	\$	503	\$	533	\$	30	5.88%
25 FT	\$	21.23	\$	22.59	\$	531	\$	565	\$	34	6.40%
26 FT	\$	21.93	\$	23.35	\$	570	\$	607	\$	37	6.46%
28 FT	\$	24.31	\$	25.93	\$	681	\$	726	\$	46	6.70%
30 FT	\$	28.05	\$	29.96	\$	842	\$	899	\$	57	6.79%
35 FT	\$	31.39	\$	34.49	\$	1,099	\$	1,207	\$	109	9.88%
40 FT	\$	41.37	\$	46.01	\$	1,655	\$	1,840	\$	186	11.21%
45 FT	\$	42.57	\$	47.56	\$	1,916	\$	2,140	\$	225	11.73%
50 FT	\$	44.03	\$	49.13	\$	2,201	\$	2,457	\$	255	11.60%
52 FT	\$	45.26	\$	51.21	\$	2,354	\$	2,663	\$	309	13.15%
55 FT	\$	51.54	\$	58.59	\$	2,835	\$	3,222	\$	387	13.66%
58 FT	\$	57.24	\$	65.93	\$	3,320	\$	3,824	\$	504	15.18%
60 FT	\$	57.52	\$	66.42	\$	3,451	\$	3,985	\$	534	15.46%
61 FT	\$	57.52	\$	66.42	\$	3,509	\$	4,051	\$	542	15.46%
64 FT	\$	57.52	\$	66.42	\$	3,681	\$	4,251	\$	569	15.46%
66 FT	\$	57.52	\$	66.42	\$	3,796	\$	4,383	\$	587	15.46%
93 FT	\$	57.52	\$	66.42	\$	5,350	\$	6,177	\$	827	15.46%
111 FT	\$	57.52	\$	66.42	\$	6,385	\$	7,372	\$	987	15.46%



	Rate Per Foot					Rate Pe	r M	onth			
		2026		2027		2026	2027	\$ Increase % Increase			
20 FT	\$	15.54	\$	16.29	\$	311	\$	326	\$	15	4.81%
21 FT	\$	20.33	\$	21.51	\$	427	\$	452	\$	25	5.83%
22 FT	\$	21.49	\$	22.73	\$	473	\$	500	\$	27	5.79%
24 FT	\$	22.20	\$	23.50	\$	533	\$	564	\$	31	5.88%
25 FT	\$	22.59	\$	24.03	\$	565	\$	601	\$	36	6.40%
26 FT	\$	23.35	\$	24.86	\$	607	\$	646	\$	39	6.46%
28 FT	\$	25.93	\$	27.67	\$	726	\$	775	\$	49	6.70%
30 FT	\$	29.96	\$	31.99	\$	899	\$	960	\$	61	6.79%
35 FT	\$	34.49	\$	37.90	\$	1,207	\$	1,327	\$	119	9.88%
40 FT	\$	46.01	\$	51.17	\$	1,840	\$	2,047	\$	206	11.21%
45 FT	\$	47.56	\$	53.14	\$	2,140	\$	2,391	\$	251	11.73%
50 FT	\$	49.13	\$	54.83	\$	2,457	\$	2,742	\$	285	11.60%
52 FT	\$	51.21	\$	57.95	\$	2,663	\$	3,013	\$	350	13.15%
55 FT	\$	58.59	\$	66.59	\$	3,222	\$	3,662	\$	440	13.66%
58 FT	\$	65.93	\$	75.94	\$	3,824	\$	4,405	\$	581	15.18%
60 FT	\$	66.42	\$	76.68	\$	3,985	\$	4,601	\$	616	15.46%
61 FT	\$	66.42	\$	76.68	\$	4,051	\$	4,678	\$	626	15.46%
64 FT	\$	66.42	\$	76.68	\$	4,251	\$	4,908	\$	657	15.46%
66 FT	\$	66.42	\$	76.68	\$	4,383	\$	5,061	\$	678	15.46%
93 FT	\$	66.42	\$	76.68	\$	6,177	\$	7,132	\$	955	15.46%
111 FT	\$	66.42	\$	76.68	\$	7,372	\$	8,512	\$	1,140	15.46%

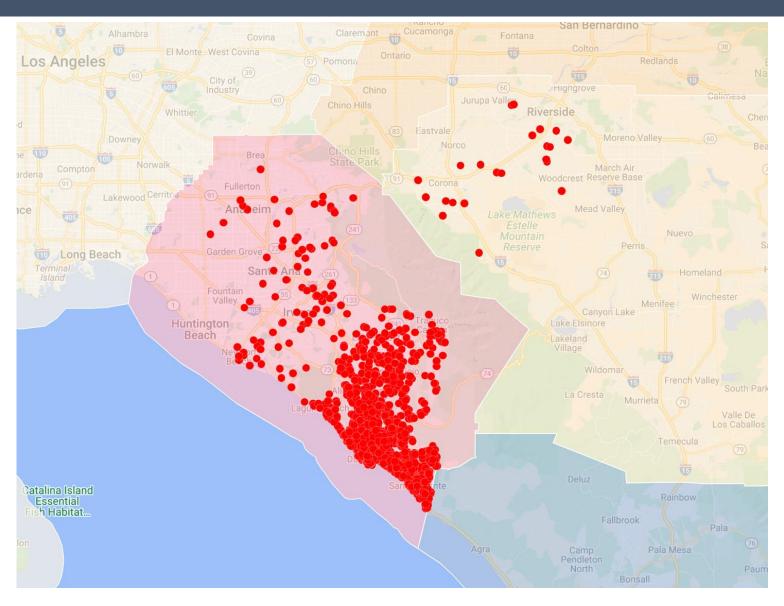


	Rate F	er l	oot	Rate Pe	r M						
	2027		2028	2027 2028				\$ Increase % Increase			
20 FT	\$ 16.29	\$	17.08	\$ 326	\$	342	\$	16	4.81%		
21 FT	\$ 21.51	\$	22.77	\$ 452	\$	478	\$	26	5.83%		
22 FT	\$ 22.73	\$	24.05	\$ 500	\$	529	\$	29	5.79%		
24 FT	\$ 23.50	\$	24.88	\$ 564	\$	597	\$	33	5.88%		
25 FT	\$ 24.03	\$	25.57	\$ 601	\$	639	\$	38	6.40%		
26 FT	\$ 24.86	\$	26.46	\$ 646	\$	688	\$	42	6.46%		
28 FT	\$ 27.67	\$	29.53	\$ 775	\$	827	\$	52	6.70%		
30 FT	\$ 31.99	\$	34.17	\$ 960	\$	1,025	\$	65	6.79%		
35 FT	\$ 37.90	\$	41.65	\$ 1,327	\$	1,458	\$	131	9.88%		
40 FT	\$ 51.17	\$	56.90	\$ 2,047	\$	2,276	\$	229	11.21%		
45 FT	\$ 53.14	\$	59.38	\$ 2,391	\$	2,672	\$	281	11.73%		
50 FT	\$ 54.83	\$	61.19	\$ 2,742	\$	3,060	\$	318	11.60%		
52 FT	\$ 57.95	\$	65.57	\$ 3,013	\$	3,409	\$	396	13.15%		
55 FT	\$ 66.59	\$	75.68	\$ 3,662	\$	4,163	\$	500	13.66%		
58 FT	\$ 75.94	\$	87.47	\$ 4,405	\$	5,073	\$	669	15.18%		
60 FT	\$ 76.68	\$	88.54	\$ 4,601	\$	5,312	\$	711	15.46%		
61 FT	\$ 76.68	\$	88.54	\$ 4,678	\$	5,401	\$	723	15.46%		
64 FT	\$ 76.68	\$	88.54	\$ 4,908	\$	5,666	\$	759	15.46%		
66 FT	\$ 76.68	\$	88.54	\$ 5,061	\$	5,844	\$	782	15.46%		
93 FT	\$ 76.68	\$	88.54	\$ 7,132	\$	8,234	\$	1,103	15.46%		
111 FT	\$ 76.68	\$	88.54	\$ 8,512	\$	9,828	\$	1,316	15.46%		

Dana Point Harbor

Tenant Location Breakdown

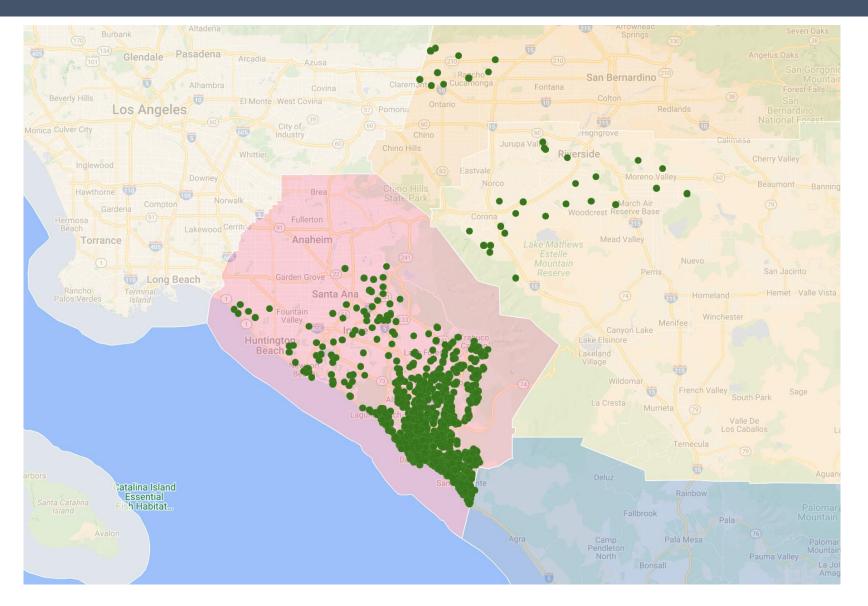
Tenants	
Dana Point	363
San Clemente	357
Laguna Niguel	236
San Juan Capistrano	163
Mission Viejo	90
Laguna Beach	89
Capistrano Beach	67
Ladera Ranch	40
Irvine	39
Laguna Hills	36
Aliso Viejo	34
Lake Forest	32
Rancho Santa Margarita	27
Newport Beach	25
Riverside	23
Santa Ana	23
Trabuco Canyon	21
Anaheim	15
Orange	10
Total	2,038



Dana Point Harbor

Waitlist Location Breakdown

Waitlist	
San Clemente	402
Dana Point	365
Laguna Niguel	319
San Juan Capistrano	205
Laguna Beach	105
Mission Viejo	91
Ladera Ranch	72
Laguna Hills	56
Capistrano Beach	41
Aliso Viejo	38
Newport Beach	35
Riverside	33
Irvine	30
Coto de Caza	30
Trabuco Canyon	30
Rancho Santa Margarita	27
Santa Ana	21
Rancho Mission Viejo	20
Lake Forest	20
Rancho Cucamonga	18
Huntington Beach	10
Total	2,360



Competitors in Market

Orange County Marinas

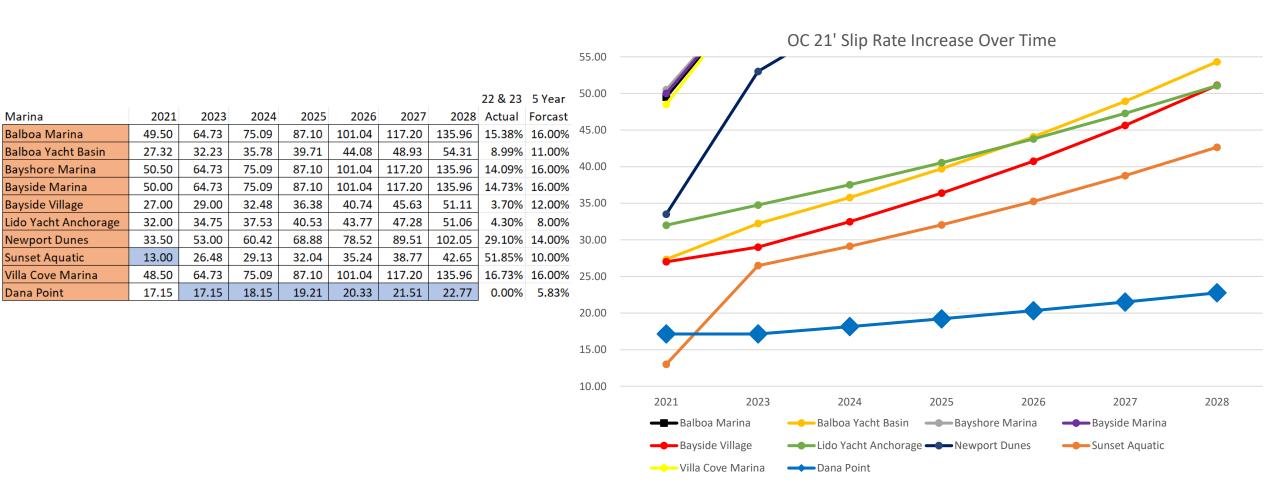
- Balboa Marina
- Balboa Yacht Basin
- Bayshore Marina
- Bayside Marina
- Huntington Harbour Marina
- Lido Yacht Anchorage
- Newport Dunes
- Sunset Aquatic
- Villa Cove Marina



Market Amenity Survey

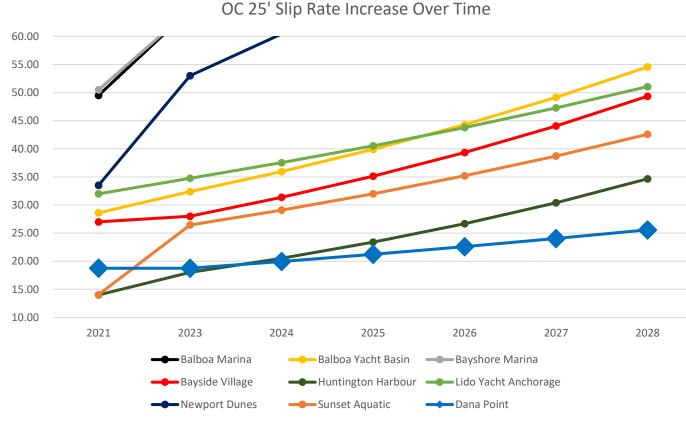
	OC Marina Amenity Survey 2023														
Location	Marina	Designated Boater Parking	Public Parking	Shipyard	Boat Launch	Landside Dry Storage	Pump Out	Electric Power	Onsite F&B	Onsite Marina Office	Wifi	Drystack Facility	Yacht Club		
NB	Balboa Marina	Yes	No	No	No	No	Yes	30 and 50 amp	Yes (2)	No	No	No	No		
NB	Balboa Yacht Basin	No	Yes	Yes	No	No	Yes	30 and 50 amp	Yes (1)	Yes	No	No	Yes		
NB	Bayshore Marina	Yes	No	No	No	No	Yes	30 and 50 amp	No	No	No	No	No		
NB	Bayside Marina	Yes	No	No	No	No	Yes	30 and 50 amp	No	Yes	No	No	No		
NB	Bayside Village	Yes	No	No	No	No	Yes	30 and 50 amp	No	Yes	No	No	No		
НВ	Huntington Harbour Marina	Yes	Yes	No	No	No	No	30 and 50 amp	No	Yes	No	No	No		
NB	Lido Yacht Anchorage	Yes	No	Yes	No	No	Yes	30, 50, and 100 amp	Yes (1)	Yes	Yes	Yes	No		
NB	Newport Dunes	Yes	Yes	No	Yes	Yes	Yes	30 and 50 amp	Yes (1)	Yes	No	No	Yes		
NB	Villa Cove Marina	No	No	No	No	No	Yes	30 and 50 amp	No	No	No	No	No		
НВ	Sunset Aquatic	Yes	Yes	Yes	Yes	Yes	Yes	30 and 50 amp	No	Yes	No	No	No		
DP	Dana Point Harbor	Yes	Yes	Yes	Yes	Yes	Yes	30, 50, and 100 amp	Yes (10+)	Yes	Yes	No	Yes		

Market Slip Rate Comparison 21' Slip

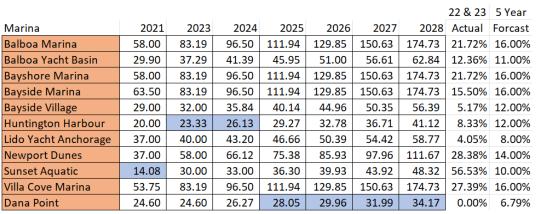


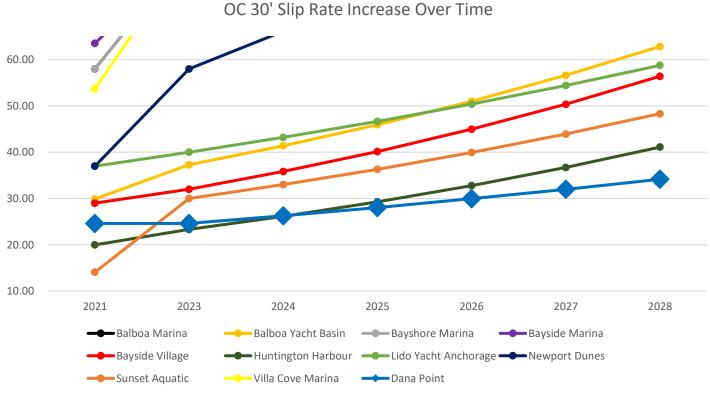
Market Slip Rate Comparison 25' Slip





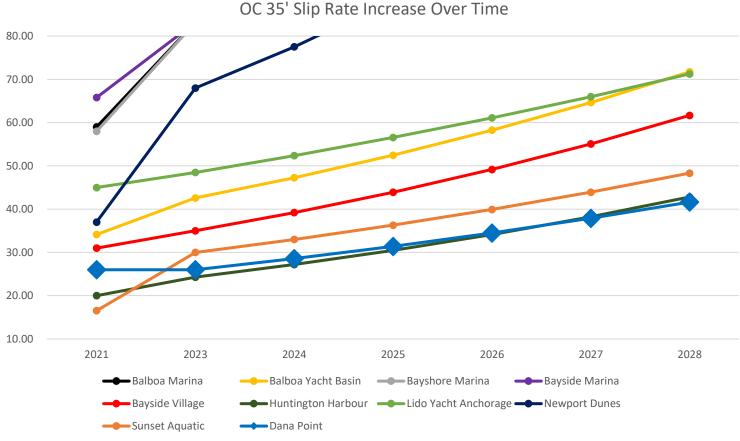
Market Slip Rate Comparison 30' Slip





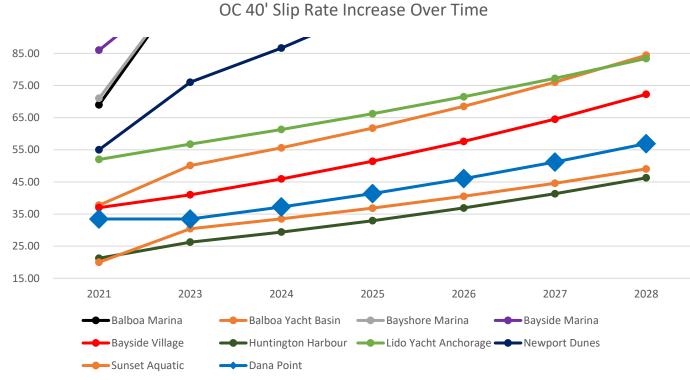
Market Slip Rate Comparison 35' Slip



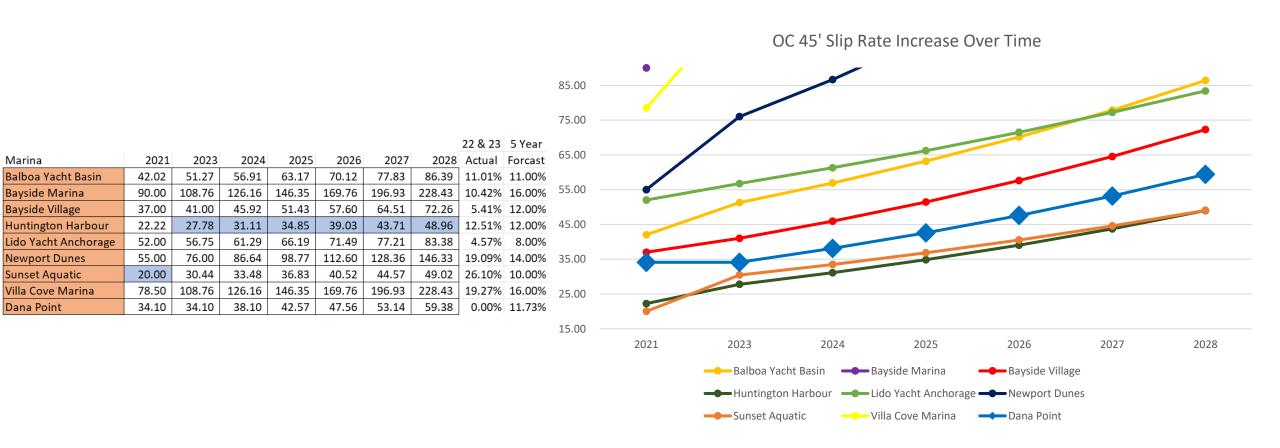


Market Slip Rate Comparison 40' Slip



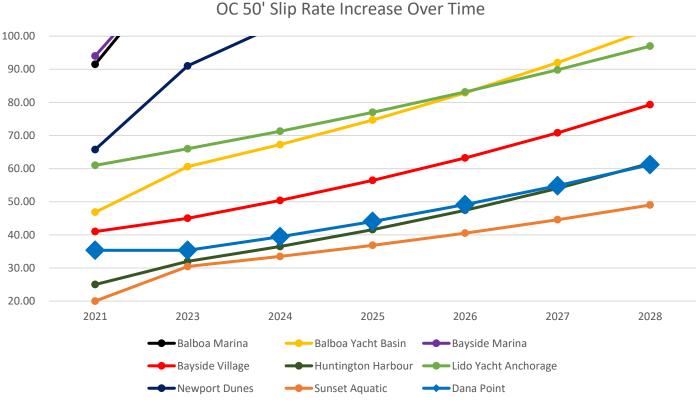


Market Slip Rate Comparison 45' Slip

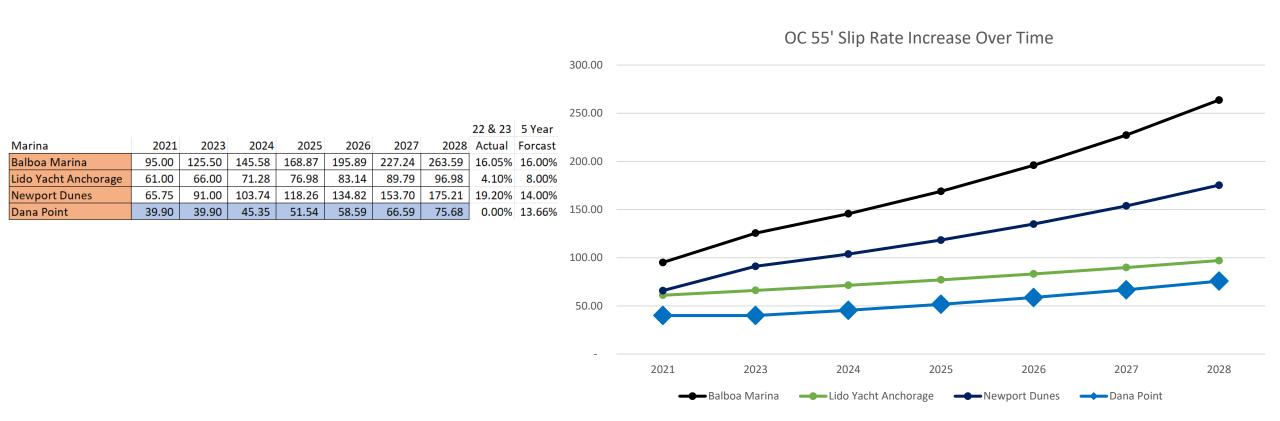


Market Slip Rate Comparison 50' Slip



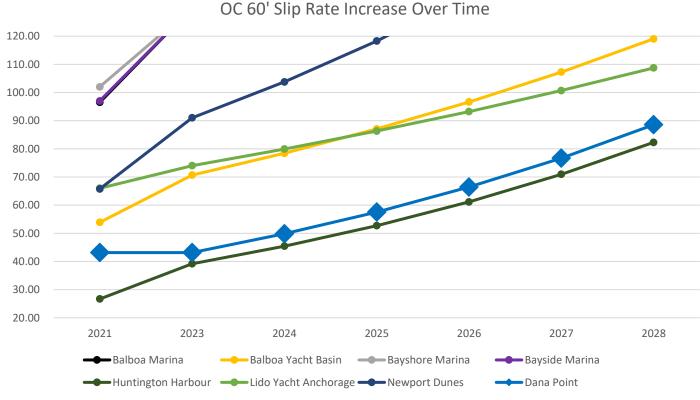


Market Slip Rate Comparison 55' Slip



Market Slip Rate Comparison 60' Slip





Market Slip Rate Comparison >65' Slip



