MISSISSAUGA MARINA BUSINESS **CASE STUDY**

June 9, 2015







STUDY PURPOSE

The business case will address the scope, nature, location, operation and ownership options and how the marina integrates within a future mixed use neighbourhood

The intent of this business case is to inform the sustainability of a future marina at 1 Port Street East



MAJOR STEPS IN THE STUDY

- Conduct best practices research of public and private marinas in Northern North America and Northern Europe
- Review the current marina operation
- Undertake a survey of marina users
- Develop criteria to assess marina concepts (i.e. general, operational, financial, environmental, planning)



MAJOR STEPS IN THE STUDY

- Determine sustainable marina components
- Assess conceptual marina designs
- Provide concept refinements and capital cost estimates
- Derive detailed annual demand and financial projections for concepts
- Undertake comparative operational analysis to determine appropriate sustainable model for the marina including public, private, or a public/private option

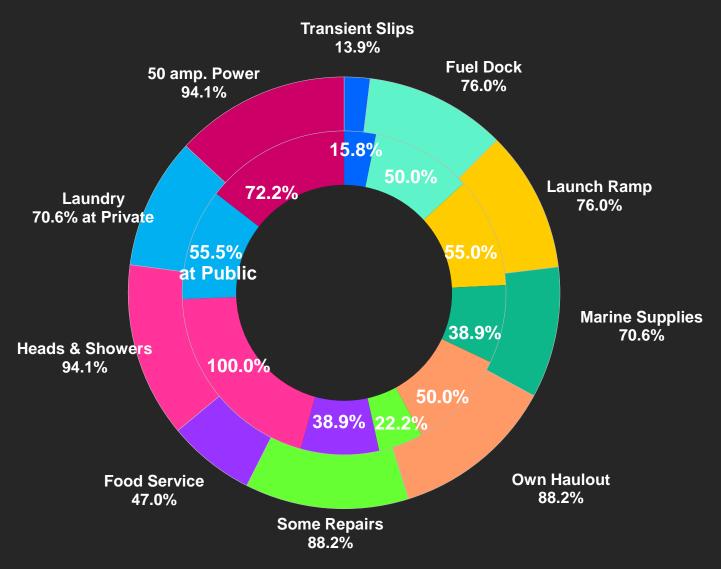


MAJOR STEPS IN THE STUDY

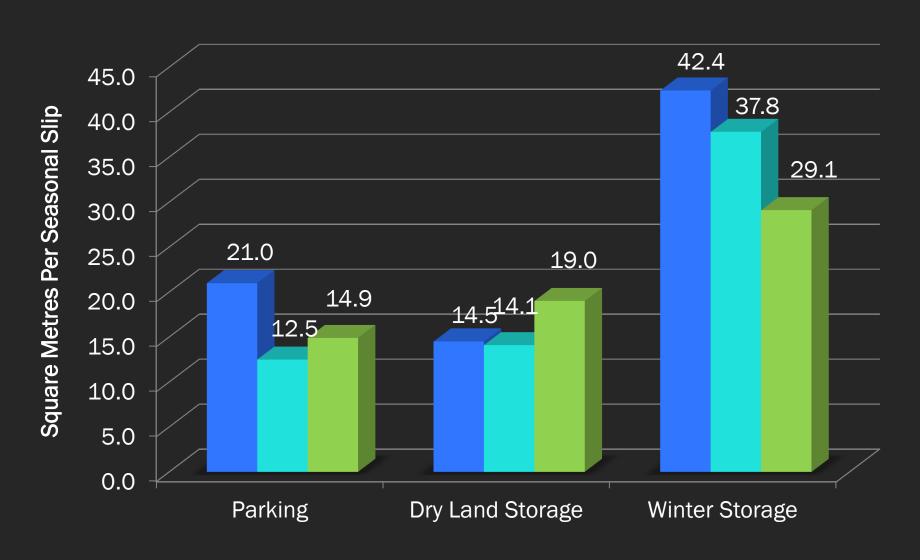
- Identify potential sources of funding
- Conduct economic impact analysis
- Recommend marina concept and operational model
- Provide an implementation plan
- Recommend appropriate official plan amendment policies

MISSISSAUGA MARINA BUSINESS CASE STUDY

ON-SITE FACILITIES AT PRIVATE AND PUBLIC MARINAS



COMPARISON OF AREA PROVIDED PER SLIP PUBLIC PRIVATE PUBLIC/PRIVATE



MISSISSAUGA
MARINAS
BUSINESS
CASE STUDY:
MARINAS IN
NORTHERN
NORTHAMERICA



PUBLIC, SARNA'S USE SPACE







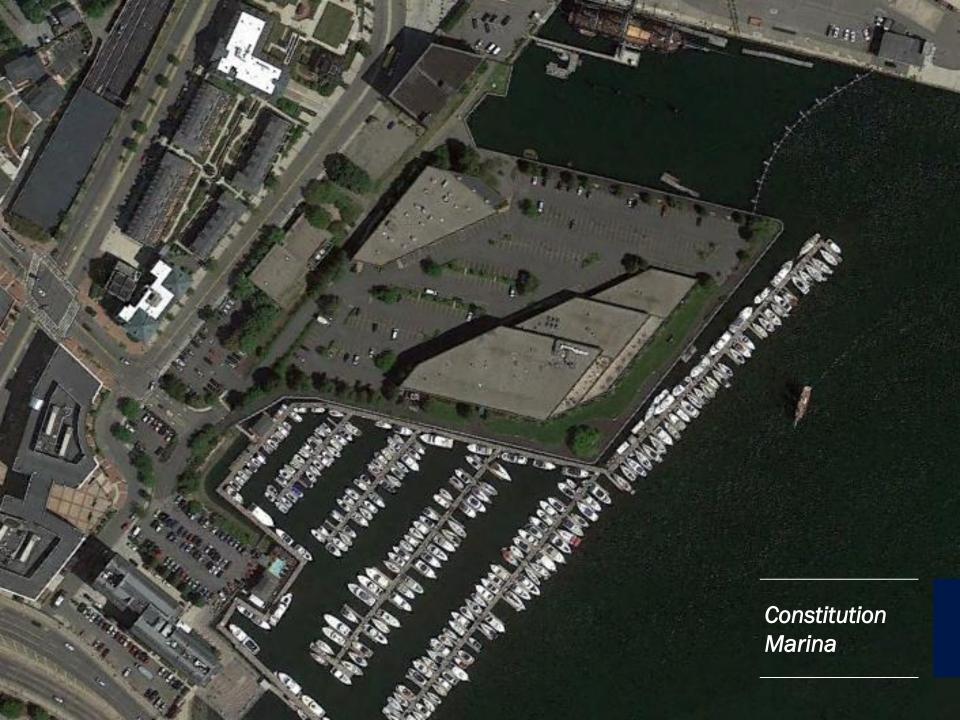


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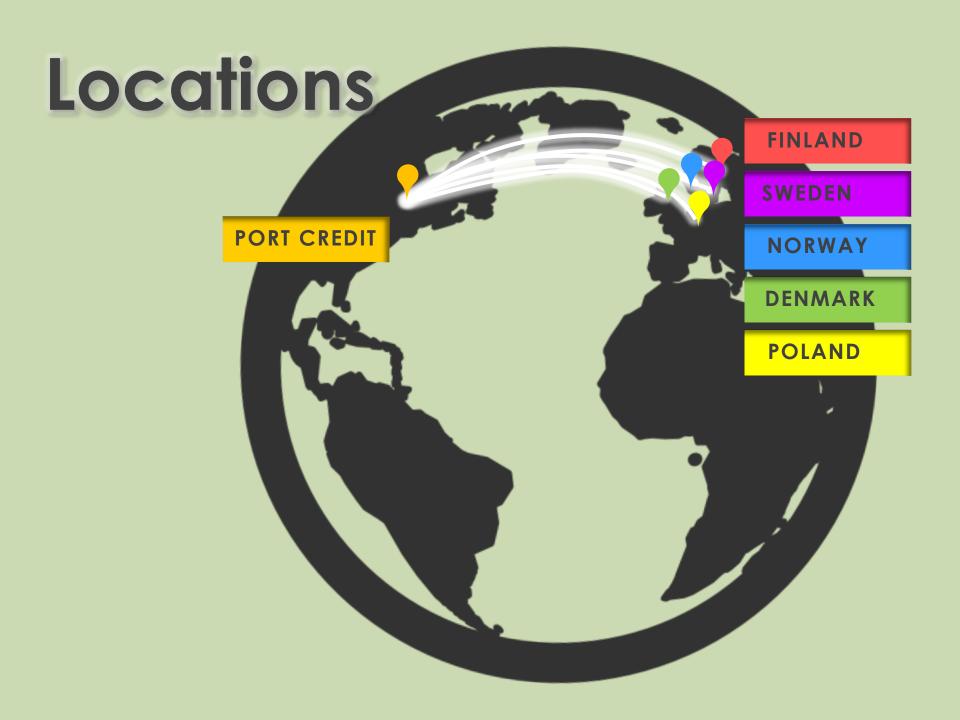






MISSISSAUGA MARINAS BUSINESS CASE STUDY: MARINAS IN NORTHERN E U R O P E





- Residential development surrounding marina
- 3km from Aalborg
 City Centre
- Aalborg Population: 130,0000





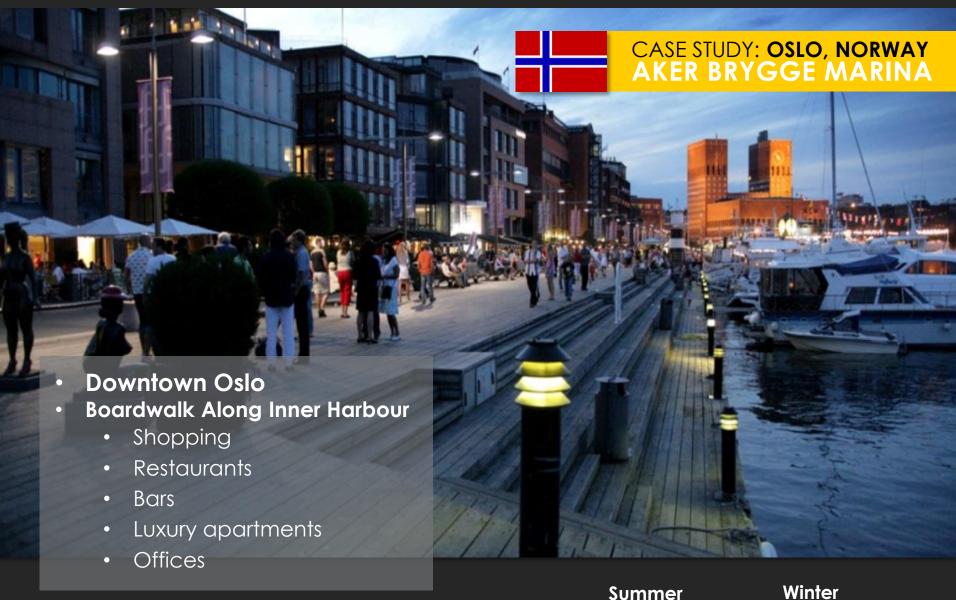


Nearby:

- Pharmacy, Liquor (1.5 km)
- Playground (3km)
- Restaurants (In the marina and 10+ within 2 km)
- Fitness and Leisure activities
- Shopping (1.5km)

Marina Facilities include:

- Pharmacy
- ATM
- Sauna
- Bus
- Boat Lift
- Boatyard
- Sockets
- Freshwater
- Propane
- Café
- Food

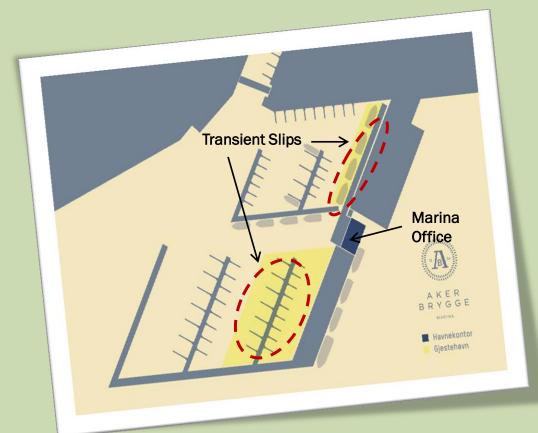


May 1st – Sept 30th

Oct 1st – April 15th Possibility to Live aboard



CASE STUDY: OSLO, NORWAY AKER BRYGGE MARINA



Current facilities include:

- Wi-Fi
- Showers
- Free use of power
- Washers and Dryers
- Improvements to the waterfront area are currently under construction

CASE STUDY: **POLAND**WIOSKA ŻEGLARSKA MIKOŁAJKI



- Sailing Village located on Lake Mikołajskie
- Facilities include:
 - Six restaurants,
 - Boatyard,
 - Toilets, showers,
 - Laundry room,
 - Gas station,
 - Sailing shop,
 - Stores



- Marina located in central Helsinki
- Helsinki population:
 560,000
 (metropolitan 1.4 million)
- Facilities include:
 - Fuel Dock
 - Restaurant and recreational activities on island









CASE STUDY: GOTHENBURG, SWEDEN SANNEGÅRDSHAMNEN

- Located in Gothenburg
 - Population: 500,000
- Residential development bordering basin
- Pedestrian and cycling paths and bridge
- Docking for private pleasure craft
 - Accommodates approximately 190 boats





- Final stage Inre
 Sannegårdshamnen (inner
 harbour) currently under
 development and will
 contain:
 - 350 apartments (residential and rental)
 - Some retail at ground level
 - Beach park



THANK YOU



