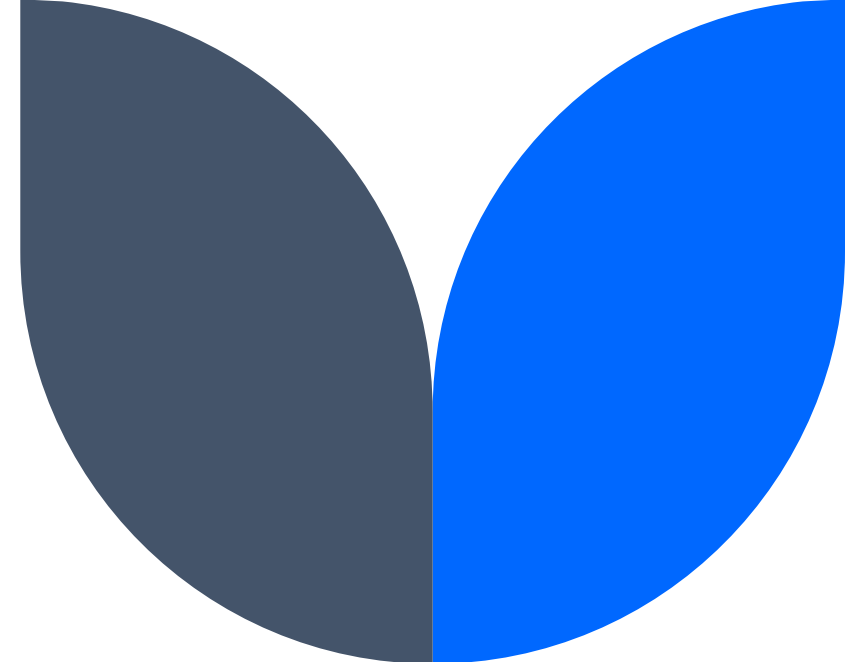
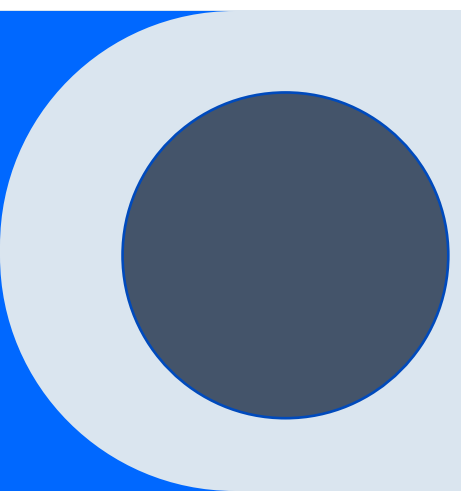




Hospitality and Tourism:

Marinas as Regional Economic Catalysts



Pacific Coast Congress of Harbormasters and Port Managers
Seaside, Oregon, Fall 2025



Panel Discussion By:

- **Angela Thrower**, Harbor Operations Supervisor, City & Borough of Juneau, AK
- **Kristin Meira**, Director of Government Affairs, American Cruise Lines
- **Kody Robinson**, Port of Newport, OR
- **Jim Zimmer**, Salmon Harbor Marina, Winchester Bay
- **Kate Anderson**, Media and Marketing Coordinator, Port of Everett



Marina Hospitality and Tourism Essentials

1. Facilities Needs
2. Administration
3. Setting Rates for Mutual Success
4. Community Impact and Tourism Sustainability
5. Unique Opportunities: Maximizing Shoreside Assets

Facilities: Providing for Their Needs

- Moorage
- Parking
- Shorepower
- Storage
- Shelter
- Restrooms
- Security
- Food and Beverage



Administration

- Policy Development
- Permitting
- Communications Strategies
- Restrictions
- Ensuring Equity



Setting Rates for Mutual Success



- Cost Covering vs. Price-Gouging
- Value-Added Services
- Loss-Leader Arrangements
- A Good Negotiation: Everyone Wins!



Community Impact and Tourism Sustainability

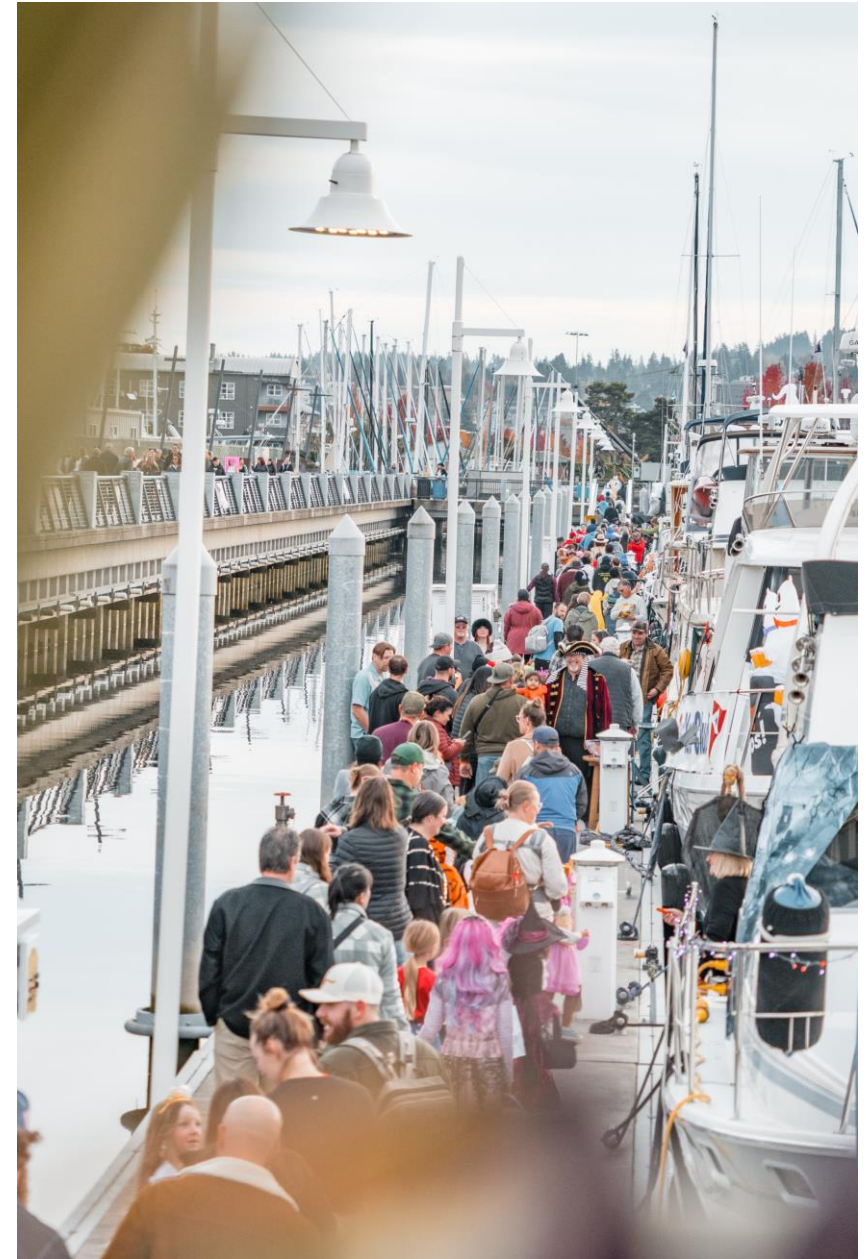
- Maintain the Authentic Local Experience
- Mitigate Negative Impacts
- Contribute to the Community
- Feedback and Communication

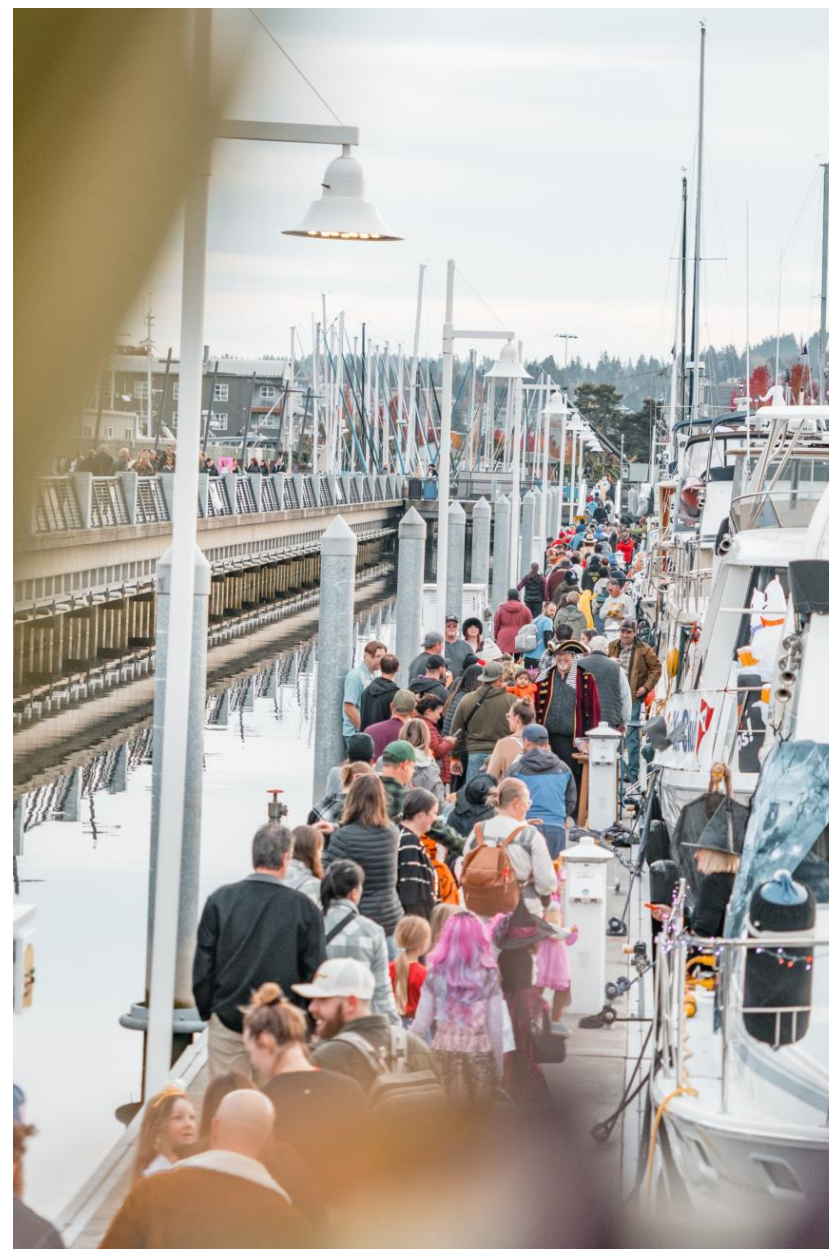


Unique Opportunities: Maximizing Shoreside Assets

- Parking
- Festivals
- Waterfront connection
- RV Destination









Final Questions?

Thank You!

