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BUCKSPORT MARINA
MARKET FEASIBILITY STUDY
BUCKSPORT, MAINE

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PREPARED FOR:

The Town of Bucksport, Maine
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and
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March, 1986

AUG 9 1997

TC 328.B82 1985

Financial assistance for this report was provided by a grant from Maine's Coastal Program, through funding provided by the U.S. Department of Commerce, Office of Ocean & Coastal Resource Management, under the Coastal Zone Management Act of 1972, as amended.

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SECTION I. INTRODUCTION

PURPOSE

The Town of Bucksport is located on the east bank of the Penobscot River approximately 6 1/2 miles north of the mouth of the river and 17 nautical miles south of Bangor, which lies at the head of the tide. Bucksport is fortunate in having a deep water harbor, which ranks third in the state in total tonnage handled. Ocean-going vessels call at the port several times a week to discharge petroleum and liquid sulphur.

During the 1800's Bucksport was a prosperous Maine seaport. It sustained an active ship building industry. Many fine 19th century homes remain along the residential streets on the hill above the town, attesting to the prosperity of this earlier era. Bucksport was also the terminus for log drivers on the Penobscot and even today logging retains its important role in the Town's economy with the presence of Champion International Paper Company at the edge of town. On the river bank opposite Bucksport is historic Fort Knox, strategically located where the river's channel narrows considerably, forcing deep water vessels to pass close under the fortification.

Bucksport is reached via Route 1 from the south and east and via Route 15 from the north. The business district is located along Route 15 just west of the junction of Route 1 and Route 15.

Bucksport, with its protected riverfront location relatively close to Penobscot Bay, good depth at mean low water, and good highway connections to the metropolitan Bangor area and Down East, is located to potentially serve the recreational boating market in a wide geographical area.

The Town is currently developing a revitalization strategy for its business district. Several capital projects, including the reconstruction of Route 15 by the M.D.O.T. and the construction of an improved sewer system through the downtown, are currently in the planning stages. Also scheduled for 1987 is replacement of the Route 1 bridge between Bucksport and Verona Island by the M.D.O.T. The Town recognizes that improvements to the Bucksport waterfront should be an integral part of its downtown strategy. A Waterfront Revitalization Plan, prepared in 1980, identified a marina as both a needed service and a <u>potential stimulator</u> of other Main Street enterprises. With this earlier study in mind, and the current capital improvements in planning stages, the Bucksport Economic Development Committee selected Market Decisions, Inc. to undertake a market feasibility study for a marina.

The objectives of the study are:

1. Identification of potential support for a marina in Bucksport Harbor;

2. If supportable, identification of its potential size and fees; and

3. Identification of potential or required supporting services.

Engineering feasibility studies and pro formas to establish financial feasibility were not part of the scope of this study, and our conclusions are separate from the questions of engineering and financial feasibility.

METHODOLOGY

Two general approaches were taken by Market Decisions, Inc., to estimate the feasibility of a marina.

(1) The first, the standard approach of examining overall population trends and the demographic and socio-economic characteristics of the market area to which the viability of a recreational boating facility can be related. This approach included examination of official sources of information on the size of the overall boating public in the market area. These sources include boat registration records from the Maine Department of Inland Fisheries and Wildlife, as well as marina operators and local harbor masters.

(2) The second, a mail-out/mail-back survey of 1,500 boat owners selected at random from lists of registered boats provided by the Maine Department of Inland Fisheries and Wildlife. The survey went to registrants in Hancock, Waldo, and part of Penobscot counties. In Penobscot County, only registrations from the 16 communities which make up the Bangor metropolitan area and smaller communities on the tidal reaches of the Penobscot River were used. The following criteria were used in selecting owners who would be included in the population from which the sample would be drawn:

a. ownership of a boat 15' or longer;

b. ownership of a boat used primarily for recreation; and

c. registration of a boat within the defined survey area.

The survey was mailed to 1,500 boat owners in January 1983. These included market area residents as well as residents from outside the market area (including out-of-state) whose boats were registered in the area. Sent in the envelope with the survey was a stamped addressed return envelope. Nearly one in every three owners of recreation boats 15' or greater in length was mailed a survey. A total of 559 surveys were returned to Market Decisions, Inc., over a period of four weeks for a return rate of 37%. Of this number 510 were deemed eligible and complete, for an effective return rate of 34%.

ORGANIZATION OF REPORT

The remainder of this report is organized in the following manner:

Section II: Conclusions and Summary of Findings, presents the conclusions of the study and provides a brief summary of the report's findings.

Section III: Demographic Overview of the Market Area, provides a definition of the market area, an overview of the area's economy, population and household trends and projections, socioeconomic characteristics in the year-round population in the market area and an estimate of the average seasonal population.

Section IV: Analysis of Marina Demand, provides an overview of the boating population in the area, indicators of change in boating demand, the survey results and a calculation of marina potential.

Section V: Competitive Environment, provides an overview of in-water accommodations throughout the market area, a description of the general characteristics of river marinas, and a review of major competitors in Penobscot Bay and the Penobscot River.

Section VI: The Setting and Ability of a Bucksport Marina to Capture a Share of the Boating Market, provides an analysis of the strengths and weaknesses Bucksport Harbor has relative to competition within its own immediate area, with discussion of the support services and conditions vital to the success of a marina.

SECTION II. CONCLUSIONS AND SUMMARY OF FINDINGS

The conclusion reached in this study, and a summary of supporting findings, are as follows:

Conclusion

Based on a review of the strengths and weaknesses of the Bucksport waterfront as a marina location, Market Decisions, Inc. believes the market can support a 50-to-70 slip facility. Chances for success will be enhanced, in our judgment, if:

(1) the slips are designed primarily for boats of 15'-25' in length (if the survey results are used as a guide, approximately 70% of potential users of a Bucksport marina will have boats 15'-19', approximately 13% will have boats 20'-24', and approximately 15% will have boats 25' or longer.

(2) a base lease fee for slips is set within the range of $200-$300, with increments above a certain base length;

(3) a limited number of moorings also are provided, both for transients and for year-round residents who prefer a less expensive option;

(4) a system of security is provided (approximately located gates, an employee available to monitor the site; etc.);

(5) at a minimum, fuel and restrooms are provided;

(6) water supply to slips is provided (possibly at an extra charge above the base fee);

(7) a marketing effort is undertaken that is directed especially at boat owners in upriver and inland communites, as well as making the facility and Bucksport Harbor generally known to the larger transient boating community (e.g., gaining publication and identity in the various boating almanacs and guides);

(8) off-street parking and/or convenient on-street parking is made available to marina users.

Further, in our judgment, a basic marina may make more economic sense as part of a larger package that links the waterfront and downtown development efforts. This could include one or more of the following activities, any of which may in fact be the primary activity, with the marina serving as a key amenity to it: a restaurant (existing, expanded, or new , which our review suggests is viable; a marine supply store; an engine and boat repair shop; an expanded beverage, snack/convenience grocery store proximate to the site.

Findings

(1) The market area for a marina in Bucksport potentially includes Hancock County, Waldo County, and the Greater Bangor area, although the majority of customers probably will come from inland areas from Bucksport north.

(2) This area's economy and population are growing at moderate rates. The economy is a mix of service, tourism, trade, and manufacturing. The estimated 1985 year-round population was 141,095 (over half of which lives in Greater Bangor), and it is projected to be growing at a slow average annual rate of 0.4%. The rate of household growth is somewhat higher at about 0.8%. The rate of growth of Hancock and Waldo counties, including Bucksport itself, is greater than the rate of growth in Greater Bangor.

(3) The population is moderate-to-middle income, with virtually an even split between white collar workers and blue collar and service workers. The fastest growing household, by age of householder, is the household headed by a 35-44 year old. Two-thirds of market area households have incomes under $25,000, but a growing share--nearly 16% as of 1985--have incomes over $35,000.

(4) Average daily summer population, including seasonal home owners and transient tourists, appears to increase the market area population by on the order of 50,000 - 70,000 people.

(5) In 1985 there were 16,544 registered boats in the market area, or about 1 boat for every 9.8 persons. Of these, 29%, or 4,793, were at least 15 feet long and used for recreation.

(6) Boat ownership in Maine is growing moderately at an average rate of about 0.9% per year. In the market area, demographic features of age, income, and occupation tend to favor growth in boat ownership.

(7) According to a recreational boating survey undertaken as part of this study, 4 out of 5 market area owners of boats at least 15 feet long and used for recreation own power boats. Two-thirds of these boats are 15'-19'. The majority of boat owners have motors of more than 25 horsepower, and 40% have motors of over 50 hp.

(8) Nearly all sailboat owners keep their boats in the water during the season, while power boat owners are split between trailering and keeping their boats in the water. Only a third of those who do keep their boats in the water pay a fee, with the median just under $100, reflecting the wide use of moorings rather than marina slips.

(9) 14% of market area saltwater boaters are frequent boaters of the Bucksport/Stockton Springs stretch of the Penobscot River. These boaters tend to own 15' - 19' powerboats. These boat owners tend to to professional/administrators or skilled blue collar workers, have incomes in the $10,000 to $50,000 range, and be 45-64 years old (which is somewhat older than the

age of the most serious boaters nationally).

(10) About 12.5% of all survey respondents say they would be at least somewhat interested (4.1% would be "very interested") in a marina in Bucksport, only about 40% of whom are presently frequent boaters in the Bucksport area. Most are owners of 15' - 19' power boats. They are fairly evenly split between 45-64 year olds and 25-44 year olds and have an estimated median household income of $32,500.

(11) Present demand for in-water accommodations in and around the market area is met chiefly through moorings. In interviews with harbor officials in 23 of the 30 coastal communities in Hancock, Waldo, and Penobscot County, 2,364 moorings and only 112 boat slips were identified.

(12) Bucksport is located in a river environment, which has advantages and disadvantages. It has a generally protected anchorage with good depth at mean low water, but it is 6-1/2 miles from open water. It is not likely to be chosen by many sailboaters or by residents of coastal portions of the market area who have inexpensive access to moorings in Penobscot Bay. On the other hand, it is strategically located between Penobscot Bay and the populous Bangor metropolitan area and in a good position to attract inland residents who want a relatively convenient boating location.

(13) The Bucksport setting is accessible (although many tourists easily bypass the downtown area via Alt. Route 1 and Route 1), and it is picturesque, with the historic attraction of Fort Knox.

(14) A marina in Bucksport would be virtually a "one-of-a-kind" facility in the market area, and this uniqueness could be an important marketing tool.

(15) According to the boaters who were surveyed, the most important features to be included in a marina on Bucksport Harbor are fuel, security, and rest rooms (a launch ramp is available already on Verona Island). Other desirable support services, which could be incorporated as part of, or simply be near to, the marina are repair services, marine supplies, convenience groceries, and a restaurant. Services often associated with larger boats and sail boats--cranes, sewage pumping, travel lifts, laundromats, etc.--are least important to boat owners in this market area.

SECTION III. DEMOGRAPHIC OVERVIEW OF THE MARKET AREA

Market Area

The market area is the contigious area from which 75%-90% of all users of a marina can be expected to originate. For Bucksport that area is considered to be Hancock County, Waldo County and the Greater Bangor area of Penobscot County. See Map 1.

Geographically, Bucksport is located at the center of this area, an hour or less driving distance from nearly any portion of it. Located 19 road miles and approximately one half hour to the south of the Bangor metro area where over half the market area's population resides--and 17 nautical miles closer to Penobscot Bay than Bangor-- Bucksport has a potential locational advantage to serve the recreational boating market of the metropolitan area.

The actual market area of Bucksport may vary somewhat from that chosen for the study; however, river marinas in mid-coastal Maine have primary market areas with radii on the order of 45-60 minutes driving distance. Therefore, the tri-county area appears to represent a reasonable approximation of the market area for a Bucksport marina.

OVERVIEW OF AREA ECONOMY

This potential marina market area falls partly within the Ellsworth Labor Market Area and partly within the Bangor Labor Market Area, as defined by the State. Bucksport itself is within the Ellsworth LMA, but is just at the periphery of the Bangor LMA.

Labor Force: The resident labor force living in the Ellsworth LMA is half that of the Bangor LMA's, but it is growing three times faster than the Bangor LMA's. As of December 1985, the resident labor force in the Ellsworth LMA numbered 21,090, up an average of nearly 3.2%/year from December 1980. The resident labor force in the Bangor LMA numbered 40,100, up an average of just under 1.0%/year from 1980. (Note: redefinition of the Bangor LMA in 1985 to include a larger metropolitan area brings the number in Bangor to 47,900.)

The number of residents living in the Ellsworth LMA who are employed totaled 19,900 at the end of 1985, up an average of 1.9%/year since 1980. Employed persons living in the Bangor LMA was up an average of about 2.0%/year over the same period.

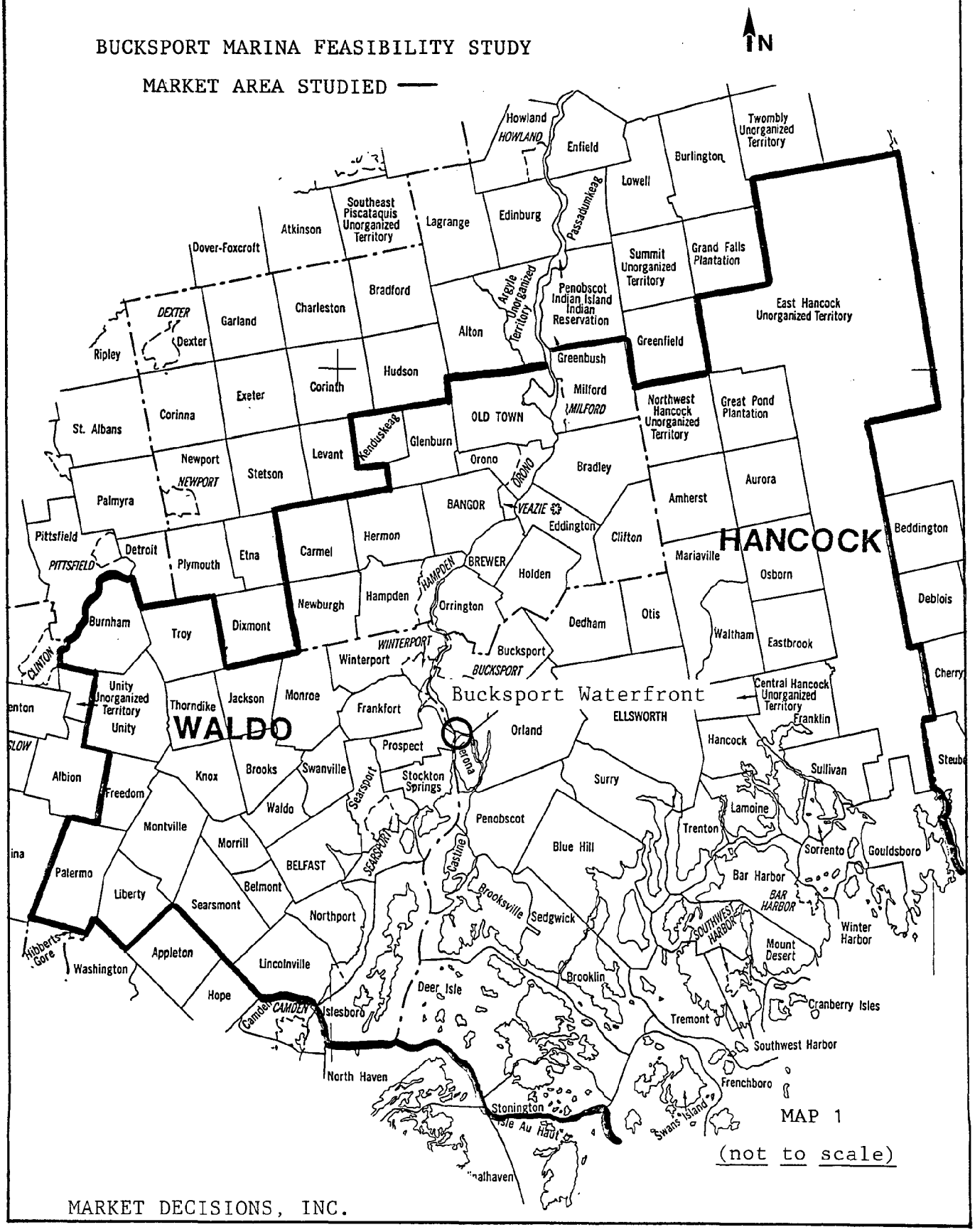
The unemployment rate in the Ellsworth LMA as of December 1985 was 5.6%, and in the Bangor LMA, 4.6%.

Labor force patterns illustrate the importance of the summer economy to the area, and especially the Ellsworth LMA. While the resident labor force numbered 21,090 in December 1985, it was 26,680 in July 1985, or 26.5% higher than the December level. Further, both the summer resident labor force and the actual number of residents employed in the summer have grown at a faster rate since 1980 than year-round employment: approximately 5% per year versus 3%-4% per year.

See Table 1.

BUCKSPORT MARINA FEASIBILITY STUDY

MARKET AREA STUDIED —



MAP 1

(not to scale)

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Jobs: The description of labor force above provides statistics about the labor status of residences living in the Ellsworth and Bangor LMA's. These residents, however, do not necessarily work within their respective LMAs. (Some Ellsworth LMA residents, for example, undoubtedly commute to Bangor to work, and some to outside of the LMAs altogether).

In terms of actual number of jobs available within the LMA's, as of the end of 1984, the Ellsworth LMA offered 14,330 jobs and the Bangor LMA, 42,400. In each case, manufacturing makes up fewer than 1 in every 5 jobs, and in each case, nondurables is more important than durables manufacturing. Bucksport itself is the home of one of the principal nondurables manufacturers, Champion Paper Co., with 1,200 employees. Food processing (blueberries and dairy) also is an important component of nondurables manufacturing, especially in the Ellsworth LMA.

Among the nonmnaufacturing categories, the most important are services, retail trade, and government. In the services sector are the growing health industry, which accounts for more than 9% of all jobs (Eastern Maine Medical Center in Bangor employs 2,000, St. Joseph Hospital, 415, and Bangor Mental Health Institute, 557) and the lodging industry. Retail trade, including eating and drinking places, accounts for 1 in every 5 jobs.

The number of jobs available in the Ellsworth LMA grew from 1980-84 at an average annual rate of nearly 3.1%; within the Bangor LMA, the average annual rate of growth has been approximately 1.8% per year.

See Table 2.

Market Area Employment by Industry: Using 1980 Census data, it is possible to narrow the employment focus to the Bucksport marina market area itself, i.e., Hancock and Waldo counties plus Greater Bangor. The residents of the marina market area were in 1980 employed principally in services (34.8%), retail trade (18.2%), and manufacturing (17.5%).

See Table 3.

Thus, while the area's manufacturing base is both critical to its economic health and, in Bucksport, quite visible, the region is in large part a service economy reliant on health services, tourist-oriented services (lodging, restaurants), research and development (Jackson Laboratory), and similar services.

TABLE 1
Bucksport Marina Market Feasibility Study
LABOR FORCE AND RESIDENT EMPLOYED
ELLSWORTH LMA, BANGOR LMA, STATEWIDE
1980-1985

	Labor Force			Resident Employed		
	1980	1985	Av.Ann. % Ch.	1980	1985	Av.Ann. % Ch.
Ellsworth LMA						
Dec.	18,030	21,090	3.18%	16,420	19,900	3.91%
July	21,260	26,680	4.65%	19,880	25,650	5.23%
Bangor LMA						
Dec.	41,500	43,100*	0.95%	38,100	41,200*	1.97%
July	40,500	45,000*	2.67%	36,600	42,700*	3.93%
State						
Dec.	493,300	538,900	1.78%	453,900	510,900	2.38%
July	517,200	581,800	2.38%	468,100	549,400	3.25%

* 1984 figures, with % change calculated over 4 years. 1985 figures, reflecting larger Bangor MSA, are: Labor force, December 1985-47,900; Resident employed, December 1985-46,700; Labor force July 1985-48,200; Resident employed, July 1985-46,100.

Sources: Maine Department of Labor
Market Decisions, Inc.

TABLE 2
Bucksport Marina Market Feasibility Study
EMPLOYMENT BY INDUSTRY
Bangor and Ellsworth LMA'S
1984

	Ellsworth		Bangor	
Industry	LMA	%	LMA	%
TOTAL	14,330	100.0%	42,400	100.0%
Manufacturing	2,590	18.1%	5,940	14.0%
*Durable goods	760	5.3%	1,190	2.8%
*Nondurable goods	1,830	12.8%	4,750	11.2%
Nonmanufacturing	11,740	81.9%	36,450	86.0%
*Construction	1,240	8.7%	1,530	3.6%
*Transp.&Pub.Utl.	480	3.3%	2,710	6.4%
*Wholesale trade	430	3.0%	2,140	5.0%
*Retail trade	3,120	21.8%	8,360	19.7%
*FIRE	460	3.2%	1,540	3.6%
*Services	3,780	26.4%	9,820	23.2%
*Government	2,240	15.6%	10,360	24.4%

Source: Maine Department of Labor

TABLE 3
Bucksport Marina Market Feasibility Study
EMPLOYMENT OF MARINA MARKET AREA RESIDENTS
BY INDUSTRY
1980

Industry	%
Construction	6.1%
Manufacturing	17.5%
Transport. & Util.	6.7%
Wholesale trade	3.8%
Retail trade	18.2%
FIRE	3.8%
Services	34.8%
Public administration	5.8%
Agricultural/Mining	3.2%
TOTAL	100.0%

Source: U.S. Census
Market Decisions, Inc.

TABLE 4
Bucksport Marina Market Feasibility Study
POPULATION AND HOUSEHOLD TRENDS, 1970-1990

	Market Study Area
1970 Population	141,095
1980 Population	158,133
% growth/year, 1970-80	1.15%
1985 Estimated Population	161,500
% growth/year, 1980-85	.42%
1990 Projected Population	164,900
% growth/year, 1980-90	.42%
1970 Households	42,347
1980 Households	54,937
% growth/year, 1970-80	2.64%
persons per household, 1980	2.71
1985 Estimated Households	57,260
% growth/year, 1980-85	.83%
persons per household, 1985	2.66
1990 Estimated Households	59,430
% growth/year, 1980-90	.75%
persons per household, 1990	2.62

Sources: U.S. Census
Maine Department of Human Services
Market Decisions, Inc.

POPULATION AND HOUSEHOLD TRENDS AND PROJECTIONS

This service, retail, and manufacturing economy is the driving force behind a currently stable-to-slowly-growing year-round population base within the potential marina market area.

The market area's year-round population was 141,095 in 1970, but grew at an average annual rate of 1.15% between 1970 and 1980 to reach a level of 158,133 by 1980. The Greater Bangor area comprised 55.6% of this population, Hancock County, 26.4%, and Waldo County, 18.0%. According to the U.S. Census, growth in the market area has slowed to a rate of .42% per year during the early 1980's. The estimated 1985 population is 161,500. If this rate holds steady throughout the second half of the decade, the population in the market area is projected to reach 164,900.

The U.S. Census indicates the Bangor metropolitan area during the early part of the 1980's has been slowly declining in population, with its four major cities, Bangor, Brewer, Orono and Old Town, losing population to the smaller communities around them. Even though the cities and largest towns in the Bangor metropolitan area are declining in population, the Penobscot region within the market study area, as a whole, is growing, as are the counties of Waldo and Hancock.

The Town of Bucksport itself is growing at an average annual rate that is a bit higher than the market area as a whole. Its population in 1970, according to the U.S. Census, was 3,756. By 1980 it had grown to 4,345, a 1.7% annual average rate of growth. Like the remainder of the market area, Bucksport's growth slowed somewhat during the early 1980's, but remained higher than the area as a whole, and is estimated to be 4,497 in 1985. Projecting this slower growth rate of the early 80's to the beginning of the next decade gives Bucksport a 1990 projected population of 4,657.

From 1970 to 1980 the number of households in the market area increased at an average annual rate of 2.64%, from 42,347 to 54,937. This growth in households, which was faster than population growth, was attributable to "baby boomers" reaching adulthood and forming their own households, to an extended life expectancy for older citizens and to changes in lifestyle that have resulted in more, but smaller households. Average 1980 household size in the market area was 2.71, down from 3.12 in 1970. Average household size has continued to decline since 1980, but at a slower rate than in the previous decade. Based on U.S. Census and state population data, Market Decisions, Inc., estimates the number of households in the market area in 1985 to be 57,260 and projects 59,430 households by 1990, with an average household size of 2.62.

Population and household trends for 1970-1990 are presented in Table 4.

SOCIO-ECONOMIC CHARACTERISTICS

The market area's population is moderate-to-middle income, slightly younger than the state's population as a whole, and is employed in a fairly representative mixture of white and blue collar occupations.

Age of Householder: The market area's youngest households--those headed by a person under 25--are steadily declining as a percentage of the total, while younger family-aged households (25-44) are increasing rapidly, older family-aged households and "empty nesters" (45-64) are holding steady, and the older households (65+) are increasing. In particular, by 1990 households headed by 35-44 year olds will have increased since 1980 by more than 3,000. This is significant, in that this age group tends to be among the most active boaters in the population. As will be seen in a later section, the survey conducted as part of this study also shows that retirees are an important part of the boater profile, as well.

See Table 5.

Household Income: Average household income in the market area reached an estimated $21,417 in 1985, up 38% from the 1980 Census level of $15,476. This rate of increase lagged slightly behind the rate of inflation for this period. As of 1985, nearly 1 in 5 households has an income of under $7,500. On the other hand, the percentage of households with income over $35,000 has jumped from less than 6% in 1980 to nearly 16% in 1985. This income group has the highest propensity to be serious boaters. See Table 6.

Occupations: As of 1980, there was virtually an even split in the overall market area between white collar workers and blue collar and service workers. About a quarter of employed persons were in executive, administrative, professional, and technical occupations and another quarter were in sales and administrative support. About 30% were blue collar workers, 16% service workers, and 4% farm workers. The blue collar workers are divided fairly evenly between skilled and semi-skilled or unskilled workers.

Household Income by Age of Householder: One useful way of obtaining a sense of the market potential for a good or service is to measure the size of the market segment most likely to be interested in it. Age of householder and income level each gives clues as to the size of this market segment, but cross-tabulating them gives a better focus. In the case of boating, according to national data, the householder age range most likely to contain serious boaters and boat buyers is mid-twenties through mid-forties, and the income range most likely to contain serious boaters is $35,000-plus.

Table 7 cross-tabulates these two variables, and it suggests that the target group--those households headed by a 25-to-54 year old and with $35,000 or more annual income--constitutes an estimated 11% of the overall market.

As will be seen in the later discussion of survey results, this is by no means the sole target for boating in the Bucksport region. In particular, older adults/retirees are a vital part of the potential marina market.

TABLE 5
Bucksport Marina Market Feasibility Study
AGE OF HOUSEHOLDER
1980-1985-1990
%

Age of Householder	1980 Actual	1985 Est.	1990 Proj.	Absolute Change 1980-90
15 - 24	9.1%	7.5%	6.3%	- 1,248
25 - 34	22.8%	22.3%	21.4%	+ 197
35 - 44	16.1%	18.8%	20.1%	+ 3,041
45 - 54	15.3%	13.8%	14.3%	+ 79
55 - 64	14.8%	14.9%	14.4%	+ 415
65 - 74	12.9%	12.8%	13.0%	+ 628
75+	9.0%	9.9%	10.6%	+ 1,360
Totals	100.0%	100.0%	100.0%	

Source: National Planning Data Corp.

TABLE 6
Bucksport Marina Market Feasibility Study
DISTRIBUTION OF HOUSEHOLD INCOME
1980 vs. 1985

Income	Census 1980	Estimated 1985
Less than $7,500	26.7%	19.2%
$7,500 - $14,999	30.4%	21.8%
$15,000 - $24,999	26.9%	26.1%
$25,000 - $34,999	10.3%	17.2%
$35,000 - $49,999	4.1%	10.8%
$50,000 - $74,999	1.2%	3.8%
$75,000 and over	0.4%	1.1%

Source: U.S. Census
National Planning Data Corp.

TABLE 7
Bucksport Marina Market Feasibility Study
HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER
Est. 1985 (% of Households)

Income	Under 25	25-54	55 and Over	Totals
Under $25,000	6.4%	31.7%	29.0%	68.1%
$25,000 - $34,999	0.9%	12.1%	4.3%	17.3%
$35,000 - $49,999	0.2%	7.8%	2.8%	10.8%
$50,000 and over	0.0%	3.3%	1.6%	4.9%
Totals	7.5%	54.8%	37.7%	100.0%

Source: National Planning Data Corp.
Market Decisions, Inc.

SEASONAL POPULATION

Seasonal population is an important component of a marina feasibility study for coastal Maine. According to boat registration data, approximately 15% of all owners of boats registered in the market area that are at least 15' in length and used primarily for pleasure are from out-of-state. Of course, this segment of the population is most important in terms of potential boating demand in those parts of the region with large numbers of seasonal dwellings, especially coastal Hancock County.

Bucksport is within a large tourist region that encompasses the Greater Bangor area, the Ellsworth area, and the Mount Desert area, and which the state calls "Downeast/Acadia." The region was the recipient from August 1984 - August 1985 of an estimated 2.3 million person-trips, or about 20% of all person-trips taken into and within Maine. Of these trips to the region, an estimated 44% occurred in the summer, 22% in the fall, 18% in Spring, and 16% in winter (source: Maine Tourism Study, Vol.I).

The size of the seasonal population within the study market area itself is unavailable, but a sense of its magnitude can be gained by examining taxable retail sales data, quarterly traffic count data, and seasonal dwelling data.

Seasonal dwellings: According to the 1980 Census, there were 11,186 seasonal dwellings within the market area's boundaries. Nearly 72% of these were in Hancock County, 22% in Waldo County, and 6% in the Bangor metropolitan area. The Town of Bucksport itself had 133 seasonal dwellings in 1980.

These dwellings accommodate an average population of perhaps 25,000-30,000 during the summer months.

Taxable retail sales: Taxable sales for restaurants and lodging generated within the Town of Bucksport indicate that, on average, restaurant and lodging sales increase by 2.4 times from the typical first quarter to the typical third quarter. In the Ellsworth area as a whole, the increment in 1985 was 3.2 times higher. These multiples reflect both the increase in numbers (both destination visitors and transients) during the summer months and spending patterns which favor restaurant and lodging sales.

Seasonal traffic counts: The Maine Department of Transportation maintains permanent counters at two locations between Greater Bangor and the coast to the south. The counters provide monthly traffic data and allow seasonal comparisons. On Rt. 1A near Rt. 46 in Dedham, average daily third quarter traffic is 2.1 times the average daily first quarter traffic. At Trenton, north of Thompson Island Bridge, average daily third quarter traffic is 3.1 times the average daily first quarter traffic.

These large seasonal multiples are more closely related to Hancock and Waldo counties than to the Greater Bangor area, and they grow as the coastal area is approached. Downtown Bucksport itself does not appear presently to be a primary recipient of tourist travel, but such travel

occurs all around it, including Route 1 traffic through the town, Fort Knox visitors, and Penobscot Bay boaters. Overall, it is likely that average daily summer population increases the total market area population by on the order of 50,000-70,000 people.

SECTION IV. ANALYSIS OF MARINA DEMAND

OVERVIEW

As of December 1985 there were 119,038 boats registered with the State of Maine, the equivalent of about 1 boat for every 9.7 persons in the year-round population. This represents an average annual increase of .91% per year in the number of registered boats in the State of Maine since 1980, when registered boats numbered 113,714.

The ratio of registered boats to year-round population in the market study area is nearly identical to the State ratio. There were 16,544 registered boats in the market area in 1985[1], the equivalent of about 1 boat for every 9.8 persons in the year-round population. (A portion of these boats, of course, belong to out-of-state residents or residents of Maine outside the market area who summer in the area.) This ratio ranges from a high of nearly 1-to-6 in Hancock County to a low of about 1-to-14 in the Greater Bangor area. See Table 8.

Total boat registrations alone, however, are not a good indicator of potential demand for marina slips. Within the market study area, boats used primarily for recreational purposes and that are 15' or greater in length represent only 29% (4,793) of total registered boats. The remaining 71% include canoes, commercial vessels and pleasure boats 14' or less in length. The large majority are canoes and small open boats and probably are not potential marina users. Others are large enough to consider marina use, but are used for commercial purposes. Of the 4,793 recreational boats 15' or longer, 16% (743) are sailboats and 84% (4,050) are open and cabin type craft.

The 4,793 boat owners with recreational boats 15' or longer registered in the market study area are a good indicator of potential demand for water-based accommodations in the overall market area. Transient boaters who seek accomodations for short-term periods (one to several days) are another potential source of demand. There is no way to accurately measure the potential demand from transient boaters based on available data. However, such demand is likely to be more evident along the open coastline (e.g., parts of Mount Desert Island) than in riverine areas.

In the Town of Bucksport there are 434 registered boats, the equivalent of 1 boat for every 10.4 persons in the community. This ratio is slightly higher than the ratio for the market area, but lower than that of the Penobscot County area included in the study. There are 80 owners of recreational boats 15' or greater in length. Five percent of these boaters own sailboats and 95% own open or cabin types of powerboats.

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[1] State law requires the registration of any boat that is operated with a motor, not including vessels that are documented with the U.S. Coast Guard and certain other exempt boats. Boats owned by out-of-state residents must be registerd in Maine if they are in the State more than 60 days. Market Decisions, Inc. attempted to obtain information on the number of market study area boats that are documented with the Coast Guard, but was told that the records are kept in a way that does not allow easy retrieval of that information.

TABLE 8
Bucksport Marina Market Feasibility Study
RATIOS OF BOATS TO POPULATION

	Year-Round Est. 1985 Pop.	Total Registered Boats - 1985	Ratio
Penobscot(part)	88,291	6,354	1:13.9
Hancock	43,615	7,383	1: 5.9
Waldo	29,575	2,807	1:10.5
Market Area	161,481	16,544	1: 9.8

RATIO OF OWNERS OF RECREATIONAL BOATS
15' OR GREATER IN LENGTH TO POPULATION

	Year-Round Est. 1985 Pop.	# of Owners	Ratio
Penobscot(part)	88,291	1,674	1:52.7
Hancock	43,615	2,222	1:19.6
Waldo	29,575	897	1:33.0
Market Area	161,481	4,793	1:33.7

RATIO OF SAILBOAT OWNERS TO OTHER
POWERED RECREATIONAL BOATS IN THE
MARKET STUDY AREA

	Sailboats (15' or greater)	Powered Open & Cabin (15' or greater)	Ratio
Penobscot(part)	128	1,547	1:12.1
Hancock	498	1,723	1: 3.5
Waldo	117	780	1: 6.7
Market Area	743	4,050	1: 5.5
%	16%	84%	

Source: Maine Department of Inland Fisheries and Wildlife
Market Decisions, Inc.

INDICATORS OF BOATING DEMAND

Demographic variables that appear to correlate with recreational boating are age, occupation and income.

For example, according to a detailed 1984 national survey conducted by the Gallup Poll on leisure activities, the largest incidence of serious motorboaters (those who participated in the activity more than 5 times during 1984) is among 25-49 year olds, either white collar or skilled blue collar workers, and households with incomes of $30,000 or more. The largest incidence of serious sailboaters is among 18-30 year olds, white collar workers, and households with incomes of $40,000 or more. See Table 9.

Not all boaters are boat owners, though, and among boat owners only a portion are buyers of boats that may demand marina or other in-water accommodations. The National Marine Manufacturers Association has researched the demographic characteristics of boat buyers extensively. Based on the results of a detailed survey conducted by NMMA in 1981, it is estimated that:

* about one-half of boats bought by professional or business people may be of a size and type to potentially demand in-water accommodations.

* between one-fifth and one-quarter of boats bought by persons in other occupations fall into this category.

* about one-quarter of boats bought by persons with incomes under $30,000 fall into this category.

* about one-third of boats bought by persons with incomes between $30,000 and $40,000 fall into this category.

* between three-fifths and two-thirds of boats bought by persons with incomes over $40,000 fall into this category.

As seen in Section III's description of the Bucksport market area's demographics, several trends suggest growing potential support for serious boating, including:

* growth in the share of households earning $35,000 or more per year;

* growth in households headed by persons in their late twenties to mid-forties;

* a steady proportion of employed persons (between a fifth and a quarter) in professional/administrative/managerial positions and in skilled blue collar positions.

In general, these trends are moving slowly but fairly consistently in a positive direction for boating activities.

TABLE 9

Bucksport Marina Feasibility Study
INCIDENCE OF SERIOUS BOATER* BY AGE, OCCUPATION, AND INCOME
U.S., 1984

	Motor Boaters	Sail Boaters
By Age		
18 - 24	9.3%	3.9%
25 - 29	13.8%	6.3%
30 - 49	10.5%	2.9%
50 - 64	5.5%	1.1%
65 and over	1.4%	0.3%
By Occupation		
Prof. & Business	10.8%	5.9%
Clerical & Sales	12.2%	4.9%
Skilled Workers	13.7%	0.8%
Unskilled/Laborers	8.3%	1.0%
By Income		
Under $10,000	4.7%	0.7%
10,000-19,999	5.1%	1.1%
20,000-29,999	9.3%	1.7%
30,000-39,999	12.8%	3.5%
$40,000 and over	15.0%	6.0%

* Persons who participated in boating at least 5 times in 1984.

Sources: The Gallup Poll, "Leisure Activities Index," 1984,
Market Decisions, Inc.

RECREATIONAL BOATING SURVEY

The purpose of the recreational boating survey was to (1) test the feasibility of locating a marina at Bucksport and (2) to determine the percentage of the total market area demand that might be captured by a marina facility in Bucksport. The survey instrument developed by Market Decisions, Inc., enabled a first-hand estimate of potential demand, rather than relying solely on secondary sources and statistics. It was designed to measure the saltwater boating habits of market area boaters and their opinions on the desirability of the Penobscot River/Bucksport area as a boating area. Basic demographic information on boat owners was collected, as was factual information on the types of boats owned by them.

Recognizing that not all boat owners surveyed would be saltwater boaters or even owners of boats requiring in-water accommodations, a series of screens were employed to:

1. eliminate survey returns from boat owners who never use their boats for recreational purposes;

2. differentiate between market area saltwater boaters and those who had not boated in the market area in the past 5 years;

3. identify those boaters who trailer their boats to different locations throughout the boating season versus those who presently use in-water accommodations.

The appendix to this report contains a copy of the survey instrument, with the percent response to each question in the survey. At the end of this section are 23 tables (numbered S-1 through S-23) with a selection of cross-tabulations that are the basis for the summary that follows.

A Profile of the Recreational Boaters in the Market Area

* Roughly 4 out of 5 survey respondents are powerboat owners, while less than 1 out of 5 are sailboat owners. This corresponds closely with the incidence of sailboaters to powerboaters in the total market area boating population.

  Of the powerboat owners, almost two-thirds own a boat 15'-19' long, 8% own a boat under 15' long, and 29% own a boat 20' or longer.

  By contrast, of the sailboat owners who responded, 64% own a boat 20-29' long, and another 16% own a boat 30' or longer. Only 18% own a sailboat under 20' long, indicating that the longer the boat, the more likely it is to be a sailboat. (See Table S-1).

  Nearly 40% of survey respondents have motors with over 60 hp.

* Thirty-nine percent of the small boat owners who boat in salt water trailer their boats during the season, while 60% keep their boats in the water. By contrast, most owners of boats

over 20' keep their boats in the water. (Table S-2).

Nearly all sailboat owners keep their boats in the water, while powerboat owners are split between trailering and keeping their boats in the water. (Table S-3).

* Professionals and administrators comprised nearly half of all boat owners and made up the largest single occupational category of boat owners who responded to the survey. About 72% of them are powerboat owners while the remaining number are sailboat owners. (Table S-4).

* Retirees make up the second largest occupational group of boatowners among survey respondents, with 80% owning some type of powerboat. (Table S-4).

* Professional/administrators and retirees are also the principal owners of large boats, which tend to be sailboats. (Table S-5).

* Skilled blue collar workers make up a third sizeable occupational group of boat owners. They comprise 16% of the total number, favor powerboats and largely own boats that are less than 20' in length. (See Table S-5).

* Both powerboat and sailboat owners in this market area are strongly concentrated in the 45-64 year age group, followed by persons 35-44 years in age and persons 65 or over. Relatively few boaters responding to the survey are under 35 years old. (See Table S-6).

* Over 50% of the survey respondents indicated they had incomes of $30,000 or more in 1985. Boaters with incomes of $50,000 or more represented slightly more than 25% of the survey respondents. Those with incomes in the range of $30,000 - $39,999 represented 20%. (See Table S-7).

  <u>Sailboat owners</u> have a median 1985 income of $50,000 or more while <u>powerboat owners</u> have a median 1985 income of $25,000 - $29,999. (See Table S-7).

  Owners of the largest boats have a median income of over $50,000; of mid-sized boats, $40,000 - $50,000; and of boats under 20', $25,000 - $29,999. (See Table S-8).

* About one-third of boat owners who keep their boats in the water presently pay a fee. The median is just under $100/season. Sailboaters pay more than powerboaters, on the whole. Virtually all small boat owners who keep their boats in the water and pay a fee, presently pay less than $100/season. This reflects the predominance of moorings, rather than slips, as the type of in-water accommodations in the market area. (See Table S-9).

<u>WHO ARE THE BUCKSPORT AREA BOATERS?</u>

* Fourteen percent--or 1 in every 7--<u>saltwater</u> boaters "frequently" or "always" boat in the Bucksport/Stockton Springs

stretch of the Penobscot River.

* Owners of boats from 15'-19' in length constitute 58% of all who use the Bucksport to Stockton Springs area.

* Boats in this section of the river tend to either be small (under 20') or large (over 30'), with few mid-sized boats among this section's boaters. In absolute numbers, the small boat greatly outnumbers any other category. (See Table S-10).

* To the extent that the segment of the Penobscot River from Bucksport to Stockton Springs is boated, it is the province of powerboaters rather than sailboaters. Close to one-fifth of powerboaters boat this section "always" or "frequently", while only about 6% of sailboaters do so.

  2 in every 5 powerboaters responded they never boat this section of the river, while 1 of every 2 sailboaters responded they never boat this section of the river.(See Table S-11).

* Of those who "always" or "frequently" boat this stretch of the river, slightly more than half (57.1%) trailer their boats and 43.5% keep their boats in the water during the season. (Table S-12).

* Sixty-one percent of all respondents who boat in saltwater indicated they keep their boats in the water during the season. Of those, 9% boat "frequently" or "always" in the Bucksport-Stockton Springs area. An additional 27% of those indicated they occasionally boat this stretch of the river. (See Table S-13).

* Boaters in the Bucksport to Stockton Springs stretch of the river are fairly evenly distributed among the different occupational categories: professional/administrator - 40.0% other while collar - 9.0%, skilled blue collar - 19.9%, other blue collar - 6% and retired 15%. Boaters elsewhere are more heavily weighted to professionals/administrators (45.9%) and retirees (23%). (See Table S-14).

* Sixty-one percent of those who boat "always" or frequently" this stretch of the river are 45-64 years old. (See Table S-15).

* The estimated median income of those who boat this stretch "always" or "frequently" is between $30,000 and $39,999 which is the same as those who indicated they boat the Bucksport to Stockton Springs stretch of the river "occasionally" or "never". (See Table S-16).

A PROFILE OF THOSE WHO ARE INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT

* Overall, 10.5% of all respondents say they would be at least "somewhat interested" in a marina at Bucksport.

* Approximately 40% of those of those expressing at least some interest in a Bucksport marina presently boat in the Bucksport area "always" or "frequently". An additional 44% are only occasional boaters in the area. (See Table S-17).

* 70% of those expressing interest in a marina own boats under 20' in length. Another 24% own boats that are between 20'-29' in length. (See Table S-18).

* Eight-four percent of those expressing interest are powerboat owners, and 9% are sailboat owners. (See Table S-19).

* Of those boaters who are at least somewhat interested in a marina in Bucksport 56% presently trailer their boats throughout the boating season. 44% of those who indicated an interest in a marina presently keep their boats in the water during the boating season. (See Table S-20).

* Of those who are at least somewhat interested in a Bucksport marina, 60% are in professional/administrator and other white collar occupations, while 24% are from blue collar occupations adn 14% are retirees. (See Table S-21).

* Over half (54%) of the boaters interested in a marina are between 45 and 64 years old. Twenty-one percent are between ages 25 and 34 and 21% between 35 and 44. Those who are 65 or older constitute only 3.8% of those interested in a Bucksport marina. (See Table S-22).

* The median income of those who are interested in a Bucksport marina was estimated from survey data (interpolated) to be around $32,500. (See Table S-23).

CALCULATION OF MARINA POTENTIAL BASED ON SURVEY RESULTS

It is possible to develop an estimate of marina potential based on these survey results. It must be cautioned that the ability to extrapolate the results of a survey sample to the larger population requires an assumption of randomness. In a mail out/mail back survey, randomness cannot be guaranteed. Although the sample of 1,500 boat owners was selected at random, the 34% who responded may have a bias in one direction or another. This bias is impossible to measure, if it exists. One safeguard is that the response rate, producing 510 valid returns, is large enough to buffer against some bias.

Using an assumption of randomness (and acknowledging the risk in doing so), the following calculations extrapolate the survey results to the "population" of 4,793 registered boat owners in Waldo County Hancock County, and the Bangor metropolitan area of Penobscot County with recreational boats 12' or longer.

According to the survey:

1.	74.1% of boat owners are area saltwater boaters	.741	x	4,793	= 3,552
2.	12.4% of saltwater boaters frequently boat the Bucksport-Stockton Springs stretch of the Penobscot River	.124	x	3,552	= 440
3.	43.0% of those who "frequently" or "always" boat this stretch of river expressed interest in a Bucksport marina	.43	x	440	= 189
4.	"Interest" will translate into actual use of a marina based in part on marina fees. The survey suggests that 15% of area boat owners are willing to pay a fee of at least $200	.15	x	189	= 28
	23% are willing to pay at least $150	.23	x	189	= 43

Based on these calculations, which employ a series of conservative "screens" to attempt to identify the number of potential marina users, the potential would be approximately 30-45 at a fee of about $200/season.

We regard this as a low end estimate, because it is based only on people who are presently frequent boaters in the area. The survey shows that others, who are now only occasional boaters of this area, also may be interested.

An alternative method of using the survey to estimate potential demand follows.

According to the survey:

1.	4.1% of the total sample (N=510) said they would be "very interested" in a Bucksport marina	.041	x	4,793	= 197
2.	Of these, 35% would be willing to pay at least $200/season	.35	x	197	= 69
3.	An additional 8.4% of the total sample said they would be "somewhat interested" in a Bucksport marina	.084	x	4,793	= 402
4.	Of these, 17.1% indicate a $200 fee is a reasonable fee	.171	x	402	= 69

Therefore, there is a potential of 69 + 69 = 138 marina users at $200/season based on these calculations.

We regard this calculation as a high end estimate, because it assumes that everyone who has expressed some interest and is willing to pay a $200/season fee will translate into an actual user of the marina.

Realistically, in our judgment the true potential probably is between the low and high, or on the order of 50-70 marina users.

TABLE S-1

Bucksport Marina Market Feasibility Study

What is the length of your boat?

	TOTAL	TYPE OF BOAT OWNED: Power Boat	TYPE OF BOAT OWNED: Sail Boat
TOTAL RESPONSES	502	403	93
Less than 15 feet	41 8.2	38 9.4 92.7	1 1.1 2.4
15 feet to 19 feet	318 63.3	298 73.9 93.7	16 17.2 5.0
20 feet to 24 feet	67 13.3	34 8.4 50.7	33 35.5 49.3
25 feet to 29 feet	44 8.8	18 4.5 40.9	26 28.0 59.1
30 feet to 39 feet	29 5.8	13 3.2 44.8	16 17.2 55.2
40 feet or longer	3 0.6	2 0.5 66.7	1 1.1 33.3

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-2

Bucksport Marina Market Feasibility Study

Do you primarily trailer your boat to different locations during the boating season or keep your boat in the water?

		LENGTH OF BOAT		
	TOTAL	Less than 20 feet	20 - 29 feet	30 feet or more
TOTAL RESPONSES	372	230	105	32
Trailer your boat	144	131	11	0
	38.7	57.0	10.5	0.0
		91.0	7.6	0.0
Keep your boat in the water	228	99	94	32
	61.3	43.0	89.5	100.0
		43.4	41.2	14.0

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-3

Bucksport Marina Market Feasibility Study

RECREATIONAL BOATING SURVEY: BUCKSPORT, MAINE

Do you primarily trailer your boat to different locations during the boating season or keep your boat in the water?

		TYPE OF BOAT OWNED	
	TOTAL	Power Boat	Sail Boat
TOTAL RESPONSES	372	275	90
Trailer your boat	144	137	4
	38.7	49.8	4.4
		95.1	2.8
Keep your boat in the water	228	138	86
	61.3	50.2	95.6
		60.5	37.7

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-4

Bucksport Marina Market Feasibility Study

What is the principal wage earner's occupation?

	TOTAL	TYPE OF BOAT OWNED: Power Boat	TYPE OF BOAT OWNED: Sail Boat
TOTAL RESPONSES	499	401	91
Professional/ Administrator	229 45.9	165 41.1 72.1	61 67.0 26.6
Other white collar	27 5.4	24 6.0 88.9	3 3.3 11.1
Skilled blue collar	79 15.8	74 18.5 93.7	5 5.5 6.3
Other blue collar	36 7.2	34 8.5 94.4	1 1.1 2.8
	0 0.0	0 0.0 0.0	0 0.0 0.0
Retired	115 23.0	92 22.9 80.0	20 22.0 17.4
	0 0.0	0 0.0 0.0	0 0.0 0.0
Other	13 2.6	12 3.0 92.3	1 1.1 7.7

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-5

Bucksport Marina Market Feasibility Study

What is the principal wage earner's occupation?

		LENGTH OF BOAT		
	TOTAL	Less than 20 feet	20 - 29 feet	30 feet or more
TOTAL RESPONSES	499	351	110	30
Professional/ Administrator	229 45.9	141 40.2 61.6	71 64.5 31.0	14 46.7 6.1
Other white collar	27 5.4	20 5.7 74.1	6 5.5 22.2	1 3.3 3.7
Skilled blue collar	79 15.8	63 17.9 79.7	11 10.0 13.9	3 10.0 3.8
Other blue collar	36 7.2	33 9.4 91.7	2 1.8 5.6	0 0.0 0.0
	0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0
Retired	115 23.0	83 23.6 72.2	20 18.2 17.4	11 36.7 9.6
	0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0
Other	13 2.6	11 3.1 84.6	0 0.0 0.0	1 3.3 7.7

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-6

Bucksport Marina Market Feasibility Study

In which age group do you belong?

	TOTAL	TYPE OF BOAT OWNED: Power Boat	TYPE OF BOAT OWNED: Sail Boat
TOTAL RESPONSES	506	406	93
Under 18	0 0.0	0 0.0 0.0	0 0.0 0.0
18-24	4 0.8	3 0.7 75.0	1 1.1 25.0
25-34	57 11.3	49 12.1 86.0	8 8.6 14.0
35-44	111 21.9	85 20.9 76.6	24 25.8 21.6
45-64	246 48.6	203 50.0 82.5	38 40.9 15.4
65 or older	88 17.4	66 16.3 75.0	22 23.7 25.0

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-7

Bucksport Marina Market Feasibility Study

1985 income before taxes

	TOTAL	TYPE OF BOAT OWNED: Power Boat	TYPE OF BOAT OWNED: Sail Boat
TOTAL RESPONSES	465	372	88
Less than $10,000	25	24	1
	5.4	6.5	1.1
		96.0	4.0
$10,000 - $14,999	29	25	4
	6.2	6.7	4.5
		86.2	13.8
$15,000 - $19,999	42	35	7
	9.0	9.4	8.0
		83.3	16.7
$20,000 - $24,999	49	43	4
	10.3	11.6	4.5
		89.6	8.3
$25,000 - $29,999	60	52	7
	12.9	14.0	8.0
		86.7	11.7
$30,000 - $39,999	93	82	11
	20.0	22.0	12.5
		88.2	11.8
$40,000 - $49,999	42	35	7
	9.2	9.4	8.0
		81.4	16.3
$50,000 or more	125	76	47
	26.9	20.4	53.4
		60.8	37.6

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-8

Bucksport Marina Market Feasibility Study

1985 income before taxes

		LENGTH OF BOAT		
	TOTAL	Less than 20 feet	20 - 29 feet	30 feet or more
TOTAL RESPONSES	465	327	103	28
Less than $10,000	25	22	2	1
	5.4	6.7	1.9	3.6
		88.0	8.0	4.0
$10,000 - $14,999	29	22	7	0
	6.2	6.7	6.8	0.0
		75.9	24.1	0.0
$15,000 - $19,999	42	33	7	2
	9.0	10.1	6.8	7.1
		78.6	16.7	4.8
$20,000 - $24,999	48	38	9	0
	10.3	11.6	8.7	0.0
		79.2	18.8	0.0
$25,000 - $29,999	60	52	5	2
	12.9	15.9	4.9	7.1
		86.7	8.3	3.3
$30,000 - $39,999	93	71	15	4
	20.0	21.7	14.6	14.3
		76.3	16.1	4.3
$40,000 - $49,999	43	30	13	0
	9.2	9.2	12.6	0.0
		69.8	30.2	0.0
$50,000 or more	125	59	45	19
	26.9	18.0	43.7	67.9
		47.2	36.0	15.2

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-9

Bucksport Marina Market Feasibility Study

Fee charged for keeping your boat in the water during the season?

	TOTAL	TYPE OF BOAT OWNED: Power Boat	TYPE OF BOAT OWNED: Sail Boat
TOTAL RESPONDING	72	36	36
Less than $50	25 34.7	14 38.9 56.0	11 30.6 44.0
$50 - $ 99	14 19.4	8 22.2 57.1	6 16.7 42.9
$100 - $149	10 13.9	4 11.1 40.0	6 16.7 60.0
$150 - $199	6 8.3	3 8.3 50.0	3 8.3 50.0
$200 - $249	4 5.6	2 5.6 50.0	2 5.6 50.0
$250 - $349	7 9.7	3 8.3 42.9	4 11.1 57.1
$350 - $499	2 2.8	1 2.8 50.0	1 2.8 50.0
$500 - $749	1 1.4		1 2.8 100.0
$750 or more	2 2.8		2 5.6 100.0
Other	1 1.4	1 2.8 100.0	

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-10

Bucksport Marina Market Feasibility Study

What is the length of your boat?

	TOTAL	PENOBSCOT RIVER BOATING FREQUENCY (BUCKSPORT - STOCKTON SPRINGS) Always	Frequently	Occasionally	Never
TOTAL RESPONSES	502	6	39	122	129
Less than 15 feet	41	0	2	7	10
	8.2	0.0	5.1	5.7	7.8
		0.0	4.9	17.1	24.4
15 feet to 19 feet	318	4	22	72	65
	63.3	66.7	56.4	59.0	50.4
		1.3	6.9	22.6	20.4
20 feet to 24 feet	67	1	5	16	28
	13.3	16.7	12.8	13.1	21.7
		1.5	7.5	23.9	41.8
25 feet to 29 feet	44	0	2	15	21
	8.8	0.0	5.1	12.3	16.3
		0.0	4.5	34.1	47.7
30 feet to 39 feet	29	1	6	12	4
	5.8	16.7	15.4	9.8	3.1
		3.4	20.7	41.4	13.8
40 feet or longer	3	0	2	0	1
	0.6	0.0	5.1	0.0	0.8
		0.0	66.7	0.0	33.3

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-11

Bucksport Marina Market Feasibility Study

How often do you boat in Penobscot River: Bucksport - Stockton Springs section

	TOTAL	TYPE OF BOAT OWNED: Power Boat	TYPE OF BOAT OWNED: Sail Boat
TOTAL RESPONSES	300	223	70
Always	6	6	0
	2.0	2.7	0.0
		100.0	0.0
Frequently	41	36	4
	13.7	16.1	5.7
		87.8	9.8
Occasionally	122	85	32
	40.7	38.1	45.7
		69.7	26.2
Never	131	96	34
	43.7	43.0	48.6
		73.3	26.0

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-12

Bucksport Marina Market Feasibility Study

Do you primarily trailer your boat to different locations during the boating season or keep your boat in the water?

		PENOBSCOT RIVER BOATING FREQUENCY (BUCKSPORT - STOCKTON SPRINGS)			
	TOTAL	Always	Frequently	Occasion-ally	Never
TOTAL RESPONSES	372	6	40	120	128
Trailer your boat	144	4	22	59	33
	38.7	66.7	55.0	49.2	25.8
		2.8	15.3	41.0	22.9
Keep your boat in the water	228	2	18	61	95
	61.3	33.3	45.0	50.8	74.2
		0.9	7.9	26.8	41.7

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-13

Bucksport Marina Market Feasibility Study

Do you primarily trailer your boat to different locations during the boating season or keep your boat in the water?

		PENOBSCOT RIVER BOATING FREQUENCY (BUCKSPORT - STOCKTON SPRINGS)			
	TOTAL	Always	Frequently	Occasion-ally	Never
TOTAL RESPONSES	372	6	40	120	128
Trailer your boat	144	4	22	59	33
	38.7	66.7	55.0	49.2	25.8
		2.8	15.3	41.0	22.9
Keep your boat in the water	228	2	18	61	95
	61.3	33.3	45.0	50.8	74.2
		0.9	7.9	26.8	41.7

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-14

Bucksport Marina Market Feasibility Study

What is the principal wage earner's occupation?

		PENOBSCOT RIVER BOATING FREQUENCY (BUCKSPORT - STOCKTON SPRINGS)			
	TOTAL	Always	Frequently	Occasionally	Never
TOTAL RESPONSES	499	6	41	119	129
Professional/ Administrator	229	1	18	55	67
	45.9	16.7	43.9	46.2	51.9
		0.4	7.9	24.0	29.3
Other white collar	27	1	3	7	4
	5.4	16.7	7.3	5.9	3.1
		3.7	11.1	25.9	14.8
Skilled blue collar	79	3	11	15	16
	15.8	50.0	26.8	12.6	12.4
		3.8	13.9	19.0	20.3
Other blue collar	36	0	3	16	6
	7.2	0.0	7.3	13.4	4.7
		0.0	8.3	44.4	16.7
	0	0	0	0	0
	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.0	0.0
Retired	115	1	6	35	32
	23.0	16.7	14.6	29.4	24.8
		0.9	5.2	30.4	27.8
	0	0	0	0	0
	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.0	0.0
Other	13	0	0	1	4
	2.6	0.0	0.0	0.8	3.1
		0.0	0.0	7.7	30.8

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-15

Bucksport Marina Market Feasibility Study

In which age group do you belong?

		PENOBSCOT RIVER BOATING FREQUENCY (BUCKSPORT - STOCKTON SPRINGS)			
	TOTAL	Always	Frequently	Occasion-ally	Never
TOTAL RESPONSES	506	6	40	122	130
Under 18	0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0
18-24	4 0.8	0 0.0 0.0	1 2.5 25.0	2 1.6 50.0	0 0.0 0.0
25-34	57 11.3	1 16.7 1.8	6 15.0 10.5	15 12.3 26.3	18 13.8 31.6
35-44	111 21.9	0 0.0 0.0	6 15.0 5.4	35 28.7 31.5	33 25.4 29.7
45-64	246 48.6	5 83.3 2.0	23 57.5 9.3	52 42.6 21.1	57 43.8 23.2
65 or older	88 17.4	0 0.0 0.0	4 10.0 4.5	18 14.8 20.5	22 16.9 25.0

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-16

Bucksport Marina Market Feasibility Study

1985 income before taxes

		PENOBSCOT RIVER BOATING FREQUENCY (BUCKSPORT - STOCKTON SPRINGS)			
	TOTAL	Always	Frequently	Occasionally	Never
TOTAL RESPONSES	465	5	38	109	118
Less than $10,000	25	0	1	5	5
	5.4	0.0	2.6	4.6	4.2
		0.0	4.0	20.0	20.0
$10,000 - $14,999	29	0	0	5	9
	6.2	0.0	0.0	4.6	7.6
		0.0	0.0	17.2	31.0
$15,000 - $19,999	42	1	1	10	15
	9.0	20.0	2.6	9.2	12.7
		2.4	2.4	23.8	35.7
$20,000 - $24,999	48	1	5	10	9
	10.3	20.0	13.2	9.2	7.6
		2.1	10.4	20.8	18.8
$25,000 - $29,999	60	0	9	14	8
	12.9	0.0	23.7	12.8	6.8
		0.0	15.0	23.3	13.3
$30,000 - $39,999	93	2	10	19	22
	20.0	40.0	26.3	17.4	19.5
		2.2	10.8	20.4	24.7
$40,000 - $49,999	43	1	2	17	10
	9.2	20.0	5.3	15.6	8.5
		2.3	4.7	39.5	23.3
$50,000 or more	125	0	10	29	39
	26.9	0.0	26.3	26.6	33.1
		0.0	8.0	23.2	31.2

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-17

Bucksport Marina Market Feasibility Study

How often do you boat in Penobscot River: Bucksport - Stockton Springs section

		PROFILE OF BOATERS INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT				
	TOTAL	Very Interest-ed	Somewhat interest-ed	Probably not inter-ested	Not interested at all	Unsure
TOTAL RESPONSES	300	18	30	60	166	10
Always	6	1	2	1	2	0
	2.0	5.6	6.7	1.7	1.2	0.0
		16.7	33.3	16.7	33.3	0.0
Frequently	41	8	9	10	9	4
	13.7	44.4	30.0	16.7	5.4	40.0
		19.5	22.0	24.4	22.0	9.8
Occasionally	122	7	14	28	64	5
	40.7	38.9	46.7	46.7	38.6	50.0
		5.7	11.5	23.0	52.5	4.1
Never	131	2	5	21	91	1
	43.7	11.1	16.7	35.0	54.8	10.0
		1.5	3.8	16.0	69.5	0.8

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-18

Bucksport Marina Market Feasibility Study

What is the length of your boat?

		PROFILE OF BOATERS INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT				
	TOTAL	Very Interested	Somewhat interested	Probably not interested	Not interested at all	Unsure
TOTAL RESPONSES	502	21	42	96	281	28
Less than 15 feet	41	0	5	3	26	5
	8.2	0.0	11.9	3.1	9.3	17.9
		0.0	12.2	7.3	63.4	12.2
15 feet to 19 feet	318	14	25	63	172	19
	63.3	66.7	59.5	65.6	61.2	67.9
		4.4	7.9	19.8	54.1	6.0
20 feet to 24 feet	67	3	6	16	35	3
	13.3	14.3	14.3	16.7	12.5	10.7
		4.5	9.0	23.9	52.2	4.5
25 feet to 29 feet	44	3	3	7	29	0
	8.8	14.3	7.1	7.3	10.3	0.0
		6.8	6.8	15.9	65.9	0.0
30 feet to 39 feet	29	1	2	5	19	1
	5.8	4.8	4.8	5.2	6.8	3.6
		3.4	6.9	17.2	65.5	3.4
40 feet or longer	3	0	1	2	0	0
	0.6	0.0	2.4	2.1	0.0	0.0
		0.0	33.3	66.7	0.0	0.0

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-19

Bucksport Marina Market Feasibility Study

If a public or private marina were to be developed on the Bucksport waterfront, how interested would you be in keeping your boat there for the season?

		TYPE OF BOAT OWNED	
	TOTAL	Power Boat	Sail Boat
TOTAL RESPONSES	475	383	87
Very interested	21	19	2
	4.4	5.0	2.3
		90.5	9.5
Somewhat interested	43	35	6
	9.1	9.1	6.9
		81.4	14.0
Probably not interested	98	80	17
	20.6	20.9	19.5
		81.6	17.3
Not interested at all	285	225	59
	60.0	58.7	67.8
		78.9	20.7
Unsure	28	24	3
	5.9	6.3	3.4
		85.7	10.7

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-20

Bucksport Marina Market Feasibility Study

Do you primarily trailer your boat to different locations during the boating season or keep your boat in the water?

		PROFILE OF BOATERS INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT				
	TOTAL	Very Interest-ed	Somewhat interest-ed	Probably not inter-ested	Not interested at all	Unsure
TOTAL RESPONSES	372	18	32	77	209	12
Trailer your boat	144	9	19	34	73	6
	38.7	50.0	59.4	44.2	34.9	50.0
		6.3	13.2	23.6	50.7	4.2
Keep your boat in the water	228	9	13	43	136	6
	61.3	50.0	40.6	55.8	65.1	50.0
		3.9	5.7	18.9	59.6	2.6

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-21

Bucksport Marina Market Feasibility Study

What is the principal wage earner's occupation?

		PROFILE OF BOATERS INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT				
	TOTAL	Very Interest-ed	Somewhat interest-ed	Probably not inter-ested	Not interested at all	Unsure
TOTAL RESPONSES	499	20	43	98	276	28
Professional/ Administrator	229 45.9	11 55.0 4.8	21 48.8 9.2	47 48.0 20.5	127 46.0 55.5	8 28.6 3.5
Other white collar	27 5.4	2 10.0 7.4	4 9.3 14.8	6 6.1 22.2	11 4.0 40.7	3 10.7 11.1
Skilled blue collar	79 15.8	3 15.0 3.8	9 20.9 11.4	14 14.3 17.7	42 15.2 53.2	6 21.4 7.6
Other blue collar	36 7.2	1 5.0 2.8	2 4.7 5.6	12 12.2 33.3	16 5.8 44.4	5 17.9 13.9
	0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0
Retired	115 23.0	3 15.0 2.6	6 14.0 5.2	17 17.3 14.8	72 26.1 62.6	6 21.4 5.2
	0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0	0 0.0 0.0
Other	13 2.6	0 0.0 0.0	1 2.3 7.7	2 2.0 15.4	8 2.9 61.5	0 0.0 0.0

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-22

Bucksport Marina Market Feasibility Study

In which age group do you belong?

		PROFILE OF BOATERS INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT				
	TOTAL	Very Interest-ed	Somewhat interest-ed	Probably not inter-ested	Not interested at all	Unsure
TOTAL RESPONSES	506	20	43	97	284	28
Under 18	0	0	0	0	0	0
	0.0	0.0	0.0	0.0	0.0	0.0
		0.0	0.0	0.0	0.0	0.0
18-24	4	0	1	0	3	0
	0.8	0.0	2.3	0.0	1.1	0.0
		0.0	25.0	0.0	75.0	0.0
25-34	57	5	8	12	26	4
	11.3	25.0	18.6	12.4	9.2	14.3
		8.8	14.0	21.1	45.6	7.0
35-44	111	3	10	25	62	4
	21.9	15.0	23.3	25.8	21.8	14.3
		2.7	9.0	22.5	55.9	3.6
45-64	246	12	22	46	133	17
	48.6	60.0	51.2	47.4	46.8	60.7
		4.9	8.9	18.7	54.1	6.9
65 or older	88	0	2	14	60	3
	17.4	0.0	4.7	14.4	21.1	10.7
		0.0	2.3	15.9	68.2	3.4

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

TABLE S-23

Bucksport Marina Market Feasibility Study

1985 income before taxes

		PROFILE OF BOATERS INTERESTED IN A MARINA ON THE BUCKSPORT WATERFRONT				
	TOTAL	Very Interested	Somewhat interested	Probably not interested	Not interested at all	Unsure
TOTAL RESPONSES	465	19	42	93	256	25
Less than $10,000	25	1	1	2	18	2
	5.4	5.3	2.4	2.2	7.0	8.0
		4.0	4.0	8.0	72.0	8.0
$10,000 - $14,999	29	0	1	7	17	3
	6.2	0.0	2.4	7.5	6.6	12.0
		0.0	3.4	24.1	58.6	10.3
$15,000 - $19,999	42	2	2	13	24	0
	9.0	10.5	4.8	14.0	9.4	0.0
		4.8	4.8	31.0	57.1	0.0
$20,000 - $24,999	48	2	6	8	25	4
	10.3	10.5	14.3	8.6	9.8	16.0
		4.2	12.5	16.7	52.1	8.3
$25,000 - $29,999	60	3	8	16	27	4
	12.9	15.8	19.0	17.2	10.5	16.0
		5.0	13.3	26.7	45.0	6.7
$30,000 - $39,999	93	4	11	13	57	5
	20.0	21.1	26.2	14.0	22.3	20.0
		4.3	11.8	14.0	61.3	5.4
$40,000 - $49,999	43	2	5	9	21	4
	9.2	10.5	11.9	9.7	8.2	16.0
		4.7	11.6	20.9	48.8	9.3
$50,000 or more	125	5	8	25	67	3
	26.9	26.3	19.0	26.9	26.2	12.0
		4.0	6.4	20.0	53.6	2.4

Responses to the question at the top of the page are found by reading the column on the left - down.

To read tables: xxx - no. of respondents who answered
xx.x - percentage of total column
xx.x - percent of total row

SECTION V. COMPETITIVE ENVIRONMENT

The demand for in-water accomodations is supplied--at least to some extent--by existing private and municipal boating facilities in the market area.

An inventory of in-water accomodations and related boating services in the market area was undertaken by Market Decisions, Inc. In telephone interviews with harbor officials in 23 of the 30 coastal communities in Hancock, Waldo and Penobscot counties, 2,364 moorings and 112 boat slips were identified. The harbor masters also provided estimates of the percentage of moorings used by recreational boaters vs. commercial boaters. Only 4 of the 23 communities require a permit for moorings, so in many cases, harbor masters and officials were providing their best estimates. Nevertheless these estimates provide a relative picture of the type of boating activity occurring along the coast and the scale of activity in various harbors. Overall, an estimated 80% of moorings are used for recreational boats and 20% for commercial boats. (See Table 10).

Most of the harbor masters that Market Decisions, Inc. spoke with reported ample space available in their harbors for additional moorings. In several cases, where the inner harbor was reported to be near capacity, ample space for additional moorings was reported to be available in the outer harbor. During the peak summertime season, when main harbors are full--particularly in the Mt. Desert Island, Blue Hill Bay, and Eggemoggin Reach areas--excess demand for mooring space can be met in the numerous coves that offer good anchorage. In the harbors that are popular with yachting and cruise clubs, harbor masters reported that moorings are full most nights of the season. In many harbors it is common practice for the harbor master to assign or rent moorings normally occupied by seasonal boaters to transients when those seasonal moorings are vacant for the night.

Mooring Permits: For the most part, the coastal communities surrounding Bucksport do not require mooring permits. Of those that do, Belfast charges a fee of $25.00 for non-residents and $5.00 for Belfast residents. The Town of Mt. Desert requires a mooring permit and charges a $5.00 fee to boaters mooring in Northeast Harbor, its busiest harbor. The Town of Searsport requires a mooring permit but charges no fee; and in Bar Harbor permits and fees are currently under consideration.

In a small number of other communities boaters are required or requested to contact the harbor master before they place a mooring in the water. Harbor masters cited various reasons for this: the need to know who owns a boat should a problem arise, the need to keep moorings from encroaching on the channel and/or to receive permission to moor.

Harbors: Only a small percentage of in-water boat accommodations identified in the inventory were slips, and the number of moorings by harbor varied considerably throughout the boating market area.

TABLE 10
Bucksport Marina Market Feasibility Study

	Approx.# of Moorings	Est % Used for Recreational/Commercial
Waldo County		
Lincolnville	17	82%/18%
Northport	114	88%/22%
Belfast	105	-
Searsport	45	87%/13%
Stockton Springs	32	50%/50%
Islesboro*		
Hancock County		
Castine	120	99%/ 1%
Brooksville	100	95%/ 5%
Sedgewick	10	66%/33%
Deer Isle	83	50%/50%
Stonington*		
Brooklin*		
Blue Hill	150	85%/15%
Surry		
Ellsworth	10	100%/ 0%
Trenton	25	88%/12%
Gouldsboro	51	90%/10%
Winter Harbor*		
Bar Harbor	108	81%/19%
Mount Desert	700	80%/20%
Cranberry Isles*		
Southwest Harbor	350	65%/35%
Tremont	175	50%/50%
Swans Island	90	50%/50%
Frenchboro*		
Penobscot County		
Bucksport	20	80%/20%
Winterport	23	80%/20%
Hampden	4	100%/ 0%
Brewer	20	100%/ 0%
Bangor	12	100%/ 0%
Totals	2,364	80%/20%

Sources: Present or acting harbor masters of individual towns, January/February 1986. In most cases, figures are best estimates only.

* Note: Harbor Masters of Isleboro, Stonington, Brooklin, Winter Harbor, Cranberry Isles and Frenchboro could not be reached for interviews.

Overview of Coastal Regions

Penobscot Bay

In Penobscot Bay, Camden is the most protected harbor on the mainland and west side of Penobscot Bay and easy to access under almost any conditions. Harbor masters north of Camden in Lincolnville, Searsport and Stockton Springs reported their main harbors are open to the bay and offer poor anchorage in rough weather. They also reported a relatively small number of moorings in each of their harbors. Northport is exposed to the bay, but has one particular sheltered cove which harbors around 114 moorings in the summer. The City of Belfast, although open to the east and southwest, has an easy harbor entrance. Over the past several years the City has taken advantage of its natural setting and lured an increasing number of seasonal boaters to its harbor.

Castine is the major harbor on the east side of Penobscot Bay. In spite of a strong tidal current, Castine is a popular boating harbor. There are approximately 120 moorings but no slips. The harbor master reports that the inner harbor is nearing capacity, but there is ample space in the outer harbor and nearby Smith Cove provides protected anchorage for transients. Castine is heavily visited by transients. Each summer various yacht clubs which cruise or race the coast in groups ranging from 20-200 stop at Castine. There are visitor attractions within easy walking distance of the Town Dock. These include historical walking tours, the Maine Maritime Academy, shops and a variety of restaurants. The Mt. Katahdin stops at Castine in the summer, as do some of the schooners and windjammers that cruise the coast.

Eggemoggin Reach

As one goes further east in coastal Hancock County, the Town of Brooksville offers several well protected harbors and coves. The harbor master estimates there are 100 moorings in the summer. In addition to the protective advantages offered by these coves, Brooksville enjoys a certain locational advantage in that it is a good stop-over distance between Camden and Bar Harbor.

Blue Hill Bay/Mt. Desert Island

The Blue Hill and Mt. Desert Island areas are popular destinations for the transients visiting the coast. Harbor masters throughout this area reported proportionally higher numbers of moorings in their harbors: 150 in Blue Hill; 175 in Tremont; 350 in Southwest Harbor and 700 in Northeast Harbor. They also reported repeat visits each summer by yacht and cruise clubs during the race season. Harbors offer good protection in this area and spectacular scenery. In addition, there are numerous protected coves offering anchorage throughout this region.

The acting harbor master at Bar Harbor, reports the harbor accommodates 108 moorings--fewer than other harbors on the island. Bar Harbor is not a sheltered harbor and the bottom is sandy and doesn't hold well. According to the harbor master, even the large cruise ships sometimes drag anchor.

Frenchman Bay

Further east, in Gouldsboro, Sorrento, and Winter Harbor, demand for in-water accommodations and boating services drops dramatically from that on Mt. Desert Island. This is apparent in the smaller number of moorings reported by harbor masters, services offered and the cost of transient moorings, which at $2.25/night are the lowest rates found in the coastal area inventoried.

Penobscot River

Above Bucksport on the Penobscot River, the Cities of Bangor and Hampden are working toward development of waterfront areas. In both of these cities and across the river in Brewer a small number of seasonal moorings are set each summer; in Bangor, 12; in Brewer, 20; and in Hampden, 4. South of Hampden and closer to the Bay, Winterport Marina sets approximately 23 moorings during the season.

Hancock/Waldo County Islands

For the most part, the islands throughout the study area can not be considered competitive with a Bucksport marina as they cater primarily to transients and year-round seasonal island residents. The small portion of transients that a Bucksport marina might capture from them would be a marginal factor in the viability of a Bucksport marina.

Moorings and Slip Fees

Fees charged for transient moorings owned and rented out by private marinas and boat yards, as well as municipalities ranged between a high of $7.50/night in Islesboro and $2.25/night in the Gouldsboro/Winter Harbor area. Boat tie-ups are available at the Belfast Boat Landing for $10.00/night. Slip fees at Northeast Municipal Pier (which is owned and operated not at a profit by the Town of Mt. Desert are:

$.55/night (with electricity) for boats that are 50' or less, and;

$.65/night (with electricity) for boats that are over 50'in length or a $10.00 minimum.

PENOBSCOT RIVER AND PENOBSCOT BAY

The inventory of in-water accommodations specifically in the Penobscot River and Bay area of the market study reveal that area boating facilities share some similar characteristics. It also revealed that a number of communities have within the past several years undertaken waterfront improvement projects aimed at increasing the activities in their harbors. Table 11 provides an overview of boating services offered within the Penobscot Bay and River.

As the Table shows, the services offered vary considerably throughout this area. Those communities located in Penobscot Bay experience greater demand for in-water boat accommodations than those in the Penobscot River itself.

The City of Belfast has moved in recent years toward capturing a larger share of Penobscot Bay regular and transient boaters. Fuel is sold on the City dock and restrooms and showers are available. A private restaurant is also located on the dock and is reported to do a good business during the summer. The Mt. Katahdin as well as the schooners Sylvia Beal and the Flying Fish are encouraged to berth at the City floats which were improved in 1984 to better handle the larger vessels and a growing demand for float space from smaller vessels. The number of mooring permits issued for Belfast Harbor are reportedly up over previous years. There are 10 boat slips at the City's new facility which are kept available for public use, rather than rented out seasonally.

The cities of Bangor and Hampden have also taken steps to attract more activity to their waterfront areas. Bangor is hoping to redevelop a one-half mile section of riverfront property near the present City Boat Landing but is still in the process of acquiring the property. The City's plans call for the development of shops and restaurants along the waterfront.

South of Bangor, the City of Hampden has also developed a waterfront park on the river. This facility presently consists of a landing dock and float and restroom facilities. The City of Hampden owns eleven acres and City of Bangor owns 17 adjacent acres. The two cities have plans to jointly develop this area as a waterfront park. These plans include seeking an operator to provide basic fuel services and possibly a restaurant. There are also plans for boat storage and repair services on the site. Slips have been included in the City's plans, but are not likely to be constructed for a few years, according to the City Engineer in Bangor who until recently has been overseeing the project for the two cities.

Within the Penobscot River and Penobscot Bay area there are eight public boat launches available to the boating public. One, the Verona Island launch site, is immeidately across the river from Bucksport Harbor. There is no fee for the use of this 30' concrete ramp. Other launch sites are located in Belfast, Searsport, Stockton Springs, Frankfort and two in Hampden. All are useable during all tides.

The State of Maine Bureau of Parks and Recreation is considering locating another launch site 3 miles upriver from Bucksport on state-owned land near Mt. Waldo.

River Marinas

In addition to the interviews with officials and marina operators upriver from Bucksport, the operators of several river marinas in mid-coastal Maine were contacted for comparative information on marina operations. These included Wallace Marina in Harpswell, Yarmouth Boat Yard in Yarmouth, Longreach Marina in Bath, Winterport Marina and Boat Yard in Winterport, and Jeff's and Snow's marinas in Thomaston. It must be recognized that, in contrast to coastal Hancock and Waldo counties, Bucksport offers a river rather than a coastal environment. The experiences of marinas in similar settings therefore are useful to this study.

The important findings of these interviews include:

* All reported servicing a large inland market area with sizable urban populations located approximately 30 miles away;

* All reported that the activity of smaller sized powerboat greatly out numbers that of sailboats in their areas;

* Recreational fishing was cited as important in upriver marinas while those closer to the ocean, having a straight line to open water and fishing available within fifteen to twenty minutes were cited;

* All rely on winter storage and repair as important sources of income.

SECTION VI.
THE BUCKSPORT SETTING AND ABILITY TO CAPTURE MARINA USERS

The recreational boating survey conducted by Market Decisions, Inc., in combination with a review of the region's population, household, socio-economic trends, and boat ownership patterns, indicates potential support for a marina in Bucksport's waterfront. It is estimated that 50-70 slips could be leased annually from among the current population of market area boat owners. This number represents a market share of about 1.3% of all owner registered boats that are used for recreational purposes and are at least 15' in length.

While this is a modest share of the market, it is important to examine the strengths and weaknesses of a Bucksport location to determine whether Bucksport Harbor, specifically, can achieve it.

Location

Bucksport is located in a riverine environment. It is a generally protected anchorage with good depth at mean low water (9 feet at the Town dock, according to the harbor master), but is somewhat vulnerable to southwesterly winds. By its nature a river harbor means distance from open water: in Bucksport's case, 6 1/2 miles. It also means contending with currents that can make sailing between the ocean and the harbor difficult. For these reasons, it is unlikely to be a preferred location for sailboaters or for residents of coastal Hancock and Waldo counties with easier access to the ocean. On the other hand, Bucksport is strategically located between Penobscot Bay and the populous Bangor metropolitan area, 17 nautical miles closer to open water than Bangor. For these rasons, we can expect that 70%-80% of the clientele for a Bucksport marina will be powerboat owners who come from Bucksport and the communities to its north.

Accessibility

Bucksport is located at the geographical center of the defined market area. Route 15 provides for easy intra-market travel between Bucksport and the Bangor metropolitan area, 19 miles to the north. Bucksport also enjoys good access from the east and west via Route 1. The major drawback to its location is that seasonal traffic easily by-passes Downtown Bucksport for two reasons. One, travelers have the option of taking alternate Route 1-A from Stockton Springs via Bangor to reach Ellsworth. Second, travelers who follow Route 1 north actually by-pass Bucksport's downtown as they turn east after crossing the Verona Island Bridge. This factor is not a serious problem for a marina, which would be a destination point for year-round and seasonal residents, but it may be a problem for downtown merchants who are trying to capture transient tourists. (The activity generated by a marina may actually encourage more tourists and travelers to turn toward downtown marina activity and thus help serve as a stimulus for other activity on Main Street.)

Visibility

Bucksport is visible and picturesque from the vantage of the Waldo/Hancock County suspension bridge which crosses the Penobscot River

south of the harbor. A marina would be highly visible to Route 1 travelers crossing the bridge--a benefit to the marina itself and possibly downtown merchants.

Natural and Historical Setting

The Penobscot River between Bucksport and Bangor is one of the most scenic rivers in the state. As many of the rivers in Maine have in the past decade, the Penobscot has begun to experience an increase in recreational boating use, according to operators of boating facilities along the river.

Fort Knox, an impressive 19th century granite fortification, is located opposite and across the river from Bucksport in the Town of Prospect. Fort Knox attracts the highest day visitorship of any state cultural/educational park. In 1985, visitorship from May 1 to November 1 totaled 82,267 people. This represented a quarter of all visitors to all state cultural and educational facilities. The fort also attracts a number of boaters who venture up from the Bay or down the river from Bangor to view it from the water. (Although it is physically possible to land at Fort Knox, the State discourages boaters from doing so.)

In general, Main Street in Bucksport, and the Bucksport waterfront itself, are blessed with scenic beauty, and this will be an asset to a proposed marina.

Competitive Environment

There is a plentiful and inexpensive supply of moorings available to boaters within the coastal areas of Waldo and Hancock counties. Seasonal fees at marinas and boatyards within the market study are ranged between $40-$50/monthly and $40-$150/seasonally. Moorings available to transient boaters range between a low of $2-$2.25/night and a high of $7.50/night. In many harbors there is ample room for additional private moorings in both the 'inner' and 'outer' harbors. For transient boaters, there are numerous opportunities to anchor in harbors and coves at no cost. Given the choices and availability of in-water accommodtions along this segment of the Maine coast, it is unlikely that a Bucksport marina will capture many coastal sailors or residents for its clients.

On the other hand, the convenience of slips has proven a powerful attraction to those exposed to them. They should be especially attractive to boaters, such as those inland from Bucksport, without easy coastal access. At present, very few slips are available in the marked area. Nearly all of the slips identified in the market area located in the Mt. Desert area. In Northeast Harbor seasonal reservations must be made 2-3 years in advance and transient reservations 30 days in advance. In the Belfast area, the City Landing has 10 slips which are not rented seasonally but reserved for transients instead. (See Table 11)

A Bucksport marina offering seasonal as well as transient slips will be a one-of-a-kind facility in this region. Its very uniqueness should serve as a good marketing tool.

TABLE 11

Bucksport Marina Market Feasibility Study
PENOBSCOT BAY SERVICE AREA
(Competitive Environment)

Public/Private Boating Facilities	# of Slips	# of Moorings	Dockage	Services Offered
Belfast Boat Yard	0	6 @ $5/night	$7.50/ft./ night	Hull repair, winter storage
Belfast City Landing	8-10	4 guest moorings @ $5-10/ night	$10/night to tie up	Fuel, showers, rest-rooms, restaurant
Bucksport	0	20 N/C	40'	Fuel, repairs Travel lift, in-water
Winterport	0	23-$5/night $40/monthly $100/season	limited amount	towing service
Bangor Waterfront Park	0	4 guest	160' (Mt. Katahdin berth)	Restrooms, showers, parking
Hampden Waterfront Park	0	4 guest N/C	landing dock	Restrooms, parking
Brewer	0	12 @ $50/season		
Castine Town Dock	0	0	2 hr. tie ups	Public restroom facilities, lunch wagon
Eaton's Boat Yard	0	5 @ $5/night	180' of face floats .40/foot/min. .60/foot/ with elec.	

Support Services

Marina slips typically do not exist in isolation from other marine-related and recreation services. All the river marinas reviewed by Market Decisions, Inc., provide at least some supporting services: engine and hull repair, winter storage, and in several cases fuel sales and sale of boats and supplies. Such activities are important profit centers for many marinas.

Support services also are important to consumers. According to the recreational boating survey, the services (other than moorings, tie-ups, and slips) most often cited by market area boaters as "essential" for a marina are fuel, a launch ramp, security, and restrooms. Other desirable services, according to the survey, are repair services, marine supplies and hardware, and beverages and snacks. Table 12 lists the features of a marina generally considered "essential" or "desirable" by survey respondents. The least important services to market area consumers are sewage pumping, crane, travel lift, and marine railway services, and a laundromat. (These low ratings reflect the fact that market area boaters tend to own smaller powerboats primarily for day use.)

Market area boaters also were asked what services specifically should be added to Bucksport to make it a worthwhile boating stop. The three most cited services were:

(1) fuel and other boating supplies (cited by 65.1%)
(2) boat and motor repairs (cited by 33.1%)
(3) restaurants (cited by 23.9%)

For the most part, marina-related services are lacking along the Penobscot River; essentially none exists between the mouth of the river and Winterport. Bucksport itself is not without some of the essential or desirable features: a boat launch exists on Verona Island, there is a Town dock, a grocery store is nearby and at least a few good restaurants are available along Main Street.

To enhance the success of a marina on Bucksport Harbor, it may be necessary to package the slip service with other marina-related enterprises, such as repairs, fuel sales, and marine supplies. Indeed, the slips themselves may tend to become an amenity to such an enterprise, rather than *vica versa*. Marina slips are a good source of revenue: once built, they can be billed up-front, they require no inventory, and they entail little labor cost. But 50-70 slips leased at $200-$300/season will produce revenues of $12,000-$18,000, which may not be enough to be self-sustaining. Attached to another enterprise, it can serve as both a "captured market" (for repairs, fuel sales, etc.) and/or an amenity that can generate traffic (for a restaurant, for example).

In light of this possible strategy to enhance a marina's success in Bucksport, Market Decisions, Inc., briefly reviewed the potential market support for an expanded or new restaurant in Bucksport. A summary of our findings follows:

Potential Restaurant Demand: The market area for a restaurant in Bucksport likely will be smaller than the market area served by a

TABLE 12

Bucksport Marina Market Feasibility Study
"ESSENTIAL" AND "DESIRABLE" FEATURES
OF A MARINA

	Feature	% Indicating "Essential"	% Indicating "Desirable"	Total "Essential" or "Desirable"
1.	Fuel	45.6%	25.0%	70.6%
2.	Moorings	47.1%	20.8%	67.9%
3.	Restrooms	31.8%	33.3%	65.1%
4.	Security	35.4%	27.6%	63.0%
5.	Tie-ups	32.8%	29.7%	62.5%
6.	Launch ramp	45.6%	16.7%	62.3%
7.	Marine sup.	14.8%	42.4%	57.2%
8.	Beverages/ snacks	13.0%	41.4%	54.4%
9.	Repair service	15.6%	34.9%	50.5%
10.	Slips	21.6%	28.4%	50.0%
11.	Ice	17.4%	31.0%	48.4%
12.	Groceries	10.4%	38.4%	48.4%
13.	Water	22.9%	22.4%	45.3%
14.	Restaurants	7.3%	35.4%	42.7%
15.	Bait and tackle	12.0%	30.5%	42.5%

Note: All other services listed in questionnaire received a combined rating of less than 40%. See question 23 of questionniare.

Source: Market Decisions, Inc.

destination marina. Alternatives for eating out exist in a number of village and city centers around the Bucksport area, including Bangor, Ellsworth, and Belfast. Conservatively, it can be expected that the year-round primary trade area is Bucksport and the surrounding towns of Frankfort, Orland, Orrington, Winterport, Verona, and Prospect. (Obviously a well-known family or specialty restaurant may have a wider primary trade area.)

The 7-town trade area had an estimated 1985 year-round population of 14,439 residing in 5,138 households, and an average household size of 2.81. Based on the income, age, and household characteristics of the area, average annual per capita expenditures by the market area population in restaurants is estimated at $275-$280, broken down as follows:

* fast food/take out restaurants	$116
* family restaurants, cafeterias, and coffee shops	$ 98
* atmosphere/specialty restaurants	$ 47
* alcoholic beverages in restaurants	$ 16

At this level of per capita expenditure, total (1985) restaurant potential generated from within the market area is about $4 million.

Seasonal population (seasonal residents plus transients) appears to approximately double the average trade area population during the summer months. Conservatively, this doubles the potential demand (even though the seasonal population is present only during summer months, seasonal visitors spend more per day eating out than do year-round residents.) In addition, travelers during other parts of the year, especially those staying in motels such as the Jed Prouty, represent potential restaurant spending power.

Therefore, total annual restuarant demand in the trade area is estimated at between $8 million and $9 million.

Existing Restaurant Supply: According to state licensing information, there are 17 restaurants in the 7-town trade area, with a total of 1,150 seats. More than half of these seats--593 in 7 establishments--are in restaurants within Bucksport. Of the total 1,150 seats, it is estimated that:

* 52 are in fast food/take out establishments
* 574 are in family restaurants and coffee shops
* 424 are in atmosphere/specialty restaurants

The restaurants together in the trade area are achieving estimated annual sales of $ 3.0 - $ 3.5 million. The restaurants within Bucksport, according to sales tax data for 1984 and 1985, appear to be achieving annual sales of $ 1.7 - $ 1.8 million. If 70% of these sales are from trade area residents (year-round and seasonal), Bucksport restaurants are capturing on the order of 14% - 15% of the total estimated trade area potential.

There does, therefore, appear to be room for additional restaurant seats in Bucksport. Given the demographic make-up of the area and the

present competitive supply picture, the best opportunities appear to be in the fast food/take out and family restaurant categories. Either of these would fit well with a marina development.

This overview of restaurant potential was meant only to serve as an illustration of the feasibility of packaging marina slip development with other activity which boat owners have identified as an important supporting or complementary service for a marina generally, and for Bucksport in particular. A restaurant-marina package does seem a potentially good way of linking and enhancing waterfront-downtown redevelopment. It is an activity that could be taken up by an existing operator as well as a new operator in town.

Conclusion

Based on a review of the strengths and weaknesses of the Bucksport waterfront as a marina location, Market Decisions, Inc. believes a 50-to-70 slip facility is achievable. Chances for success will be enhanced, in our judgment, if:

(1) the slips are designed primarily for boats of 15'-25' in length (if the survey results are used as a guide, 70% of potential users of a Bucksport marina will have boats 15'-19', 15% will have boats 20'-24', and 15% will have boats 25'or longer;

(2) a base lease fee for slips is set within the range of $200-$300, with incremental above a certain base length;

(3) a limited number of moorings also are provided, both for transients and for year-round residents who prefer a less expensive option;

(4) a system of security is provided (approximately located gates, an employee available to monitor the site; etc.);

(5) at a minimum, fuel and restrooms are provided;

(6) water supply to slips is provided (possibly at an extra charge above the base fee);

(7) a marketing effort is undertaken that is directed especially at boat owners in upriver and inland communites, as well as making the facility and Bucksport Harbor generally known to the larger transient boating community (e.g., gaining publication and identity in the various boating almanacs and guides);

(8) off-street parking and/or convenient on-street parking is made available to marina users.

Further, in our judgment, a basic marina may make more economic sense as part of a larger package that links the waterfront and downtown development efforts. This could include one or more of the following activities, each of which may in fact be the primary activity, with the marina serving as a key amenity to it: a restaurant (existing, expanded, or new), which our review suggests is viable; a marine supply store; an engine and boat repair shop; an expanded beverage/snack/convenience grocery store proximate to the site.

APPENDIX

MARKET DECISIONS
Research & Planning

January 13, 1986

Dear Sir or Madam:

Recreational boating has long been a popular summertime activity on Maine's lakes and along its extensive coastline. In recent years, there has been renewed interest in recreational boating on the state's major tidal rivers, as well.

Your name was chosen as part of a random sample of registered boat owners in Waldo, Hancock and Penobscot counties. We want to measure participation in recreational boating and the need for additional marina facilities in the coastal areas of these three counties. Our research assists private entrepreneurs and public officials throughout Maine in their decisions about developing new facilities.

Your responses to the survey questions are crucial to our research. It should take you no longer than five minutes to complete our questionnaire, place it in the enclosed, stamped, addressed envelope and mail it back to us.

The survey is completely anonymous. You need not put your name on it. Your name will not be placed on another mailing list as a result of completing this survey.

Please take a few moments right now to fill out the survey. It will be of great help to those making decisions on the need for additional boating facilities in your area.

Thank you. And please call us if you have any questions.

Sincerely,
MARKET DECISIONS, INC.

Deborah Fossum

Deborah Fossum

22 Cottage Rd./P.O. Box 2682 South Portland, Maine 04106 (207) 799-2226

RECREATIONAL BOATING SURVEY

Q-1. Do you own a boat that is used for recreational boating purposes?

1. 93.5 Yes, used entirely for recreational purposes
2. 6.5 Yes, sometimes used for recreational purposes
3. ___ No

IF NO, PLEASE CHECK NUMBER 3 ABOVE AND RETURN THIS SURVEY TO US IN THE ENCLOSED SELF-ADDRESSED ENVELOPE. THANK YOU.

Q-2. Is the boat that you use for recreational purposes:

1. 8.0 Less than 15' long
2. 42.4 15-19' long
3. 13.1 20-24' long
4. 8.6 25-29' long
5. 5.7 30-39' long
6. .6 40' or longer

Q-3. Is it:

1. 65.7 A powerboat w/an outboard
2. 14.7 A powerboat w/an inboard
3. 1.6 A sailboat w/out a motor
4. 11.6 A sailboat w/an outboard
5. 5.1 A sailboat w/an inboard

Q-4. What horsepower motor is used on this boat?

1. 1.4 None
2. 21.6 1-10 HP
3. 12.7 11-25 HP
4. 21.6 26-50 HP
5. 17.8 51-75 HP
6. 22.5 76 or more HP

Q-5. Have you boated in a saltwater area of Waldo, Hancock, Penobscot and/or Washington counties in the past five years?

1. 74.1 Yes
2. 25.9 No

IF NO, SKIP TO PART C.

How often do you boat in each of the following areas?

Q-6.	Penobscot Bay:	1. 18.5 Always 2. 20.9 Frequently	3. 30.7 Occasionally 4. 17.5 Never
Q-7.	Penobscot River: (Bucksport-Stockton Springs)	1. 1.6 Always 2. 10.8 Frequently	3. 32.3 Occasionally 4. 34.7 Never
Q-8.	Penobscot River: (Bangor-Winterport)	1. 1.6 Always 2. 8.7 Frequently	3. 25.9 Occasionally 4. 42.9 Never
Q-9.	Blue Hill Bay:	1. 7.1 Always 2. 18.0 Frequently	3. 31.7 Occasionally 4. 28.6 Never
Q-10.	Frenchman Bay	1. 10.1 Always 2. 16.1 Frequently	3. 23.3 Occasionally 4. 36.0 Never

Q-11. On average how often do you use your boat during the boating season?

1. 5.3 Less than 5 times
2. 13.2 5-10 times
3. 23.3 11-20 times
4. 32.5 21-40 times
5. 24.9 More than 40 times

Q-12. Do you primarily: (check one)

1. 38.1 Trailer your boat to different locations during the boating season, or
2. 60.3 Keep your boat in the water during the boating season, or
3. .8 Other (explain): _____

IF YOU PRIMARILY TRAILER YOUR BOAT TO DIFFERENT LOCATIONS, SKIP TO PART B.

IF YOU KEEP YOUR BOAT IN THE WATER DURING THE SEASON, PLEASE ANSWER QUESTIONS 13 THROUGH 22.

13. Do you secure your boat:

1.83.5 On a mooring 2.3.0 At a slip 3.13.0 Tied up at a dock

Q-14. Is this associated with:

1.6.5 A yacht club
2.16.9 A private marina or boat facility
3.23.4 a public or municipal dock or similar facility
4.42.4 Your own property
5.10.4 Other: describe_____ _____

Q-15. Is there a fee charged for keeping your boat at the above location?

1.30.3 Yes 2.68.0 No

Q-16. If yes, on a seasonal basis, is this fee:

1. 4.9 Less than $50/season
2. 2.7 $50-$99/season
3. 2.0 $100-$149/season
4. 1.2 $150-$199/season
5. .8 $200-$249/season
6. 1.4 $250-$349/season
7. .4 $350-$499/season
8. .2 $500-$749/season
9. .4 $750 or more
10. .2 Other fee arrangement (amount_____)

Q-17. How difficult is it to find in-water accomodations for your boat each season?

1.48.1 Very easy
2.21.4 Easy
3.16.5 Somewhat difficult
4. 6.5 Difficult
5. 1.7 Very difficult

Q-18. How long does it take you to travel from your home to where your boat is kept?

1.53.7 Less than 5 minutes
2.16.9 6-10 minutes
3. 6.5 11-15 minutes
4. 7.8 16-30 minutes
5. 5.6 31-59 minutes
6. 6.9 1 hour - 1 1/2 hours
7. 2.6 More than 1 1/2 hours

Q-19. In which area is your boat kept in the water for the season?

1.3.9 Belfast/Searsport
2. 1.6 Islesboro
3. 4.9 Castine/Buck Harbor
4. 1.2 Bucksport/Winterport
5. 4.5 Deer Isle/Stonington
6. 2.5 Blue Hill
7. .2 Vinalhaven/North Haven
8. 1.4 Swans Island
9.12.4 Mt.Desert Island
10. 2.2 Ellsworth
11. 9.8 Other: Name_____

Q-20. Is your year-round residence located:

1. 7.8 In Penobscot County
2. 3.5 In a Waldo County coastal community including those on the Penobscot River
3. 1.2 In an inland Waldo County community
In a Hancock County coastal community on:
4. .8 Penobscot River
5. 3.5 Penobscot Bay
6. 5.9 Blue Hill Bay
7. 5.1 Frenchman Bay
8. 3.1 In an inland Hancock County community
9. 11.6 Out-of-state:Name_____
10. 2.4 In some other area:Name_____

Q-21. Do you have a seasonal home located in one of the following areas?

1. 18.2 No seasonal home
2. 1.4 Belfast/Searsport
3. 1.0 Islesboro
4. 2.2 Castine/Buck Harbor
5. .6 Bucksport/Winterport
6. 3.5 Deer Isle/Stonington
7. 1.4 Blue Hill
8. .2 Vinalhaven/North Haven
9. 1.2 Swans Island
10. 5.7 Mt. Desert Island
11. 1.8 Ellsworth
12. 5.1 In some other area: Name,_____

Q-22. Where do you put your boat into the water at the beginning of the boating season?

1. 3.9 Belfast/Searsport
2. 1.8 Islesboro
3. 4.1 Castine/Buck Harbor
4. 2.5 Bucksport/Winterport
5. 3.7 Deer Isle/Stonington
6. 2.5 Blue Hill
7. .2 Vinalhaven/North Haven
8. 1.0 Swans Island
9. 10.8 Mt. Desert Island
10. 2.9 Ellsworth
11. 11.2 Other: Name, _____

****

Q-23. If you were to keep your boat at a marina for the season, how important would each of the following services be to you? Please circle one answer for each item.

	Essential	Desirable	Unnecessary
1. Moorings	1 47.1	2 20.8	3 11.5
2. Slips	1 21.6	2 28.4	3 24.5
3. Tie-ups	1 32.8	2 29.7	3 10.4
4. Launch ramp	1 45.6	2 16.7	3 15.4
5. Electricity	1 12.2	2 21.9	3 38.3
6. Water	1 22.9	2 22.4	3 28.6
7. Sewage pumping	1 5.2	2 12.8	3 52.9
8. Crane	1 5.2	2 12.5	3 52.3
9. Travel lift	1 6.3	2 14.3	3 50.0
10. Marine railway	1 3.6	2 10.4	3 54.7
11. Repair service	1 15.6	2 34.9	3 23.4
12. Winter storage	1 14.8	2 20.6	3 37.0
13. Security	1 35.4	2 27.6	3 13.8
14. Rest rooms	1 31.8	2 33.3	3 13.5
15. Laundromat	1 4.9	2 15.6	3 50.5
16. Showers	1 7.0	2 23.2	3 42.4
17. Ice	1 17.4	2 31.0	3 25.3
18. Bait, tackle	1 12.0	2 30.5	3 31.5
19. fuel	1 45.6	2 25.0	3 9.1
20. Marine supplies/hdwr	1 14.8	2 42.4	3 18.8
21. Beverages/ snacks	1 13.0	2 41.4	3 26.6
22. Groceries	1 10.4	2 38.0	3 26.6
23. Restaurants	1 7.3	2 35.4	3 31.3

New marina facilities have recently been developed or are being proposed for several communities on Penobscot Bay and along the Penobscot River. One such community is the Town of Bucksport, which is working on a downtown revitalization plan. As a part of this, the Town is considering development of a marina on the waterfront.

The questions in Part C relate specifically to the Town of Bucksport. Whether or not you reside in Bucksport or the immediate area, your responses will be extremely important.

Q-24. Are you familiar with the Penobscot River and the Bucksport area?

1. 77.5 Yes
2. 18.4 No

Q-25. In terms of time and distance, how much more or less convenient would keeping your boat at Bucksport Harbor be than your present arrangements?

1. 4.1 Much more convenient
2. 6.1 A little more convenient
3. 4.9 Just as convenient
4. 5.1 A little less convenient
5. 57.1 A lot less convenient
6. 15.9 Do not know

Q-26. How desirable a boating area do you consider the Penobscot River near the Bucksport/Verona Island area to be?

1. 20.4 Very desirable
2. 28.6 Somewhat desirable
3. 14.4 Somewhat undesirable
4. 4.1 Very undesirable
5. 29.6 No opinion

Q-27. How often have you boated on the Penobscot River in the Bucksport/Verona Island area in the last five years?

1. 51.4 Never
2. 10.4 Once
3. 23.3 2-10 times
4. 5.1 11-20 times
5. 3.9 21-50 times
6. 1.8 More than 50 times

Q-28. Which are the three most important services that should be added to Bucksport to make it a worthwhile place to stop or visit with your boat?

1. 46.1 Fuel and other boating related supplies
2. 20.8 Bait, tackle and other fishing related supplies
3. 33.1 Boat and motor repairs
4. 20.2 Groceries
5. 23.9 Restaurants
6. 2.5 Specialty and gift shops
7. 3.3 A museum
8. 20.6 Better water access to Fort Knox
9. 11.4 Other: Describe_____

Q-29. If such services were available, how often would you be likely to visit Bucksport Harbor?

1. 26.9 Never
2. 23.3 Once/season
3. 25.3 2-4 times/season
4. 9.8 5-10 times/season
5. 6.3 More than 10 times/season

Q-30. If a public or private marina offering slips, moorings, fuel, ice, water, electricity and security were to be developed on the Bucksport waterfront, how interested would you be in keeping your boat there for the season?

1. 4.1 Very interested
2. 8.4 Somewhat interested
3. 19.2 Probably not interested
4. 55.9 Not interested at all
5. 5.5 Unsure

Q-31. Indicate the maximum seasonal fee you would be willing to pay for accommodations at a marina with the services outlined above in question 30.

1. 21.8 Less than $50/season
2. 10.2 $50-$99/season
3. 5.9 $100-$149/season
4. 3.7 $150-$199/season
5. 4.1 $200-$249/season
6. 3.3 $250-$349/season
7. 1.2 $350-$499/season
8. .6 $500-$749/season
9. .2 $750 or more
10. 5.9 Other fee arrangement (amount_____)

Q-32. Are you: 1. 8.4 Female 2. 89.6 Male

Q-33. Are you: 1. 80.0 Married 2. 12.5 Single

Q-34. In which age group do you belong?

1. .8 Under 18
2. .8 18-24
3. 11.2 25-34
4. 21.8 35-44
5. 48.2 45-64
6. 17.3 65 or older

Q-35. What is the principal wage earner's occupation in your household?

1. 45.3 Professional/administrator (ie., doctor, lawyer, teacher, nurse, engineer, accountant, business owner or manager)
2. 5.3 Other white collar (ie., sales, clerical, secretary, etc.)
3. 15.6 Skilled blue collar (ie., welder, carpenter, electrician, foreman, machinist, painter, etc.)
4. 7.1 Other blue collar (ie., laborer, maintenance, food service, assembly line worker, etc.)
5. / Unemployed
6. 22.7 Retired
7. / Homemaker
8. 2.6 Other:_____

Q-36. In 1985, was your income before taxes:

1. 4.9 Less than $10,000
2. 5.7 $10,000-$14,999
3. 8.2 $15,000-$19,999
4. 9.4 $20,000-$24,999
5. 11.8 $25,000-$29,999
6. 18.2 $30,000-$39,999
7. 8.4 $40,000-$49,999
8. 24.5 $50,000 or more

THANK YOU

Please return this questionnaire in the enclosed self-addressed stamped envelope provided. Any additional comments you wish to make would also be greatly appreciated.

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