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ATM distributes capital improvements survey

Charleston, SC — Tough economic times mean that many marina and drystack facility owners are just trying to stay in business, spending as little as possible on capital improvements. Yet maintenance is an ongoing demand that doesn't wait on the economy to rebound, and sometimes general to extensive improvements cannot be delayed. In order to gauge current marine industry activity, Applied Technology & Management's (ATM) Marine Division distributed a capital improvements survey under the *Waterfront* newsletter banner.

"We're trying to determine how many owners are in good shape or whether they need to upgrade their facility," says Robert Semmes, vice president of international marina consulting. "We also want to find out how old these facilities are and what capital improvement or expansion plans are in the works."

Questions include:

- "How would you rate the condition of your seawall/bulkhead?"
- "Are you considering or would you consider adding a drystack facility to your marina?"
- "What would customers say about your upland amenities (*operations buildings, restaurants, retail facilities, etc.*)?"

Though many marina owners are reluctant to tackle capital improvement projects during a tough economy, advanced planning, feasibility studies, and design initiatives ensure that a project is ready to go when the market rebounds. The proactive marine facility owner may also benefit from reduced permitting backlogs, and most marinas could benefit from a detailed examination of their financial position, operations, competitive environment, and marketing strategy.

For those facilities that aren't planning improvements and have kept up with maintenance, an operations audit or pro forma "tune up" may help to improve revenue generation, reduce expenses, and identify cost-effective improvements that can maximize their attractiveness to patrons.

"It is more important than ever for marinas to maximize margins and attract new patrons in order to weather these tough financial times," says Sam Phlegar, senior vice president and director of the Marine Division.

The survey is open to any marine facility owner or operator and can be completed online at www.appliedtm.com/survey.



About ATM

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