

2022-2026 MARINA MASTER PLAN



City of Alpena
Michigan

RESOLUTION 2022-22
BY THE ALPENA HARBOR ADVISORY COMMITTEE
ADOPTING THE 2021-2025 ALPENA MARINA MASTER PLAN

WHEREAS, the City of Alpena has undertaken the development of a five-year Master Plan for the Alpena Marina, which describes the physical features, existing recreation facilities and the desired actions to be taken to improve and maintain its recreation facilities during the period 2021-2025; and

WHEREAS, the City has solicited public input during the preparation of the Plan through an online surveys and public meetings, and the Harbor Advisory Committee met on August 9, 2021, to provide input and address public comments regarding the Plan; and

WHEREAS, the City of Alpena developed the plan for the benefit of the entire community and intends to adopt the plan as a document to assist in meeting the recreation needs of the community during the period 2021-2025; and

WHEREAS, the City of Alpena City Council, Alpena Planning Commission and the Recreation Advisory Board have reviewed the final draft plan, asked questions, and discussed all aspects of the Master Plan and have recommended the 2021-2025 Alpena Marina Master Plan for approval to the Alpena City Council.

NOW THEREFORE, BE IT RESOLVED, that the Alpena Harbor Advisory Committee does hereby recommends the 2021-2025 Alpena Marina Master Plan as the official Master Plan for the Alpena Marina to serve as a guideline for improving recreation for its residents and approves appending said plan to the existing 2021-2025 City of Alpena Recreation Plan.

Moe moved to adopt the above resolution, seconded by Retherford.

Ayes: Moe, Retherford, Lewis, Wilson, LaBarre, Luther
Nays: None.
Absent: Kostelic, Winterstein.

Resolution declared adopted by the Harbor Advisory Committee at a meeting held May 5, 2022.



Shannon Smolinski
Harbormaster

RESOLUTION 2022-09
BY THE ALPENA CITY COUNCIL
ADOPTING THE 2021-2025 ALPENA MARINA MASTER PLAN

WHEREAS, the City of Alpena has undertaken the development of a five-year Master Plan for the Alpena Marina, which describes the physical features, existing recreation facilities and the desired actions to be taken to improve and maintain its recreation facilities during the period 2021-2025; and

WHEREAS, the City has solicited public input during the preparation of the Plan through an online surveys and public meetings, and the Harbor Advisory Committee met on August 9, 2021, to provide input and address public comments regarding the Plan; and

WHEREAS, the City of Alpena developed the plan for the benefit of the entire community and intends to adopt the plan as a document to assist in meeting the recreation needs of the community during the period 2021-2025; and

WHEREAS, the City of Alpena Planning Commission and the Recreation Advisory Board have reviewed the final draft plan, asked questions, and discussed all aspects of the Master Plan and have recommended the 2021-2025 Alpena Marina Master Plan for approval to the Alpena City Council.

NOW THEREFORE, BE IT RESOLVED, that the Alpena City Council does hereby adopt the 2021-2025 Alpena Marina Master Plan as the official Master Plan for the Alpena Marina to serve as a guideline for improving recreation for its residents and approves appending said plan to the existing 2021-2025 City of Alpena Recreation Plan.

Councilmember Nowak moved to adopt the above resolution, seconded by Mayor Pro Tem Johnson.

Ayes: Nowak, Walchak, Waligora, Johnson, and Mitchell.

Nays: None.

Absent: None.

Resolution declared adopted by the Municipal Council at a meeting held April 18, 2022.



Anna Soik
City Clerk



Acknowledgements

Harbor Advisory Committee

Al Dean Moe
 Ed Retherford
 Wayne Lewis
 Steve Wilson
 Tanner Kostelic
 Donald LaBarre - Chair
 Jason Luther
 Jeremy Winterstein
 Staff: Shannon Smolinski, Harbormaster
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Planning Commission

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 Claire Kostelic
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 Clayton VanWagoner
 Diane Baeur
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City Council

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 Cindy Johnson; Mayor Pro Tem.
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Chapter 1

1

Purpose & Focus Areas

Focus of Marina Plan

The Harbormaster, Harbor Advisory Committee, City Council, City Staff, and designated committees or commissions shall work closely with the Marina Plan to ensure the marina planning effort fits the community's specific planning needs. The Marina Plan addresses different scenarios to produce a summary of the public input and provide a prioritized list of potential improvements. The key focus areas of this plan and the recommendations contained within are to build upon the current vibrant multiuse Northeastern Michigan Marina that celebrates a vast maritime history and culture, while providing for Marina's future needs.

Focus Areas

1. **Connect with the Community:** The City of Alpena shall strive to grow partnerships that can benefit both the City of Alpena Marina and its residents. Connecting and partnering with the community can help overcome many barriers through outreach and education.
2. **Marina Marketing:** As cities grow, marketing has become an integral part in the growth of communities. Many things can be achieved through marketing. The City of Alpena should use marketing to showcase its greatest assets in connection with the Alpena Marina.
3. **Provide Financially Sound Development:** The Master Plan recognizes that a successful project must be economically sustainable and financially sound. The Master Plan requires that new development funds and construction of public facilities and services are needed to serve the Master Plan, achieve general objectives, and avoid any financial impact on the City's ability to provide services to the rest of the City. This document will look to guide development at the Alpena Marina. The City should look to assure that the Capital

Improvements Plan aligns with the City of Alpena Marina's current goals and initiatives.

- 4. Create a Dynamic Multi-Use Marina for Everyone:** The City of Alpena should invest in innovative ways to assure that the Alpena Marina is a Multi-Use Facility accommodating both boating and non-boating activities.

- 5. Recreate, Re-use, and Redevelop Infrastructure:** A lot of what sets the City of Alpena Marina apart from other marina's is the current infrastructure. The City of Alpena should obtain creative ways to recreate, reuse and redevelop infrastructure meanwhile strive to provide the same Marina assets that citizens, residents and visitors have all grown to love.

- 6. New Development:** The City shall look to coordinate new development and future maintenance within Capital Improvement Plans and the overall Budgeting process.



- 7. Marina Vibrancy:** The City shall strive to improve the overall walkability and vibrancy throughout the marina. The City may improve overall vibrance of the marina through but not limited to many of the following natural plantings, artifacts, sculptures, art, and picnic areas.

Chapter 2

2

Site Location & Context

Site Location

The Alpena Marina is located adjacent to Bay View Park on beautiful Lake Huron in Thunder Bay at 400 East Chisholm Street;

Channel: 45° 03' 32" N 83° 25' 17" W Radio Channel: 9. The Alpena Marina is the only full service marina in the area. It provides visitors and residents with necessary, boating-related services, including a fueling station, 35-ton boat hoist, fish cleaning station, boaters' restrooms, a marina store, and marine repair facilities. The Alpena Marina offers a variety of seasonal and transient boater slips. Courtesy docks, a launch ramp and broadside moorage are also available.

The City participates in the State Central Reservation System. Under this system, transient boaters are able to reserve dockage at the Marina on specific dates via a centralized, statewide system. Forty-four (44) transient slips are available for reservation through this system.



History

In the mid 1800's, Alpena saw growth through fishing and logging. The logging peak in Alpena was from 1836 through 1921. In 1872, the harbor came under federal jurisdiction. The federal system of distributing funds to maintain the nation's harbors depended greatly on political pressure that an area exerted. Alpena had little political pressure during that era, often leaving the harbor neglected. However, during this time it served between 1,500 and 2,000 boats annually.

In the early 1900's Alpena transitioned to manufacturing, mining, and concrete block making technology. Throughout much of Alpena's History many of the industries that contributed to the early growth of Alpena such as fishing, manufacturing, and concrete technology persist to this day. In 1924, a break wall was completed at the mouth of the Thunder Bay River, alleviating most of the silting and shifting sand bar conditions. In 1936, three distinct dredging projects were completed. The break wall extended out twenty-one (21) feet, Fletcher Plant to the mouth of the Thunder Bay River eighteen (18) feet and turning basin fifteen (15) feet. The completion of the new Second Avenue bridge in 1939 opened the upper river to larger ships. Alpena's shipping and/or passenger traffic grew due to a growing stone industry centered around Huron Portland Cement Company and the Wyandotte Chemical Company. The City of Alpena gained possession of the marina in 1960 however did not receive official deed from the State of Michigan until 1987.

In 2000 the National Oceanic and Atmospheric Administration (NOAA) designated the Thunder Bay National Marine Sanctuary as the nation's first national marine sanctuary in the Great Lakes, is the first freshwater sanctuary in the nation and is home to over 200 shipwrecks. The Great Lakes Submerged Land Act of 1955 grants conveyance of all submerged great lakes bottom lands to the State

of Michigan and incorporated within the Natural Resource and Environmental Protection act of 1994. The Thunder Bay Marine Sanctuary works closely with the Michigan Department of Environment, Great Lakes and Energy (EGLE) to preserve shipwrecks.



Nearby Amenities

Bay View Park: is one of the City's largest developed parks with multiple year round uses located on Lake Huron. It contains four tennis courts, three basketball courts, and a multipurpose open lawn area. There is an area of shoreline, space for picnics and an open field for low profile activity. There is the Fine Arts Band shell, which is used for summer band concerts, community celebrations and by various groups for other occasions. A fenced, fully equipped children's playground was developed by and is maintained in partnership with the Alpena Kiwanis Club. The Bi-Path runs through the park and connects the part to other recreation areas.

Alpena Yacht Club: The Alpena Yacht Club is situated across from the Marina within the Bay View Park and is located at 250 Prentiss Street. The Alpena Yacht Club has ample seating for meeting, dinners, and special activities. The Yacht Club has expanded its kitchen to easily accommodate club members and guests in catered events. The Yacht Club is a private club that provides a wide variety of recreational activities for members and guests.

Downtown Alpena: The City Marina sits nestled less than two blocks from downtown Alpena. Downtown Alpena is a regional hub of Northeast Michigan for food, arts, history, and culture. Downtown is home to a diverse and vibrant set of nearly 200 businesses, including art galleries, a year-round professional theater, a winery, the only nationally recognized Marine Sanctuary Located on the Great Lakes and a variety of offices, restaurants, bars, and shops. The Thomas Stafford Dog Park is located downtown behind the Alpena Post Office at North Riverfront Park and opened in 2018. The Park provides a completely fenced in beautiful view of the

Thunder Bay River including benches, water spigot, mutt mitts, garbage receptacles and plenty of tunnels and play spaces.

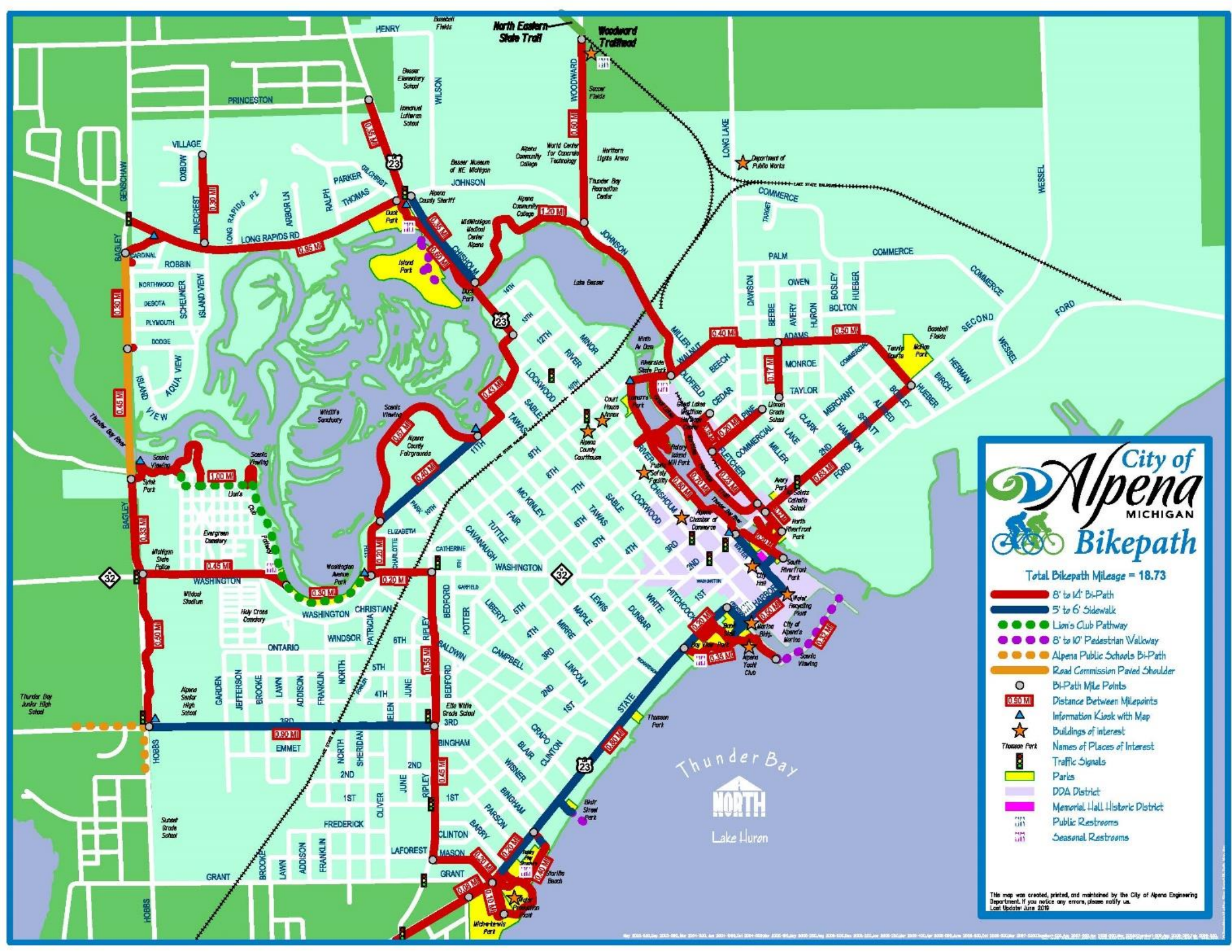
Thunder Bay Marine Sanctuary: The National Oceanic and Atmospheric Administration (NOAA) designated the Thunder Bay National Marine sanctuary as the first sanctuary in the Great Lakes on October 7, 2000. Following a decade of support from partners and the local community, the boundaries of the Thunder Bay National Marine Sanctuary were expanded in 2014. The Great Lakes Maritime Heritage Center contains over 10,000 square feet of exhibit space, offering additional glass bottom boat tours of past shipwrecks. The Thunder Bay National Marine Sanctuary continues to protect the rich maritime history on the Great Lakes.

Starlite Beach and Mich-e-ke-wis Park: These parks are located approximately 1.5 miles from the Marina on Lake Huron along State Avenue, between Thunder Bay Avenue and Bingham Street. The Park includes youth/women's ball fields, playground equipment, a BMX park, volleyball courts, horseshoe pits, picnic area, beach, off-street parking, a splash park, and an enclosed warming/ general park shelter building which is used for social events.

Island Park & Wildlife Sanctuary: The City of Alpena Island Park & Wildlife sanctuary is a 17 acre island jewel surrounded by the Thunder Bay River which winds through 500 acres of back waters, low island, and waterfowl. The Park & Sanctuary is located approximately 1.5 miles from the marina at the corner of US-23 and Long Rapids Road. The Park is also interconnected with the Bi-Path. The Park is a rich ecosystem with flora and natural fauna with a concrete walk bridge connected to the island. Island Park & Wildlife Sanctuary is perfect for joggers, walkers, photographers, fisherman and nature lovers.

Alpena County Regional Airport: Alpena County Regional Airport is a commercial air carrier airport owned and operated by the County of Alpena and licensed by the State of Michigan and FAA. The airport is conveniently located seven miles west of the City of Alpena and maintains a 9,000ft north/south runway and a 5030ft crosswind runway. Alpena Regional Airport offers commercials flights, general aviation and fueling services.

Bi-Path: The Alpena Bi-path has over eighteen miles of beautiful city-wide paved pathway to accommodating pedestrian use. It is a great way to see the City of Alpena and all the great things it has to offer. The Bi-Path connects almost every park in the city as well as many other attractions and amenities. The map below details the Bi-Path routes.



City of Alpena MICHIGAN Bikepath

Total Bikepath Mileage = 18.73

- 8' to 14' Bi-Path
- 5' to 6' Sidewalk
- Lim's Club Pathway
- 8' to 10' Pedestrian Walkway
- Alpena Public Schools Bi-Path
- Road Commission Paved Shoulder
- BI-Path Mile Points
- 0.50 MI Distance Between Milepoints
- ▲ Information Kiosk with Map
- ★ Buildings of Interest
- Thunder Park Names of Places of Interest
- Traffic Signals
- Parcs
- DDA District
- Memorial Hall Historic District
- Public Restrooms
- Seasonal Restrooms

This map was created, printed, and maintained by the City of Alpena Engineering Department. If you notice any errors, please notify us. Last Updated: June 2019

Private Amenities: The City of Alpena has an abundance of water related private amenities from paddle board and kayak rentals, fishing charters, boat rentals, snorkeling, kiteboarding rentals, and classes, sailing classes, and scuba diving.

Additional Amenities: The City of Alpena has additional amenities including Jesse Besser Museum, Sportsplex (APLEX), Thunder Bay Art Gallery, Thunder Bay Theatre,

When planning your trip to Alpena please visit the Convention and Visitor Bureau at: www.visitalpena.com/plan-your-trip

Chapter 3

3

Existing Conditions, Facilities & Operations

Marina & Services

The City of Alpena is in full operation from April 15 to October 31. Dockhands are available 7-days a week from 8am-8pm from Memorial Day to Labor Day with reduced hours at the beginning and end of the season for anyone looking for services such as pump-out, gasoline and diesel sales and additional accommodating dockside services. The Alpena Marina has on lot winter storage, maintenance and repair facility that also offers marine supplies for sale. The Marina operates and maintains the boaters' restrooms, showers, and boaters' lounge.

Marina Onsite Amenities

- Dockside water hook up
- Dockside electric (30 & 50amp)
- Gasoline and diesel sales
- Pump-out services
- Fish Cleaning Station
- Boat Launch (daily or yearly rates)
- Ice
- Boater's Restroom and Showers
- Boat Hoist
- Dog Run
- Day Use Dockage
- 24-hour Security
- Grills/Picnic Tables
- Marine Supplies



Existing Conditions

The Alpena Marina is recognized as one of few full service marinas in the region. The Marina provides for primary access for boats off of Lake Huron boarding the Thunder Bay River. Adjacent uses include neighboring Bay View Park to the south of the Marina. Bay View Park is one of the largest City Parks providing for a multi-use year round park with events. The Bi-Path intersects portions of Bay View Park to the southeast of the marina and runs along harbor street. To the north of the Marina is a city owned wastewater treatment facility. The surrounding area prevents any expansion to the north due to the proximity of the water treatment facility. To the south of the Marina does offer possible expansion of facilities and has Bay View Park which has youth playground facilities and has been the discussion of additional proposed restrooms facilities for Bay View Park users. The Marina pier located at the southeasterly end of the marina provides for a panoramic view of Lake Huron and Thunder Bay.

On August 31, 2021 the City reverted to full-time management of the Alpena Marina including operations, general services, facility maintenance, and boating service and maintenance. The City will continue to make substantial upgrades and repairs to the Marina over the next few years.

The Alpena Marina offers 88 seasonal slips and 46 transient slips with varied 30 & 50 amp service throughout. The current potable water service along Prentiss Street is inoperable and being addressed through city staff. Gasoline and diesel service are offered within the Marina for boaters. The Marina also offers picnic areas, and additional stationary charcoal cooking grills. The city currently has no maps indicating the services offered throughout the Marina.

Many of the Alpena Marina facility buildings were built over three decades ago. The service building contains a part sales', offices, and two additional attached buildings for service and maintenance of boats. The service and maintenance buildings limit the size of boats that can be worked on indoors based upon the built environment. The service building has a second story that is unutilized as a working space. The service buildings do have the advantage of having the Harbor Hoist nearby to effectively service boats as they come out of the water. Many of the facilities are inadequate in achieving American Disability Act (ADA) accessible compliance.

The Marina restrooms and boater lounge have seen few upgrades in the past few years. The restrooms have some sanitary equipment that does not work or is not operable. The boaters lounge although small is underutilized and currently consist of chairs and a television.

The City has strived to improve cleanliness and upkeep at all facilities including the fish cleaning station which has received upgrades to the hose/sprayer system and refurbishing of cutting boards. In addition, the facility is cleaned daily with a deep cleaning once or twice per year.

The current Marina parking area is primarily used for storage of boats in the off season. The parking area is also used for as parking for boaters as well as a location for hosting events such as the Alpena Brown Trout Festival. There is additional vehicular parking located to the south along Prentiss Street.

Environmental Conditions

Much of the shoreline is identified as wetlands, although the fluctuating water levels, and river system result in highly variable wetland quality. There are additional wetland areas as you move up the Thunder Bay River allowing wildlife to move freely between the wetland areas. The water in the harbor is for the most part stagnant creating a dark, murky, and silt bottom. The Thunder Bay River to the north does allow for flowing water. However much of that does not pass through the Marina.

2022-2023 Budget

Wages	\$110,000
Fringe	\$43,292
Supplies	\$27,500
Professional/Contractual	\$50,000
Grounds and Beautification	\$3,500
Utilities	\$38,209
Misc. Office and Expenses	\$3,800
Repairs and Maintenance	\$75,000
Insurance	\$7,745
Total	\$359,046

Chapter 4

4

Boating Market Analysis

Basis for Market Analysis

There were 11.82 million boats registered in the 50 states and the District of Columbia in 2018. Including about 7.76 million open power boats, 1.38 million PWC's, and 989,000 pontoon boats. States with the largest number of registered boats were Florida (925,000), Minnesota (819,000) and Michigan (795,000). Vermont (29,000), Wyoming (12,000) and Hawaii (12,000) had the least number of registered boats.

There were 25.22 million boats owned in 2018 calculated as either in the state of registration or state of storage for boats not required to be registered. There were almost 7.76 million open power boats, 7.56 million kayaks, 2.54 million boats that are rowed, and 2.42 million canoes. There were about 13.33 million human-powered boats, including kayaks, rowed boats, canoes, and paddle boards. Michigan (1.73 million) had the largest number of boats followed by Florida (1.71 million) and New York (1.33 million).

The data provided by the National Recreational Boating Safety Survey shows Michigan as a leader in boating and water related activities. Michigan boasts the 3rd highest number of registered boats in the United States which further indicates a vast market for boating activities in Michigan. Michigan stands as the leader for boats not required to be registered such as kayaks, row boats, paddle boards, etc.

Statistics: United States Coast Guard Boating Safety Division Published: October 2020

Regional Boaters Market

The table below shows information on the existing marinas that border Lake Huron in the Northeast Michigan Region Boater's Market.

<u>Location</u>	<u>Marina</u>	<u>Seasonal Slips</u>	<u>Transient Slips</u>	<u>Full Service</u>
Alpena County	Alpena Marina	88	44	X
Presque Isle County	Presque Isle Harbor	30	90	--
	Roger City Marina	92	56	--
Cheyboygan County	Cheyboygan Village Marina	21	20	X
	Cheyboygan County Marina	57	37	--
	Straits State Harbor	10	126	--
Alcona County	Harrisville Municipal Marina	46	43	--
Iosco County	East Tawas State Harbor	80	54	--

Notes:

- Information listed above may include slips that are non-serviceable at the moment. Such as slips damaged by high water levels.

The market for transient slips and seasonal slips is difficult to accurately determine due to many factors. The Novel Coronavirus (2019-NCoV) affected seasonal slips, transient slips, marina operations and marina statistics in 2020. There is also lack of specific data on transient boat traffic that would travel to the City of Alpena.

If we assume that the City of Alpena Marina has a 60 day peak boating season with an average occupancy rate of 70%. That being 1,920 boating days or approximately 32 occupied slips per month. The Alpena MSWC transient boat berthing rate of \$29 per day for

boats of 32 feet LOA, it can be estimated marina slip rental income from transient boats at \$55,680 per season or \$1,740 per transient slip season.

For comparison, if these same 32 seasonal slips or 1,920 boating days for a boat at 32-foot LOA were leased as seasonal slips at the market rate of \$1,350 for the season it can be estimated to generate \$43,200 per season. Thus, we can see an incentive for private marinas to provide transient slips in this market. However, trends show that private marina operators will only accommodate transient boats when their seasonal slips are temporarily vacated. With the short boating season in Lake Huron, economics dictate that private marinas will not provide transient slips in numbers.

The City of Alpena has a keen spot in the market offering seasonal slips at a slightly lesser rate than transient slips with the marina at about 75% seasonal slip capacity. Meanwhile, the City of Alpena Marina offers 46 transient slips for those new to the area or for those wanting to see what Alpena has to offer.

Market Analysis Impact on Economy

Estimating that powered transient boats each carry on average 2.25 people and each boat spends approximately \$50 per person per day in port (not including fuel, boat maintenance, or outside recreational fees, etc.) it can be estimating an annual direct contribution to the downtown and surrounding area of at least \$310,500 to the City of Alpena economy. Assuming an average regional Economic Impact Analysis for Planning multiplier of 1.6 for this direct income, we can estimate a direct and indirect economic contribution totaling over \$496,800 to the City of Alpena community from these 46 transient slips based on a 60 day peak boating season.

Alpena Marina Boat Launch

The City of Alpena municipal boat launch on 400 Chisholm St is the only boat launch with a hard-surface ramp with sufficient water depth on Lake Huon to accommodate all trailerable watercraft (minimum of 2.5-3 feet deep at the distance of 20 feet from shore. The nearest similar hard-surface boat launch marina is located in Presque Isle County approximately 30 miles north.

At a launch fee of \$7, and annual launch revenues of approximately \$1,750, it is estimated that at least 250 boats are launched at this facility using daily passes per season. Another 300 launch passes are sold seasonal at a rate of \$25 for City residence and \$50 for non-

residents per season totaling around \$7,500. Assuming a 100 day peak season for daily launch 12 boats per day paying for daily launch at this facility it would total \$9,200.

City of Alpena Seasonal Slip Summary

The City of Alpena Seasonal Slip occupancy sits at around 75% of the total 88 seasonal slips. The approximately 66 seasonal slips should generate on average \$112,332. The City of Alpena should look to track the rates of occupancy in the future as an increase of just two new seasonal slips owners per year would put the City of Alpena close to full seasonal slip compacity within ten years.

Chapter 5

5

Planning Process & Survey Information

City of Alpena Marina (Charrette) Session

On August 9, 2021, at 6:30pm the Harbor Advisory Committee, with assisting City and Northeast Michigan Council of Government staff held a Charrette to envision the future for the Marina. The charette session was held at the Alpena Yacht Club. The session had approximately 30 attendees. The Charrette session was essential to gather input on the future of the Marina. Maps were developed to for citizens and users to indicate improvements, what they like about the marina and general discussion. Through citizen comments there where some reoccurring themes including the boater restrooms improvement, boater lounge improvements and fish cleaning station improvements. The general public consensus was the marina needs overall improvements as well to make the marina more attractive to visitors and to keep the marina vibrant for seasonal boaters. One of the greatest assets mentioned by many citizens and users was having a full service Marina that accommodates for storage, general maintenance, and boating service all in one stop.

Alpena Marina Surveys

The Harbor Advisory Committee and staff also developed a public marina survey and an additional user marina survey to help better meet the community and boater needs for the City of Alpena Marina. The Public Survey was available on the City of Alpena website and additional QR codes were placed throughout the Marina. The Public Survey was available for many months and had

good turnout of 137 participants. The User Survey was sent out to known users, past and present of the Marina to gauge their opinion on the Marina. The User Survey had a turnout of 34 participants.

The results of the public marina survey and user marina survey can be found on the City of Alpena website at:

<http://cms3.revize.com/revize/alpenami/departments/marina/index.php> The following sections will use the public survey data, user survey data and where applicable the Charrette feedback to detail the reinforce summary of needs at the Alpena Marina.

Public Marina Survey Results

<http://cms3.revize.com/revize/alpenami/departments/marina/City%20of%20Alpena%20Marina%20Public%20Survey%20Results.pdf>

User Marina Survey Results

<http://cms3.revize.com/revize/alpenami/departments/marina/User%20City%20of%20Alpena%20Survey%20Results.pdf>

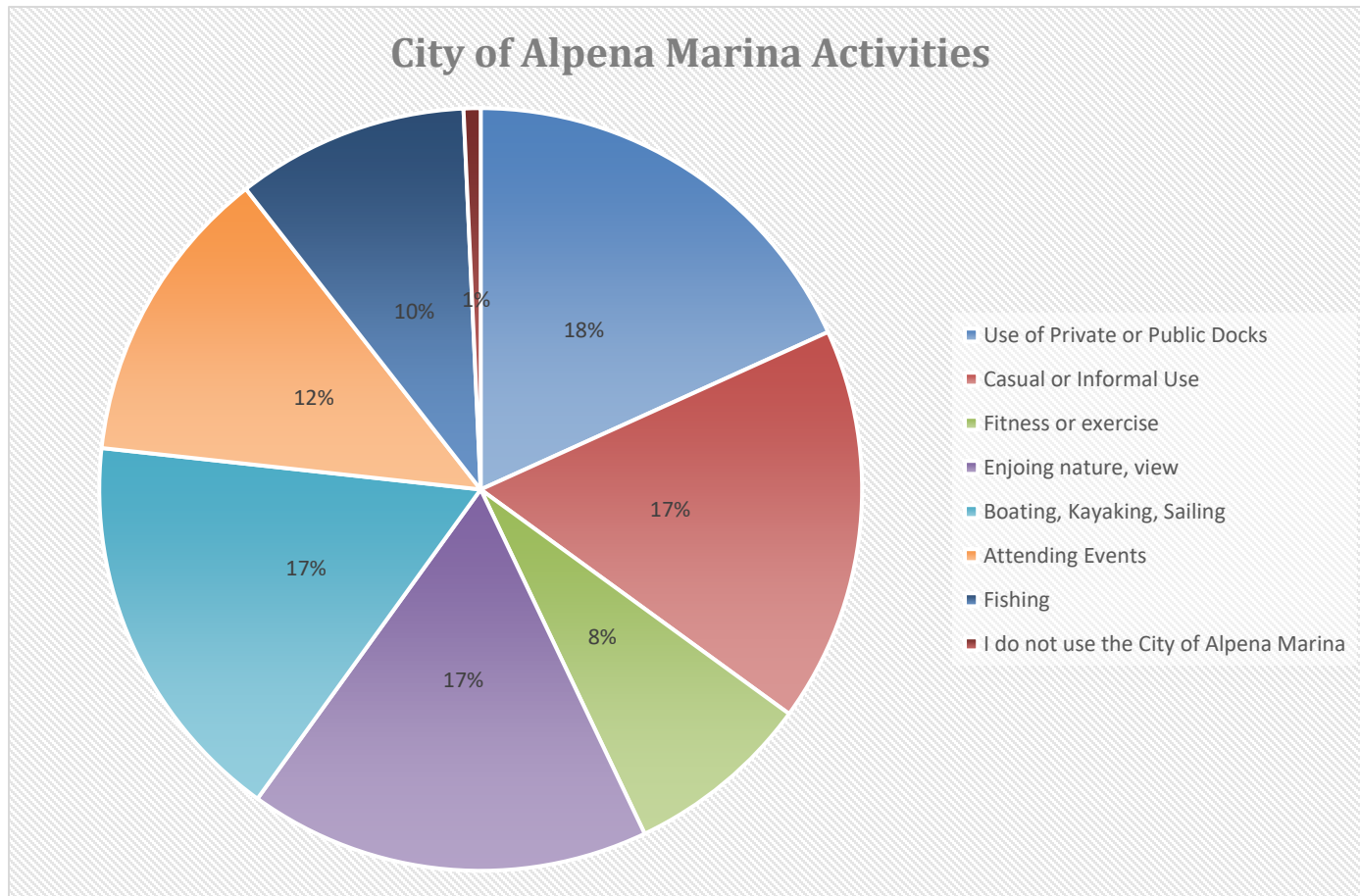
Survey Data Analysis

The Public Survey indicate that a majority 83.67% of users are year round residents within the county or residents of the City of Alpena. Approximately 48% of the public surveyed visited the marina for their first time almost 20 years ago. The Public Survey and User Survey indicates that a majority of the users are over the age of 30 with approximately 40% of boating users being 65 or Older. According to the public user survey over 50% members of households in the past year have visited the marina more than 16 times with 64% of the boating users visiting the marina weekly. With a variety of ages above 30 years of age it may be of priority for the Alpena Marina to encourage younger boaters and younger users of the marina. There are many additional factors that may

contribute to young users not using the marina as much. Such as financial capital, and investment of a boat, boating equipment and maintenance cost to factor in.

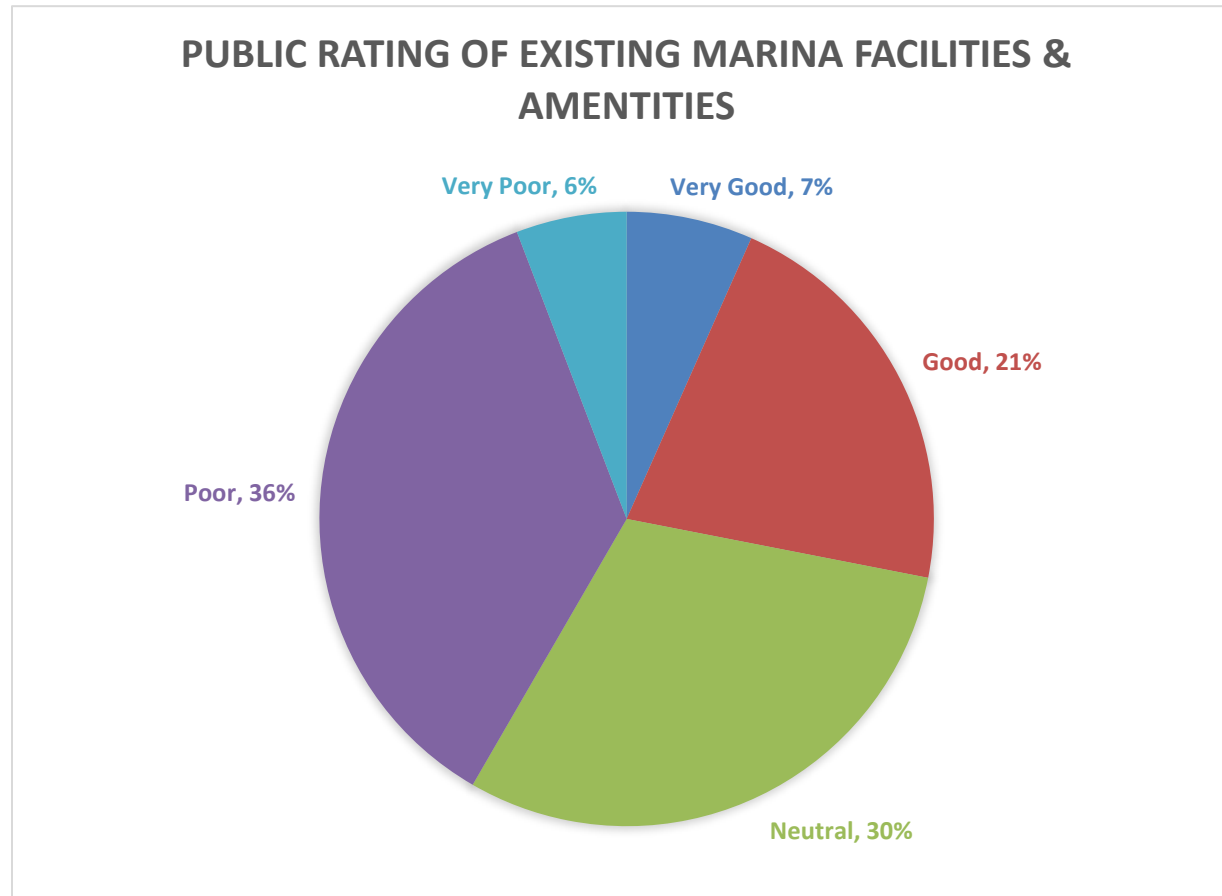
The Public Survey showed that the people using the Marina use it for a wide variety of activities **Figure 1-1** breaks down the activities the public uses the Marina for. This further supports the Master Plan goals of creating a multi-use Marina.

Figure 1-1



The Public survey indicates need for overall improvements at the City Marina. **Figure 1-2** indicates how the general public rate the Marina facility and amenities.

Figure 1-2



The public survey and user survey participants have identified many improvements in correspondence with the Charrette. Some of the reoccurring themes include improving boater restrooms, lounge and shower facilities, improvement in general cleanliness and

housekeeping tasks, a fresh new look of the facility buildings that would correspond with an overall theme of the Marina, improvement of many of the docks, lighting, landscaping throughout the marina.

Through the public survey the participants identified many strengths of the Marina. These include proximity to downtown and other amenities, being a full service marina, having a fish cleaning station, the beautiful natural setting and the users and staff creating a great sense of community within the Marina.

Chapter 6

6

Improvement Plan & Recommendations

Development Process

Through surveys and the Charrette, the City has found demand for improvement and enhancement of the City of Alpena Marina. The Improvement Plan addresses Infrastructure & Facility Improvements, Marina Marketing Goals, General Operations & Maintenance, and additional tasks and goals relating to the Marina.

Facility & Infrastructure Improvements: This section will detail facility and infrastructure improvements that through surveys and charrettes were felt as important improvements throughout the marina as a whole. The Alpena Marina has a vast maritime history. The City of Alpena shall look to prioritize facility and infrastructure improvement in coordination with any possible grant funding. This will help ensure future maintenance and help the city marina operate as effectively as possible. The city shall strive to recreate, reuse, and redevelop current facilities and infrastructure creating a vibrant multiuse marina and achieving the city and residence goals. While maintaining financially sound development.

Information	Priority or Years	Responsible Party('s)
Improve walkability, and vibrance of the marina through natural plantings, artifacts, sculptures, art, and picnic areas.	Multiyear Improvement beginning 2023	City; Harbor Advisory Committee (HAC), Planning Commission, DDA, Council
Improve the overall signage within and surrounding the Marina	Multiyear Improvement beginning 2023	City: HAC & Staff, DDA, Planning Commission, Council, Possible Consultant/Regional Planning Agency.

Work to evaluate Facility & Infrastructure improvements based on cost and incorporated Facility & Infrastructure Improvements in the budgeting and Capital Improvement Plan Process based on cost.	Ongoing beginning 2022. See attached summary of 2023-2028 Marina Projects	City; HAC & Staff, City Council, City Engineering Staff
The City shall work to renovate or redevelop current bathrooms and boaters' lounge area.	This project will be the second Waterways Grant in Aid request projected for 2025.	City; HAC & Marina Staff, City Council, City Engineers
Renovate, revitalize or work to reconstruct the current Marina Service buildings.	Ongoing five year plan to refurbish the existing structure	Marina Staff
The City shall evaluate the need for additional culverts and stormwater drains within the marina.	Long Term Project currently scheduled after 2028	City Engineer
The city shall look into the feasibility of installing a boat wash station.	Long Term Project currently scheduled after 2028	Marina Staff, City Engineer
Improve ADA accessibility throughout the City Marina	This task shall be handled in conjunction with other improvements on an ongoing basis	Marina Staff
The city shall replace current fixed docks working with the Michigan State Waterway Grant Program. While limiting expenses towards the current fixed docks.	This project will be the first Waterways Grant in Aid Request in 2023	Marina Staff, City Engineer, Waterways Commission
The city shall make improvements to the existing site utilities	This project will be the third Waterways Grant in Aid request in 2026	Marina Staff, City Engineer, Waterways Commission

Marina Marketing: Marketing has become a keen asset in the 21st century. With the change in times the City of Alpena shall take advantage of marketing to better promote the greatest assets that the City of Alpena has to offer. Marketing shall be an integral part of the growth of the marina along with outreach and education within the community.

Informational	Priority or Years	Responsible Party(s)
Work with the community to grow marketing and branding opportunities, including improving kiosk areas surrounding the Marina. Meanwhile keeping the same theme throughout the City and the marina.	Ongoing efforts have started between the Alpena Marina, DDA and the Chamber of Commerce	City; HAC & Marina Staff, Chamber of Commerce, DDA, City Council
Work to develop partnerships with local businesses, developers, and residents to achieve the overall goal of the city of Alpena marina.	As part of a developed plan, the marina will begin to reach out to local businesses for support in 2023 to create an incentive for visiting boaters	City; HAC & Staff, DDA, City Council, Chamber of Commerce
Work to improve outreach and education through quarterly, monthly, seasonal updates and possible educational sessions to help keep users and general public stay informed and engaged.	A bimonthly newsletter is planned to start in 2022 to keep users informed of happenings around the marina.	City; HAC & City Marina Staff
Work to evaluate Marina Marketing based on cost and incorporate Marina Marketing in the budgeting and Capital Improvement Plan Process based on cost.	Beginning in 2023, a marketing budget will be established to aid in promotion of the marina and the City of Alpena.	City, Harbormaster, Chamber of Commerce
The City shall look to map current facilities and services for current and	Initial topographic survey has been completed. Mapping work will be	City Engineer and Harbormaster

new users. Maps should include location of seasonal and transient docks, Electric Amp Service provided, potable water service areas, etc.	ongoing in 2022 and scheduled for implementation in 2023.	
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Operations & Maintenance: The City of Alpena shall look to prioritize Operation and Maintenance improvement in coordination with any possible grant funding. This will help ensure future maintenance and help the city marina operate as effectively as possible. The city shall strive to recreate, reuse, and redevelop current infrastructure creating a vibrant multiuse marina. The city shall strive to achieve financially sound development.

Informational	Priority or Year	Responsible Party
The City of Alpena shall continue to update and maintain potable water services	Project is scheduled to begin Spring 2022	City; HAC & Marina Staff, Engineering Staff, City Council
The City shall look to replace current fixed docks with adjustable floating docks.	Waterways Grant Application for funding in 2023	City; HAC & Marina Staff, Engineering Staff, City Council
The City shall evaluate break wall conditions. Including maintenance, and updates as needed.	Reaching out to community partners and service organizations of assistance. The rail painting could be the first "Marina Pride" project.	Community Partners, Marina Staff
The City shall look for improvements or reconstruction along Harbor Drive and Prentiss Street.	City will analyze cost to obtain whether improvements or reconstruction is needed along Prentiss Street in 2026	City; Engineering Staff, Harbormaster, Council
Dredge the City of Alpena Marina and continue to evaluate the 10 year dredge cycle.	Manual soundings are periodically taken to evaluate the need for a full survey. As of last fall, there was not a need	City; Engineering Staff, Harbormaster, Council
Work to evaluate Operation & Maintenance based on cost and incorporated Operations & Maintenance in the budgeting and Capital Improvement Plan Process.	The City is in the process of evaluating the revenues vs expenses on an ongoing basis. An overall budget analysis will be completed after the 2022-23 budget cycle.	Harbormaster, City Manager, City Clerk/Treasurer/Finance Director,
The City shall evaluate future expansion of seasonal docks & transient docks.	Long Term Project currently scheduled after 2028	City, Harbormaster

Fully adopt any programs and initiatives to state systems to coordinate with state.	Upon assumption of operations, the City implemented the use of the DNR CAMIS system. After evaluating options, the marina switched its reservation style to a slip specific reservation choice allowing boaters to choose their slip in advance.	Marina Staff, DNR Waterways
The City shall work with the MSWC to evaluate seasonal changes in transient rates.	Ongoing Evaluation beginning Spring 2023*	City, HAC, Harbormaster, MDNR, Council, City Manager
The City shall work to have boat launch fees support the total cost for boat launch maintenance.	Ongoing Evaluation beginning Spring 2023*	City, HAC, Harbormaster, MDNR, Council, City Manager
The City shall assure any new construction be analyzed for feasibility and future maintenance costs of the project(s)	Ongoing process through the Capital Improvements and budgeting process	Harbormaster, Council, City Manager, Planning Commission
*The City of Alpena has chosen to hold prices for the 2022 boating season to evaluate budgets based on actual revenue and expenses		

Additional Tasks & Goals: The City of Alpena shall look to prioritize infrastructure improvement in coordination with any possible grant funding. This will help ensure future maintenance and help the city marina operate as effectively as possible. The city shall strive to recreate, reuse and redevelop current infrastructure. The city shall strive to achieve financially sound development.

Informational	Priority or Year	Responsible Party
Become Michigan Clean Marina Program Certified.	Spring 2022	Harbormaster and Marina Staff
Encourage sweat equity to help grow community partnerships.	Marina Pride committee formation scheduled for 2022	HAC, Marina Staff and "Marina Pride"
Review the feasibility of having short term shopper docks in place of courtesy docks for visitors specifically traveling to experience the downtown amenities.	2024	Marina Staff

Chapter 7

7 Grant Resource Summary

Intro

This Chapter is designed to summarize the many of the grant opportunities available and may be a tool to help guide staff in selecting the proper grant(s) for the given project. It is important to keep in mind that sources of grant funding may change from time to time. The grants below will have a brief description of what the grant is, requirements and some forms of application.

DNR Michigan Waterways Grant Program

The Waterways Program Grants provide funding for engineering studies and infrastructure improvements. Michigan grant-in-aid harbors and public boating access sites managed by local units of governments (city, village, township, and county) and state colleges and universities are eligible to apply. Applicants not able to provide a 50% match, however, can demonstrate a “qualified need” may apply.

Grant funding requires a 50% match of the estimated cost with additional preference for those matching more than 50%. Applicants fund match must include well documented in-kind expenses.

More information can be found at MDNR: https://www.michigan.gov/dnr/0,4570,7-350-79134_81684_79209_80306---,00.html

DNR Michigan Boating Infrastructure Grant Program

Boating Infrastructure grants are to provide construction of recreational boating facilities in the state that meet the following goals. Create dockage for transient recreational boats 26 feet or larger in order to provide access to recreational opportunities and safe harbors. As well as provide navigational aids for transient boaters using these facilities. Also, to enhance access to recreational, historical, cultural, natural and scenic resources. As well as strengthening local ties to the boating community and its economic benefits, while promoting public and private partnership and entrepreneurial opportunities. To provide continuity of public access to the water and promote awareness of transient boating opportunities.

The program must be designed to accommodate boats of 26 feet or greater. They must be used by transient boaters not staying more than 15 consecutive days and must be open to the public allowing no commercial uses or seasonal slip allowances. Must be designed and constructed to last at least 20 years and continue to be used for the stated grant purpose and maintained through its useful life.

Rural Development Grant

The Michigan Department of Agriculture & Rural Development (MDARD) is offering a grant opportunity to promote the sustainability of land-based industries and support infrastructure that benefits rural communities.

American Rescue Plan Act & State and Local Fiscal Relief Program

The American Rescue Plan Act (ARPA) of 2021 was signed into law on March 11, 2021, the act includes \$350 billion for State and Local Fiscal Relief Program (SLFRP). The act may provide funds to respond to public health emergency or its negative impacts including, assistance to households, small businesses, and nonprofits, or aid to affected industries such as tourism, travel, and hospitality. The act may use funds to respond to workers performing essential work during the COVID-19 public health emergency by providing premium pay to eligible workers. The act provides provisions of government services to the extent of the reduction in revenue due to the COVID-19 public health emergency relative to the revenue collected in the most recent full fiscal year before the emergency and, make necessary investments in water, sewer, or broadband infrastructure.

Public Spaces Community Places

Public Spaces Community Places is a collaborative effort of the Michigan Economic Development Corporation (MEDC), the Michigan Municipal League, and Patronicity where local residents can use crowdfunding to be part of the development of strategic projects in their communities and be backed with matching grant from MEDC.