

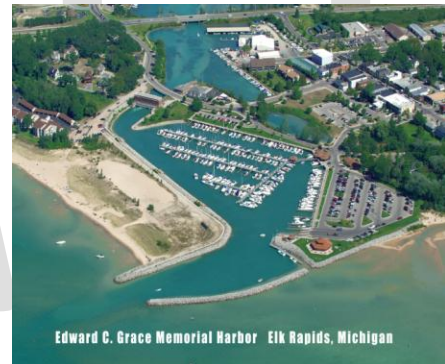
Edward C. Grace Memorial Harbor Master Plan:



Surrounded by beaches and located just steps away from downtown Elk Rapids, many boaters frequent Edward C. Grace Memorial Harbor. Located on both Grand Traverse Bay (Lower Harbor) and Elk River (Upper Harbor), our facilities are some of the finest in Michigan, featuring 213 slips in the Lower Harbor and 50 in the Upper Harbor as well as a pavilion, bathhouse, dayroom, 2 launch ramps, gas and diesel, dockside TV, Wi-Fi, and other amenities. The Harbor Commission is continually seeking to improve programs, facilities, infrastructure, and amenities to provide a first class harbor.

Size of Facility:

Edward C. Grace Memorial Harbor currently has 213 slips in our Lower Harbor located on Grand Traverse Bay. There are also 50 slips located on Elk River at the Upper Harbor. Parking is limited, restroom facilities could use upgrades and expansion, and the number of slips could be increased to meet the demand of both seasonal slip holders and transient boaters.



Number of boats turned away during 2014

| | | |
|--------------|--------------|------------------|
| July: | Up to 30ft | – 44 |
| | 30ft to 38ft | – 28 |
| | Over 38ft | –36 |
| August: | Up to 30ft | – 32 |
| | 30ft to 38ft | – 30 |
| | Over 38ft | – 29 |
| Total | | 199 boats |

| | | |
|------------------------------------|---------------|--------------|
| 2014 Seasonal Waiting List: | Up to 30ft | - 77 |
| | 30 ft to 38ft | - 194 |
| | Over 38ft | - 86 |
| | Elk River I | - 72 |
| | Elk River II | - 19 |
| | Total | - 448 |

Goals

1. Upgrade or replace bathhouse and shower facility
2. Extend Break Walls
 - Reposition break walls to protect harbor from north west winds
 - Add sidewalk on break wall to provide safe fishing platform
 - Provide room for construction of slips

Marketing Plan:

Edward C. Grace Memorial Harbor currently uses various types of marketing to promote our harbor, community, and staff. The following goals will seek to improve upon current marketing efforts.

Goals

1. Increase transient boating traffic and revenue during spring and fall seasons.
 - Update online media information including face book page, website, and boating website profiles
 - Offer Harbor merchandise
 - Promote fishing opportunities which coincide with spring and fall
2. Improve overall marketing to reach new customers
 - Update online media
 - Investigate Pure Michigan Advertisement
 - Investigate Harbor photography session
 - Offer Harbor merchandise
3. Increase return customers
 - Encourage staff to promote harbor amenities
 - Promote Elk Rapids including recreation, community, and business



| Print Media | Online Media | Programs | Press Releases | Staff |
|--------------------------|----------------------|----------------------|-----------------------|-------------------------|
| Ad in local publications | Face book | Discounted slip fees | Pure Michigan Ad | Dock Attendant Training |
| Brochure | Website | Valvetech Fuel | Promote fishing | Promote amenities |
| Harbor Photo Session | Active Captain | Clean Marina | | Sell ER businesses |
| | Harbor Photo Session | Pavilion Rentals | | |
| | | Concert Series | | |
| | | Boater Bags | | |
| | | Offer merchandise | | |
| | | Vehicle Stickers | | |

Events Plan:

Edward C. Grace Memorial Harbor offers numerous and a variety of events at the harbor. The following goals intend to bring in new users and new ways to use the harbor.

Goals

1. Partner with boating groups to provide desired events
 - Yacht Club sponsored events
 - Power Squadron and Cruising Club gatherings
2. Continue to provide Harbor Pavilion for private and public events
3. Provide events to attract new users
 - Continue to provide outdoor concert series
 - Partner with boat manufacturers and dealers to provide in-water boat show
 - Partner with manufacturers and retailers to provide outdoor recreation learning events

| Current Events | Proposed Future Events |
|-------------------------------------|--------------------------------------|
| Outdoor concert series in July | In-water boat show |
| Boyne Thunder Poker Run | DNR Recreation 101 Events |
| GT Power Squadron Cruise | Boating Safety Course |
| ERYC/BCYC Dinghy Poker Run | Water Color Tour |
| Harbor Days | Boating Themed Events for Area Youth |
| Great Lakes Cruising Club Gathering | Fishing Tournaments |
| Pavilion Rentals | |

Partnering Plan:

Edward C Grace Memorial Harbor partners with numerous agencies, organizations, and groups during current operations. Staff is always seeking to create new partnerships that will improve upon what the harbor provides. The following are existing partnerships:

- Michigan Department of Natural Resources (MDNR) Parks and Recreation Division
- MDNR Fisheries Division
- MDNR Law Division
- USCG
- Antrim County Marine Patrol
- Michigan Municipal Marinas
- Boyne City DDA
- Elk Rapids Yacht Club
- Boyne City Yacht Club
- Great Lakes Cruising Club
- Grand Traverse Power Squadron
- Harbor Days Association
- Inland Seas Education Association
- Michigan Boating Industries Association
- Michigan SeaGrant
- Elk Rapids Chamber of Commerce

Goals

1. Continue to work with existing partners
 - Use existing partnerships to improve in all aspects of harbor operation
2. Create new partnerships
 - Reach out to area schools to attract youth into outdoor recreation
 - Work with local businesses to mutually increase customers and revenue

Dredging Cycles:

Edward C. Grace Memorial Harbor requires annual maintenance dredging to remove drift sand that moves into our channel entrance. Approximately 1,000 CY is pumped hydraulically to adjacent beach for dewatering and the sand is hauled away by contractor. Annual cost is \$50,000 to \$60,000.

Infrastructure Replacement Schedule:

| | | |
|---|-----------|-------------|
| Bathhouse/Electrical building/Gazebo/Office Roofs | 2015 | \$40,000 |
| Showers/Bathrooms (Doors/Tile) | 2015-2016 | \$25,000 |
| Sidewalk/Pavers | 2016 | \$50,000 |
| Power Pedestals | 2017 | \$150,000 |
| Upper Harbor (Elk River Landings) open space | 2018 | \$150,000 |
| Bathhouse Replacement | 2019 | \$500,000 |
| Break wall/Fishing Pier | 2024 | \$5,000,000 |

Annual Maintenance Schedule:

| | |
|--|----------|
| Repairs and Maintenance <ul style="list-style-type: none">• Start up costs in spring• Bathhouse maintenance• Pavilion maintenance• Office/Electrical building• Docks/Piers maintenance• Painting• Irrigation maintenance• Sewer maintenance• Sidewalks• Outdoor equipment• Gardens• Vehicle maintenance• Winterizing costs | \$20,000 |
| Lumber Replacement | \$5,000 |
| Cleaning Supplies | \$6,000 |
| Dredging | \$50,000 |
| Aquatic Weed Control | \$6,000 |
| Small Equipment Replacement | \$1,000 |
| Electric Bubblers for ice protection | \$10,000 |