

This year, **Marina Dock Age** will recognize two outstanding marinas in the United States (one small—fewer than 250 slips and one large—250+ slips). These marinas will have achieved success through exemplary business practices, commitment to customer service, environmental responsibility, and contributions to the marina industry.

For the first time we have a sponsor—**MARINAS.com**, who will provide a valuable prize to the winners! Winners will be awarded a one year MaxPlus Marketing Program valued at \$5,388.*

* If a winner already has a MaxPlus Marketing Program they will be upgraded to the Platinum Marketing Program valued at \$9,599; if a winner already has the MaxPlus Platinum Marketing Program they will be awarded a Caribbean trip for two.

DEADLINE: DEC. 1, 2010

The winners will be featured in the March & April 2011 issues

Past winners:

2009	Las Vegas Boat Harbor, NV Dock Street Marina, WA	2006	Port of Edmonds, Edmonds, WA
2008	Fishermen's Village Yacht Basin, FL Ko Olina Marina, Kapolei, HI	2005	The City Marina, SC
2007	Loggerhead Club & Marina, FL Saybrook Point Marina, CT	2004	MacRay Harbor, MI

To be considered for the 2010 Marina of the Year award, you must complete the application.

(Application on next page)



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Marina of the Year winners are announced at IMBC and will receive a beautiful crystal award

Order reprints of the article featuring your winning Marina of the Year

Please answer these questions on a separate piece of paper. Add pages when appropriate. Include (in a notebook or binder) brochures, publications, letters, photos/etc. that demonstrate why your marina deserves this recognition.

1. Overview

Please indicate if you are a small (less than 250 slips) or a large (250+ slips) marina. Provide the name and address of the marina. Describe the marina's history, location, facilities, staff, and amenities. Describe recent expansions, updates, renovations, and/or added amenities.

2. Facilities Improvements

What have you recently done or plan on doing to improve your facility?

3. Advertising and Marketing

Describe the market you target and serve. How do you attract customers through advertising and marketing? Describe your Web site, newsletters, special events, and any other creative marketing efforts.

4. Customer Satisfaction

How do you build relationships with your customers? Describe events you plan and manage. What special services do you provide? How do you measure customer satisfaction, and what are the results?

5. Environmental Responsibility

How do you ensure a clean and safe environment for your customers? What measures do you take to limit your impact on the environment? Are you a certified Clean Marina? What environmental awareness programs have you created in the marina and community? How have you confronted and remedied environmental issues? What are you doing to be "green"?

6. Industry Involvement

What part do you play in "Grow Boating"? What is your relationship with nearby businesses or marina colleagues? List memberships and positions held in professional organizations or associations in the industry. How do you celebrate National Marina Day?

7. Benefit to the Community

Include achievements for local tourism, jobs created and your membership and activities in civic and/or charitable organizations.

8. Special Challenges

What special challenges have you faced recently? How have you overcome them?

9. Attributes and Accomplishments

What sets your marina apart from the rest?

10. Contacts

Please provide the name and phone number of the person who should be contacted.



To be considered for the Marina of the Year award send completed answers with photos of your marina, brochures, letters from guests, newspaper or magazine articles about your marina and anything else that shows your marina is a winner to:
Anna Townshend, Marina Dock Age Magazine, 6600 W. Touhy Avenue, Niles, IL 60714.

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