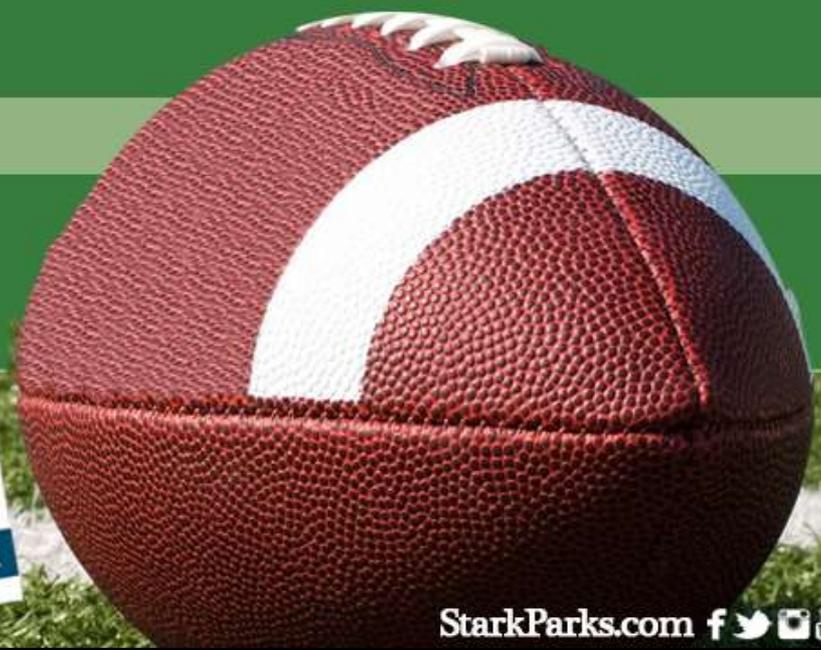




STARK PARKS  
XXXX  
Welcomes you to  
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**CANTON OH**



StarkParks.com     

Stark Parks' mission is to preserve, manage, and connect natural areas to serve the community through recreation, conservation and education.

# MARINAS

Stark Parks marinas operate annually from May 1 through Columbus Day. The average total revenue (2012 – 2016) was \$49,000 (rental revenue represents approx. 56% of total revenue annually. In 2016, the net cost to operate both marinas was roughly \$8k.

Annual staff is comprised of 7-8 seasonal employees at each marina. Return rate from season to season is about 50%. New employees are given a two day course in working in the marina then are paired up with returning, seasoned employees for two weeks.

Structurally, the two marinas are very different. Sippo has a walk in structure, where Walborn has a walk-up.

Due to differing demographics, the two marinas are very different in successful concessions. Walborn was presented with a Clean Marina certification in 2016.

# MARINAS

## Rentals & Concessions

Both marinas offers the following rentable amenities:

- single and tandem kayaks
- motor/row boats
- canoes
- A pontoon boat (only with captains to operate the pontoon boat – captains are all volunteers with special training). In addition to paid rides, we offer free sunset cruises and free nursing home rides.
- Stand-Up Paddleboards and Pedal boat are available at Sippo only)

A variety of bait is available for sale including, night crawlers, minnows, wax worms, maggots.

Food and beverages are available for purchase as well. Hot dogs, nachos, candy bars, bottled beverages, ice cream. **By only doing reheating of food, we minimize the cost and complexity of health dept. regulations.**

# MARINAS

## *Successes*

We have successfully stopped using all Styrofoam and plastic for coffee cups, lids and stir sticks, and bait cups and lid. We order compostable cups, lids, dinnerware, etc. (We're in the process of finding the most efficient compost option.)

Stand-Up Paddleboards were introduced in 2016 at Sippo marina. recovered 63% of the SUP costs in first season.

# MARINAS

## Challenges

Weather in Ohio is unpredictable. 2016 was unseasonably dry.

An aging and leaking dam at Walborn (in addition to dry weather) led to low and dangerous water levels that forced us to cancel water rentals.

Limited staffing and finding good, seasonal candidates is always challenge. Because it's seasonal, there are new employees each season A 50% return is actually pretty good for us.

Healthy options are tricky. Our mission is to lead people to healthy lives, but low interest leads to issues with food and beverages expiring before they can be sold.

The public can be hard on the rental fleet and related equipment.

# MARINAS

## Staff Training for New Attendants

Below are “modules” covering every topic that marina attendants need to know. Including:

- Customer service training
- Daily tasks and responsibilities
- Cash register & cash reconciliation
- Inventory control
- Boat rental processes
- Safety training & Public safety dept. orientation
- Food handling guidelines
- Bait and tackle

For questions: [dpildner@starkparks.com](mailto:dpildner@starkparks.com)