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From: **Rhett Jones** <rhettjet@gmail.com>

Date: Tue, Jul 13, 2021 at 8:32 PM

Subject: Strategic Plan Community Feedback before July 31st: Marina System Accreditation

To: <lb parks@longbeach.gov>

Dear City Clerk,

I wish to submit the following written comment to the Port, Transportation and Infrastructure Committee for its consideration during its meeting on Wednesday, July 14th 2021.

Regarding the Long Beach Parks, Recreation, and Marine Department Draft Strategic Plan ([webpage](#) / [PDF](#)), for which the Department has requested community feedback by the end of July, I wish to address Action 4-1-G (PDF page 100): Maintain marina infrastructure and services that make the Long Beach marinas desirable locations to consistently maintain boat slips. (With some overlap with Actions 4-1-C, D, E insofar as the actions of raising revenue and lowering operation costs are concerned.)

Has the Marine Bureau considered applying for assessment by The Yacht Harbor Association (TYHA) and the Marina Industries Association (MIA) for Gold Anchor accreditation as a 5 Anchor marina system and possibly a 5 Anchor Platinum marina system? <http://www.goldanchors.com/content.html#content5-5> Gold Anchor provides a business development tool for participating marinas through independent third party assessment and feedback which benchmarks marinas against others both locally and across the globe. The accreditation process provides a business health check using well researched criteria to identify areas for improvement and provide an action check list which informs and motivates marina staff to raise standards.

Gold Anchor provides a clear reference and confidence for boaters looking for permanent or visitor berthing and therefore is an excellent marketing opportunity for accredited marinas. Digital and physical resources are provided to accredited marinas to assist in communications with existing and potential marina berth holders. Gold Anchor accreditation is used by marinas to build and reinforce competitive positioning and to clearly differentiate marinas in the market place.

I believe that receiving an independently determined and internationally recognized accreditation would empower the Bureau to make favorable economic moves in order to better defray its costs, invest in its infrastructure, and benefit the Long Beach economy and community at large.

I think this is particularly relevant given

1. The lengthy current waiting lists for slips in Southern California—if there's such great demand, then the accreditation could signal and justify rent and fee adjustments without coming across as a brazen cash grab.
2. The lack of Gold Anchor accreditation for any marinas in Southern California other than one in San Diego (<https://www.globalgoldanchor.com/>)—this could be an opportunity to stand out on the global stage!

3. The 5 Anchor accreditation of a marina in an *inland man-made water body* in Stockton, CA, the Village West Marina & Resort ([GA profile webpage](#))—if they can do it, surely we can too!

To put it simply, **I think Gold Anchor global marina accreditation is a golden opportunity for Long Beach.**

On a related note, the Platinum accreditation seems to be especially useful for marinas seeking superyacht clientele. Is any part of the marina system currently prepared to service superyachts? If not, are there plans or even desires to develop such berths?

I do not represent and am not affiliated with the Gold Anchor accreditation program.

I invite the Committee to converse further with me on this if it wishes to do so, but I am not "demanding" it and I don't believe I have much further useful information than the websites given here will provide.

Thank you for your consideration. To Long Beach!