

State of the Marinas



A Historical and Financial Snapshot

Spud Point Marina

- Constructed 1980–1984, opened in 1985 and built to support a 250-vessel commercial fishing fleet.
- Financed by \$6.2 million in state loans (California Dept. of Boating & Waterways) for an \$8 million project (\$1.8 million was never funded which included the revenue sustaining restaurant and market).
- Revenue limited to berthing, fuel, ice and wharfage. Without the restaurant and market revenues, operation and maintenance costs quickly overcame revenues and the County defaulted on the loan in the early 1990's.
- The County restructured the loan from \$16 million to \$6 million with 4% interest in 2007 and paid the debt service until the loan was paid in full in 2022.

Spud Point Marina



Mason's Marina

- Built in the 1960s for the commercial fleet and operated under private lease from 1961–2012.
- After Spud Point opened (1985), Mason's lost ~40% of its' berth holders.
- Commercial fishing decline (late 1980s–2000s) further reduced viability.
- Leaseholder unable to maintain facility; significant flood control & code compliance issues.
- Returned to County control in 2012, with major deferred maintenance.

Mason's Marina



Sport Fishing Center



Marina Financials

Spud Point Marina

- Revenue and expense are highly volatile as revenue is tied to crab/salmon fisheries.
- The fund balance range (past 5 years): -\$188,795 to \$98,489 and is currently estimated to be **-\$130,296**.

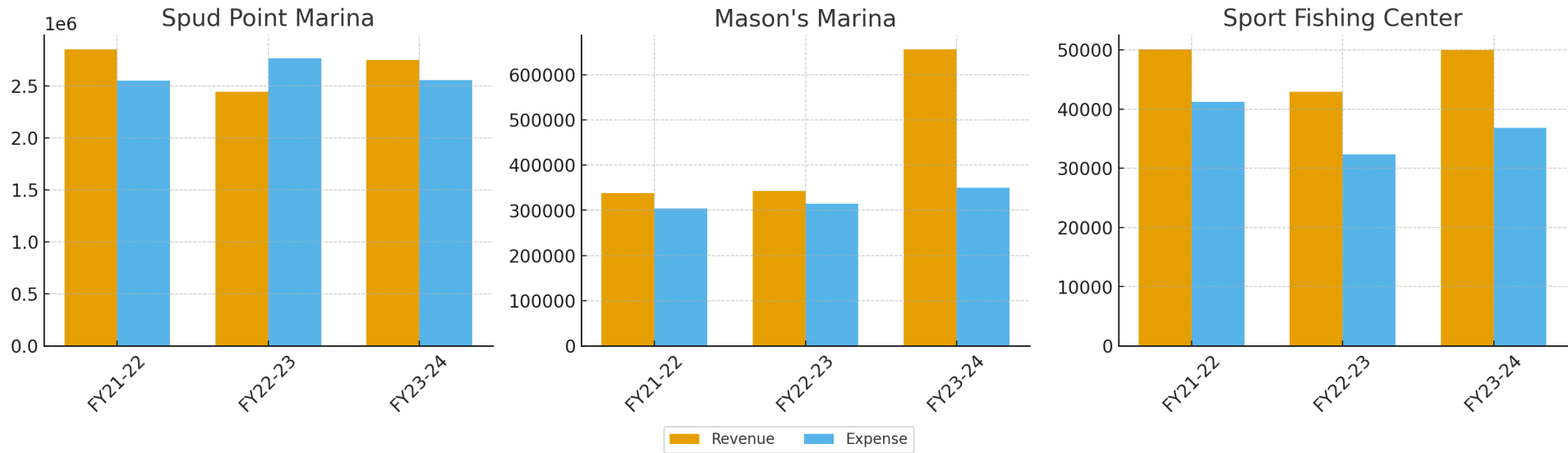
Mason's Marina

- Operationally cash-positive, with major increases due to insurance funds which will be used for repairs and reinvestment.
- Fund Balance range (past 5 years): \$179,405 to \$1,218,367 and is currently estimated to be \$1,493,328.

Sport Fishing Center

- Smaller revenue base, expenses nearly equal to revenues with one-time Deferred Maintenance allocation boosting balances.
- Fund Balance range (past 5 years): \$145,391 to \$170,132 and is currently estimated to be \$164,882.

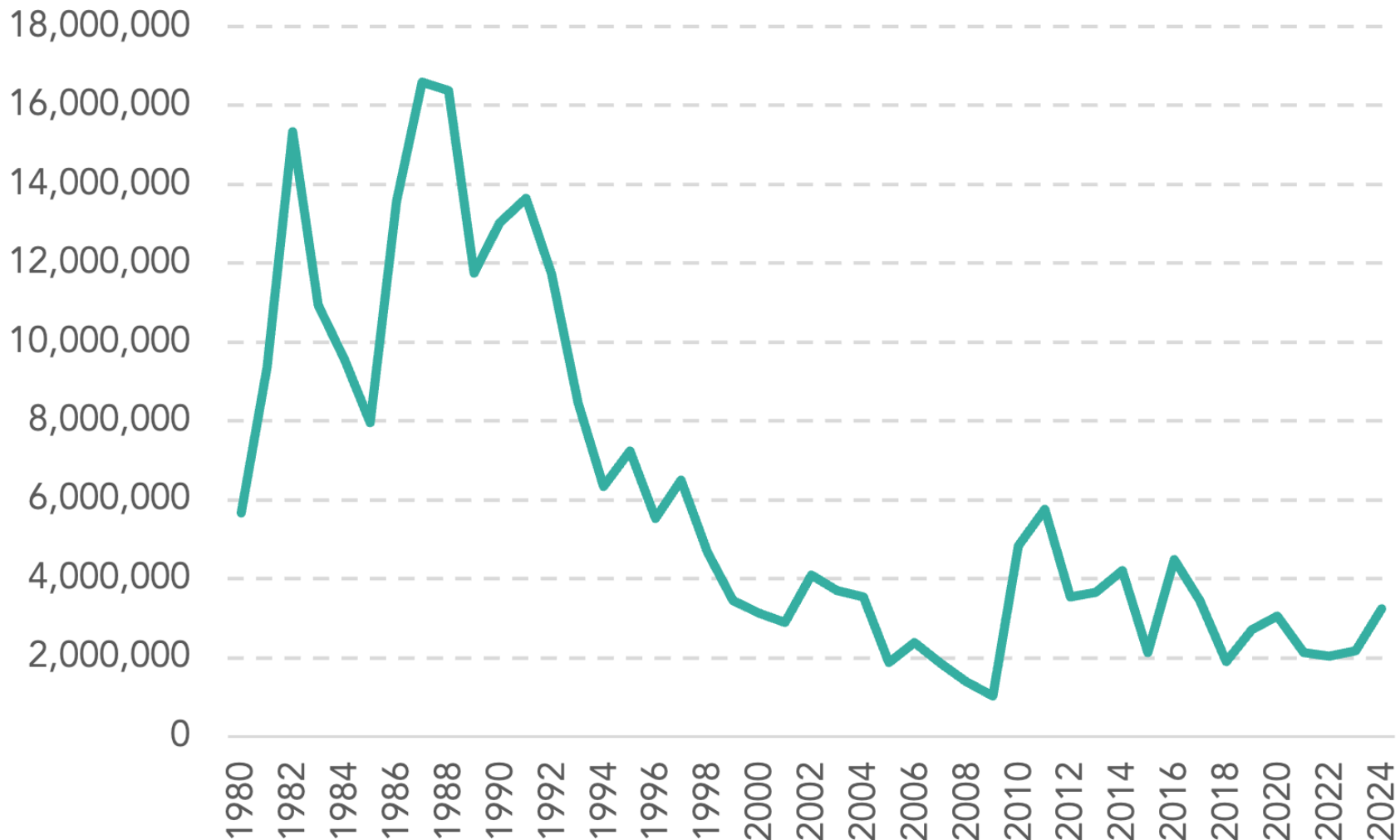
Revenue vs Expense by Marina (FY21-22 to FY23-24)



Economic Development Collaborative Assessment

- Marinas operate at ~98% occupancy, showing consistent demand across commercial, recreational, and charter users.
- Generate revenue from berthing fees, fuel & ice sales, seafood offloading, and ancillary services.
- Anchor for Bodega Bay's identity as both a working waterfront and visitor-serving hub.
- Commercial fleet has declined from 1,000+ vessels in the 1980s to 78 today.
- Fishing industry value in Sonoma County has dropped nearly 40% in the past decade (from ~\$39M in 2014 to \$24M in 2024).
- Salmon fishery closed 3 consecutive seasons, crab harvests delayed and restricted.

Number of Landings in Bodega Bay/Year



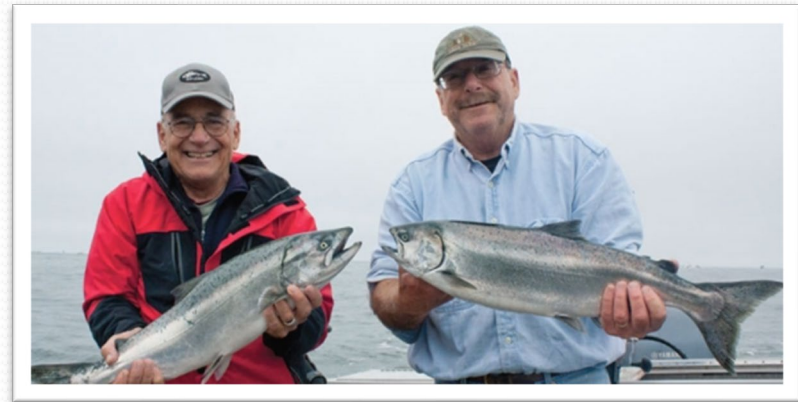
Key Economic Takeaways

- High utilization but declining revenues. There is steady occupancy of slips, but without strong fishing seasons, wharfage, ice sales, fuel sales and transient berths, revenues are reduced creating a boom or bust economic reality, especially at Spud Point.
- Shift from commercial to recreational economy: Fleet shrinking, but tourism and charter sectors expanding.
- Community anchor: Marinas remain vital for jobs, seafood supply chain, tourism, and Bodega Bay's working waterfront identity.
- Investment critical: To sustain this role, infrastructure reinvestment must match evolving demand.

Marina Challenges

- High Priority deferred maintenance needs are about \$12 million across the facilities.
- Mason's and Sport Fishing Center are self sufficient throughout changing fishing seasons, however Spud Point is volatile with large revenues or deficits.
- Representation is currently only the commercial fishers, leaving recreational and charter boaters without input.
- Revenue generating opportunities are limited by current ordinance.

Opportunities to Address Challenges



Merger Resolution 2025

- Consolidates Spud Point, Mason's and the Sport Fishing Center enterprise funds into one Sonoma County Marinas fund for FY 26-27.
- This allows stronger facilities to support weaker ones, stabilizing operations during salmon closures, crab delays, or downturns. While allowing for investments into maintenance and projects during good seasons.

Advisory Committee 2025

- Ensures broader, balanced representation to help address declining commercial revenue while growing recreational and charter opportunities.
- Amends the outdated 1984 Resolution No. 84-2421 (Spud Point-only committee).
- Creates new County of Sonoma Marina Advisory Committee covering all three marinas.
- 7 members: 4 commercial fishers, 1 recreational, 1 charter, 1 at-large position.

Ordinance Updates

- Creates new visitor-serving revenue streams, strengthens enforcement tools, and modernizes safety/pollution controls.
- Applies County Code to all marinas, not just Spud Point.
- Authorizes up to 30 visitor-serving berths (short-term, lower-cost lodging).
- Security provision: up to 20 liveaboard vessels for security purposes.
- Modernizes rules to other similar marinas.

Requested Action

- Approve the elimination of the individual enterprise funds for Spud Point Marina, Mason's Marina, and Sport Fishing Center and create a unified County of Sonoma Marina's Enterprise Fund for fiscal year 2026-2027.
- Adopt an Amendment to Resolution No. 84-2421 establishing the County of Sonoma Marina Advisory Committee.
- Adopt a Resolution introducing, reading the Title of and Waiving Further Reading of proposed ordinance amending Chapter 20, Article VIII, of the Sonoma County Code related to marina governance and operations and directing staff to schedule the proposed ordinance for consideration of adoption on 10-28-2025.



Mason's Marina

Sport Fishing Center

Spud Point Marina