

Case Study

Harbor East Marina

BALTIMORE, MD



How Oasis Marinas implemented premium services and high-touch customer service to match the high-class upland development.

CHALLENGE

Harbor East's mixed-use development grew into an upscale neighborhood and surpassed the marina to the point that the marina no longer matched the service levels that surrounded the harbor. The marina and its services needed to be redeveloped.

PROPERTY FEATURES

- 184 Slips
- 800 ft Alongside Dockage
- Boater's Lounge
- 12 Blocks of Restaurants, Retail & Commercial / Residential Properties



At the beginning of 2016, we had a tall order – build a best-in-class marina in Baltimore. The Oasis Marinas team is not only helping us accomplish this goal, but they are also providing the customer service to match. Today, we are proud to announce that the new Harbor East Marina is not only the premier marina destination in Baltimore, but also one of the few truly elite properties on the east coast.



Tim O'Donald
President of Harbor East Management Group

APPROACH

- Reconfigure the marina design and accommodate Superyachts
- Manage a \$9M renovation to marina infrastructure
- Test market elasticity with rate increases
- Rebrand the marina
- Add new events and a boat show
- Create new marketing programs

RESULTS



100%

occupancy with a consistent waitlist each season.



Best in Class

marina as voted by local boaters and boating publications



41%

reduction in site expenses



45%

poitive impact to NOI in Year 1

CONCLUSION

In Year 1, Oasis Marinas provided an immediate and substantial financial impact.

Today Harbor East Marina is flourishing, and our team has achieved a compounded annual growth rate that has far exceeded anyone's expectation. Oasis provides Baltimore boaters with premium service, online transient reservations, major events and live entertainment; all of which have had a positive impact on the city's waterfront and local economy.

In addition to new transient traffic, annual boater occupancy is at 100 percent with a consistent waitlist each season. Since the redevelopment, the site went from no superyachts to now accommodating over 20 superyachts per season.



SCAN ME