



PUBLIC MEETING: Port Commission Meeting

DATE: Thursday **May 3, 2023, 4:30 PM**

LOCATION: Cascade Locks City Hall 140 Wa Na Pa St, Cascade Locks, OR 97014

<https://us02web.zoom.us/j/83962992760>

AGENDA

- 1) Meeting called to order**
 - a.** Roll Call
 - b.** Modifications, Additions and Changes to the Agenda
 - c.** Declarations of Potential Conflicts of Interest
- 2) Presentations**
 - a.** Sternwheeler Maintenance Update – Steven Hammrich and Nikki Adler
 - b.** American Cruise Lines (ACL) Update
 - c.** Heart of the Gorge Sailing Proposal – Preston Wright
- 3) Agenda Items for Next EDAC**
- 4) Confirm Date for Next Meeting**
- 5) Adjournment**

COLUMBIA GORGE STERNWHEELER



Port of Cascade Locks
Operational Business Plan

**\$2,500,000.00 Dollars to the
Port Every Season!**

Here is how we will get there!!



Captain Preston Wright, Owner Heart of the Gorge Sailing

- Grew up in Hood River, 1977 Hood River Valley High School Graduate
- Started sailing and racing in the Columbia River in 1978
- 45 Years of Sailing Experience up and down both US coasts, The Bahamas and the Columbia River.
- USCG 100 Ton Masters Credentialed Captain
- 44 Years of Boat Building/Repairing and Experience in the marine industry
- 25+ years in Sales Management and Project Management
- Cascade Locks Home Owner/Resident since 2018
- Successful Cascade Locks Business Owner of Heart of the Gorge Sailing
- Started Heart of the Gorge Sailing in 2019 from Zero.
- I'm local and I have the experience and expertise to manage and run a very profitable charter business with the Sternwheeler in the Heart of the Gorge!!

WE WILL NEED A GREAT WEBSITE!!!

THAT'S ALL ABOUT DRIVING
CUSTOMERS TO CASCADE LOCKS AND
THE STERNWHEELER COUPLED WITH
THE FAREHARBOR BOOKING SYSTEM
WE COULD BE BRINGING IN \$\$\$\$ RIGHT NOW
BOOKING CRUISES! EVERYDAY WE WASTE IS
LOST REVENUE!!

Windows Desktop Icons:

- Microsoft Edge
- Recycle Bin
- Lenovo Migration
- Google Chrome
- 1095 A health care
- Chennie Resume
- My Warranty
- FareHarbor
- 2020 Tax Spread She
- Amazon Assistant
- Viator
- 2020 Tax Spread She
- Facebook
- Book Online - Heart of t...
- PPP Round
- YouTube
- Videos Sailing 2020
- Pat Taxes
- Alexa for PC
- CCL US Luggage
- Chennie Resume_fil
- Heart Of The Gorge Sailing
- RPOD 171 Photos
- Yacht Sale 2022

Columbia Gorge Sailing Charters x +



heartofthegorgesailing.com


HEART OF THE GORGE SAILING

Heart Of The Gorge Sailing | COVID-19 Message | Romantic Small Weddings | The Boat | More

Come sail with us in the famous gorge winds on our beautiful classic sloop "WyEast" in one of the most amazing places on earth.

For Booking, please use our online reservation service or Call 1-941-400-0050

[Book Online](#) [Buy Gift Card](#)  



[Book Now](#) [Let's Chat!](#)



50°F Light rain

Windows Taskbar: Search, File Explorer, Mail, L, OneDrive, Edge, Weather, System Tray (11:52 AM 4/24/2023)

Windows Desktop Icons:

- Microsoft Edge
- Recycle Bin
- Lenovo Migrati...
- Google Chrome
- 1095 A health care
- Chennie Resume
- My Warranty
- FareHarbor
- 2020 Tax Spread She...
- Amazon Assistant
- Viator
- 2020 Tax Spread Sheet
- Facebook
- Book Online - Heart of t...
- PPP Round 2 - Heart of t...
- YouTube
- Videos Sailing 2020
- Pat Taxes
- Alexa for PC
- CCL US Luggage
- Chennie Resume_files
- Heart Of The Gorge Sailing
- RPOD 171 Photos
- Yacht Sales 2022

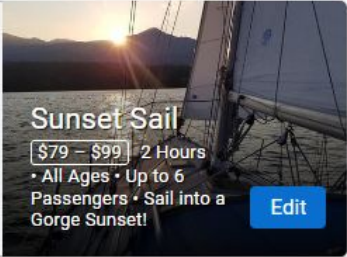
Browser: fareharbor.com/heartofthegorgesailing/dashboard/items/grid/

Navigation: Bookings, Manifest, Reports, **Items**, Settings

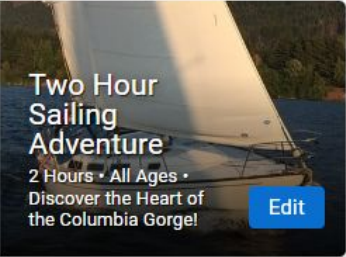
User: Preston Wright

Items | Resources


+ New item | Grid | Drag to reorder



Sunset Sail
 \$79 - \$99 2 Hours
 • All Ages • Up to 6 Passengers • Sail into a Gorge Sunset!
[Edit](#)



Two Hour Sailing Adventure
 2 Hours • All Ages • Discover the Heart of the Columbia Gorge!
[Edit](#)



Gift Cards
 Give an experience to remember!
[Edit](#)

→ Sunset Sail

Sunset Sail

Cascade Locks, OR

2 Hours • All Ages • Up to 6 Passengers • Sail into a Gorge Sunset!



\$99 Adults Ages 12 - 64

\$25 Children Ages 5 - 11

Book online

Real-time availability

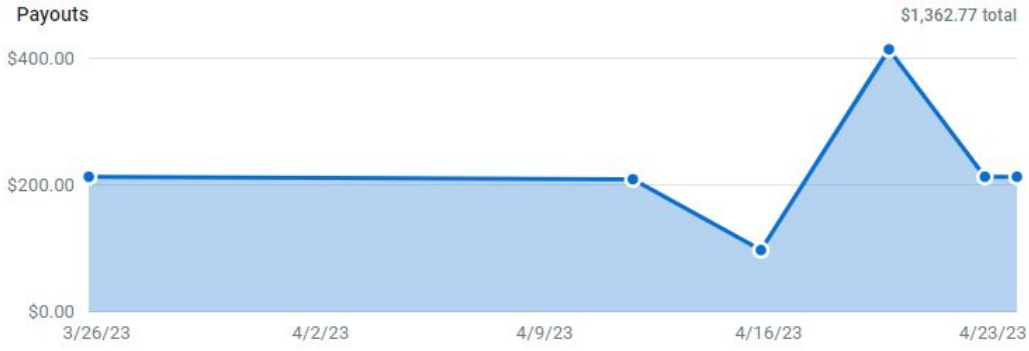
Instant confirmation

May 2023

Su	M	T	W	Th	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Click a date to browse availability

Windows desktop environment with various application icons including Microsoft Edge, Recycle Bin, Google Chrome, and folders like 'Heart Of The Gorge Sailing' and 'Yacht Sales 2022'.



Next Payout	Gross	Fees	Net Total Deposited	Tax	Scheduled For	Includes Activity Before	Deposit Status
6 rows	\$1,391.00	\$28.23	\$1,362.77	\$0.00			

DAY EXCURSION REVENUE ESTIMATE

- 3 TRIPS PER DAY FOR ONE HOUR EACH 6 DAYS A WEEK.
- TICKETS WILL BE \$49.00 PER ADULT - \$45.00 SENIORS AND \$35.00 FOR KIDS 5-12 (UNDER 5 ARE FREE)
- AT AN AVERAGE OF \$45.00 PER PERSON WITH 100 PASSENGERS AVERAGE ON THE BOAT PER TRIP DAILY REVENUE WILL BE \$13,500 PER DAY
- IF WE CAN OPERATE THE VESSEL FROM MAY 27 THROUGH OCTOBER 15 THAT IS A TOTAL OF 122 DAYS OF OPERATION
- $\$13,500 \times 122 \text{ DAYS} = \$1,647,000.00$ DOLLARS
- PLUS SALES REVENUE FROM SNACKS, DRINKS, T SHIRTS, HATS ETC.

SUNSET SAILING REVENUE

- \$99.00 PER ADULT, \$95.00 PER SENIOR, \$79.00 PER CHILD OVER 5 UP TO 12.
- \$25.00 PER CHARCUTERIE BOARD PER COUPLE
- AVERAGE OF \$25.00 SPENT ON DRINKS PER PERSON
- AVERAGE OF 120 PEOPLE ABOARD THE BOAT OR 60 COUPLES
- THE AVERAGE COUPLE WILL SPEND \$275.00 FOR THE EVENING INCLUDING DRINKS
- $60 \text{ COUPLES} \times \$275.00 = \$16,500$ PER TRIP AVERAGE
- $\$16,500 \text{ PER TRIP} \times 122 \text{ SAILING DAYS} = \$2,013,000.00$
- ADDITIONAL REVENUE CAN BE GENERATED THROUGH PHOTO SALES, AS WELL AS HATS, SHIRTS ETC.

ESTIMATED TOTAL REVENUE

DAY EXCURSION TOTAL REVENUE - \$1,647,000.00

SUNSET SAIL REVENUE \$2,013,000.00

TOTAL ESTIMATED REVENUE FOR SEASON - \$3,660,000.00

- **THE ABOVE TOTAL DOES NOT INCLUDE EXTRAS FOR PHOTOS, SNACKS, DRINKS, T-SHIRTS, HATS AND OTHER ITEMS or REVENUE FROM WEDDINGS, FUNERALS, GROUP OR PRIVATE SAILINGS.**

OPERATION COSTS

CREW EXPENSES - (2 CAPTAINS, 2 MATES + 6 DECK HANDS

+ ONE EXTRA BARTENDER ON SUNSET SAILINGS).

\$2,459 PER DAY INCLUDING P.E.R.S, TAXES, SS FOR 122 DAYS OF SAILING SEASON : **\$300,000.00**

2 CREW PERSONS WILL NEED BE KEPT ON FULL TIME TO MAINTAIN THE VESSEL

@ \$4000.00 PER MONTH EACH X 7 MONTHS FOR **\$56,000.00**

A FULL TIME SOCIAL MEDIA PHOTOGRAHER PROMOTIONAL PERSON WILL BE NEEDED **\$50,000.00**

INSURANCE COST - (ESTIMATED BY THE INSURANCE AGENT WE ARE WORKING WITH) APROX \$300,000.00

HEART OF THE GORGE SAILING MANAGEMENT \$100,000.00

ADMIN PERSON FOR PHONES AND BOOKKEEPING \$50,000.00

FUEL COST: \$35,500.00

MAINTENANCE AND REPAIR COSTS - \$100,000.00

ADVERTISING . \$20,000.00

FOOD AND BEVERAGE COSTS \$125,000.00

TOTAL ESTIMATED COSTS PER YEAR TO OPERATE THE VESSEL PROPERLY **\$1,136,500.00**

BOTTOM LINE

ESTIMATED TOTAL REVENUE IS: **\$3,660,000.00**

ESTIMATED TOTAL OPERATION COST: - **\$1,136,500.00**

ESTIMATED TOTAL REVENUE TO PORT \$2,523,500.00

- **ABOVE IS BASED ON HISTORICAL ESTIMATED PASSENGER COUNTS/SALES AND COSTS**

THE WORK HAS ALREADY BEEN DONE FOR US!

- THE STERNWHEELER HAS BEEN SAILING THE COLUMBIA FOR 40 YEARS!
- PEOPLE KNOW ABOUT HER AND EXPECT HER TO BE THERE!
- WE HAVE A GREAT CREW LINED UP AND OUR CAPTAIN IS READY TO GO!
- THE CAPTAIN AND CREW ALREADY HAVE THEIR SAFETY AND OPERATION PROCEDURES DOWN PAT.
- WE HAVE A BOAT THAT IS READY TO GO AND IS SLATED TO BE VASTLY IMPROVED AND MODERNIZED OVER THE NEXT FEW YEARS
- THE PORT COMMISSION NEEDS ONLY TO FUND THE DOWN PAYMENT ON THE INSURANCE AND PAY THE CREW OUT OF POCKET FOR THE FIRST COUPLE OF WEEKS.
- AFTER THAT THE BOAT WILL PAY FOR ALL OF HER COSTS AND START PUTTING MONEY IN THE BANK.
- ONCE WE HAVE A WEBSITE WE CAN START COLLECTING MONEY BEFORE WE START OPERATIONS!

THE STERNWHEELER IS A VERY VALUABLE CASCADE LOCKS ASSET THAT NO ONE ELSE HAS!!!



DON'T GIVE THE KEYS AWAY TO SOMEONE THAT HAS NO STAKE IN IT'S FUTURE OR OURS!!!

NOTHING WORTH DOING IS EASY!

THE STERNWHEELER IS THE PRIDE OF CASCADE LOCKS AND SHE IS AN ICON OF THE THE COLUMBIA RIVER GORGE. WE HAVE THE GREAT PEOPLE, AND THE KNOW HOW TO RUN THIS VESSEL FOR WHAT SHE WAS BUILT FOR. SHE WAS CREATED HERE IN HOOD RIVER COUNTY TO SHOW OFF OUR GORGE TO THE WORLD, AND TO MAKE SERIOUS MONEY IN THE PROCESS FOR THE PORT OF CASCADE LOCKS AND ALL OF OUR LOCAL BUSINESSES.

NOTHING WORTH DOING IS EASY! THERE WILL BE HURDLES TO OVERCOME AND NEGATIVE PEOPLE WHO WILL WANT TO GET IN OUR WAY, BUT AS BABE RUTH SAID, "IT'S HARD TO BEAT A GUY THAT WON'T QUIT!!!!" CASCADE LOCKS HAS NEVER QUIT.

LET'S DO THIS AND MAKE CASCADE LOCKS AND THE GORGE PROUD!