

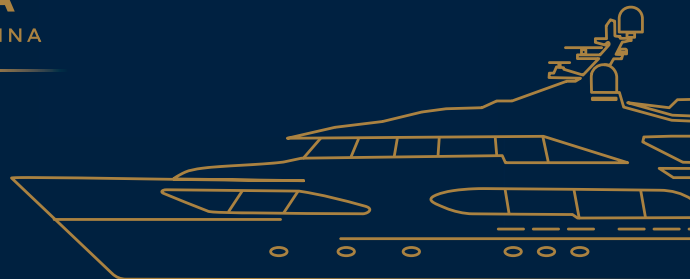
# Media Kit

FALL 2017



**VICTORIA**  
INTERNATIONAL MARINA

Oceans Apart



# Contact Us

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**Our public relations team and partner agencies welcomes media queries, including follow-up, interviews, image requests & site visits at the following:**

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For recent releases, advisories and visual assets, please visit <https://vimarina.ca/media/>

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## COMMUNITY MARINE CONCEPTS LTD.

### **A visionary approach, a higher standard.**

The vision of the Victoria International Marina began in 1986 from Robert Evans. Purchased by Community Marine Concepts Ltd. (CMC) in 2014, the new project owners fine-tuned the vision and overall concept and began construction in the fall of 2016.

### **The creators of the best marine communities on the west coast.**

CMC focuses on developing, acquiring, managing, and servicing luxury coastal properties that showcase the remarkable Pacific marine lifestyle. Our network of marine properties will set a new standard for service and quality in nautical hospitality in British Columbia, drawing attention from the yachting community worldwide.

The company's flagship property, the Victoria International Marina, is a state-of-the-art marina located in the middle harbour of Victoria and can host 28 yachts from 65' - 175'. All CMC destinations will be known for creating outstanding and extraordinary experiences with authentic West Coast friendly hospitality.



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# Backgrounder



Victoria International Marina is Canada's first purpose-built luxury yacht marina, unveiled in Victoria, British Columbia in the summer of 2017. A sanctuary at the gateway to the Pacific Northwest and Canada's Inside Passage to Alaska, it offers world-class moorage for yachts between 65 and 175 feet. More than thirty years in the visioning and planning, the \$32 million Victoria International Marina is located 66 nautical miles north of Seattle, WA in Victoria's middle harbour; a well-situated hub for yachters to explore more than 25,000 km (15,534 miles) of coastline between Victoria and Alaska. On-site amenities at this full-service marina include state-of-the-art security and technology including 24/7 concierge services ensures marina visitors have access to all that is available within British Columbia's capital city and around the region. For more information about the Victoria International Marina, visit [www.vimarina.ca](http://www.vimarina.ca).

## About Community Marine Concepts Ltd.

Founded in 2014, CMC focuses on acquiring, developing, managing, and servicing coastal properties that showcase the remarkable Pacific marine lifestyle. CMC's network of marine properties set new standards for service and quality in nautical hospitality, drawing attention from the yachting community worldwide. All CMC destinations are known for creating outstanding and extraordinary experiences with authentic West Coast hospitality. The Victoria International Marina (VIM) is the company's flagship property.

## Need to know facts

The Victoria International Marina will include two anchor commercial buildings consisting of more than 12,000 square feet of rentable space:

- The first is an amenity and flex space to be used by marina patrons, with conference and meeting space for up to 100 guests.
- The second commercial building will become an exclusive restaurant, already spoken for by a local restaurateur who promises to bring another award-winning dining experience to a city renowned as a culinary destination.

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## Of the 28 slips:

- Seven are being reserved for daily moorage (with a three-day minimum)
- Seven will be available for lease monthly (with a three-month minimum)
- Seven are available for annual lease
- Seven are reserved for long-term tenants, with a 40-year lease

## Services include:

- Helicopter authorization
- Inner Harbour customs facilities and fueling
- Provisioning, including fresh local ingredients, wine tasting and chef recommendations
- Ship maintenance and transportation
- 24/7 concierge
- Cruise planning and itineraries
- Guided tours, fishing trips and outdoor adventure excursions
- Charter planes and helicopters
- 24hr yacht assistance

## Amenities include:

- High-speed Wi-Fi
- Dedicated crew facilities and Crew Club (gym, lounge, business centre)
- Power
- 24/7 access to private office, boardroom and support services
- Private conference and event facilities

# Story Ideas



## Victoria International Marina to host the prestigious Melges24 World Championship in May 2018

In May 2018, the Victoria International Marina will be the host marina and diamond sponsor for the Melges24 World Championship, one of the world's most prestigious regattas. Melges24 will create an opportunity to showcase Victoria's spectacular harbour front and surroundings to an international audience of sailors and boaters. It is expected that more than 60 entrants and their families will visit Victoria in May 31 - June 8, 2018. In addition to the excitement of watching the race, Victorians can soak up the high-profile global attention that Melges24 brings. All the entrants will be berthed at the new Victoria International Marina. Melges24 is coming to Victoria in partnership with the Royal Victoria Yacht Club.

## Canada's first luxury green marina

In conceiving and building the Victoria International Marina, priority has been placed on preserving the pristine waters of one of the finest cruising destinations anywhere on the globe. British Columbia is known for its spectacular shores, beaches and islands. Its waters favour consistent early summer southwesterly winds and host a varied ecosystem including pods of orcas and porpoises that call British Columbia's Pacific Marine corridor home.

## Victoria as a thriving boating destination since 1862, now with a new state-of-the-art marina

Known for its rich history of sailing and sailboat racing and for being a homeport, Victoria has been a thriving boating destination since it was founded in 1862, when it became a hub for trade in the west and for sailors. The history and tradition of sailboat racing in Victoria began with the city's celebration for Queen Victoria's 24th birthday in 1888 when the first organized yacht race took place, after which the Royal Victoria Yacht club was founded in 1892. Today, the Royal Victoria Yacht Club is home to the largest fleet of Melges24 racing sailboats in Canada and has an active membership of more than 1,000 local yachtsmen and sailors.

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# Story Ideas



## Victoria International Marina as the gateway to adventure, at the heart of the Pacific Northwest's cruising waters

Victoria is at the gateway to the Inside Passage and the Canadian Pacific Marine Corridor connecting 25,000 kilometers of coastal wonder. An extraordinary combination of land and sea make the Pacific Northwest one of the most compelling destinations in the world. Boaters can cruise the pristine coast of Washington, British Columbia's Salish Sea and Alaska, including the Inside Passage - a maze of deep channels, quiet coves, majestic marine life and forested islands. Victoria International Marina is a true ambassador of Victoria's marine-based tourism; the local paddling experiences are some of the best in the world, and guided tours, fishing trips and outdoor adventure excursions are provided from the marina.

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# Media Tour



**July 26 2017**

## **General Speaking Points**

**Craig Norris, CEO  
Community Marine Concepts Ltd.**

## **History**

The initial master plans for West Victoria and the Songhees included a large marine-themed development hub at Lime Bay. Developers, guided by market demands, ended up building a foundation of residential property that inherently carried a 'NIMBY' sentiment. As a result, plans for the marina suffered a series of setbacks over the thirty years since being initially conceived, going from a large marine centre housing motor and sailing vessels of all sizes along with a plethora of square-footage for associated commercial and retail space, to a 28 vessel marina with 48 parking stalls, two one-storey buildings and very limited upland.

The 4.5 acre water-lot on which the marina is being constructed is a foreshore lease from the Province of British Columbia. Its current boundary lines are a remnant of the original provincially-owned lands in the area. My understanding of the origin of the two half-acre freehold properties, on which the marina buildings will be constructed, is that they were provided as part of a land swap that included the land that now forms Lime Bay Park. Both properties were essentially water prior to a shoreline extension completed prior to the building of the Royal Quays condo complex.

## **Current Ownership**

The current owners, two Vancouver families in partnership, purchased the land and the project in the spring of 2014. They prefer to remain silent owners but I can assure you that they are passionate about creating a project that will be world-class and something BC can be proud of.

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## General Speaking Points, continued



### Values

Our core values are our guiding principles and were developed by our team in collaboration with our ownership group. They are the foundation from which we create and maintain our company culture, inform our employee selection, select business partnerships, guide the direction of growth, and add meaning to the work we do.

When it comes to **people** our approach is **friendly**.  
Our positive approach will make guests feel special;  
we are professional, dedicated and at the service of others.

Our approach to **serving** others is to **brighten your day**.  
We remember that we are here for you, so you can have an  
outstanding and extraordinary experience.

We will **acknowledge, resolve and improve** by continuously working  
on the guest experience to ensure it is the best possible.

What is our business?

We are **ambassadors of the Pacific Marine lifestyle**.  
Our goal is to share the beauty, lifestyle and nature of Canada's  
West Coast in a manner that demonstrates responsibility  
to our environment.

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## General Speaking Points, continued

### Business Plan

The project's business plan has taken as many forms as the design has over the years. It has been adapted and rewritten to reflect evolving design and industry trends. The most current change to the business plan was completed in the spring of 2015, after plans to update the development permit were shelved when the board voted to discontinue with the City's development permit process because the process became too unpredictable, unreliable and thus risky. It was decided to revert to a previously approved and still valid permitted design. The challenge would be to create a new business plan around a design that no longer represented the highest and best use of the property.

It was initially conceived that each of the 28 slips would be sold off as long-term leases with a 40-year term. This model would have created a long-term and significant cash flow problem for any operator of the marina while also setting the stage for a very stagnant marina atmosphere.

The business plan was adapted to allow for a much more vibrant and active use of the marina property. As a result the marina was divided evenly into four main service categories:

1. long-term 40-year leases
2. 1-year leases
3. 3-month minimum/seasonal leases
4. transient/3-night minimum moorage stays

By varying the type of moorage product we can somewhat vary the type of use. By retaining slips for transient moorage we open up the possibility of using the lease space for things other than boat moorage (e.g., boats shows, product launches, special events, etc.).

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### Site Development Plan

There are 10 main components of the floating portion of the marina development plan:

1. Breakwater
2. Head floats or connector docks
3. Fingers
4. Float anchorage
5. Access ramps
6. Utilities
7. Moorage hardware
8. Navigation aids
9. Safety hardware
10. Lighting

## General Speaking Points

### There are 4 main components of the upland development:

1. Buildings
  - a. Marina office
  - b. Event space
  - c. Retail space
  - d. Office space
  - e. Crew facilities
  - f. Concierge
  - g. Restaurant
2. Utilities
3. Pedestrian areas
4. Marina access

### Features

1. Finishes
  - a. Polished stainless steel moorage cleats and other hardware
  - b. Finished yellow cedar bull rails and rub rails
  - c. Continuous non-marking D-rubber
  - d. Concrete
  - e. 100% hidden utility conduits
  - f. RGB low-level LED Lighting throughout docks
  - g. Custom aluminium powder coated utility and safety cabinets
2. Utilities
  - a. Advanced custom security systems
  - b. 240 volt single phase 100 and 50 amp outlets
  - c. 480 volt three phase 100 amp outlets
  - d. Dedicated sanitary hydrant
  - e. Dedicated potable water

3. Services
  - a. Full-service concierge
  - b. Docking assistance
  - c. Valet parking
  - d. Moorage revenue while away
  - e. Individual metering and centralized billing
  - f. Crew facilities with one-card billing
  - g. Restaurant with catering

### Status

- Moorage as soon as the Q4 2017.
- Power supply likely not available in full-service until late fall (completion of the building).
- The restaurant is hoping to open for the 2018 summer season.
- The grand opening of all marina features will be in the spring of 2018.

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# Management Bios



## Craig Norris, CEO

An engagement with environmental business practices has driven Craig through a successful career as a project manager and then as a strategic consultant. With Environmental Science credentials from the University of Calgary and over 12 years at Stantec Consulting, Craig's experience was a natural fit with Community Marine Concepts' legacy Victoria project. Since 2014 Craig has been instrumental in moving Victoria's premier luxury marina through the regulatory process and into its construction phase. As CEO, Craig brings his passion for the outdoor lifestyle, and the west coast that he grew up on, together with a deep understanding of business planning and management. His desire is to bring the sensational Pacific Northwest Coast to new markets, attracting visitors to explore Victoria and the unique region, as well as to re-ignite a local passion for the marina lifestyle.

## Steve Sinclair, Director of Operations

Steve Sinclair brings to the Victoria International Marina many years of marina management experience in the coastal waters of BC. First in the North, at Haida Gwaii, and then as General Manager of Oak Bay Marina and Complex, Vancouver Island. For four years Steve managed all daily operations at the Oak Bay Marina and Complex dealing with leasing, moorage, and vendors, as well as liaison with the district and community of Oak Bay. Having grown up on the west coast, he has been an avid boater since he was young, Steve has the perfect combination of business knowledge and personal experience of the pacific marine lifestyle, to ensure the Victoria International Marina meets the exacting standards expected by the new wave of visitors coming to explore Victoria and the waters of the Pacific Northwest.

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# 2018 Melges24



## 2018 Melges24 World Championship to take place at the Victoria International Marina

**MARCH 24, 2017, VICTORIA, BC**— The Victoria International Marina, in partnership with the Royal Victoria Yacht Club, will be the marina from which the May 2018 Melges24 World Championships will take place.

The annual Melges24 is one of the most prestigious regattas in the world, reaching an international audience and attracting sailing talent from around the world. The economic impact is estimated at \$1,000,000 and it is expected that the race will attract 60 to 80 entrants and their families who will visit Victoria throughout the race scheduled for May 31 to June 8, 2018.

“We’re excited to be the host marina for the Melges24 race in 2018, which would not have been possible without the support of the Royal Victoria Yacht Club and their leadership team,” says Craig Norris, CEO of Community Marine Concepts. “As the diamond sponsor, we are committed to supporting and sharing the Pacific West Coast lifestyle with boat enthusiasts around the world.”

Melges24 is returning to Victoria in partnership with the Royal Victoria Yacht Club; it was last held in the city in 2014. Today, the Royal Victoria Yacht Club is home to the largest fleet of Melges24 racing sailboats in Canada and has an active membership of more than 1,000 local yachtsmen and sailors.

“The Royal Victoria Yacht Club, along with the Melges24 organizing committee, is excited to be hosting one of the most prestigious regattas ever raced in Canada.”  
Duncan Stamper, Co-Chair, Melges24 Organizing Committee

continued on next page...

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# 2018 Melges24



The Victoria International Marina will open their 28 slip facility this summer, with space for yachts between 65 and 175 feet. Seven of the 28 slips are being reserved for daily moorage (with a three-day minimum). Seven slips will be available for lease monthly (with a three-month minimum) and another seven available for annual lease. The final seven are being reserved for long-term tenants, with a 40-year lease. Additional on-site amenities will include state-of-the-art security and technology, including Wi-Fi and 24/7 concierge services, to ensure marina visitors explore all that is available within British Columbia's capital city and around the region

Victoria has been a thriving boating destination since it was founded in 1862, when it became a hub for trade in the west and for sailors. The history and tradition of sailboat racing in Victoria began with the city's celebration for Queen Victoria's 24th birthday in 1888 when the first organized yacht race took place, after which the Royal Victoria Yacht club was founded in 1892.

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# Media Quotes



## Attribution:

**Steve Sinclair**, Director of Operations  
Victoria International Marina

'We are receiving daily calls for vessels wishing to moor with us both short term and long term. For those requests, until we are open, we are working with our friends in the industry to find these guests space.'

'We are seeing an increase in requests as a result of our marketing efforts both in print and through social media.'

'From what I am hearing, there is a buzz within the luxury yacht community with regards to there being a luxury yacht marina on the West Coast of Canada. We are seeing that there is a definite need for this type of service and facility, one that meets the demand for power and security that these vessels require.'

'Yacht owners are excited for the completion date of the marina as there is no other facility like it on the Pacific West Coast.'

'We are receiving more and more calls inquiring about our event space to rent at the marina from the local community as well as corporations from the US.'

'We look forward to being able to accommodate vessels looking for moorage for weekends like the Victoria Symphony Splash and Swiftsure in 2018. We learned while attending the Seattle boat show earlier this year, that the top reasons why boaters come up from Seattle to Victoria are for those events.'

'We anticipate that we will be sold out from mid-May 2018 thru until mid-June 2018 as we host the Melges24 2018 World Championship.'

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## Creating Remarkable Experiences



### Friendly

Our positive approach will make you feel special; we are professional, dedicated and at your service.



### Brighten Your Day

We remember that we are here for you... so you can have an outstanding and extraordinary experience.



### Acknowledge, Resolve and Improve

By continuously working on your experience with us we will ensure it is the best possible.



### Ambassadors of the Pacific Marine Lifestyle

To share the beauty, lifestyle and nature of the West Coast of Canada with you.



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