

Disclaimer

The information provided in this document is intended as general guidance for the members of the Gibsons Economic Development Partnership in determining if a foot passenger

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Executive Summary

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Analysis.....

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1 Background

The Gibsons Economic Development Partnership is focused on develop

2 Market Research

2.1 SWOT Analysis

This section will discuss the strengths, weaknesses, opportunities and threats that could impact any attempt at re

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4. **Fixed Costs:** The fixed costs in terms of vessel and on-shore infrastructure may be too high. A vessel must balance the needs of cost, reliability, safety, comfort and the cost

steady stream

3. **Weather Factors:** Sometimes the weather in Howe Sound and the Lower Mainland can be very extreme. The smaller the vessel selected for the foot passefoot

2.2.1 BC Ferries

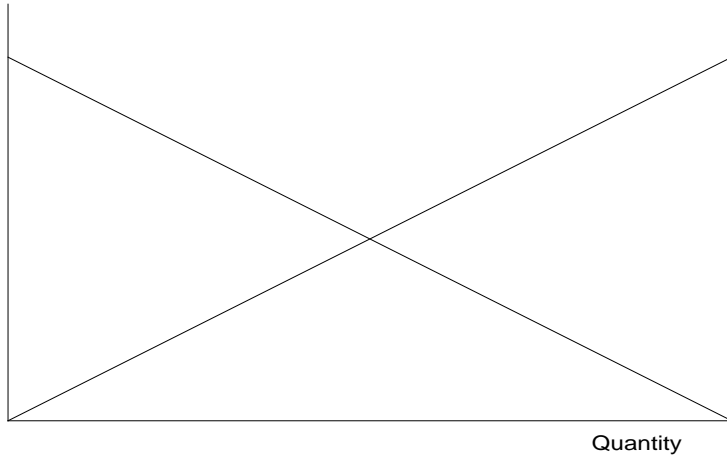
The BC Ferries currently provides the bulk of transportation for people and goods to and from the Sunshine Coast. It provides scheduled service between Horseshoe Bay and Langdale terminal.

BC F0.09765 7995 2830 Tm (r)Tj8(o)T2Tm (u)Tj 0.09765 0 0 -0.09765 5696 2480 465m (u)Tj C

tourism and construction. Another trend of interest is the value of annual bu

of these tourists are also attached to their vehicle that

on the vess



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quiet legs of the voyage. Five people on the 7:45 AM and eight people on the 10:30 AM.
It i

For tourists a push strategy should be employed in tandem with other tourism groups on the Sunshine Coast. The foot passenger ferry service alone is likely not suff

reliable service because they need to know that they will arrive on the Coast at a particular time so that they pick up their children from childcare.

The commuters agreed that the foot passenger ferry service operator would need to make commuters the priority market segment in operatin

added to the plan in the future. Currently, it appears as though there is some under-utilised parking beside the Quay building and on the waterfront side, as well as in an underground parking lot under The Club off of Molly's lane. The use of these parking facilities needs to be negotiated with the owner and with the Town of Gibsons.

Due to the Harbour Authority's request not to have foot passenger ferry service traffic drive down the government dock, it may be possible to establish an identified drop-off zone or use an existing bus stop that could be used for this purpose..

programs, seniors, students, pre/post cruise, and marine specialties. Generally it is believed that tourism can make the foot passenger ferry service profitable.

There are different tourism markets and segments to explore and the route from Vancouver to the Coast could take longer than the typical one-hour commuter run. This trip could be billed as an “educational advent

foot passenger ferry service operator to generate more tourism revenues on the Vancouver side of the route without having to spend much time and money on promotion.

3.1.5 Sunshine Coast Regional District

The Sunshine Coast Regional District (SCRD) depends on the link to Vancouver for business purposes. Occasionally staff travels to Vancouver to complete t

The Harbour Authority does not plan to charge a landing fee. Howeve

service as BC Transit is not prepared to make any detours, schedule changes, or offer additional service for the foot passenger ferry service.

It may be possible

- There are opportunities to

now have an electronic system with a magnetic str

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4 TRANSPORTATION OVERVIEW

This first route could be advantageous in that it may be approximately 5-10

m

However the Harbour Master believes that there shouldn't be any conflicts over the use of this area.

A moorage agreement needs to be signed by a potential foot passenger ferry service operator. The moorage agreement requ

The Vancouver foot passenger ferry service terminal will be located at the Seabus terminal, in the

baggage would need to be collected in the CP Stat

The Vancouver CP Station Building is an ideal gateway to a transportation network. Fro

5 VESSEL AND REGULATORY ENVIRONMENT

5.1 Vessel Types

There are two types of vessels, which wou

6 Economic Model

6.1 Revenues

There are many potential sources of revenue for a foot passenger ferry service. They are discussed in order of magnitude of the revenue that they can potentially generate.

6.1.1 Commuters

The anchor to this service will be the commuting public. It can be expected

The pickup of large sto

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\$100,000 of vessel replacement cost, with

6.3.1.5 *Office*

Office costs are to cover the expense of having a general manager, a part time administrative assistant, legal and accounting, office rent, equipment and phone. The office expense has been estimated at \$6,858 per month.

Working capital would need to be in place for the foot passenger ferry service prior to
co

Year One Profit/Loss	AMM	ABI
Revenue		
Passengers	\$ 299,396	\$ 299,396
Fixed Costs		
Lease/Mortgage	\$ 81,783	\$ 40,892

6.6.3 *Scenario Three*

In

Year One Profit/Loss	AMM	ABI
Revenue		
Passengers	\$ 501,669	\$ 501,669
Fixed Costs		
Lease/Mortgage	\$ 57,987	\$ 28,994
Insurance	\$ 27,800	\$ 21,800
Moorage	\$ 2,373	\$ 2,373



6.6.5 *Topics Not Considered in Scenarios*

6.6.5.1 *Langdale-Vancouver Route*

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towards making their operation successful. In particular this subcommittee should work to resolve the following issues and perform some pre-emptive planning:

1. Parking in lower Gibsons for commuters;
2. Approaches to avoiding potential congestion on the public wha

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8 APPENDICES

8.1 Market Segmentation and Forecasts

passengers

