



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

Glorietta Bay Marina Berthing Slip Fees

RECOMMENDATION

Adopt a resolution “Adopting a Berthing Slip Fee Structure for the Glorietta Bay Marina”.

BACKGROUND

The City of Coronado (City) controls Glorietta Bay Marina, a 100-slip marina in Port of San Diego Tidelands, adjacent to City Hall. Since 2001, Glorietta Bay Marina (the Marina) has been managed by California Yacht Marina (CYM) for the City. This management responsibility entails managing slip rentals, waitlists, rental fee collection and remittance, and general maintenance.

Berthing slips range in sizes from 20’ to 110’. The slips are continuously rented and CYM maintains a waitlist of interested parties. Slip fees were last holistically modified by the City Council in July 2013. An annual Consumer Price Index (CPI) adjustment is applied in July, as set forth in Council Resolution No. 8616 (July 2013). Every five years a market study of comparable marinas is conducted to ensure that the Marina’s slip fees do not exceed the market average. There has been no adjustment to align the slip fees with the market in 12 years.

CYM conducted a market study in August 2025, examining berthing slip fees for 13 comparable marinas in the San Diego Bay region. The study showed that for the smaller classes of slip length, GB Marina’s rates are consistent with the regional average, indicating the annual CPI adjustments kept pace with the market. In contrast, for the larger slips, the market outpaced CPI, and the Marina’s rates are approximately 34-36% less than the market average.

August 2025 Berthing Fee Comparison of San Diego Bay Area Marinas

Slip Length Category	Glorietta Bay Marina Rate (\$)*	San Diego Bay Area Average Rate (\$)*	Difference from Avg in Dollars (\$)	Difference from Avg as a Percent
20’	20.15	19.89	0.26	1.32%
22’	20.15	19.96	0.19	0.96%
25’	20.15	22.12	-1.97	-8.89%
30’	23.62	26.02	-2.4	-9.23%
32’	23.62	25.94	-2.32	-8.96%
34’	23.62	27.47	-3.85	-14.02%
40’	25.00	28.90	-3.90	-13.49%
50’	27.78	33.44	-5.66	-16.94%
60’	27.78	40.63	-12.85	-31.62%
70’	31.96	42.25	-10.29	-24.36%
106’	35.44	52.40	-16.96	-32.36%
110’	35.44	55.05	-19.61	-35.62%

*Rates are calculated per lineal foot by vessel size. These are monthly rates.

In early 2025, CYM administered a satisfaction survey to slip holders, which yielded very high positives about the Marina experience. Most respondents indicated the berthing experience as “excellent”. Other respondents indicated a “very good” or “good” experience. No respondents reported a “fair” or “poor” experience. The highest rated feature was location with other positives of price and marina quality. The Marina continues to be highly desirable.

ANALYSIS

After conducting the market comparison, CYM developed a recommended slip fee structure to bring fees to the current market average. The effect of this adjustment on slip holders varies based upon slip length, as shown in the preceding table. The proposal to align fees to the market average includes implementation over three years, to lessen the single-year impact. The result will be a step-up in slip fees over three years, by one-third of the total increase plus annual CPI in the second and third years. For slips that are at the market average currently, there is no rate adjustment and only annual CPI will be factored. New slip holders will be charged the new rates.

The following table shows the proposed December 2025 fee change to the market average. The fees are categorized by slip size, and organized into new ranges:

**Proposed Berthing Slip Fees (December 2025)
Per Foot Slip Rate by Length Category**

20'-24'	25-28'	29'-33'	34-37'	38-45'	46'-55'	56-65'	66-80'	81'-109'	110'-120'
\$20.15	\$22.12	\$26.02	\$27.47	\$28.90	\$33.44	\$40.63	\$42.25	\$52.40	\$55.05

A three-year implementation is recommended for current slip holders to smooth the rate increases. For 2025, 2026 and 2027, one-third of the rate increase will be applied. CPI will be applied in years 2026 and 2027 (and thereafter). The following table illustrates this three-year implementation, with an assumed 2.5% CPI. The actual slip fees in 2026 and 2027 will vary based upon contemporary CPI.

Year	20'-24'	25-28'	29'-33'	34-37'	38-45'	46'-55'	56-65'	66-80'	81'-109'	110'-120'
2025	\$20.15	\$20.80	\$24.41	\$24.89	\$26.29	\$29.65	\$32.02	\$35.36	\$41.04	\$41.91
2026	\$20.65	\$21.97	\$25.82	\$26.80	\$28.24	\$32.28	\$37.10	\$39.67	\$47.71	\$49.49
2027	\$21.17	\$23.18	\$27.27	\$28.75	\$30.25	\$34.97	\$42.30	\$44.09	\$54.55	\$57.25

For future years, the automatic annual CPI adjustment is recommended to continue. In addition, a regular market study is a best practice to ensure fees align with the market average and keeps pace with escalating costs. It is recommended that this commence in 2028, to allow for any true-up between existing and new customers after full implementation of the phased-in rates, and every five years thereafter.

FISCAL IMPACT

The Marina’s net revenue is deposited in the City’s Coronado Tidelands Fund, a separate fund maintained for the management and stewardship of the Marina and adjacent facilities in Glorietta Bay Port Tidelands. The fund pays for a monthly concession payment to the Port of San Diego (10-11% of revenues), CYM’s Marina management services, utilities, and maintenance activities. In addition, the

Fund accrues savings for significant future capital projects at the Marina. The dock system and components are in good condition currently but will require replacement in the coming decades. The City's goal is to reserve funds to meet this future obligation. Currently, Marina slip rental revenues are budgeted at \$1.4 million in the FY 2025-26 Budget. Modifying the berthing slip fee structure will have a positive effect, spread across several years, with actual impact dependent on the rental occupancy and length of vessels.

ALTERNATIVE

The City Council may decline to adopt the recommended fee structure, may modify the free structure or implementation plan, or direct staff to develop and return with alternatives or additional information.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

This action is not subject to CEQA.

PUBLIC NOTICE

Public notice was published in the September 17, 2025 Coronado Eagle Journal. Letters dated September 15, 2025 were mailed to all Glorietta Bay Marina slip holders to notify them of the proposed slip fees changes and the opportunity to participate in the October 7, 2025 public hearing. As is customary, California Yacht Marina will notify all slip holders of the approved fee change 30 days in advance of implementation.

ATTACHMENTS

1. Resolution 2025-52
2. August 2025 Glorietta Bay Marina Berthing Slip Market Fee Study
3. Coronado City Council Resolution No. 8616

Submitted By: City Manager's Office / Tina Friend