



BELLPORT

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*Delivering the Dream*







BELLPORT

*Setting the Standard for Others to Follow*

UNITED STATES | MEXICO | JAPAN



## THE BELLPORT GROUP

### | *Creating and managing five-star marina properties*

An industry leader, BellPort is a premier marina management and development company that partners with owners to create and operate luxury marina properties around the world. The company manages marinas in the United States, Mexico and Japan. BellPort has also performed marina consulting services and supervised marina construction in the United States, Mexico and Europe. BellPort focuses on marketing the appeal of the boating lifestyle rather than just the slip space. We provide superior financial performance to our marina owner partners and the finest guest experience available to our boating tenants.

Sound management principals and decades of experience developing renowned leisure and hospitality properties are the cornerstone of our business. Headquartered in Newport Beach, California, BellPort has branch offices at all marina locations and specializes in creating luxury waterfront facilities that become boating destinations and hubs for recreational activity in the community.



## THE BELLPORT PHILOSOPHY

### | *Performance not promises*



BellPort strives to create a culture of five-star hospitality at every facility that raises the BellPort flag. Similarly, as the premier marina management company in the world, BellPort delivers long term financial results that consistently exceed expectations. We instill in our employees a passion to make the BellPort brand synonymous with the best of boating for both the marina tenant and the marina owner.

*“I can assure you that if BellPort commits to operating your marina,  
it will be a resounding success.”*

— JERRY EPSTEIN  
OWNER, MARINA HARBOR ANCHORAGE

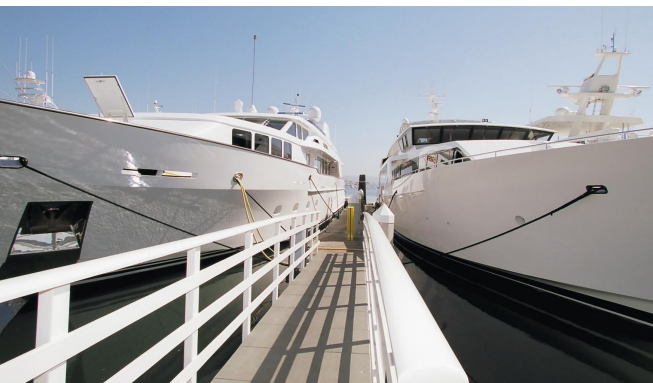
## ACCOUNTING, REPORTING AND FINANCIAL CONTROLS

### | *The distinguishing edge*

The success of any company is based on financial performance. The BellPort financial team uses state-of-the-art, customized marina management software to track every slip in every marina and to translate operating efficiencies into bottom-line results. We create an annual business plan for every property and provide meaningful financial information which is available electronically throughout our marina facilities. Our evolved set of timely financial tools includes:

**CENTRALIZED ACCOUNTING** | **ADVANCED REPORTING SYSTEMS** | **ONLINE FINANCIAL DATA AND DECISION-MAKING TOOLS**  
**SHORT AND LONG TERM FINANCIAL PROJECTIONS** | **ASSET REVIEWS** | **OPERATING BUDGETS** | **ANNUAL BUSINESS PLANS**

Exit strategies are often called for and are provided. BellPort provides financial assistance for expansion, redevelopment and other capital needs.



## OPERATING EXCELLENCE

### | *Innovation, resourcefulness and dedication*

BellPort operates both fresh and saltwater marinas and offers extensive services to its boating tenants ranging from total boat care concierge programs to discounts on fuel and other services. BellPort also manages commercial facilities including restaurants, offices and boat yards and operates the only saltwater drystack in California with over 200 boats stored in vertical racks offering an environmentally sensitive alternative to wet slips. Daily inspections and dockwalks ensure

that all docks are in top shape and that superior customer service is reflected in all aspects of the facilities. BellPort's centralized human resources department services all locations and provides training, scheduling, operational standards and administration of health and other benefits to all employees. Key operating success factors include:

**TIGHT COST CONTROLS** | **SUBSTANTIAL PURCHASING POWER** | **FULL-TIME TRAINING AND SAFETY ORIENTATION** | **CONSISTENT POLICY**  
**ADMINISTRATION** | **CENTRALIZED ADMINISTRATIVE RESOURCES** | **INSTALLATION AND MAINTENANCE OF STATE-OF-THE-ART SYSTEMS**

BellPort's comprehensive operating model is designed to maximize boater satisfaction while ensuring financial returns for marina owners.

***"BellPort has a very professional approach to management. We can recommend their services and abilities without reservation."***

— JOHN L. CURCI  
PARTNER, LIDO PENINSULA COMPANY







*“BellPort has improved the infrastructure of the facility and their positive attitude of solving complex problems around a marine environment is most welcome.”*

— JESSE SALEM  
PRESIDENT, NEWPORT HARBOR SHIPYARD

## MARINA DEVELOPMENT, PLANNING & ENTITLEMENTS

### | *Developing luxury marinas of enduring value and superior design*

The BellPort team has successfully developed new marinas and reconfigured existing ones in several countries around the world. We partner with marina owners and work with the multitude of other parties that are integral to undertaking reconfiguration and reconstruction projects including city, county and state governments, construction companies and third party service providers. Our professional planning for waterfront facilities includes:

- | DESIGN AND CONCEPTUAL PLANNING
- | ECONOMIC FEASIBILITY STUDIES
- | DUE DILIGENCE
- | WORKING DRAWINGS AND SPECIFICATIONS
- | PERMITS AND ENTITLEMENTS
- | NEGOTIATION OF CONSTRUCTION CONTRACTS
- | CONSTRUCTION SUPERVISION
- | ENVIRONMENTAL COMPLIANCE
- | DEVELOPMENTAL STANDARDS

BellPort's experience and contacts in the industry ensure that the project will be done on time and within budget.

## MARKETING & PROMOTION

### | *Leveraging brand equity*

BellPort's in-house promotional team creates marketing plans for all our marinas because we believe in the advantages of planning and the efficiencies that come from a coordinated promotional effort. We leverage our brand strength to work for all of our properties and we support our marinas with comprehensive and centralized marketing services including:

- ADVERTISING | PUBLIC RELATIONS | BOATER COMMUNICATIONS
- COLLATERAL MATERIALS | DESIGN | SPECIAL EVENTS

Whether it is for a new facility in Mexico or the reconfiguration of an older dock in Texas, BellPort's promotional staff creates marketing programs that underscore our consistent quality of service and our commitment to providing a superior boating experience.



## THE BELLPORT TEAM

### | *Breadth and depth of experience*

BellPort was founded in 1997 by Richard S. Stevens, Joseph J. Ueberroth and Peter V. Ueberroth. Throughout their more than 100 years of collective experience, the principals of the company have owned, operated and managed well known hotels, clubs, marinas, and golf clubs. Their unique and diverse backgrounds in all facets of the leisure and entertainment industries are unparalleled and bring to the mix a wide array of expertise in hospitality activities and services.

The founders believe that the fragmented and inconsistently managed marina industry holds great potential for investment and financial success. By injecting hospitality disciplines, modern management systems, financial controls and marketing know-how, BellPort has the capability to expand and grow every aspect of waterfront recreation and boating.

*“Since their selection, BellPort has consistently out-performed prior years’ results and forecasts, while increasing occupancies and improving our relationship with the boat owners.”*

— RICHARD SIM  
PRESIDENT, THE IRVINE COMPANY

## RESULTS

### | *Differentiation via sound management principals*

At BellPort, we have consistently produced outstanding financial results and growth for our clients. The company has delivered net operating profits 10-15% higher than the top 25% of marinas surveyed by the International Marina Institute. BellPort generates multiple, definable revenue streams that complement slip fees while creating a service rich environment for the boating tenant as well as the surrounding community.

Marina owners turn to BellPort for a highly disciplined team that has experience working with challenging projects of a large scope, meeting the changing needs of waterfront facilities, and exceeding owner expectations. By choosing BellPort and our portfolio of management services that are unique in the industry, you partner with a team that has a diverse hospitality background, is financially solid, and is prepared to invest in your business.





*For more information on marina development  
and management services  
please contact us at:*

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