

Town Of Dillon
P.O. Box 8
Dillon, CO 80435
970.468.2403 local
www.townofdillon.com



For Immediate Release
Thursday, January 17, 2013

Contact: Susan Fairweather
Director of Economic Development,
Marketing & Communications
(970) 262-3403
sfairweather@townofdillon.com

What: Dillon Marina Earns Top Honors as Large Marina of the Year

When: January 11, 2013

Marina Dock Age, a nationally recognized trade publication, recognized two outstanding U.S. marinas (one small - fewer than 250 slips and one large - 250+ slips) on January 11, 2013. The winning marinas display success through exemplary business practices, commitment to customer service, environmental responsibility and contributions to the marina industry according to the publication.

Marina Dock Age Magazine announced the winners of the coveted Marina of The year Award as follows: for large marinas category, The Dillon Marina in Dillon, Colorado and for small marinas category, Sunrise Harbor Marina in Ft Lauderdale.

Dillon Marina Manager Bob Evans, Certified Marine Manager said " This is a tremendous accomplishment for the Dillon Marina and Town of Dillon. This was a team effort and never could have not been accomplished without all of the Town of Dillon staff helping the marina to win this award. I'm very proud that the marina has won this award as the application process was very long and contained over 130 pages and 140 photos"

The application for prestigious award has ten categories that include:

1. Overview, information about the company's vision or mission statement, the company culture and specific goals.

2. Business Operations

Describe your staff and their responsibilities. How do you manage your business and monitor performance throughout the year?

3. Facility Improvements

Describe any expansions, updates or added amenities. What did you do? How did you do it?

4. Advertising and Marketing

Describe the market you target and serve Describe your website, newsletters, special events and any other creative marketing efforts.

5. Customer Satisfaction

How do you build relationships with your customers? Describe events you plan and manage. What special services do you provide? How do you measure customer satisfaction, and what have been the results?

6. Environmental Responsibility

How do you ensure a clean and safe environment for your customers? What measures do you take to limit your impact on the environment? What are you doing to be “green?”

7. Industry Involvement

What is your relationship with nearby businesses or marina colleagues? List memberships and position held in organizations and associations in the industry. How do you celebrate National Marina Day?

8. Benefit to the Community

Include achievements for local tourism, jobs created and your membership and activities in civic and/or charitable organizations. List memberships and positions held in professional organizations and associations in the local business community.

9. Special Challenges

What challenges are unique to your facility (location, regulations, natural environment, etc.)? This can include challenges you faced in the past. How did you overcome them and how do you take on current challenges?

10. Attributes and Accomplishments

What sets your marina apart from the rest?

Dillon Marina is located in Dillon Colorado and is one of North America’s highest marinas, and one of the highest in the world. In the alpine environment, the annual snow fall average is more than 230 inches, average water fluctuations are 10 to 20 feet per year and can change as much as 60 feet. The marina has 260 long term slips, and 36 short-term slips and occupies a 56 acre footprint, on six acres of land and more than 6,000 feet of docks. In 2012, more than 55,000 guests visited the marina, for its rental boats, Tiki Bar, or Sailing School, as well as its slips. The original marina dates back nearly 40 years and has long been a recreational attraction and economic engine for Dillon Reservoir and Summit County. The marina has made many improvements following a master plan approved by the city in 2008. For more information contact Bob Evans, Dillon Marina Manager at 970-418-3242.

#

#

#