Ann Machado - RE: Marine-related marketing

Reviewed for Code Compliance
Inspections Division
Approved with Conditions

Date: 08/20/13

From: "Miller, Derek" <dmiller@Boulos.com>
To: Ann Machado <AMACHADO@portlandmaine.gov>
Date: 7/8/2013 4:40 PM
Subject: RE: Marine-related marketing

See below.

Derek Miller | Associate
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From: Ann Machado [mailto:AMACHADO@portlandmaine.gov]
Sent: Monday, July 08, 2013 2:47 PM
To: Miller, Derek
Subject: RE: Marine-related marketing

Derek -

Thanks for providing the information. It definitely helps to get a better picture of how the property has been marketed.

I do have a couple of questions though.

With the previous tenant question, was the space vacant before it was used as the temporary construction office? Do you know how long it had been vacant - who the last tenant was to occupy it?When did it stop being used as the temporary construction office? It has been vacant since the building has been renovated. The space was never leased to anyone prior to the King's Head folks. The space was still shown to prospective users (both marine and non-marine) while it was used for a construction office. The construction guys had a table in the space for plan review and stored tools & materials in there that couldn't be left outside.

With the print media question, has the space been advertised at all in marine use specific publications? I understand that online services are the main way to reach potential marine users, but are you missing out on prospective marine users by not marketing in the print media also? Drew said that it was not productive, but I wonder if you could give me more information on what factored into that decision. We run ads weekly in the local papers with limited results. I have actually called people directly who have ended up buying buildings they have seen in the paper but just never responded to the ad. Above and beyond that, the vast majority of the "waterfront publications" such as Downeast and others are not really catering to the "working waterfront" but more people that would be sailing enthusiasts. Thus, it is hard to find a publication (besides the paper ads) which warrants the cost of advertising when we can call these prospects and email them the full brochure directly. I

know that Kim has been working on getting an ad in the Fisherman's Voice, and has one all c
not been able to coordinate that with whoever coordinates that with the publication.

Thanks Derek.

Ann

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Ann Machado
Zoning Specialist
Planning & Urban Development
Portland City Hall
(207) 874-8709
>>> "Miller, Derek" <dmiller@Boulos.com> 7/8/2013 12:28 PM >>>
Ann,

Please see below and let me know if you have any questions.

Best,
Derek

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From: Sigfridson, Drew
Sent: Wednesday, July 03, 2013 3:55 PM
To: Ann Machado
Cc: Miller, Derek; Paquette, Kim
Subject: RE: Marine-related marketing

Derek Miller and Kim Paquette will provide you with the answers.

Drew Sigfridson, SIOR | Managing Director, Partner
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From: Ann Machado [mailto:AMACHADO@portlandmaine.gov]
Sent: Wednesday, July 03, 2013 3:41 PM
To: Sigfridson, Drew
Subject: Re: Marine-related marketing

Drew -

Thanks for sending the additional information.

Section 14-311(a(3) is quite specific about marketing vacant space to marine users in the Non-Marine Use Overlay Zone in the WCZ Zone. "Ground Floor vacancy and change of occupant outside of the NMUOZ advertised to marine users: In any lot or portion of lot outside of the NMUOZ, each time a ground floor occupant departs or gives notice to depart from the lot , the space must be made available to new marine occupants. Prior to renting to a non-marine user the property owner shall advertise for a new marine occupant for not less than a sixty (60) day period in targeted media and other means reasonably calculated to reach marine users." It is this section that needs to satisfied for zoning to be able to sign off on the non-marine use. In order to do this I still need some more information.

Who was the last tenant to occupy Suite 100, Unit L? When did they leave? That space was vacant and previously used as the temporary construction office while the building was being renovated. It was marketed and shown to all prospective tenants during that time. It has since been leased to King's Head.

How long has that space been marketed to marine users? The Marine User specific brochure was created in November 2012 but it looks like we created a marine mailing list back in Jan 2011 for a flyer & letter mailing. We've done a couple of email blasts marketing marine use on 7/7/12 and most recently on 6/25/13; also sent a postcard specifically to a marine user mailing list on 10/4/11.

When you use the online resources, do you have set periods of time that you post the ad? Is this something that you can document? For instance have you continually advertised on Craigslist and loopnet since the space became vacant? Listing has been advertised on Loopnet and NECPE since it was originally posted on 9/22/10. The information is always online and available to prospective tenants. In the case of the Craigslist ad, it gets renewed every three days or so. With Loopnet, we have a premium subscription so that allows prospective tenants to pull up the information for the space that is available. It also shows up in a general search on Google (second listed option) with all the availability information.

You said that print media for real estate listings have not been productive in attracting tenants. Has this specific property been advertized in any print media like "Working Waterfront" or "Fisherman's Voice" at all. How do you determine that it was not productive. I haven't been able to make contact with Mike Crowe from Fishermen's Voice since I put the ad together on Monday. Will try to reach him again today.

Do all potential marine users only use the online services? The majority of users (both marine and non-marine) find information online for their real estate needs. We have also done an extensive direct marketing effort with mailings and follow-up calls to ensure that the information was received.

You also have contacted marine users in Portland and South Portland. These I assume are existing businesses. What about new businesses? How do you reach them? We have contacted marine users as far north as Thomaston/Boothbay Harbor and as far south as Portsmouth, NH. These are all existing businesses. New businesses are found either via word-of-mouth, internet marketing (i.e. they see the offerings we have online and contact us for greater detail or to see the space), or seeing a start-up referenced in MaineBiz (or other publications) and reaching out to them. A new business would not have an established web presence or contact information if they don't have a physical location yet.

Finally, how are the brochures that you included made available to the public? Brochures are also posted on web sites,

Loopnet and NECPE and available through the Loopnet link on Craig's List.

These are things that we need to understand in order to be able to say that you have advertised "in t other means reasonably calculated to reach marine users".

Thanks.

Ann

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>>> "Sigfridson, Drew" <DSigfridson@Boulos.com> 6/24/2013 3:21 PM >>>
Attached are the last two extension agreements for our listing of the property. (Please keep the expiration of these dates confidential.)

Virtually all of the advertising and marketing we are doing on the building is for marine-related space, since that is the only space left available in the building. (2nd floor is leased and vast majority of remaining 1st floor space is marine-related only).

Print media for our real estate listings has not been productive in attracting tenants. We have elected to use more online resources and direct solicitation People search on google, craigslist and loopnet for space needs. Here is the post on craigslist (last updated on June 19) along with our posting on loopnet:

http://maine.craigslist.org/off/3819983361.html

We are pleased to offer up to 9,900sf of subdividable commercial space available on the Portland waterfront at Merrill's Wharf. Due to zoning restrictions the space is suited for marine and marine-related users only. The building was recently completely renovated and will be built to suit for incoming tenants' space needs. The space features brick and beam construction as well as 14'-18' ceilings. There is also marine berthing available.

For pricing details and more information call Derek @ 207-773-1333.

http://www.loopnet.com/xNet/Looplink/Profile/Profile.aspx?

I also ran a search for "marine commercial space Portland Maine" on google.com and our listing came up as the #1 search item on Google for that query.

The direct calls/showings are continuous and on-going. The most recent marine-user (Salt and Sea) who had interest was a seafood user who leased warehouse space with a overhead door at the Marine Trade Center (we discussed the property with this user last month, but our space and infrastructure did not work). We also sent information in the past 30 days to Eimskip for shipping offices, but they have not expressed interest.

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