

Jet Express 2012 Season Summary

During 2012, as part of the operations for the Jet Express out of Lorain, the Lorain Port Authority programmed 18 trips out of the port. These trips included a variety of events including; Great Lakes Brewing Company Night, Oktoberfest, River & Harbor Cruises, day excursions to Put-in-Bay and trips to Horseshoe Cleveland. During 2011 nine (9) trips were programmed. These trips were initiated as part of a local marketing strategy by the Port and included corporate sponsorships from Heidelberg Distributing of Lorain and Great Lakes Brewery.

All in all, a total of 785 passengers (52 per trip)took advantage of the various events. Of the 18 cruises scheduled, thirteen (13) were conducted. Cancellations were due to weather (2 Browns trips), mechanical malfunctions (1 Browns trip), and two (2) were cancelled due to low registration. During 2011, two (2) cancellations occurred, while ridership totaled 348 (avg. 49.7 per trip). Two cancellations occurred due to low registration. It should be noted, that had the three Browns trips not been cancelled, ridership would have exceeded 1,000. Ridership per trip would have exceeded 60. Of note, also is the fact that two trips sold out; Girls Night Out and a Sunset Wine tasting Cruise.

Overall, the Lorain Port Authority netted a total of \$27,949.00 in income, while expenses totaled \$46,723.20. This resulted in a loss of \$18,774.20. However, if one includes the overall operational income from the Jet Express, (dock and head count fees, this total is reduced to \$15,805.20 (\$18,774.20 - \$2,969.00). Although this figure represents a loss, given the fact that the local economy is still depressed, the fact that several trips sold out, and that the average ridership per trip increased, it does reflect an upturn in ridership and a growth in awareness due to an increase in regional marketing efforts.

To this end, for 2013, the agency is programming in a total of nineteen (19) dates for the season. In addition to the events previously cited, events such as family day trips to Kelley's Island are also being programmed for the coming season. Additionally, due to earlier commitments for advertising, regional marketing efforts have been expanded and enhanced.

Accompanying this effort is the ongoing process for community outreach, earlier scheduling postings, and extensive social media utilization.