



PORT MAIN STREET, INC.

# ANNUAL REPORT 2023



PORT WASHINGTON  
**MAIN STREET**

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## BOARD OF DIRECTORS

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# 2023: A YEAR IN REVIEW

2023 has been another year of significant growth. Our team has grown again, sponsorships have grown, and our programming has grown. The other headline of 2023 is the arts and the growth of Port Washington as an arts destination

This year, the City of Port Washington Common Council voted to support the arts in a significant way. With earmarked ARPA funds from the City, we were able to launch the new Paint on Port mural program, a three-year program to bring 10+ murals to our city. In its first year, we have hired a project manager, established a passionate committee of volunteers, and installed FIVE murals. This all culminated with Paint on Port Week in August, which received a lot of deserved media attention. ARPA funds have also been used to expand our existing Facade Grant from \$1,500 per year to \$15,000 per year over the same three-year period. This year, we are awarding two grants to businesses on Grand Avenue to improve aesthetics of this integral downtown corridor.

In the theme of growth and the arts, the Art Walk summer kickoff event evolved into a full art-focused street festival this year - Port Festival of the Arts. With global performing artists headlining each stage area and a multitude of interactive art opportunities in between, the event brought something special to our city and to Ozaukee County.



We have not received such heartfelt response to an event since Kristina took over as executive director. The diverse acts elicited praise from many different constituents who cited great pride in Port Washington for showcasing such culturally diverse artists. We plan to hold this event again in 2024. Combined with the vibrant new murals, Port Festival of the Arts is helping to claim a spot for Port Washington as a new arts destination.

Our team has once again grown this year, as we upgraded the Coordinator position to a 20-hour per week Event and Office Manager position. The Assistant Director position is still a 20-hour per week position, making the organization at base level a two full-time position endeavor.

This is all thanks to our ever-growing sponsorship program, which brought in over \$80,000 this year, an increase of \$30,000 over 2022. In addition, we have added a new Associate Member Program, another way for outside businesses to partner with Main Street. We are extending some of the benefits of Main Street to outside businesses in the absence of a Chamber of Commerce. To date, we have ten Associate Members, accounting for about \$1,000 in new revenue.

Along with sponsor relations and the sponsorship program, the Assistant Director has also taken a more active role in media relations, allowing Main Street to strengthen ties with CBS 58, Fox6 and TMJ4 particularly. This has meant an increased presence of Port Washington in Milwaukee TV media during events, muraling, and even sporadically throughout the year. We look forward to seeing what this increased visibility does for foot traffic and business success rates.

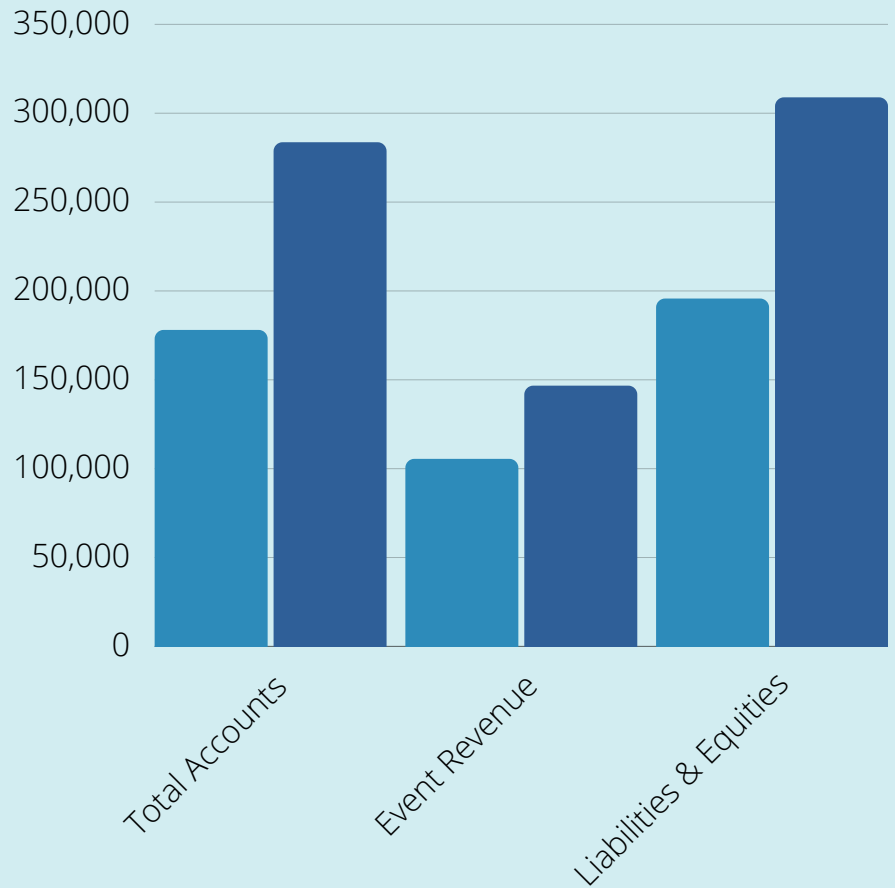


# FINANCIALS

## NOTEWORTHY COMPARISON

**2022**  
**2023**

All accounts, revenue, and liabilities & equities trending higher in 2023.



## GROSS INCOME 2023

Main Street currently has a gross income of \$306,905 compared to last year's gross income of \$234,251. This year's gross income is significantly higher due to \$38,000 in ARPA funds from the City of Port Washington for the new mural program and \$15,000 for the augmented Facade Grant, as well as the growing sponsorship program. Removing those large sums for comparison, our gross income is \$253,905, still a roughly \$20,000 increase.

# FINANCES

## 2022 Budget vs Results (as of Dec 31)

Income: \$9,000

- Actual: \$6,109

BID Contributions: \$72,000

- Actual: \$70,500

Public Support/Contributions: \$23,000

- Actual: \$23,550

Event Revenue/Sponsorships: \$52,000

- Actual: \$114,692

Administrative: \$100,306

- Actual: \$119,582

Action Expenses: \$42,260

- Actual: \$70,831

## 2023 Budget and Results (as of Dec 31)

Income: \$9,000

- Actual: \$7,528

BID Contributions: \$70,000

- Actual: \$70,000

Public Support: \$23,000

- Actual: \$53,000\* Mural/Facade

Event Revenue/Sponsorships: \$80,420

- Actual: \$146,709

Administrative: \$121,615

- Actual: \$167,652

Action Expenses: \$52,395

- Actual: \$120,502

# APPROVED BUDGET 2024

Income: \$2,000

BID Contribution: \$75,000

Public Support: \$57,000

Event Revenue/sponsorships: \$154,400

Total: \$291,400

Expenses: \$133,630

Administration: \$157,524

Total: \$245

# ROUNDING OUT THE YEAR

Main Street rounded out the event lineup with Fall Street Festival, special Third Thursdays programming, and the annual Christmas on the Corner event. Fall Street Festival, in particular, was a resounding success, bringing in over \$21,000 in profit. The Car Show continued to draw in a wider audience, as well as adding a third Midway Stage for smaller, more local acts. Attendance grew for a third year in a row. Christmas on the Corner continues to be a magical holiday event, drawing about the same crowd as in 2023. Our two street festivals and Christmas on the Corner are all in the final nomination rounds for county-wide and statewide awards this year.

In October, we kicked off the 2024 sponsorship season. With the downturn in the economy, we will have to work harder to reach our goal of roughly \$100,000. We are also focusing on marketing for 2024, working closely with Tourism to create new efficiencies and maximize reach of event and general campaigns. We have already teamed up, utilizing the same digital marketing firm, to unify our messaging and look, and we have allocated \$7,000 to general marketing in the 2024 budget.

As we bring 2023 to a close, we celebrate the huge growth in our organization and our emerging role as an arts destination. We have new focus on programs for downtown businesses that will increase success, as well as positive popular image of Main Street.



# COMMITTEE UPDATES

## Economic Revitalization Committee

The committee has new leadership with Erin Clancy taking over earlier this year. We will continue the Business Recognition program, giving out anniversary plaques at our Annual Summit. The committee is also focused on rolling out the new Main Street Grants in 2024 and expanding the hiring campaign to aid businesses in finding seasonal workers. In addition, the committee is open for free consulting sessions and has been a great resource in recruiting businesses to vacant spaces.

## Promotions Committee

The Promotions Committee is full of committed volunteers helping to plan events and marketing. This year, a new social media subcommittee was formed to brainstorm social media campaigns and streamlining posting processes. Committee members have also taken on a more significant role in planning and running the monthly Third Thursday series.

## Design Committee

The Design Committee completed another placemaking project in 2023 - the Harborview Corner. The volunteers worked hard to update the crumbling planter, adding a bench and two planters as well as a pedestal for a revolving sculpture. A Port High School student is working on the metal sculpture that will sit atop this pedestal as we unveil the project in mid-October. The Design Committee also serves as the review board for the Facade Grants. While functioning autonomously, the Paint on Port Mural Program falls under our Design tenet and is an ongoing design project through 2025.



# CONCLUSION

2023 showed significant growth, building off the foundation laid in 2022. With a new focus on the arts, including public art, art-focused event, and greater collaboration with art organizations in the city, the city is poised to become an arts destination. As we see this growth, Main Street commits to continuing this programming and marketing the downtown with this new designation.

With the new Event and Office Manager position, we look forward to the ability to fulfill our communication goals and set a new marketing plan for 2024. We look to greater efficiency and productivity with the expanded team.

In 2024, we will add business resources through a new Main Street Grant program to ensure the success of our businesses and downtown. We are bringing back a Q1 event to increase foot traffic in the off-season, and we will increase marketing throughout the year to capitalize on all the growth and all the popularity of Port Washington as a destination.

