



2025 Business Information Packet

Saying goodbye to 2024, we have a lot to be proud of. We launched a new grant program, the Main Street Grant, and we were able to award \$25,500 locally through all three of our local grants. We welcomed ALL major Milwaukee media stations to Port Washington to feature our events and businesses, including a statewide media outlet. We also installed four new murals, adding to our arts landscape and drawing significant media attention. In March, Main Street, Pear & Simple, and a standout Main Street volunteer Judy Cotter took home statewide awards through Wisconsin Main Streets. Our downtown Farmers Market also received the Community Choice Tour Ozaukee Award for best farmers market. There was record attendance at Fall Street Festival, and we welcomed many new downtown visitors with the Edelweiss Boat Tour tenure in July. It was a busy and exciting year.

We also know it was a challenging year for small business, and we had to say goodbye to a number of long-standing businesses. This is the time to join together in a collaborative spirit to tackle any shared challenges as a community.

In the packet, you will find:

- Downtown Port event date and info card
- Downtown Port event registration form
- Other Downtown Port opportunities
- Grant applications
- Marketing and Advertising opportunities
- Downtown Gift Certificate information
- Business resources, including local, WEDC, education and training resources

Please contact me if you have questions on anything in this packet. I'm available at the office most weeks Tuesday through Friday between 8:30 and 4:30 and by appointment otherwise. Feel free to reach out or visit!

Kristina Tadeo
Executive Director





Main Street Staff



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General Member Benefits

As a business in the BID district, you automatically get these Main Street member benefits:

- Networking Opportunities
- Downtown Business Advocate
- Free Business Consulting
- Free Website Listing in Directory
- Free Posting on Online Job Board
- Free Posting on Online Events Calendar
- Free Farmers Market Business Booth
- Advertising Opportunities
- Downtown Gift Certificate Program
- Discounted fees for Downtown Events
- Digital Newsletter
- Business Recognition Program
- Hiring Campaign
- Downtown Beautification
- Social Media Spotlights/Sharing
- Façade & Signage Grants
- Educational Opportunities
- Discounted Event Sponsorships
- Collaborative Marketing
- Media Opportunities
- Ribbon Cutting
- Eligibility for Wisconsin Main Street funding, design, and promotional assistance
- Network of economic development supporters (see below)
- Dedicated Staff Promoting Your Business to the Public



Website Resources downtownport.com



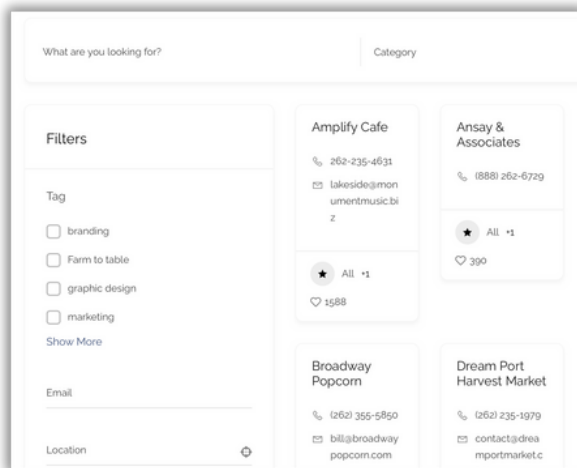
Access business resources

- Post job openings - send these to Nicki with basic description and link to your website job listing
- Learn about financing options
- Find the New Business Welcome Packet

Find Main Street forms and information on the Main Street Forms page

MAIN STREET FORMS

- Complete 2025 Event Registration in one easy place
- Main Street Grants - Facade and Main Street Grant applications
- Networking opportunities
- 2025 Event Lineup



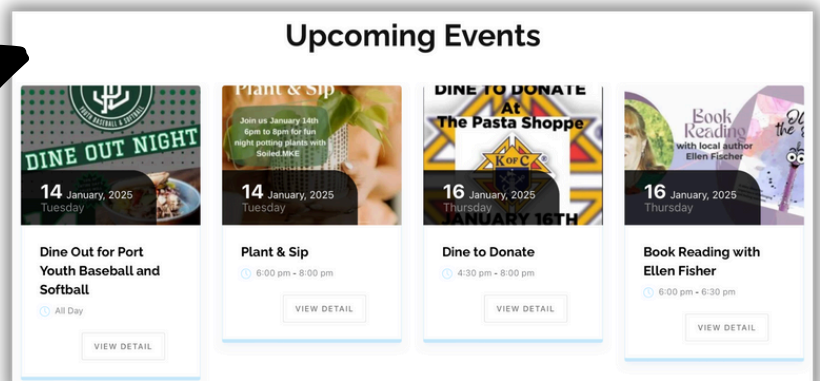
FIND YOUR BUSINESS

Check your business listing in the directory

*Send us any edits!

EVENT CALENDAR

Send us info on your events - live music, pop-up, grand opening, benefit, etc. We want to include it!



2025 Main Street Events



Flannel Fest Beer + Trivia Walk

Saturday, March 1 2-6 pm
Businesses each have a trivia question and craft beer sample for individuals or teams enjoy during the walk. Winning trivia team will get the coveted beer trophy!



Hippy Hoppity - Business Hop

Saturday, April 19 11 am to 1 pm
We will send out a flyer for businesses to put up if they would like to participate by offering Easter treats to kids downtown. This will follow the Parks and Rec event in Upper Lake Park.



Port Festival of the Arts

Saturday, May 31 11 am to 5 pm
You will want to take part as we celebrate art at the season opener street festival. Have a booth on the street, as we invite artists and artisan vendors and bring in an exciting lineup of global music and dance, interactive art stations and demonstrations.



Ladies Night Out + Wine Walk

Thursday, August 21 4-9 pm
Up to 20 businesses can participate as wine sample locations. This year's theme is a Renaissance theme: Gowns & Goblets. Whether as a wine stop or a game/activity stop, we will add you to the event map!



Fall Street Festival

Saturday, October 4 11 am- 5 pm
We will close the street, have two band/entertainment stages, fall family fun, and a car + motorcycle show. Bring your business outside for our best attended event of the year!



Downtown Trick or Treat

Saturday, October 25 12-3 pm
We will send out a flyer for businesses to post if they would like to offer treats.



Christmas Window Display Contest

November through Thursday, December 19
Take part in the contest this year with online voting and Main Street prize for winner.



Christmas Scavenger Hunt

Dec 6 through December 21 -
The scavenger hunt will kick off during Christmas on the Corner but last through the 21st with NO winner(s) drawn until the 21st. Participation includes social media campaign featuring Christmas promotions for your business.



Christmas on the Corner

Saturday, December 6 2-5 pm
Sign up to host and/or sponsor an activity during this popular downtown event. We would also love to see you in the parade!
Downtown event 2-5 pm
Parade 5:15 pm
Fireworks to follow!

2025 Main Street Event Registration

Register for all the 2025 Main Street events plus Flannel Fest 2026 on one convenient form. For "Friends of" sponsorships, your business name would be included in select marketing materials for the event, and your registration fee is waived. Ask Kristina for more sponsorship opportunities, if interested. **Mark only one of the checkboxes by each event.** Please make checks payable to Port Main Street - **OR** - use the online registration form and online payment option using the QR below.

Return form and payment or submit online by March 15th to be included in further event communication.

Business Name _____

Contact Person _____

Address _____

Email _____ Phone _____



Port Festival of the Arts \$15 *For booth in festival map

Saturday, May 31 11 am- 5 pm

Friends of Art Sponsor \$100

Scan the QR code for the online registration form!



Ladies Night Out & Wine Walk \$30

Thursday, August 21 4-9 pm

Friends of Wine Sponsor \$100

Includes registration fee





Fall Street Festival \$30

Saturday, October 4 11-5 pm *Business booth outside on street

Friends of Fall Sponsor \$100

Includes registration fee



Christmas Scavenger Hunt \$25

Saturday, December 6 through December 21



Christmas Window Display Contest \$0

November 29 through December 19



Christmas on the Corner \$0

Saturday, December 6 2-5 pm

*Host/sponsor an activity

What type of activity do you plan to host for Christmas on the Corner?



Christmas Parade \$25

Saturday, December 6 5 pm *Fee is for parade entry

Friends of Christmas Sponsor \$100

Includes parade registration fee



2026 Flannel Fest Beer + Trivia Walk \$30

Date: TBD 2-6 pm

Friends of Beer Sponsor \$100

Includes event registration fee

Total Registration Fees

Exclusive
Facebook
Group



OPPORTUNITIES

to tap into



Media
Opportunities



Ribbon Cuttings



Local Grants



Networking



Free
Farmers
Market Booth



Free
Consulting
Session

Main Street Opportunities

EXCLUSIVE FACEBOOK GROUP 'DOWNTOWN PORT BUSINESSES'

Join our exclusive Facebook group to get faster communication from Main Street and to communicate quickly with other Downtown Port business owners and managers, all in one convenient location.



RIBBON CUTTING

Let's celebrate your grand opening or re-opening with a ribbon cutting ceremony. We will coordinate local press and invite Main Street board members and fellow business owners for the photo op. We also provide the ribbon and ceremonial scissors. Contact Kristina to coordinate your ceremony.

PORT FARMERS MARKET DOWNTOWN BUSINESS BOOTH

The Market runs Saturdays, June 14th through October 25th. If you are interested in having a booth at one of the markets, contact Market Manager Jon Goetz at portfarmersmarket@gmail.com. We have a few community stalls available at each market to accommodate local businesses, nonprofits and community organizations.



BUILDING COMMUNITY - NETWORKING OPPORTUNITIES

Join us for Downtown Happy Hours, meeting fellow downtown business leaders in a fun, social setting, and mark your calendars for the (now) Annual M & M (Mayor & Main Street) Breakfast Meeting, gathering local business and city leaders for networking over breakfast, followed by a speaker focusing on issues important to our business community.

FREE BUSINESS CONSULTING

Main Street's Economic Revitalization Committee is available and eager to work with Main Street businesses one-on-one through consulting sessions. Use the creativity, experience, and networks of committee members to tackle your business challenges, like business expansion, merchandising, marketing, etc. Contact Committee Chair Erin Clancy erinskinicare2019@gmail.com to set up a session!



Main Street Grants



MAIN STREET GRANT

The goal of the Grant is to improve the overall downtown Port business environment and experience by providing financial assistance to individual businesses or projects. Have an experience, outdoor space makeover, ADA compliance upgrade, technology or other project that would benefit your business and downtown? We want to support those efforts!

The application is now available. Deadline to apply is March 17th.

FACADE GRANT

Have you been putting off much-needed facade improvements?

With support from the City, our Facade Grant remains at \$15,000 per year in 2025.

Now is the perfect time to make updates to your building!

The application is now available. Deadline is April 15th.

SIGN GRANT

We also offer Sign Grants of up to \$250 to help cover costs of signage.

Learn more about our grants and how to apply downtownport.com/ms_forms.



2024 Annual Survey

Complete by March 1st

The survey only takes a few minutes but provides us valuable data for benchmarking our KPIs and goals set out in the Strategic Plan. This year, your responses can be anonymous to keep your data private.

With your help, we can better understand the support needed in our downtown business community.

Submit the survey online or ask Kristina for a hardcopy.

Take Survey Online



Tackling Shared Challenges

SEASONAL HIRING CAMPAIGN

Make sure you are listed on our Work page of downtownport.com if you are hiring. We are working on seasonal hiring campaigns, and we will use our central page as the link to direct interested parties. We will also continue our Hiring Incentive, offering \$100 Gift Certificates to new hires during certain seasons, as well as the Associated Bank Bank at Work connection (see info sheet.) If you have ideas for the hiring campaign or would like to help out with this project of the Economic Revitalization Committee, please contact Kristina.

DOWNTOWN ADVOCATE

As shown in the stakeholder meetings with Shaffer Development and Interstate Parking, Main Street is committed to advocating for the downtown business community as important issues arise. We want our collective voice to be at the table.

COLLABORATIVE MARKETING

We are planning more collaborative marketing opportunities to maximize reach and reduce costs of advertising for Main Street businesses.

MEDIA COVERAGE

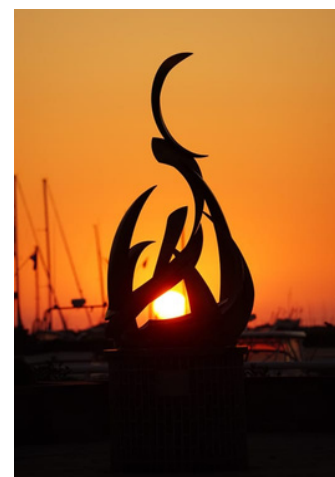
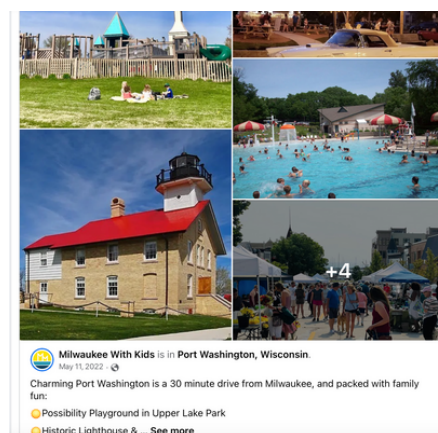
Main Street is committed to continuing to invite and coordinate media coverage from a variety of tv and other media outlets to spread the word about our great downtown business community.

HARBOR EATS

In May we will relaunch the Harbor Eats page of the website, where restaurants who want to offer delivery to the Heart of the Harbor tables can include links and info for ordering. We will have magnets on the tables with QR code to advertise the opportunity. Let Kristina know by May 1st if you are interested in offering delivery to HOH and being included in the service.

EMPLOYEE APPRECIATION WEEK

In an effort to get locals more engaged in downtown, we will be running Employee Appreciation Week March 3-7, 2025. Each day, we will advertise opportunities for area workers to enjoy downtown, including lunch hour deals, happy hours, wellness breaks, etc.



Marketing and Advertising Options

DOWNTOWNPORT.COM ADVERTISING

Make sure your business is featured on the website downtownport.com! Ads will be integrated into website pages to maximize views and clicks. **Included with advertising is a separate social media posts of your feature!*



The website audience is a mix of tourist, community, fellow Main Street businesses, and outside businesses.

MAIN STREET BUSINESS PRICING

\$300 Annually



Example feature

BUSINESS BANNERS

We will be updating our beautiful business banners this spring with new designs. Put your business name on one of these banners to increase visibility and show community support. Banner locations are first come, first served. The banners are displayed late spring through mid-November.

Zone 1 - 1 Year	\$500	Zone 3 - 1 Year	\$400
Zone 1 - 3 Year	\$800	Zone 3 - 3 Years	\$700
Zone 2 - 1 Year	\$450	Zone 4 - 1 Year	\$350
Zone 2 - 3 Years	\$750	Zone 4 - 3 Years	\$650

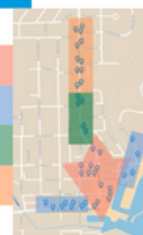


Sponsor a Banner

Add your name or business name to one of the new banners

Contact Kristina Tadeo for more information
director@visitportwashington.com
262-268-1132

Zone 1 - 1 year	\$500
Zone 1 - 3 years	\$800
Zone 2 - 1 year	\$450
Zone 2 - 3 years	\$750
Zone 3 - 1 year	\$400
Zone 3 - 3 years	\$700
Zone 4 - 1 year	\$350
Zone 4 - 3 years	\$650





Downtown Gift Certificates

Any downtown business can and SHOULD accept these gift certificates. You do not need to be on a participating business list.

Processing:

Accept gift certificate as form of payment for the amount listed on the certificate

Process as a CHECK

If change is required from transaction, give change in actual currency

Deposit the gift certificate at your bank as a check with your normal deposit

Purchasing:

Downtown Gift Certificates can ONLY be purchased at the downtown Port branch of Port Washington State Bank (216 N Franklin St).

Questions?

Contact Nicki Ksioszk with questions, pwmsmanager@gmail.com or 262-268-1132.

BENEFITS OF MAIN STREET MEMBERSHIP

Main Street communities have many services that are available to assist your program, municipality, property owners and businesses. All these services are FREE, and many are uniquely available to Main Streets, available because the community has made a commitment to their downtown district. A sampling of the most requested services is listed below, but the Wisconsin Main Street team is always open to identifying other strategies to meet community needs.

ORGANIZATION

Basic Services

- » Draft Infographic content
- » Proofreading of grants.

Enhanced Services

- » Strategic Planning –three-hour session to develop strategic direction and goals for the organization
- » Business/District/Community Survey – design, hosting and analysis of community priority/perception survey.
- » Fundraising Planning – analysis of current budget mix, identify fundraising goals and strategies to diversify and increase revenues
- » Organizational Structure Assessment – review and suggestions for changes to bylaws, organization policies, memorandums of understanding and partnership agreements.
- » Volunteer Engagement – strategy to identify volunteer needs, develop job descriptions, outreach strategy and recognition opportunities.
- » Committee Refreshers – staff attendance at committee meeting to update work plans, generate new ideas and improve work processes.



ECONOMIC VITALITY

Basic Services

- » Entrepreneur/new business market information.
- » Review of financial projections for development project.

Enhanced Services

- » Local Market Profile – develop two-page profile of local market to use in recruiting new businesses and investment.
- » Housing Market Analysis - analysis of downtown housing market and opportunities/tactics to add units.
- » Business Mix Analysis – analysis of business mix and identify potential recruitment opportunities.
- » Business & Property Inventory – in person assistance in developing and populating a business and property inventory for the district
- » Building Redevelopment Assessment – walkthrough and preliminary assessment of vacant or underutilized properties to understand code implications/requirements for renovation.



DESIGN

Basic Services

- » Review of existing design guidelines.
- » Review of signage regulation/zoning.

Enhanced Services

- » Façade Renderings – rendering of façade improvements for proposed or existing buildings.
- » Rear Building Renderings – renderings illustrating potential for rear building/alley improvements to enhance visual appeal.
- » Streetscape Renderings – illustrations of potential public space enhancements (lighting, furniture, sidewalks, street trees, planters)
- » Public Space Planning – preliminary site plans and suggestions for circulation, plantings, etc. for enhanced public space.
- » Design Training – presentation to committees, contractors, building owners or other groups on effective design review, restoration techniques, signage, Secretary of Interior Standards for historic preservation.



PROMOTIONS

Basic Services

- » Website or social media review/audit.
- » Geofencing report on event attendance.

Enhanced Services

- » Event Impact Assessment – report summarizing the economic impact of program events on the downtown district.
- » Destination Bootcamp Course – multi-session course to train small businesses to effectively develop and market as a must-visit destination.
- » Canva Template Development – develop custom social media templates for program or businesses to create branded materials.
- » Social Media Calendar Planning – assistance to develop annual social media posting plan.



YOUR MONEY WORKS HERE. SO DO YOU. BANK AT WORK BRINGS IT ALL TOGETHER.

With Associated Bank, you'll get speedy direct deposit of your paycheck, as well as personal guidance to meet your financial goals.

Choose from three checking accounts—Associated Access Checking®, Associated Balanced Checking® or Associated Choice Checking®—three tiers of options, with increasing levels of benefits, backed by Associated Bank's superior customer service. Each account is uniquely tailored to where you are in life.

SPECIAL OFFERS:

\$100

Earn up to \$100, based on your total relationship balance up to \$999.99.

\$200

Earn up to \$200, based on your total relationship balance of \$1,000–\$4,999.99.

\$300

Earn up to \$300, based on your total relationship balance of \$5,000–\$9,999.99.

\$400

Earn up to \$400, based on your total relationship balance over \$10,000.

Here's how to earn up to \$400¹ with Associated Bank ...

- ✓ Open your new account and have direct deposits totaling \$500 or more within 90 days.
- ✓ Grow your balance—and your bonus—by simply adding funds into your checking or other deposit accounts.
- ✓ See your bonus in your account in 120 days!

And of course, at Associated Bank, you're assured that your money stays here in the Midwest, growing your communities, businesses and neighborhoods.

Contact our Bank at Work experts to get started today.

SPECIAL OFFER

ON AN ASSOCIATED BANK MORTGAGE LOAN with your Bank at Work relationship offered through your employer.

**\$500²
OFF**