



PORT MAIN STREET, INC.

ANNUAL REPORT 2024



ELWEISS CRUISES



PORT WASHINGTON
MAIN STREET

ANNUAL REPORT 2024

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2024: A YEAR IN REVIEW

In 2024, Main Street has really gotten its wheels. We have a fantastic team supporting our ambitious mission of adding vitality to our historic downtown district. This year, we surpassed our previous Port Washington Main Street social media followers with the new Downtown Port accounts. We gave out more money in grants to local businesses, and we increased our marketing reach for our signature events. We received our largest individual donation to date, at \$15,000, and we topped \$100,000 in sponsorships, a new record milestone for the organization. All signs point to more organizational success rolling forward.

Facebook and Instagram have been thriving, with over 5,000 and 1,400 followers respectively after only two years. Well-known regional social media influencers, such as @missnortherner have partnered with us and our downtown businesses to add a new angle to marketing. We also jumped into the billboard game, TV advertising, and digital advertising, along with the traditional media relationships we have continued to nurture. This year, we had all four major Milwaukee news outlets cover us, most returning multiple times. Main Street leaned into the foodie theme in Wisconsin this year and commissioned a food and drink video that has 30K views.

Main Street focused heavily on getting money back in the hands of small business owners this year. We continued the augmented Facade Grant and awarded \$15,000 to Sir James Pub for their exterior renovation. We also started a new grant program, the Main Street Grant, to fund projects that improve the downtown experience.



Five businesses submitted proposals, and we were excited to fully fund three of those projects with the \$10,000 grant money. Our downtown will soon have a new digital community board, seating area for mural viewing, and fencing and gate entry to one of our popular all-season patios.

This year, despite a difficult economic year, our sponsorship program topped \$100,000. This was no small feat by the Assistant Director, who had to get creative to entice sponsors. In other fundraising news, we received a generous \$15,000 anonymous donation, with a note about their appreciation for marked increase in energy in our downtown in recent years. We are proud to have the support of so many businesses and individuals in our community and beyond.

Our signature events suffered a bit from rain, with two major events fouled up by weather. Still, despite the rain, we received positive feedback on all events. This year's Fall Street Festival in October particularly garnered positive attention - from the media, attendees, and the participating businesses and vendors. The sunshine and great music lineup certainly helped to bring in record crowds estimated at 10K-12K, but we also hit the right marketing mix. It remains our most sought-after event of the year for sponsors.

Another event got top honors at the state-level. Port Festival of the Arts took home the award for Best Special Event by Wisconsin Main Street, a huge honor. We also won the Tour Ozaukee Community Choice Award for Best Farmers Market in the county. It was a year of accolades!

The Paint on Port Mural Program completed its second of three years with four new murals, including the very popular "Branching Out" community mural. This mural included school-age children from all district schools, as well as, local artists. The resulting mural is a beautiful addition to the City and beautiful testament to the way art can bring a community together. The legacy video commissioned to share the story of this mural has over 87K views! It will have a lasting impact.

We look forward to continuing this momentum into 2025.

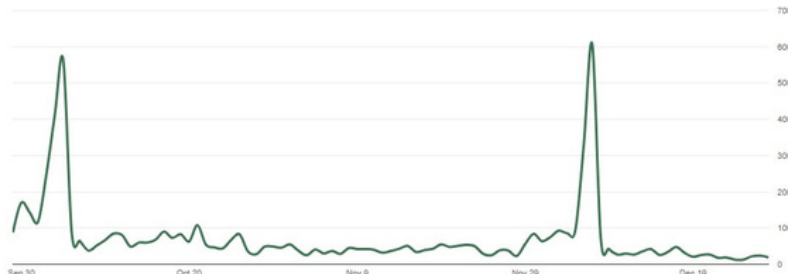


WEBSITE DATA

All Visitors

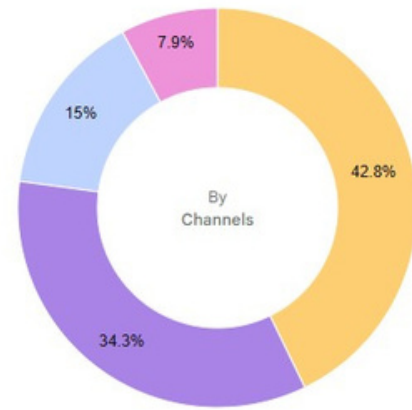
5.8K

↓ 17.7% compared to the previous 90 days



Website Visitors 9/30-12/31/24

Channels Locations Devices



Website Visitors by Channel

Search traffic over the last 90 days

Total Impressions

100K

↓ 6.9%

Total Clicks

2.8K

↓ 5.5%

Unique Visitors from Search

2.5K

↓ 8.9%

Top search queries for your site

	Clicks	Impressions
1. port washington farmers market	167	872
2. christmas on the corner port washington wi	109	226
3. port washington christmas parade	96	558
4. port washington fall festival	81	760
5. downtown port washington	77	551
6. port washington christmas parade 2024	75	714
7. port washington wi christmas parade	54	136
8. port washington main street	44	176
9. port washington fall street festival	41	275
10. christmas on the corner	35	744

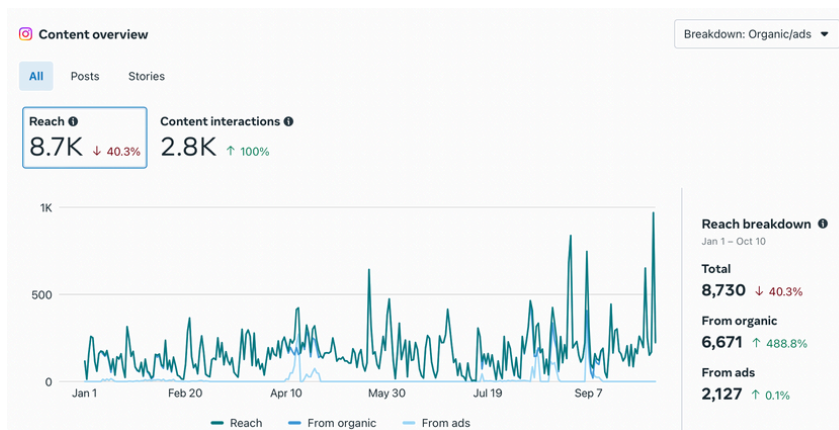
DIGITAL DATA



Facebook YTD

Page	Page likes ↓	Page likes change ↑↓	Published content
Downtown Racine A historic & hip district, with outstanding architecture, a foodie district & diver...	26.6K	↑ 536	97
Cedarburg Chamber of Commerce Experience Cedarburg and its historic charm, plus learn how to support local ...	7.4K	↑ 11	160
Downtown West Bend Association We are a non-profit organization with the mission to enhance and preserve th...	7.1K	↑ 29	31
Downtown Port Downtown Port is run by Port Washington Main Street, an award-winning non-...	3.8K	↑ 95	135
Lake Geneva Downtown Lake Geneva Downtown (Business Improvement District) supports and promot...	2.5K	↓ 1	0

Facebook Benchmarking



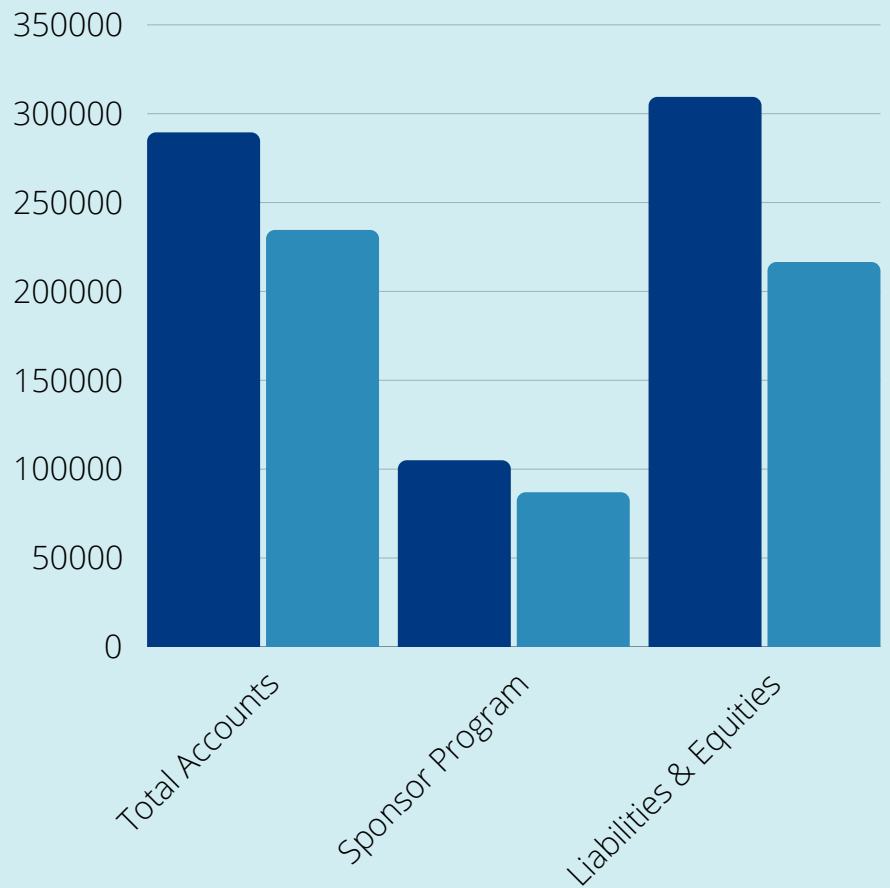
Instagram YTD

FINANCIALS

NOTEWORTHY COMPARISON

2023
2024

All accounts, revenue, and liabilities & equities trending higher in 2024.



GROSS INCOME 2024

Main Street currently has a gross income of \$391,909 for 2024 compared to \$306,231 in 2023. This is largely due to the increase in the sponsorship program, which grew from \$87K last year to over \$100K this year. In addition, Paint on Port Mural Program also received donations in 2024,

FINANCES

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

2024 Budget vs Results (as of Dec 31)

Income: \$2,000
- Actual: \$12,311
BID Contributions: \$75,000
- Actual: \$90,987 *Includes \$10K for '25
Public Support/Contributions: \$57,000
- Actual: \$79,782
Event Revenue/Sponsorships: \$154,400
- Actual: \$204,639

Administrative: \$157,524
- Actual: \$181,746
Action Expenses: \$133,630
- Actual: \$170,194

APPROVED BUDGET 2025

Income: \$2,000
BID Contribution: \$85,000
Public Support: \$ 5,000
Event Revenue/sponsorships: \$218,150
Total: \$310,150

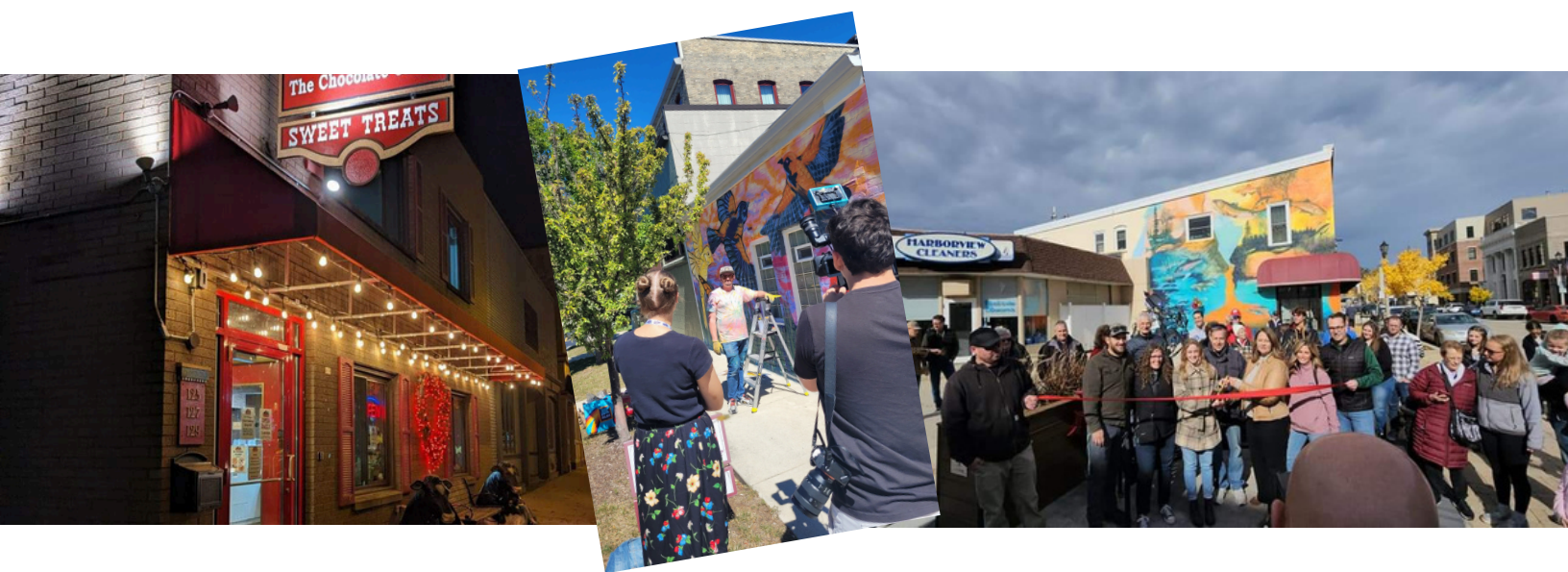
Expenses: \$129,880
Administration: \$168,934
Total: \$308,814

ROUNDING OUT THE YEAR

This year, the Tourism Council received a Joint Effort Marketing (JEM) Grant through Travel Wisconsin to market our holiday season. While we continue to push for being an arts destination, we will now also be marketing our special holiday offerings with the Happy Holidays in the Harbor promotion, running November 18 - December 24. Main Street partnered with Tourism to make our downtown even more magical this holiday season, with the addition of weekly Santa visits and Friday Jingle & Mingle events, as well as to get businesses on board with promotions and added holiday events.

In another marketing move, we are also partnering with Tourism to bring in a marketing consultant, Signalfire, to guide us through a strategic marketing update. Our hope is to get Tourism, the City of Port Washington and Main Street all moving in the same direction for messaging and look. The BID gave an additional \$10,000 to ensure Main Street has enough budget in 2025 to carry out new marketing, and Main Street worked with Wisconsin Main Street to cover almost all of the consultant fee. This will be an exciting quarter 1 project that we hope will spur increased visitors to the city starting in the busy summer months.

With the arts, history, fishing, shopping, dining and drinking in Port Washington, we have much to promote, support, and inspire in the coming year!



COMMITTEE UPDATES

Economic Revitalization Committee

The committee, led by Erin Clancy, has continued its work on the Hiring Campaign, once again giving out \$100 Downtown Gift Certificates to new hires, 22 in all. The committee is also working on business recognition plaques, consulting sessions, and a new initiative for 2025 - Employee Appreciation Week. In addition, this group helped launch the Main Street Grant this year, acting as the review committee to give out \$10K in grant funding.

Design Committee

The Design Committee has the ongoing Paint on Port Mural Program, as well as the Facade Grant under its domain. This year, they served as the review committee for the Facade Grant, giving out \$15K for exterior renovations. The committee meets quarterly this year, as we await direction from the City on possible next design projects that tie into the City's Downtown Development Plan.

Promotions Committee

The Promotions Committee is largely made up of business owners interested in downtown events. This year, the Committee focused on fall decorations for 2025, planning and researching a new fall decor plan to enhance downtown aesthetics between the vibrant summer and Christmas seasons. We are also, with the new Office Manager Nicki Ksioszk, working on plans for a more robust volunteer program to launch in 2025.

CONCLUSION

2024 was an important year, where some of our past accomplishments were awarded and where we reached new milestones, such as the sponsorship program and the local grants awarded. This year, we also saw turnover in some of the staff positions. With change comes new opportunity, and we are excited to see where the new team members take us. We feel great about the skill sets each member brings to the team, creating a strong foundation for future Main Street work.

2025 is set to be another successful year of adding vibrancy to our downtown. Main Street will actively partner with the City and Tourism to create more effective and efficient marketing, development, event planning, and beautification to our historic downtown.

