

# By the Numbers

## 2024

**40** Promotional  
Event Days

**25,000+**  
Attendees



**6 TV Media Outlets**  
featured Downtown Port

**\$25,000**  
in local grants awarded

**\$30,000**  
in Kiva Loans supported

**973**  
Volunteer Hours  
Valued over \$24,325

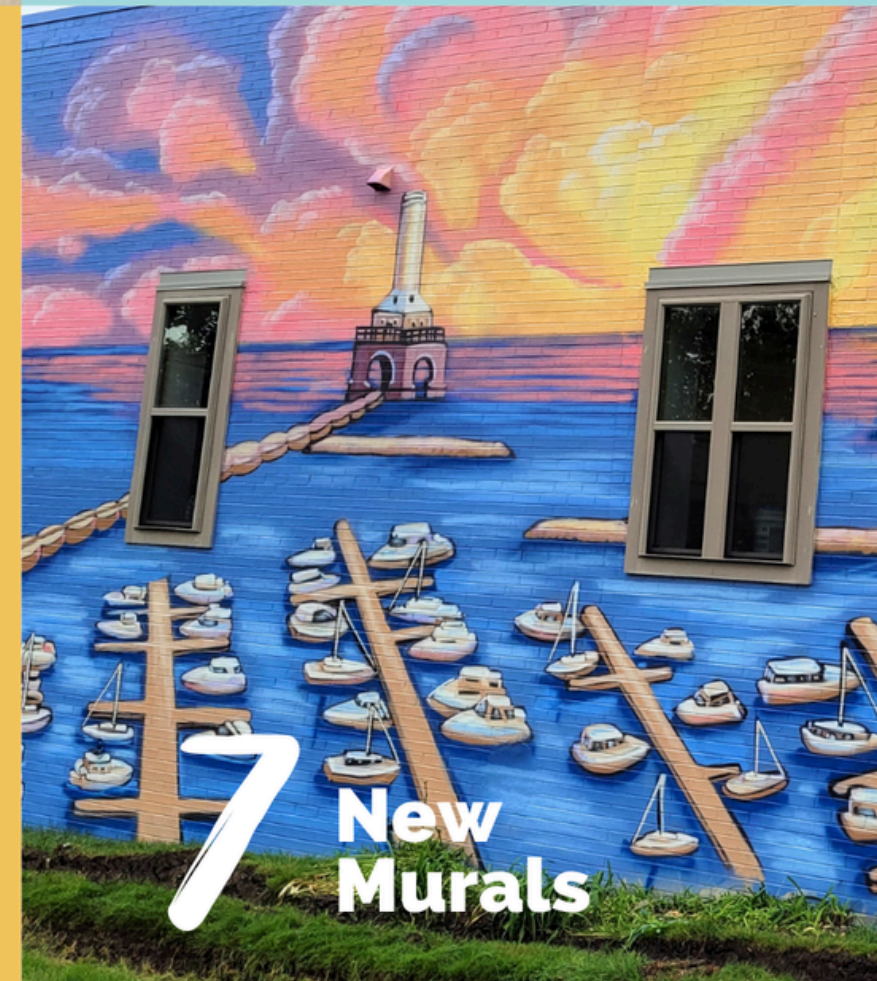
**2** Statewide  
Awards

Community  
Choice Award **1**

**7** New  
Businesses

Businesses  
Closed **7**

**95%**  
Business  
Retention Rate



**7** New  
Murals

**Wifi: TheVenueNPS**

**Password: tVNPS324**



*annual summit*

# LEARN. NETWORK. BRAINSTORM.

MONDAY, JANUARY 27TH

6-8 PM

THE VENUE AT NEWPORT SHORES

[downtownport.com](http://downtownport.com)



# Tonight's AGENDA

Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.

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**MAIN STREET BASICS**

**2024 BY THE DATA**

**PLAQUE RECOGNITION**

**2025 EVENTS**

**ONGOING/UPDATES**

**WHAT'S NEW FOR 2025?**

**MARKETING CONSULTANT**

**GROUP DISCUSSION**

**THANK YOU!**

NON PROFIT

# MAIN STREET

101

**Main Street America** – national organization, started under National Trust for Historic Preservation

**WEDC** – Wisconsin Main Street organization

**Port Main Street** is a 501(c)3 local non-profit focused on downtown development and revitalization, falling under the Main Street America umbrella



### PORT MAIN STREET, INC STRATEGIC PLAN

**MISSION** Our mission is to increase the economic vitality of downtown Port Washington as the commercial and community center of the city, through dedicated efforts of volunteer organization, innovative marketing, impactful design projects, and business retention, recruitment, and support.

**VISION** Historic downtown Port Washington will be a premier destination on Lake Michigan, attracting locals and tourists to grow the economic vitality of Main Street businesses.

**4 POINT APPROACH: GOALS**

**DESIGN**

- Improve wayfinding design
- Maintain one active design project at all times
- At least one business uses Facade Grant resource each year

**PROMOTION**

- Create a complementary marketing strategy to Tourism Council
- One media story with out-of-state exposure
- Four media stories with statewide exposure
- 25 media stories with regional exposure
- Hold five events per year rated 80% or better success rate by participating businesses
- Exceed competitor Facebook followers -8,000

**ECONOMIC REVITALIZATION**

- Run one downtown hiring campaign
- Attain less than or equal to 10% vacancy rate in business storefronts
- Attract one business in a desired category
- Achieve 100% interaction rate with BID businesses
- 75% of businesses meet their own financial targets
- 5 businesses use WEDC/Main Street grants per year
- Two businesses use community loan program

**ORGANIZATION**

- 50% of BID businesses participate in MS event/program
- Maintain three functioning committees
- 100% board participation on committees
- Keep event volunteer roster of 100
- Execute three DEI initiatives per year

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## MEMBER BENEFITS

# *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
- Dedicated Staff Promoting Your Business to the Public



**CONTACT US**

# MEET THE TEAM



**KRISTINA TADEO**

New business welcome & Ribbon Cuttings  
Networking events  
Marketing  
Main Street Grants  
Financial Assistance



**MARTY SCHMIDT**

Sponsorship  
Media coverage  
Event planning support



**NICKI KSIOSZK**

Website maintenance  
Payments/Financial  
General questions  
Event registration

**2025 Events**

Flannel Fest Beer + Trivia  
Downtown Treat Hop  
Port Festival of the Arts  
Downtown Farmers Market  
Ladies Night Out + Wine Walk

SAT MAR 1  
SAT APR 19  
SAT MAY 31  
SATURDAYS JUN 14 - OCT 25  
THURS AUG 21

Fall Street Festival  
Doggy Costume Parade  
Downtown Trick or Treat  
Christmas on the Corner

SAT OCT 4  
THURS OCT 16  
SAT OCT 25  
SAT DEC 6

Mark your calendar for the Main Street 2025 event lineup. Register for the events online by March 15th!

**RESOURCES**  
General Member Benefits  
Hiring Resource Flyer

**2025 Facade Grant**

PORT WASHINGTON  
**MAIN STREET**  
**FAÇADE GRANT**  
Up to \$15,000

The 2025 Facade Grant application is now open. Apply by April 15th.

**2025 Main Street Grant**

**Main Street Grant**  
UP TO \$10,000

Bring us ideas that will enhance the downtown experience through new events and experiences, accessibility upgrades, outdoor space makeovers, interior upgrades, technology, and more!

2025 Main Street Grant application now open! Application deadline: March 17th.

**2025 Grant applications now open!**

Main Street grant programs put money in the hands of businesses with ideas to enhance our downtown experience and enhance our downtown aesthetic.

where to find  
**RESOURCES**

**2023 Main Street Event Registration**

Register for all the 2023 Main Street events 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 - find the online registration form and online payment option using the QR below.

**Return form and payment or submit online by March 14th** to be included in further event communication.

Business Name \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_

**Port Festival of the Arts \$30**  
Saturday, June 3 11 am- 5 pm  
**Friends of Art Sponsor \$100**  
Includes registration fee

**Ladies Night Out & Wizarding Wine Walk \$30**  
Thursday, August 17 4-9 pm  
**Friends of Wine Sponsor \$100**  
Includes registration fee

**Fall Street Festival \$30**  
Saturday, October 7 11-5 pm \*Business booth outside on street  
**Friends of Fall Sponsor \$100**  
Includes registration fee

**Elf on the Shelf Scavenger Hunt \$25**  
Saturday, December 2 through Sunday, December 18

**Christmas Window Display Contest \$0**  
Saturday, November 26 through Thursday, December 15

**Christmas on the Corner \$0**  
Saturday, December 2 2-5 pm  
\*Host/sponsor an activity

**Christmas Parade \$25**  
Saturday, December 3 6 pm \*Fee is for parade entry

**Friends of Christmas Sponsor \$100**  
Includes parade registration fee

Scan the QR code for the online registration form!

What type of activity will you host? \_\_\_\_\_

**Total Registration Fees** \_\_\_\_\_

**EVENT REGISTRATION**

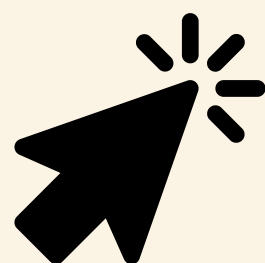
**WEDC BENEFITS**

**MAIN STREET OPPORTUNITIES**

**MARKETING**

**GRANTS**

**GIFT CERTIFICATES**



**[downtownport.com/ms\\_forms](https://downtownport.com/ms_forms)**



## ANNUAL REPORT

# *highlights* FROM 2024

- 6 TV MEDIA OUTLETS COVERED PORT
- RECORD ATTENDANCE AT FALL STREET FESTIVAL
- AWARDS - STATEWIDE AWARDS AND COMMUNITY CHOICE AWARD
- EDELWEISS BOAT TOURS



DOWNTOWN FARMERS MARKET



CHRISTMAS ON THE CORNER

## ANNUAL REPORT

# FINANCIALS

From our 2024 Annual Report – download the full report under [downtownport.com/about](https://downtownport.com/about).

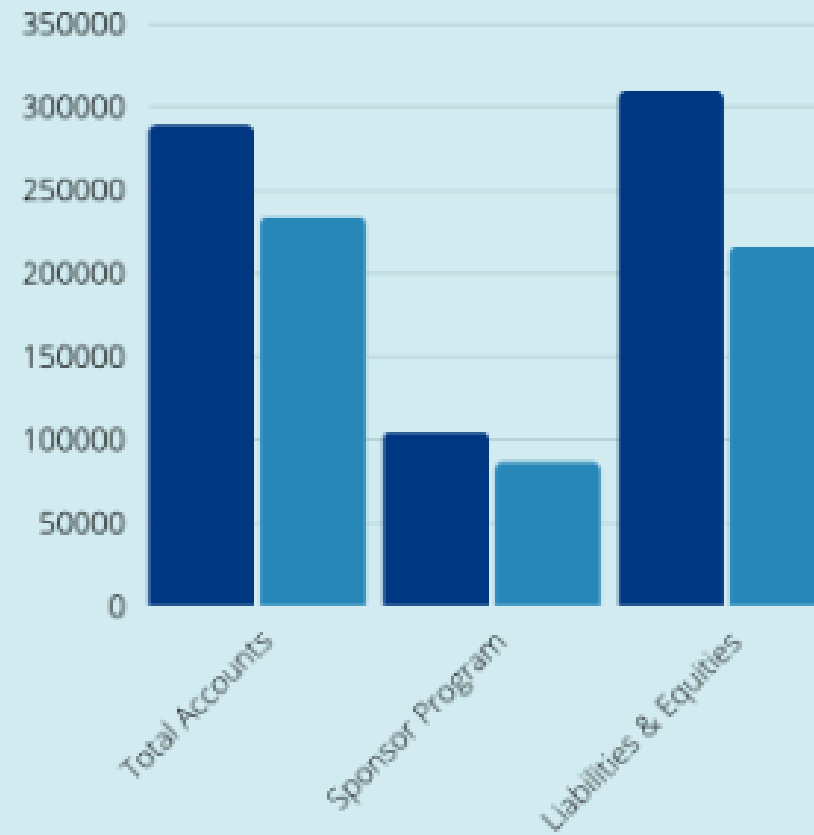
[downtownport.com](https://downtownport.com)

## FINANCIALS

### NOTEWORTHY COMPARISON

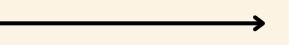
2023  
2024

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.



# ANNUAL REPORT

# \$190K+

Event + Program Revenue  
Up from \$179K

# \$110K+

Sponsor Program  
Up from \$82k

# 299K

Facebook Reach  
up 30%

@downtownportwi  
downtownport.com

# 11K

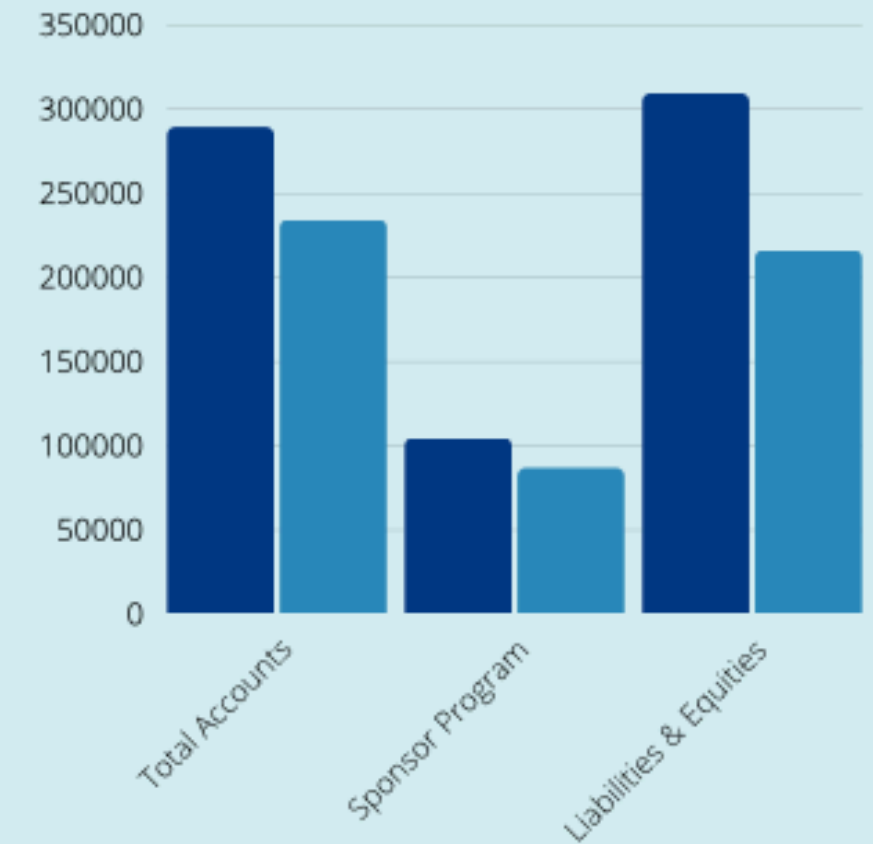
Instagram Reach -  
down 27% (Mandi  
effect) but  
interactions are up  
100%

## FINANCIALS

### NOTEWORTHY COMPARISON

2023  
2024

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



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## 2024 EVENTS

# EVENTS

- Five large-scale signature events
- Paint on Port Week
- Farmers Market 19-week series
- Purpose of events: Increase foot traffic, widespread promotion of downtown, drive new customers, and FUNDRAISING for Main Street
- \$1,400 spent on hired event staff



# 253+

Event Volunteer Hours

# 1932

Staff Hours on Events

# \$75K+

Event Profits in 2024

# signature **EVENTS**

2024 EVENTS



**SATURDAY, MAR 2**  
**2 AM - 6 PM**

CO-ED, ADULT-ONLY, Q1 OFF-  
SEASON FOOT TRAFFIC,  
SALES DAY



PORT FESTIVAL OF THE ARTS

**SATURDAY, JUNE 1**  
**11 AM - 5 PM**

SEASON KICKOFF, FAMILY-  
FRIENDLY, ART FOCUS, LARGE  
CROWD, HIGH PR REACH



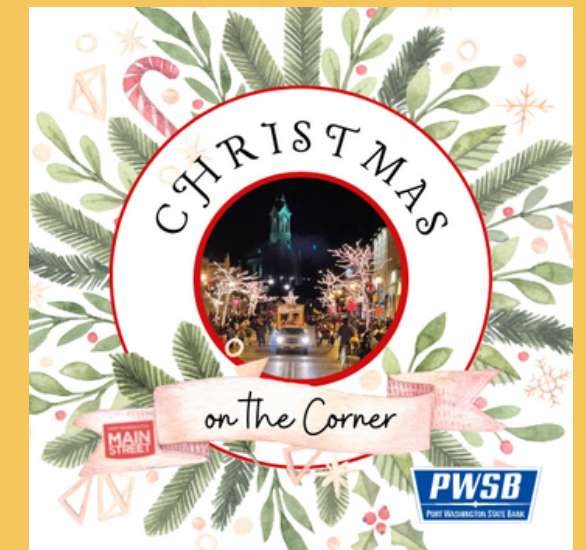
**THURSDAY, AUG 15**  
**4 - 9 PM**

ADULT-FOCUSED, DRIVE  
SALES, FUN THEME,  
CAPTURE NEW CUSTOMERS



**SATURDAY, OCT 5**  
**11 AM - 5 PM**

WIDEST PULL, DESTINATION  
EVENT, FAMILY-FUN, GREAT  
PR, SALES DAY



**SATURDAY, DECEMBER 7**  
**2 - 6 PM**

HEART OF COMMUNITY,  
LOCAL/REGIONAL PULL, PR,  
FAMILY-FUN, FEEL GOOD

# 2024 DATA

# TOURISM

- Social media numbers all dramatically up
- Pebble House visitors up by almost 50%
- Website page views up – IL driving most traffic
- Room sales revenue is up due to more expensive room stays, not numbers
- Despite being up in visitors from surrounding states, down in overall trips

2024 Goals		YTD Results	2024 Initiatives Update		Room Sales Revenue		
Increase Website visits 15%		+47%	On- Water Experience	✓	YTD 11/23	YTD 11/24	
Increase Digital & Social Imp 15%		+112%	Support Events/Orgs with Mrkting	✓	Hotel Collections	\$225,098	\$300,626
Increase Click Through Rate 10%		-30%	Update Website	✓	Short Term Collect.	\$69,755	\$77,272
Increase Eblast Open Rate 10%		-7.5%	Submit Grant Holiday Promo	✓	<b>TOTAL COLLECT.</b>	<b>\$294,852</b>	<b>\$377,898</b>
Increase # Inquiries for VG 10%		-25%	Revise Visitors Guide	✓	Room Sales \$	\$3,685,655	\$4,723,730

Social / Digital Marketing Results				Website Results	
<b>IMPRESSIONS</b>	<b>CLICKS</b>	<b>FACEBOOK VISITS</b>	<b>ADDED FB LIKES/FOLLOWERS</b>	<b>WEBSITE VISITS</b>	
2024 YTD 12,698,176	2024 YTD 224,408	2024 YTD 16,848	2024 YTD 782	2024 YTD - 232,439	
2023 YTD 5,981,568	2023 YTD 196,244	2023 YTD 9,821	2023 YTD 622	2023 YTD - 165,749	

Email Marketing YTD			WEDC Data—Port Washington, WI		
	<b>2024 YTD</b>	<b>2023 YTD</b>		<b>YTD 11/30/24</b>	<b>YTD 11/30/23</b>
# Emails Sent	59,018	29,812	Total Trips	660,625	721,966
Emails Opened	17,378	9,788	Unique Visitors	245,837	340,862
Open Rate	29.4%	32.8%	Day Trip/Overnight	71.5%/28.5%	72.0%/28.0%
# People Clicked	1,015	1,395	WI Visitors	595,401	568,113
% Engagement	5.8%	14.3%	Ill Visitors	86,390	70,302
			Minn. Visitors	19,694	11,831
			Indiana Visitors	14,844	12,426
			Michigan Visitors	18,030	13,357

Visitor Guide Requests by State YTD			Pebble House Visitors by State YTD		
	<b>2024 YTD</b>	<b>2023 YTD</b>		<b>2024 YTD</b>	<b>2023 YTD</b>
Wisconsin	129	374	Wisconsin	592	373
Illinois	123	325	Illinois	225	167
Indiana	15	55	Indiana	16	18
Minnesota	28	96	Minnesota	42	23
Iowa	14	73	Iowa	34	17
Michigan	34	106	Michigan	17	12
Rest of Country	823	607	Rest of Country	130	124
			<b>TOTAL VISITORS</b>	<b>1,085</b>	<b>736</b>

Website Pageviews		
<b>WEBSITE PAGEVIEWS</b>		
2024 YTD - 318,537		
2023 YTD - 262,384		

Website Visits by State YTD		
	<b>2024 YTD</b>	<b>2023 YTD</b>
Illinois	89,528	66,071
Wisconsin	59,198	38,974
Indiana	2,867	4,254
Minnesota	3,015	2,180
Iowa	5,487	3,550
Michigan	1,607	1,293
Rest of Country	68,113	27,434

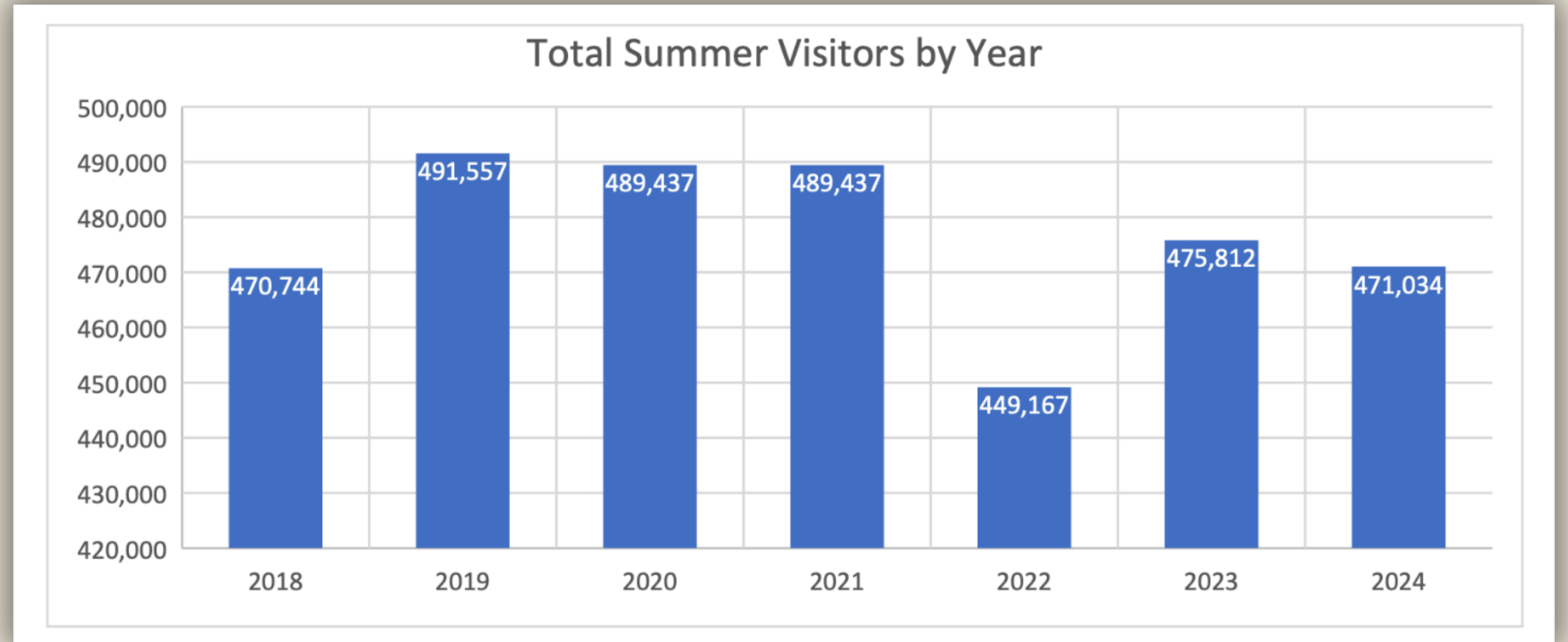
  

Website Visits by Top TV Mrkts YTD		
	<b>2024 YTD</b>	<b>2023 YTD</b>
Chicago	85,876	62,745
Milwaukee	41,091	24,956
Green Bay	9,580	5,627
Madison	5,446	5,420
Wausau	1,570	1,240
Rockford	1,638	1,426

visitportwashington.com  
 visitportwashington@gmail.com

## 2024 GEOFENCING DATA

# FOOT TRAFFIC



**\$471K**

in 2024

**2019**

Highest foot traffic

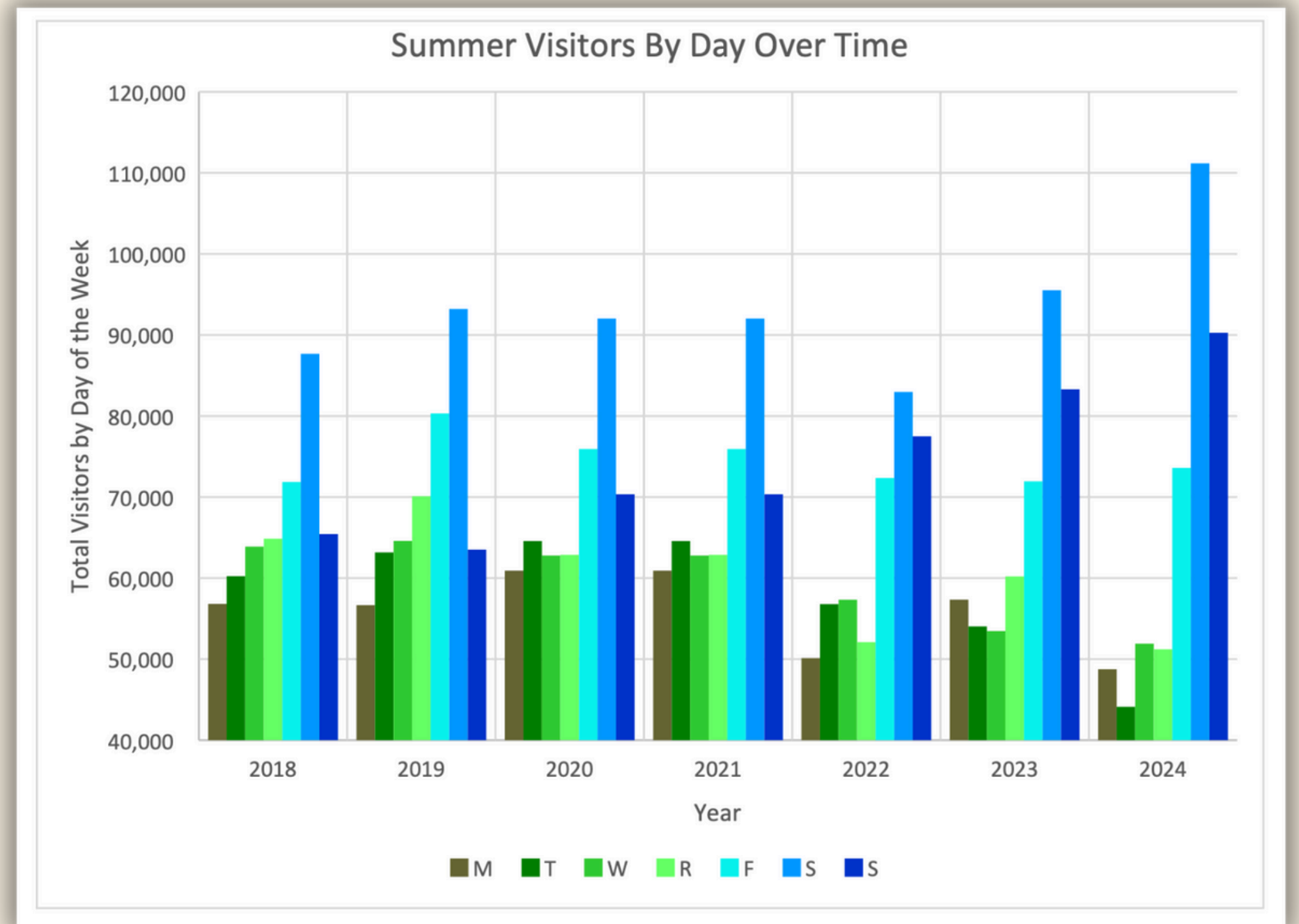
**2022**

Lowest foot traffic??

## 2024 GEOFENCING DATA

# BY DAY OF THE WEEK

- Weekend days steadily increasing
- Weekday visits decreasing
- Over the years, weekdays swapping for highest foot traffic
- Takeaways?
  - Becoming a good weekending destination but not many longer stays
  - Monday + Thursday good days to be open to capture LONG weekenders
  - Locals are not coming down midweek





# 2024 GEOFENCING DATA - HOW DO WE STACK UP?

## Visitors (51+ miles from Port)

- Port ranked 21st (of 33) in visits to town BUT ranked 10th in downtown visitors in 2024 and 11th in percentage of visitors also visiting downtown (49.2%)
- This is promising, nearly half of visitors from far away are coming downtown
- The average length of stay is 1.6 days

## Regional Visitors (21-50 miles from Port)

- Port ranked 20th (of 33) in visits to town BUT ranked 10th in downtown visitors in 2024 and 6th in percentage of visitors also visiting downtown (38.2%)
- We are creating a strong pull downtown with regional visitors, which appears to be our strongest visitor group

## Local Visitors (within 20 miles of Port)

- Port ranked 21st (of 33) in visits to town BUT 21st in downtown visitors and 15th in percentage of visitors also visiting downtown (22.3%)
- Locals are NOT visiting downtown in high numbers

## Summer 2024 Community Comparison Data Set

	Port Washington			Main Street Communities of Similar Size (10-25k)		
	Visitors (50+ mi)	Regional (21-50 mi)	Local (0-20 mi)	Visitors (50+ mi)	Regional (21-50 mi)	Local (0-20 mi)
Unique guests	112,716	254,737	1,066,027	206,320	357,857	1,538,854
Unique downtown guests	55,488	97,324	238,124	51,235	85,657	446,536
City guests also visiting downtown (%)	49.2%	38.2%	22.3%	35%	26%	27%
Day Trips (%)	51.1%	NA	NA	48%	NA	NA
Length of Stay (average)	1.6	NA	NA	1.6	NA	NA
First time guest (%)	53%	15.8%	0.5%	47%	9%	5%
Peak Day	Saturday	Saturday	Saturday	Saturday	Saturday	Saturday
Peak Date	June 22 2.3k visitors	NA	NA	June 16	NA	NA
Top Age Group	45-64	45-64	45-64	45-64	45-64	45-64
Top Income Group	\$100-150k	\$100-150k	\$100-150k	\$0-50k	\$0-50k	\$0-50k

# *5-minute break* **ACTIVITY**

Add your thoughts on these topics to the large post-it notes around the room.  
We will use these for later group discussion.

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**RESOURCE NEEDS**

**REACHING LOCALS**

**BUSINESS MIX**



*recognizing*  
**OUR BUSINESSES**





# JUMPING INTO 2025

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## 2025 Events

Flannel Fest Beer + Trivia	Downtown Treat Hop	Port Festival of the Arts	Downtown Farmers Market	Ladies Night Out + Wine Walk
SAT MAR 1	SAT APR 19	SAT MAY 31	SATURDAYS JUN 14 - OCT 25	THURS AUG 21
Fall Street Festival	Doggy Costume Parade	Downtown Trick or Treat	Christmas on the Corner	
SAT OCT 4	THURS OCT 16	SAT OCT 25	SAT DEC 6	

# 2025 EVENTS

Lineup looks very much the same as last year.

**Register for events by March 15th!**

Online and hardcopy forms available.  
Holding prices steady for 4th year.

[downtownport.com/events](https://downtownport.com/events) →

CONTINUING IN 2025

# CONTINUING IN 2025



LOCAL GRANT PROGRAMS



HIRING CAMPAIGNS

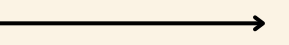


WINTER TOURISM PROMOTION



HARBOR EATS

[downtownport.com/ms\\_forms](https://downtownport.com/ms_forms)



## MAIN STREET GRANT

# \$10K PER YEAR

More than one grant may be funded in one year  
– total amount not to exceed \$10,000

**ADA COMPLIANCE**  
**CREATING EXPERIENCES**  
**OUTDOOR SPACE MAKEOVER**  
**BUSINESS TECHNOLOGY**  
**INTERIOR RENOVATION**  
**OTHER**

# MARCH 17

[www.reallygreatsite.com](http://www.reallygreatsite.com)  
Deadline for submissions



The goal is to improve the overall downtown Port Washington business environment and experience by providing financial assistance to individual businesses or projects in the BID district.

## FACADE GRANT

# \$15K PER YEAR

More than one grant may be funded in one year  
– total amount not to exceed \$15,000

**EXTERIOR WORK**  
**ADA COMPLIANCE**  
**WINDOWS/DOORS**  
**MASONRY**

**APRIL 15**  
[www.reallygreatsite.com](http://www.reallygreatsite.com)  
Deadline for submissions



The goal is to improve the overall aesthetic of downtown Port Washington and the integrity of downtown buildings by providing financial assistance to individual businesses or projects in the BID district.



## HIRING CAMPAIGN

# \$2,500

25 x \$100 Downtown Gift Certificates – use to entice applicants

# SPRING AND FALL

ERC working on semi-annual campaign strategy

# BANK AT WORK

Tap into free resources through Associated Bank

[www.reallygreatsite.com](http://www.reallygreatsite.com)



The goal is to tackle a shared challenge through collaborative efforts in marketing, and focused resources

## WINTER PROMOTION - TOURISM/MAIN STREET COLLAB

# ~\$10,000

Travel Wisconsin Promotion Grant covering 50% of this marketing budget in year 2 of the project

## MID-NOVEMBER - DECEMBER

Off-season push to multiply foot traffic/sales

## AT LEAST 10 BUSINESSES

Discounts, sales promotions, drive returning traffic in Q1 2026



Let's take advantage of increased marketing dollars to make a strategic push to put Port on the holiday tourism map!

NEW FOR 2025

# WHAT'S *new* FOR 2025?



EMPLOYEE APPRECIATION



PAINT THE SUMMER



FALL DECOR



## EMPLOYEE APPERCIATION WEEK

# GET LOCALS DOWNTOWN

week-long event to drive local employees  
downtown

## DAILY THEMES

from wellness to shopping to dining to happy  
hours

**Sign up on the registration table as part of a  
daily promotion**



**EMPLOYEE appreciation WEEK**

**PORT WASHINGTON**

**MONDAY**

**WELLNESS** ← Marketing agencies bring a wealth of expertise and specialization in various aspects of marketing, from SEO and social media to content creation and branding. This expertise ensures that your brand benefits from the latest industry trends and best practices.

**TUESDAY**

→ Marketing agencies bring a wealth of expertise and specialization in various aspects of marketing, from SEO and social media to content creation and branding. This expertise ensures that your brand benefits from the latest industry trends and best practices.

**FOOD + DRINK**

**WEDNESDAY**

**COFFEE + TRIVIA** ← Marketing agencies bring a wealth of expertise and specialization in various aspects of marketing, from SEO and social media to content creation and branding. This expertise ensures that your brand benefits from the latest industry trends and best practices.

**THURSDAY**

→ Marketing agencies bring a wealth of expertise and specialization in various aspects of marketing, from SEO and social media to content creation and branding. This expertise ensures that your brand benefits from the latest industry trends and best practices.

**HAPPY HOUR**

**FRIDAY**

**SHOPPING** Marketing agencies bring a wealth of expertise and specialization in various aspects of marketing, from SEO and social media to content creation and branding. This expertise ensures that your brand benefits from the latest industry trends and best practices.

222 E Main Street, Ste 222 | downtownport.com | pwmainstreetdirector@gmail.com

**DOWNTOWN - PORT -**

Celebrate the workers of PW by getting anyone working in Port to visit our downtown and discover what they can enjoy on breaks, over lunch, after work, and on the weekends!

## PAINT ON PORT MURALS

# PAINT THE SUMMER

Final year of mural program – History theme

## NO PAINT “WEEK”

We will have muralists working throughout the summer, culminating in a celebration over Labor Day Weekend.



This year is all about history! Working with Historical Society to choose themes.

## DOWNTOWN DECOR

# ADDING FALL FLAIR

Planters overhauled. 12 businesses can sign up to decorate a planter. Promotions Committee and community volunteers will decorate others. Competition for community to vote.

## FALL DECOR SUPPLIES

Main Street will order pumpkins, gourds, cornstalks, hay, etc. to have for use during the decorating day in September.



Summer and Christmas are beautifully decorated downtown, but fall needs some attention, especially with many fall events taking place downtown. Drive community interaction.

NEW FOR 2025

# MORE OF WHAT'S *new* FOR 2025



**April 24-26**

**NFL DRAFT APRIL 2025**



**REACHING LOCALS**



**MARKETING STRATEGY**



MARKETING CONSULTANT

welcome  
**SIGNALFIRE**

Extensive tourism marketing throughout Wisconsin. Email, website, social media, strategic marketing, and more



[www.signalfire.us](http://www.signalfire.us)





# *group* DISCUSSION

Let's brainstorm together

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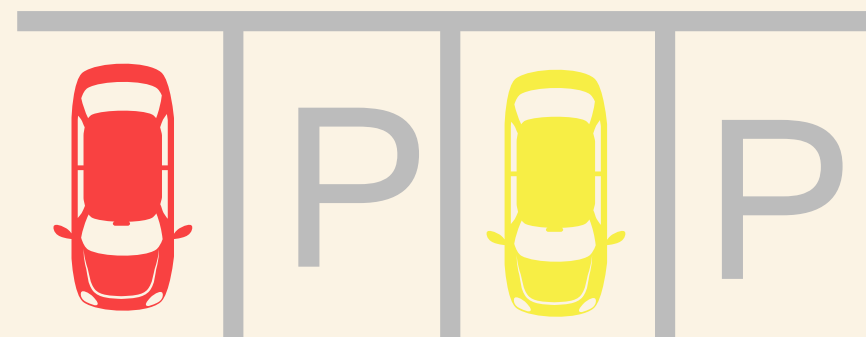
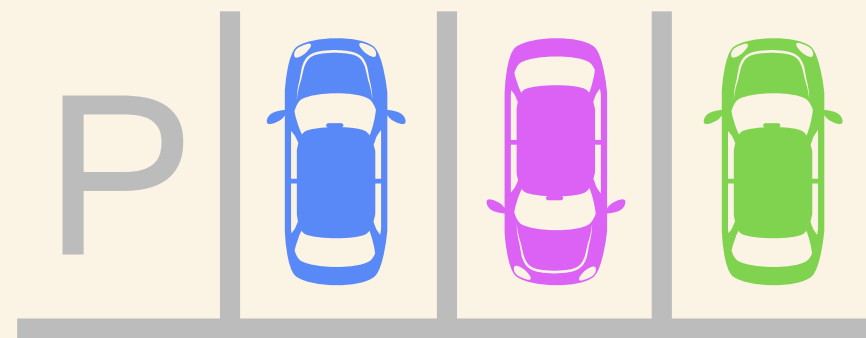
**MARKETING/REACHING LOCALS**

**CHALLENGES/RESOURCES**

**BUSINESS MIX**



*parking lot*  
**QUESTIONS**





# ANNUAL SURVEY

Respond online or fill out the survey on paper – we need your feedback and data by March 1st

# MARKETING SURVEY

At your table, take a minute to respond

# M&M BUSINESS BREAKFAST



Register for this free networking event. Mayor Ted will be presenting on the proposed Data Center and the potential impact to our city 7:30 am Friday, Jan 31st

#GRATITUDE

---

*Thank you*  
**TO ANSAY + FORK & TAP + ANGELA & CO.**

We are grateful to Ansay & Associates for the space, Ansay International for the drinks and to Fork & Tap for the food this evening. Thank you, too, to Angela Ryan of Angela & Co for leading the business learning sessions this afternoon.

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Welcome

# HAPPY HOUR

5-6 PM ON THE 4TH FLOOR (USE THE ELEVATOR)

# SUMMIT MEETING

6-8 PM ON THE FIRST FLOOR

*Thank you to the ansay family for partnering on this event!*



PORT WASHINGTON  
**MAIN  
STREET**