



2023 Business Information Packet

2022 was a transformational year for Port Washington Main Street. After setting a good foundation for our future with a new website, new destination brand Downtown Port, new organization branding, centralized content management system, full-fledged sponsorship program, and adding staff, we are now poised for new and exciting projects that add vibrancy to our downtown and that support our amazing small business community.

This year, we want to tackle some shared challenges, like hiring, offering affordable collaborative marketing options with wider reach, maximizing our Heart of the Harbor, and fostering collaborative promotions and events across businesses. We will also continue to use our media relationships to showcase our downtown businesses and events to a tv audience. We know how wonderful this downtown is. Now we want to share that message with the right people to draw in more visitors (and customers!)

Watch for new projects, some reimagined events, and improved communications through 2023. Utilize our free resources and reach out if you need further assistance. I am happy to help connect you to the right people. We will also welcome on Associate Members in 2023, filling a void in Port Washington for businesses outside the BID. These new associate members will be great for networking!

In the packet, you will find:

- Downtown Port event date and info card
- Downtown Port event registration form
- Other Downtown Port opportunities
- 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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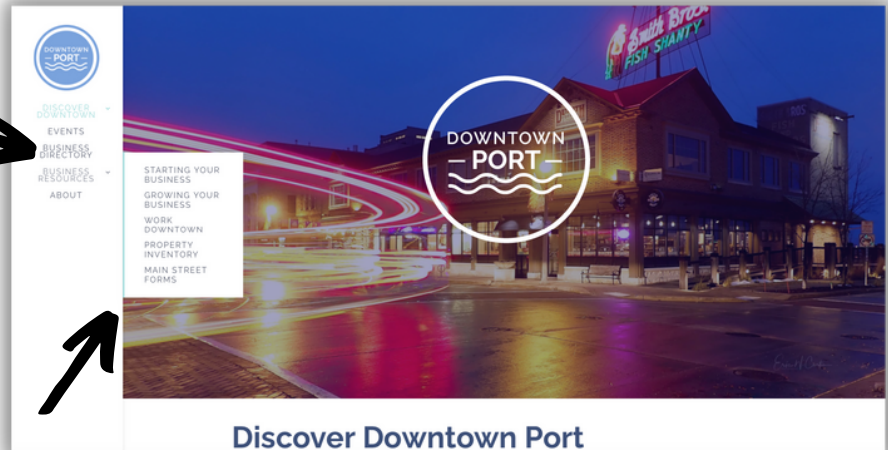


Eileen Grace, Project Manager, Port Muraling Program portmurals@gmail.com

Website Resources www.downtownport.com

Access business resources

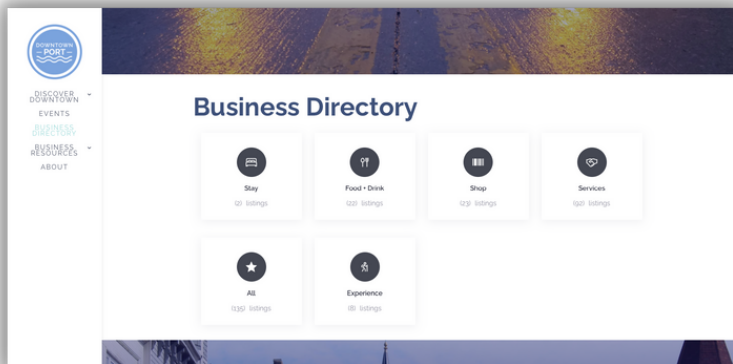
- Post job openings - send these to me with basic description and link to your website job listing
- Learn about financing options
- Find the New Business Welcome Packet



Find Main Street forms and info

Main Street Forms

- Complete 2023 Event Registration
- Main Street Grants - Facade and Sign Grant applications
- Networking opportunities



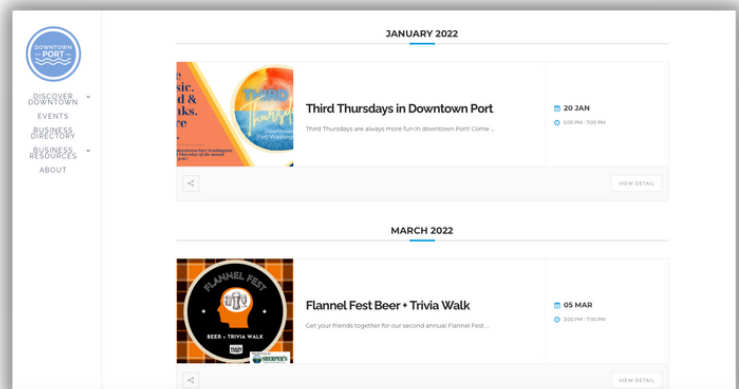
Find your business

Check your business listing in the directory

*Send us an image or photo and any necessary edits!

Event calendar

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



2023 Main Street Events



Every third Thursday of the month 5-7 pm
Live music, food + drink specials, later store hours. We will no longer put on mini-events.
Use this as a built-in marketing tool. Hold specials, host music at your business, plan events.



Gallery Nights

Main Street will hold a couple Gallery Nights, including the Photographer Gallery Night and a collaboration with PWHS Art Dept to host the AP art students for their final project. Dates TBD.



Hippy Hoppity - Business Hop

Saturday, April 1 10 am to 2 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, June 3 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 Franklin St, as we invite artists and artisan vendors and bring in any exciting lineup of music and dance, interactive art stations and demonstrations.



Ladies Night Out + Wine Walk

Thursday, August 17 4-9 pm
Up to 20 businesses can participate as wine sample locations. This year's theme is Harry Potter. Join in as we turn downtown into Diagon Alley. Whether as a wine stop or a game/activity stop, we will add you to the event map!



Fall Street Festival

Saturday, October 7 11 am- 5 pm
We will close the street, have multiple band/entertainment stages, fall family fun, and a car show. The Wine and Beer Run also runs that morning, along with the Farmers Market. Bring your business outside for the day!



Downtown Trick or Treat

Saturday, October 28 12-3 pm
We will send out a flyer for businesses to post if they would like to offer treats.



Christmas Window Display Contest

Saturday, November 25 through Thursday, December 21
Take part in the contest this year with online voting and Main Street prize for winner.



Elf on the Shelf Scavenger Hunt

Saturday, December 2 through Sunday, December 17
The scavenger hunt will kick off during Christmas on the Corner but last through the 17th with NO winner(s) drawn until the 18th. Participation includes social media campaign featuring Christmas promotions for your business.



Christmas on the Corner

Saturday, December 2 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!

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 _____

<input type="checkbox"/>		Port Festival of the Arts \$30 Saturday, June 3 11 am- 5 pm Friends of Art Sponsor \$100 Includes registration fee	Scan the QR code for the online registration form! 
<input type="checkbox"/>		Ladies Night Out & Wizarding Wine Walk \$30 Thursday, August 17 4-9 pm Friends of Wine Sponsor \$100 Includes registration fee	
<input type="checkbox"/>		Fall Street Festival \$30 Saturday, October 7 11-5 pm *Business booth outside on street Friends of Fall Sponsor \$100 Includes registration fee	
<input type="checkbox"/>		Elf on the Shelf Scavenger Hunt \$25 Saturday, December 2 through Sunday, December 18	What type of activity will you host? _____ Total Registration Fees _____
<input type="checkbox"/>		Christmas Window Display Contest \$0 Saturday, November 26 through Thursday, December 15	
<input type="checkbox"/>		Christmas on the Corner \$0 Saturday, December 2 2-5 pm *Host/sponsor an activity	
<input type="checkbox"/>		Christmas Parade \$25 Saturday, December 3 6 pm *Fee is for parade entry Friends of Christmas Sponsor \$100 Includes parade registration fee	

Main Street Opportunities



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

This year, we are keeping one booth open each week for a downtown business. This will be on a first come, first served basis. We will build out the calendar with your requested dates as we get them. We are working with Jen Sapiro as the new Market Manager for the market. **If you are interested in a spot, please email portfarmersmarket@gmail.com with your interest and available dates between June 17 and October 28.**



Winter Promotion

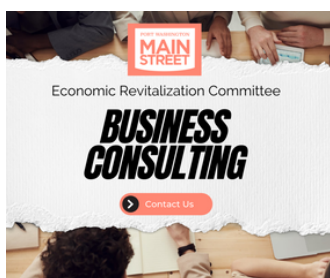
We have had City Tins, PassPORT booklets, and now scratch offs. Main Street is happy to coordinate winter promotions to drive traffic in the off-season. Watch for info and signups for the promotion in the fall.

Building Community - Networking Opportunities

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



Join Main Street, fellow downtown businesses, and City officials for a social gathering to build community in our downtown district.
Locations rotate throughout downtown



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 Kristina to set up a session!

Main Street Grants



FACADE GRANT

Have you been putting off much-needed facade improvements?

We are excited to announce that with support from the City, we are increasing our Facade Grant to \$15,000 per year in 2023, 2024, and 2025.

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

Application deadline is TBD but will be in spring of each of these years.

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 at www.downtownport.com/ms_forms.

2022 Annual Survey

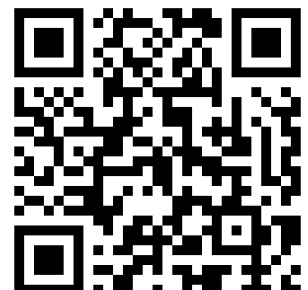
Complete by March 1st

The survey only takes a few minutes but provides us valuable data for benchmarking our KPIs and goals set out in the 2021 Strategic Plan.

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**



Marketing and Advertising Options

DowntownPort.com Advertising

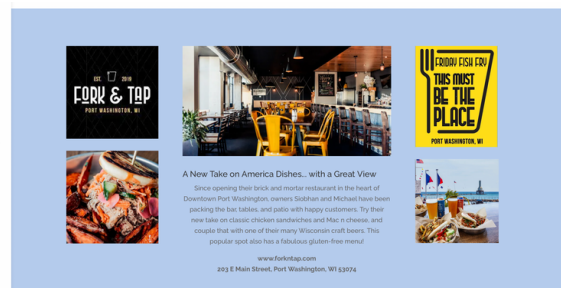
Make sure your business is featured on the website www.downtownport.com! Ads will be integrated into website pages to maximize views and clicks. **Included with advertising is a month as a featured business and social media posts of your feature!*



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

Main Street Business Pricing

1 Year	\$300
2 Years	\$550
3 Years	\$800



Example feature

VisitPortWashington.com Advertising

Get your business in front of thousands of tourists each year, as well as the local community!

If you're interested, ask me about website traffic data and ad sizing options.

Main Street Business Pricing

1 Year	\$400
2 Years	\$750



Tackling Shared Challenges

Collaborative Marketing

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

Seasonal Hiring Campaign

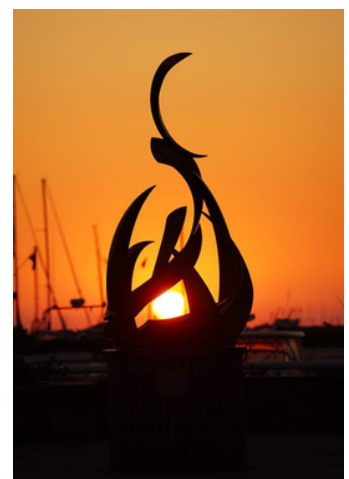
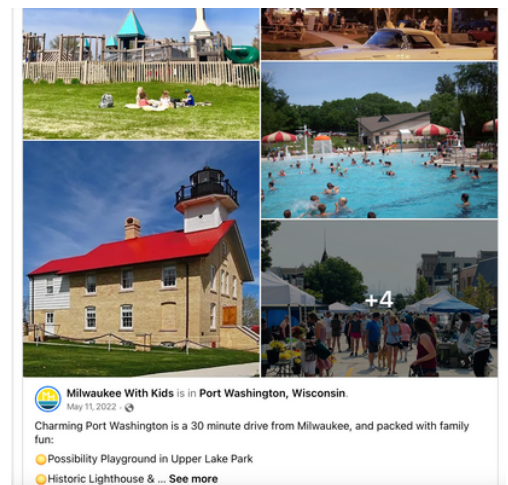
Make sure you are listed on our Work page of www.downtownport.com if you are hiring. We are working on a seasonal hiring campaign, and we will use our central page as the link to direct interested parties. If you have ideas for the hiring campaign or would like to help out with this project, please contact Kristina.

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 of 2023 we will launch a Harbor Eats page of the new 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 this new opportunity. Let Kristina know by May 1st if you are interested in offering delivery to HOH and being included in this new service.



Marketing and Advertising Cont...

Business Banners

The popular banners designed by local artist Nicole Shaver will be going back up this spring. 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 1 - 3 Year \$800

Zone 3 - 1 Year \$400
Zone 3 - 3 Years \$700

Zone 2 - 1 Year \$450
Zone 2 - 3 Years \$750

Zone 4 - 1 Year \$350
Zone 4 - 3 Years \$650



Add Your Name

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



Contact Kristina with your marketing and advertising selections or questions.



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

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

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

Purchasing:

Questions?

Wisconsin Main Street PROGRAM SERVICES

(partial list)



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.



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.



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.



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.

