



*annual summit*

**LEARN. NETWORK. BRAINSTORM.**

[www.downtownport.com](http://www.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 101**

**2022 RECAP**

**WHAT'S NEW FOR 2023?**

**EVENT LINEUP**

**BUSINESS PACKET + RESOURCES**

**RECOGNITION PLAQUES**

**ANNUAL SURVEY**

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



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## ANNUAL REPORT

# *highlights* **FROM 2022**

We started 2022 without:  
website, accessible social media accounts,  
central content management system, fully-  
functioning sponsor program, relationships  
with media outlets, destination brand  
(Downtown Port), or an event and office  
coordinator



**2022 FALL STREET FESTIVAL**





ANNUAL REPORT

FINANCIALS

From our 2022 Annual Report –  
download the full report under  
[www.downtownport.com/about](http://www.downtownport.com/about).

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

FINANCES

2021 Budgeted vs Results

Income: \$12,000  
- Actual: \$17,150  
BID Contributions: \$66,000  
- Actual: \$66,000  
Public Support/Contributions: \$15,000  
- Actual: \$118,031  
\*Contributions high due to Heart of the Harbor, adjusted for this \$30,098  
Event Revenue/Sponsorships: \$31,450  
- Actual: \$29,646  
  
Administrative: \$90,691  
- Actual: \$71,501  
Action Expenses: \$35,045  
- Actual: \$133,842  
\*Expenses high due to Heart of the Harbor, adjusted for this \$33,032

2022 Budgeted vs Results

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

APPROVED BUDGET 2023

Income: \$4,000  
BID Contribution: \$66,000  
Public Support: \$23,000  
Event Revenue/sponsorships: \$82,520  
Total: \$175,520  
  
Expenses: \$42,470  
Administration: \$121,293  
Total: \$173,988



## ANNUAL REPORT

# \$100K+

Event + Program Income

# \$50K+

Sponsor Program

# 56K

Facebook Reach

# 19K

Website Visitors

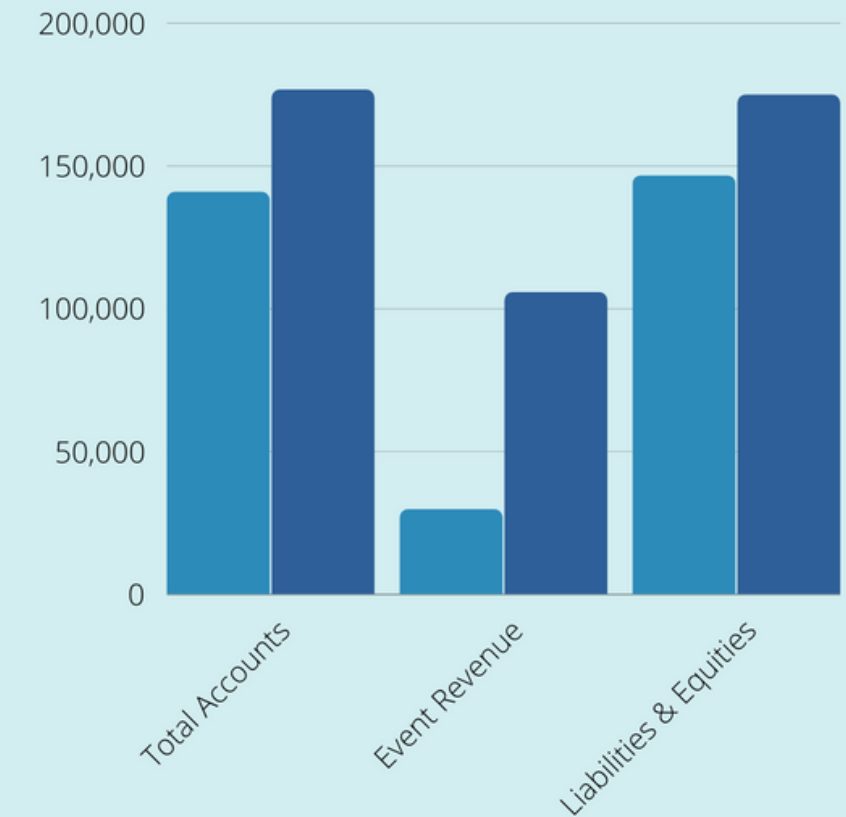
[www.downtownport.com](http://www.downtownport.com)

## FINANCIALS

### NOTEWORTHY COMPARISON YEAR-OVER- YEAR

2021  
2022

Note the higher event  
income in 2022 due to  
the new sponsorship  
program.



## GROSS INCOME 2022

Main Street's gross income was \$214,851. Last year's figure was unusually high due to the restricted Heart of the Harbor funds. Adjusting for this, the income was \$140,593. This year's gross income is significantly higher due to the sponsorship program put in place for the 2022 event season.



# By the Numbers

## 2022

**35** Promotional  
Events

**25,000+**  
Attendees



**4 TV Media Outlets**  
featured Downtown Port

**\$760,000**  
in Main Street  
Bounceback Grants  
awarded

**600+**  
Volunteer Hours  
Valued over \$15,500

**7** Statewide  
Award

**4** New  
Businesses

**96%**  
Business  
Retention Rate



# *10-minute break* **ACTIVITY**

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

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**RESOURCE NEEDS**

**MAJOR CHALLENGES**

**COLLABORATION IDEAS**



NEW FOR 2023

# WHAT'S NEW FOR 2023?



MURALING PROGRAM



FACADE GRANTS



ASSOCIATE MEMBERS



NEW FOR 2023

# MORE OF WHAT'S NEW



Milwaukee With Kids is in Port Washington, Wisconsin.  
May 11, 2022 ·

COLLABORATIVE MARKETING



HARBOR EATS



HIRING CAMPAIGN





## 2023 EVENTS

# signature EVENTS

Take part – and take advantage! – of the 2023  
Main Street signature events

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



**SATURDAY, JUNE 3**

**11 AM - 5 PM**

SEASON KICKOFF, WIDER  
REGIONAL PULL, FAMILY-FUN,  
GREAT PR, SALES DAY



**THURSDAY, AUGUST 17**

**4 - 9 PM**

RETAIL/SALES EVENT,  
LOCAL/REGIONAL PULL, 300  
WOMEN, ADULT-ONLY

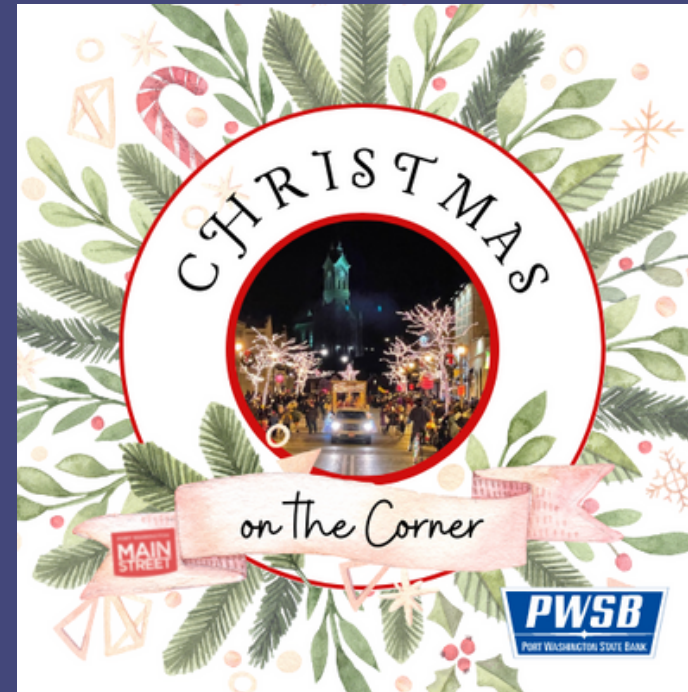


## 2023 EVENTS



**SATURDAY, OCTOBER 7**  
**11 AM - 5 PM**

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



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

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

### **Other Events:**

Third Thursdays in Downtown Port

Gallery Nights

Beer Week

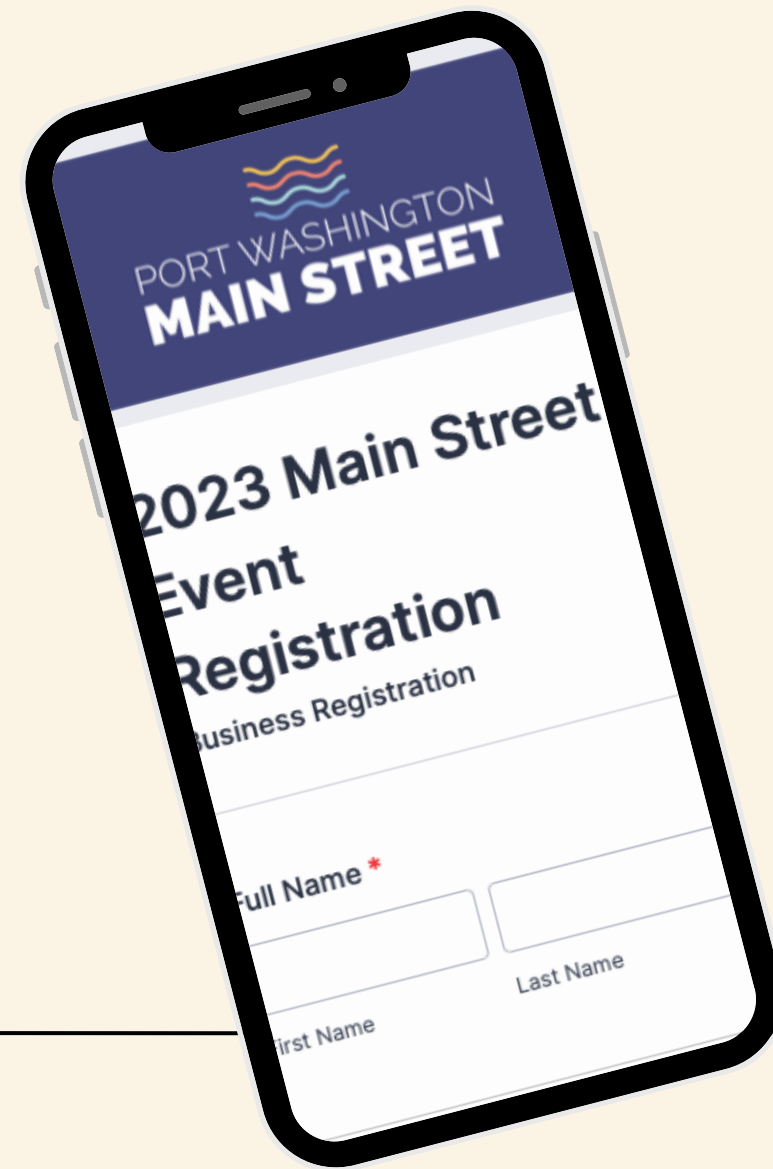
Muraling Week(s) + Mural Party

Doggy Costume Parade + Contest

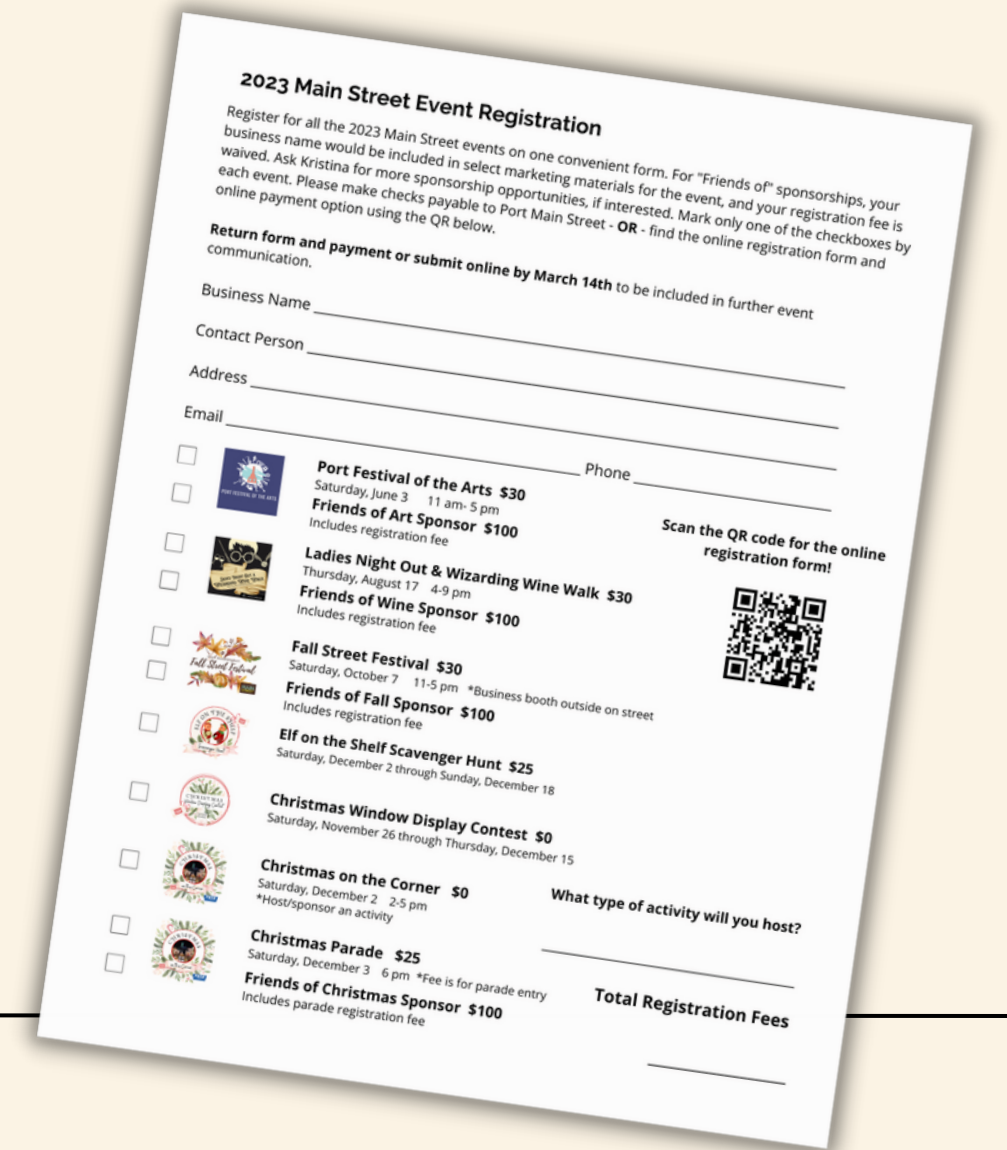
DIY Makers Event

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





# resources A TOUR



EVENT REGISTRATION

FUNDING

MAIN STREET OPPORTUNITIES

MARKETING

WEBSITE

GIFT CERTIFICATES

## Website Resources [www.downtownport.com](http://www.downtownport.com)

### Access business resources

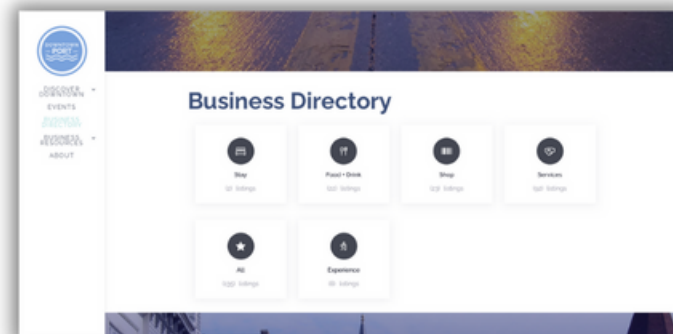
- Post job openings - send these to me with basic description and link to your website job listing
- Learn about financing options
- Find the New Business Welcome Packet



Find Main Street forms and info

### Main Street Forms

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



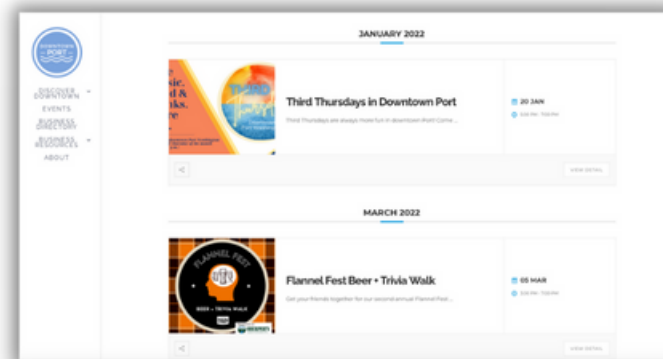
### Find your business

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!



## 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](mailto: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.



### 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!



Marketing and Advertising Options

DowntownPort.com Advertising

Make sure your business is featured on the new website [www.downtownport.com](http://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! Tourism is launching their own new website soon, and you will want to be featured.

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

Main Street Business Pricing

1 Year	\$400
2 Years	\$750



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 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](mailto: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.

# *recognizing* **OUR BUSINESSES**





# *small table* DISCUSSIONS

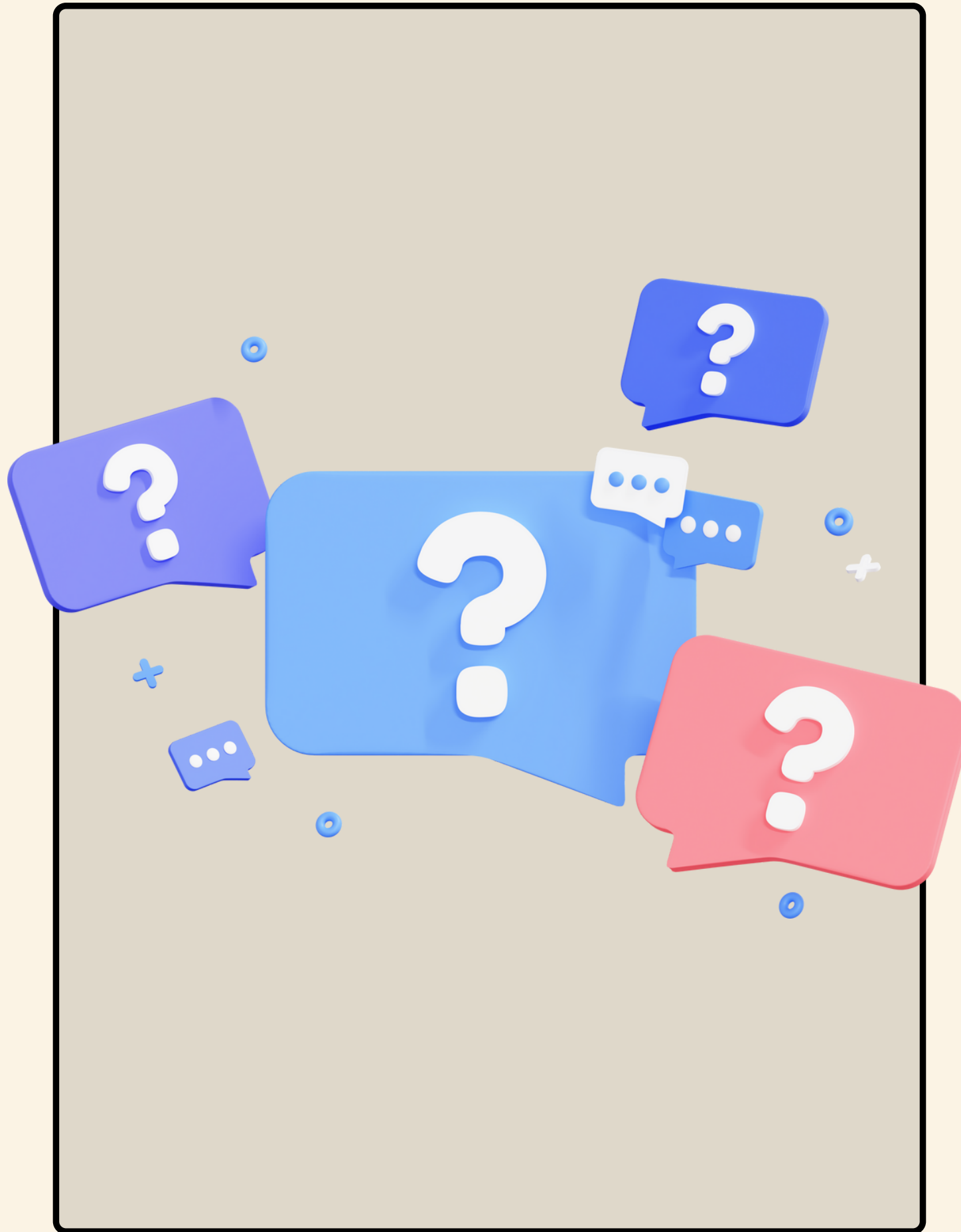
Let's break out by table to discuss the following topics

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**RESOURCE NEEDS**

**MAJOR CHALLENGES**

**COLLABORATION IDEAS**



# ANNUAL SURVEY

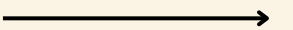
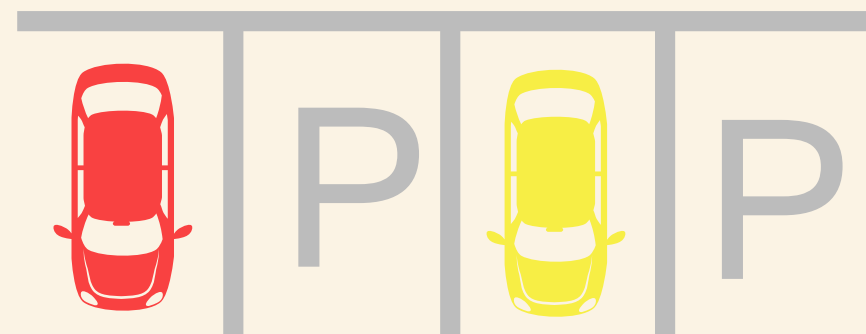
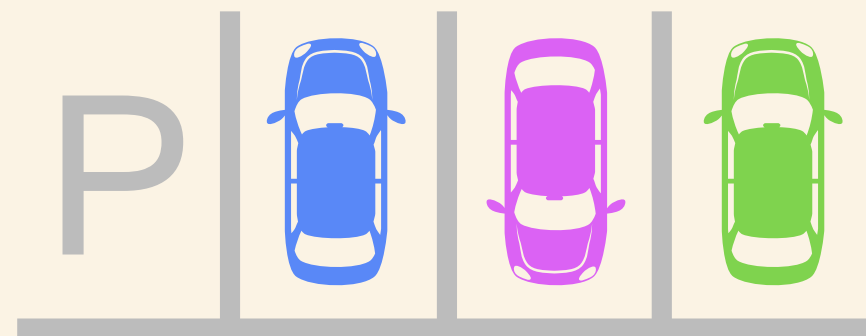
Respond online or fill out the survey on  
paper – we need your feedback and  
data by March 1st



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



# *parking lot* QUESTIONS



#GRATITUDE

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*Thank you*  
**TO ANSAY + SINGING SALMON**

We are grateful to Ansay & Associates for the space, Ansay International for the drinks  
and to Singing Salmon Saloon for the food this evening.

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