

PORT MAIN STREET, INC.

ANNUAL REPORT 2022



PORT WASHINGTON
MAIN STREET

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Stephanie Morano Long, Promotions



2022: A YEAR IN REVIEW

2022 has been a year of growth and new beginnings. We began the year with several important projects to help us grow our organization, notably a new website and social media profiles, content management system (CRM) to increase efficiency, and starting a full-fledged sponsorship program. Along the way, we also hired a new teammate - an Office and Event Coordinator.

Capitalizing on the need for a new website after the official split with Tourism from visitportwashington.com, we decided to launch a new brand destination for our historic downtown district, which would double as our new website and social media. Downtown Port was launched in February of this year, bringing with it huge opportunities for all downtown businesses to use the marketing power behind this brand. Since then, the Facebook followers have been growing, reaching over 2,100. We also worked with a marketing consultant through WEDC who helped us rebrand Port Washington Main Street in line with Downtown Port, creating a cohesive look.

The sponsorship program, first launched in December 2021, has been very successful. For the 2021 event season, sponsorships totaled \$12,800. In 2022, we have \$50,450 in received sponsorships. The Assistant Director has contacted almost 300 businesses in the campaign and established a committee to develop a sponsor relations plan.



The 2022 event season resumed a normal schedule, beginning with Flannel Fest in March and the Art Walk in May. We also ran successful Ladies Night Out and Fall Street Festival events in the fall and our traditional Christmas on the Corner in December. Attendance has increased during this season, with a 40% increase in Ladies Night registrations and an unquantified - but noticeable - increase in Fall Street Festival attendees. We continue to make the quality of our events a priority so we can compete with other area festivals and put Port on the map as an event destination. Additionally, the monthly Third Thursdays series brought mini-events, live music, and specials to town for a consistent event push.

The Farmers Market received some attention as well. We hired Jennifer Sapiro as Market Manager and got \$4,600 in sponsorships. We raised vendor fees in line with competitor markets in the area, thus increasing vendor fee income for the market from over \$6,000 to over \$10,000. This increased funding allowed for a wider reaching marketing strategy, updated market merchandise, and weekly live music and family-friendly activities. The lineup filled up more quickly, and with an interesting mix of new vendors in addition to the long-time favorites.

Downtown Port Washington and Port Washington Main Street received some great press this year. From the CBS 58 Hometowns visit by Nicole Koglin in April, the CBS 58 coverage of Fall Street Festival, and the MKE with Kids blog highlighting 10 things to do with kids in Port in the summer. We also welcomed Fox 6, CBS 58, and Spectrum News 1 in November for a Small Business Saturday and Christmas on the Corner push. Main Street can also, once again, claim "award-winning" status with the statewide award for Best Public-Private Partnership in Downtown Revitalization for its work on the Heart of the Harbor project.

*The sponsor list below does not include every sponsor from the 2022 season

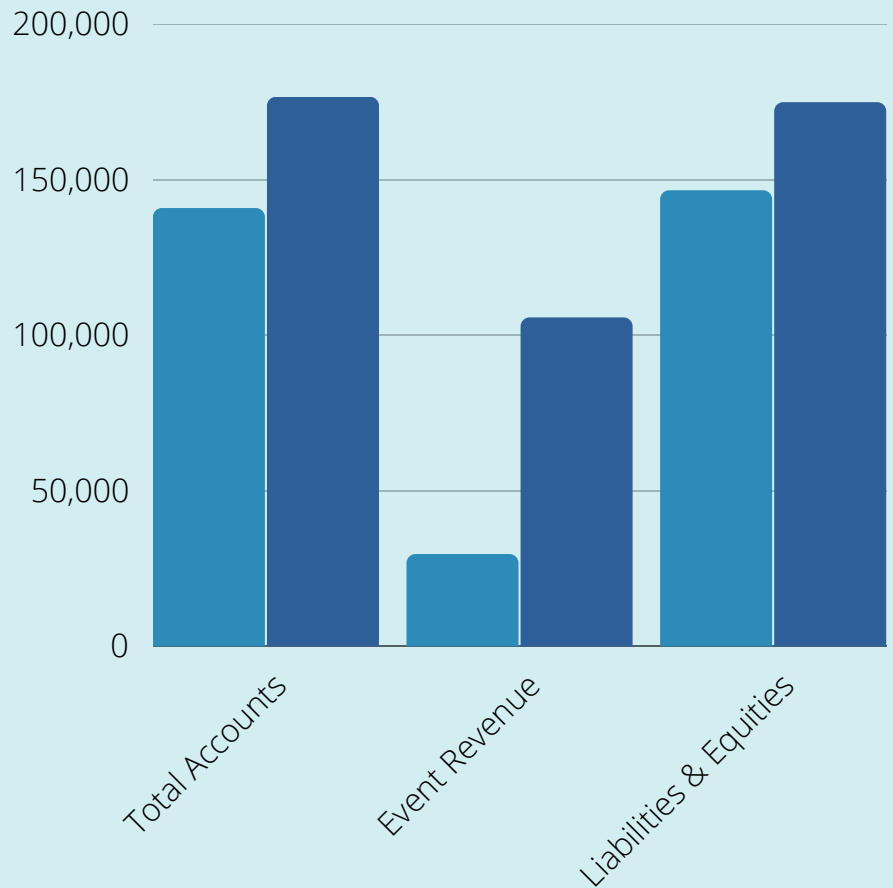


FINANCIALS

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.

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

COMMITTEE UPDATES

Economic Revitalization Committee

The committee has refocused on business support. We have laid the groundwork for a business recognition program to be given out early 2023. We also restarted business consultation sessions and completed a Welcome Packet for new businesses. Kristina has also assisted in getting 16 Main Street Bounceback Grants for downtown businesses, and we have given out two sign grants and one facade grant.

Promotions Committee

The Promotions Committee is full of committed volunteers. The new chair Stephanie Morano-Long has been a consistent help at events, creating photo opportunities and volunteering to run the events. They have been instrumental in creating some of the fun mini Third Thursdays events in 2022.

Design Committee

The Design Committee is hard at work on a new project - the Welcome Corner Project. They are focusing on updating the corner of Grand and Franklin with a new sitting area, planters, and art sculpture, along with a large mural on the wall of Useldings. Together, these changes create a welcoming corner as you turn the corner onto Franklin.

CONCLUSION

2022 was a very productive year, when you look where we started to where we are ending. We did not have a functioning website, social media accounts, centralized database, or full-fledged sponsorship program when we began 2022. Today, we are in a much better position due to the implementation of these large projects/programs. Downtown Port is a new brand identity that brings with it new energy and potential. The Main Street team grew to a team of three, and we are poised to make some important progress in communication and marketing for 2023, while continuing to grow our brand, following, event attendance, and sponsorship program. 2022 laid a great foundation for continued success in the year to come.

