



2024 Business Information Packet

Wrapping up another year here with Port Washington Main Street, and it's exciting to think of all we have accomplished in the past year. We began the year with a few big tasks - like developing and launching a new mural program and reimagining the Facade Grant with expanded funding. Looking back, how exciting to now have five new murals and a revitalized exterior at Chocolate Chisel, with Java Dock also set to undergo a transformation. Another exciting accomplishment was completing another beautification project through our all-volunteer Design Committee. Harborview Corner is now an eye-catching and inviting entryway into Franklin Street, and it features a metal sculpture by a local high school student. For all the hard work this year, we were even honored with one of the Mayor's Keys to the City for outstanding contribution to the city by a non-profit.

In 2024, we will keep the momentum going. Now, with an expanded staff, we are set to take on new initiatives. We are launching Main Street Grants, a way to put money back in the hands of our businesses for projects that benefit the downtown as a whole. We are also working on a two-pronged Hiring Campaign for spring and fall, the busiest hiring seasons. In March, we will bring back a quarter 1 event to boost foot traffic - welcome back, Flannel Fest! And we are collaborating with downtown businesses on two other winter events that will draw customers in the dreaded slow spell. Come summer, our Third Thursdays event series will now include live music at Heart of the Harbor, and we will launch a Harbor Eats program for restaurants who want to offer lunch delivered to guests at the gathering space. These are just a few of the projects we have in the works. It is set to be a busy and exciting year ahead!

In the packet, you will find:

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



Kristina Tadeo, Executive Director

pwmainstreetdirector@gmail.com



Marty S., Assistant Director

pwmainstreetad@gmail.com



Mandi Huff, Office + Event Manager

pwmsmanager@gmail.com



Eileen Grace, Project Manager, Port Muraling Program

portmurals@gmail.com



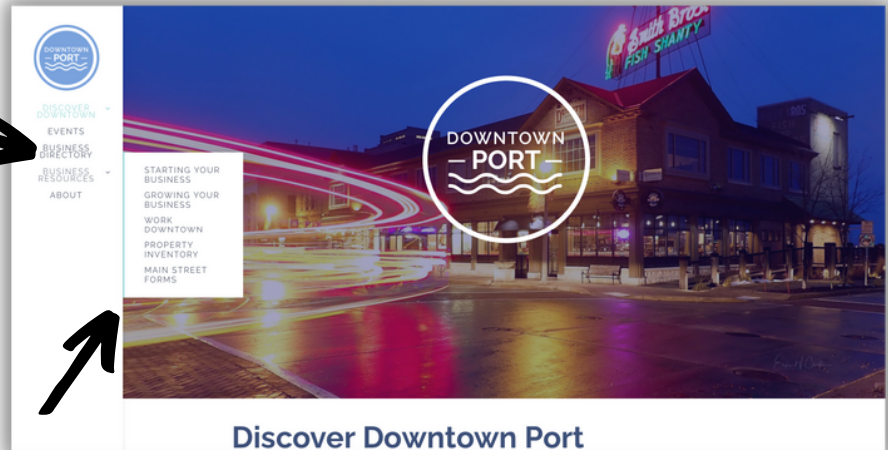
Lyla Waranka, Project Coordinator

pwmscoordinator@gmail.com

Website Resources www.downtownport.com

Access business resources

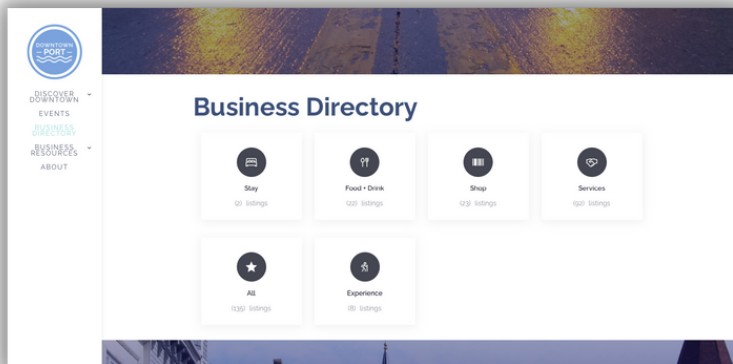
- Post job openings - send these to Mandi with basic description and link to your website job listing
- Learn about financing options
- Find the New Business Welcome Packet



Find Main Street forms and info

Main Street Forms

- Complete 2024 Event Registration in one easy place
- Main Street Grants - Facade and *new* Main Street Grant applications
- Networking opportunities



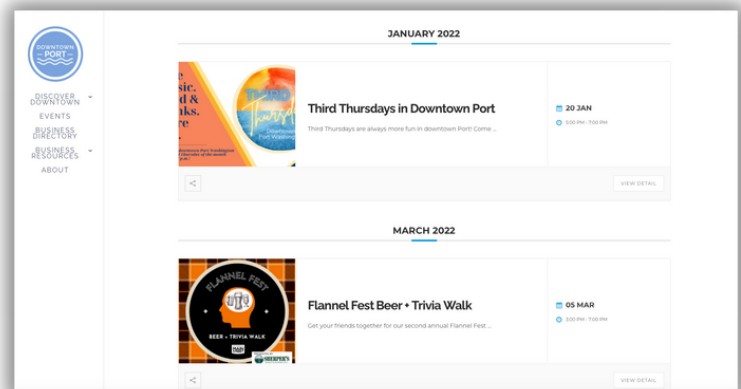
Find your business

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!



2024 Main Street Events



Every **Third Thursday** of the month 5-7 pm DIY workshops, food + drink specials, later dining + shopping hours. Some months may have an added mini event. Use this as a built-in marketing tool. Hold specials, host music at your business, plan events.



Fall Street Festival

Saturday, October 5 11 am- 5 pm
We will close the street, have two band/entertainment stages, fall family fun, and a car + motorcycle show. Bring your business outside for our best attended event of the year!



Flannel Fest Beer + Trivia Walk

Saturday, March 2 2-6 pm
Businesses each have a trivia question and craft beer sample for individuals or teams enjoy during the walk. Winning trivia team will get the coveted beer trophy!



Downtown Trick or Treat

Saturday, October 26 12-3 pm
We will send out a flyer for businesses to post if they would like to offer treats.



Hippy Hoppity - Business Hop

Saturday, Mar 23 11 am to 1 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.



Christmas Window Display Contest

Monday, Dec 2 through Thursday, December 19
Take part in the contest this year with online voting and Main Street prize for winner.



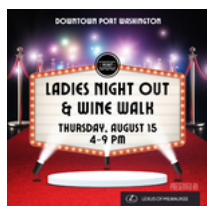
Port Festival of the Arts

Saturday, June 1 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 an exciting lineup of global music and dance, interactive art stations and demonstrations.



Elf on the Shelf Scavenger Hunt

Saturday, Dec 7 through Wednesday, December 18
The scavenger hunt will kick off during Christmas on the Corner but last through the 18th with NO winner(s) drawn until the 19th. Participation includes social media campaign featuring Christmas promotions for your business.



Ladies Night Out + Wine Walk

Thursday, August 15 4-9 pm
Up to 20 businesses can participate as wine sample locations. This year's theme is TBD. Wizarding will be hard to beat. Whether as a wine stop or a game/activity stop, we will add you to the event map!



Christmas on the Corner

Saturday, December 7 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!

2024 Main Street Event Registration

Register for all the 2024 Main Street events plus Flannel Fest 2025 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** - use the online registration form and online payment option using the QR below.

Return form and payment or submit online by March 15th to be included in further event communication.

Business Name _____

Contact Person _____

Address _____

Email _____ Phone _____

☐

Port Festival of the Arts \$30

Saturday, June 1 11 am- 5 pm

☐

Friends of Art Sponsor \$100

Includes registration fee

Scan the QR code for the online registration form!

☐

Ladies Night Out & Wine Walk \$30

Thursday, August 15 4-9 pm

☐

Friends of Wine Sponsor \$100

Includes registration fee

☐

Fall Street Festival \$30

Saturday, October 5 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 7 through December 18

☐

Christmas Window Display Contest \$0

December 2 through December 19

☐

Christmas on the Corner \$0

Saturday, December 7 2-5 pm

*Host/sponsor an activity

What type of activity do you plan to host for Christmas on the Corner?

☐

Christmas Parade \$25

Saturday, December 7 5 pm *Fee is for parade entry

☐

Friends of Christmas Sponsor \$100

Includes parade registration fee

☐

2025 Flannel Fest Beer + Trivia Walk \$30

Date: TBD 2-6 pm

☐

Friends of Beer Sponsor \$100

Includes event registration fee

Total Registration Fees

Main Street Opportunities

NEW

Exclusive 'Downtown Port Businesses' Facebook Group

Join our exclusive Facebook group to get faster communication from Main Street and to communicate quickly with other Downtown Port business owners and managers, all in one convenient location.



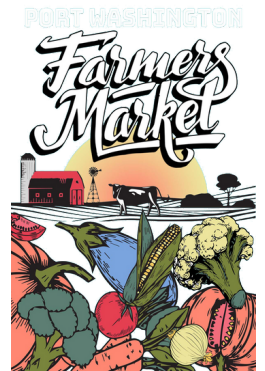
Ribbon Cutting

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 15 and October 26.**



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

Building Community - Networking Opportunities

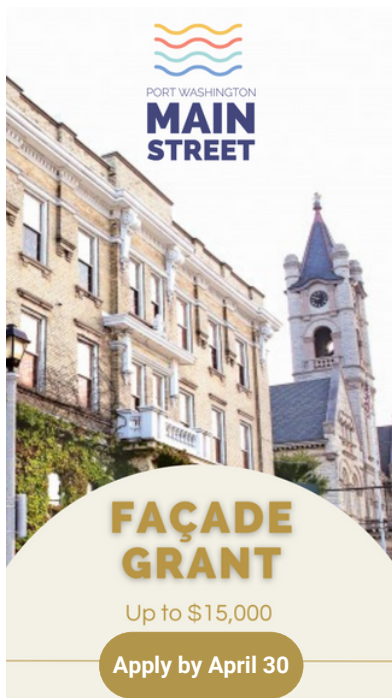
Join us for quarterly Downtown Happy Hours, meeting fellow downtown business leaders in a fun, social setting, and mark your calendars for the M & M (Mayor & Main Street) Breakfast Meetings, gathering local business and city leaders for networking over breakfast, followed by a speaker focusing on issues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



Main Street Grants



MAIN STREET GRANT *New this year*

The goal of the Grant is to improve the overall downtown Port business environment and experience by providing financial assistance to individual businesses or projects. Have an experience, outdoor space makeover, ADA compliance upgrade, technology or other project that would benefit your business and downtown? We want to support those efforts!

The application is now available. Deadline to apply is June 1st.

FACADE GRANT

Have you been putting off much-needed facade improvements?

With support from the City, our Facade Grant remains at \$15,000 per year in 2024 and 2025.

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

The application is now available. Deadline is April 30th.

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.

2023 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 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**



Tackling Shared Challenges

Seasonal Hiring Campaign

Make sure you are listed on our Work page of www.downtownport.com if you are hiring. We are working on seasonal hiring campaigns, and we will use our central page as the link to direct interested parties. We will also continue our Hiring Incentive, offering \$100 Gift Certificates to new hires during certain seasons, as well as the Associated Bank Bank at Work connection (see info sheet.) If you have ideas for the hiring campaign or would like to help out with this project of the Economic Revitalization Committee, please contact Kristina.

Downtown Advocate

As shown in the stakeholder meeting with Shaffer Development and Interstate Parking, Main Street is committed to advocating for the downtown business community as important issues arise. We want our collective voice to be at the table.

Collaborative Marketing

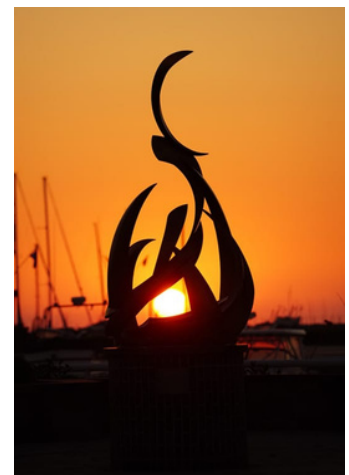
We are planning more collaborative marketing opportunities to maximize reach and reduce costs of advertising for Main Street businesses. In particular, we are working with The Harborview and Tourism on several high profile influencer visits in 2024!

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 2024 we will launch a Harbor Eats page of the 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 Options

DowntownPort.com Advertising

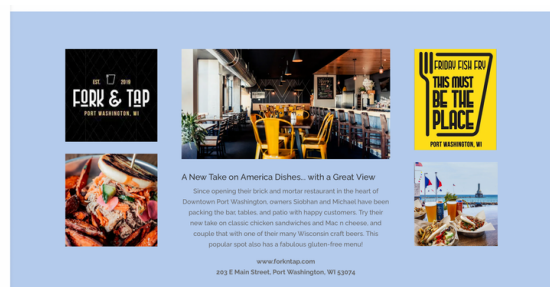
Make sure your business is featured on the website www.downtownport.com! Ads will be integrated into website pages to maximize views and clicks. **Included with advertising is a month as a featured business and social media posts of your feature!*



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



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.



Contact Kristina Tadeo at pwmainstreetdirector@gmail.com or 262-268-1132.

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.



YOUR MONEY WORKS HERE. SO DO YOU. BANK AT WORK BRINGS IT ALL TOGETHER.

With Associated Bank, you'll get speedy direct deposit of your paycheck, as well as personal guidance to meet your financial goals.

Choose from three checking accounts—Associated Access Checking®, Associated Balanced Checking® or Associated Choice Checking®—three tiers of options, with increasing levels of benefits, backed by Associated Bank's superior customer service. Each account is uniquely tailored to where you are in life.

SPECIAL OFFERS:



Earn up to \$100, based on your total relationship balance up to \$999.99.



Earn up to \$200, based on your total relationship balance of \$1,000–\$4,999.99.



Earn up to \$300, based on your total relationship balance of \$5,000–\$9,999.99.



Earn up to \$400, based on your total relationship balance over \$10,000.

Here's how to earn up to \$400¹ with Associated Bank ...

- ✓ Open your new account and have direct deposits totaling \$500 or more within 90 days.
- ✓ Grow your balance—and your bonus—by simply adding funds into your checking or other deposit accounts.
- ✓ See your bonus in your account in 120 days!

And of course, at Associated Bank, you're assured that your money stays here in the Midwest, growing your communities, businesses and neighborhoods.

Contact our Bank at Work experts to get started today.

SPECIAL OFFER

ON AN ASSOCIATED BANK MORTGAGE LOAN with your Bank at Work relationship offered through your employer.



**\$500²
OFF**