



Port Washington Marina 2021 Annual Report

"Your Home Port"



www.port-washingtonmarina.com

www.facebook.com/PortWashingtonMarina/

www.instagram.com/portwashingtonmarina



The mission of the Port Washington Marina is to provide professional and personal management and maintain a safe and clean boating environment for all boaters who use the Marina. The Marina staff will be courteous and seek the most enjoyable boating experience for all Marina customers.

2021 HARBOR COMMISSION MEMBERS

- Gerald Gruen, Chairman
- Bill Driscoll, Vice Chairman
- Ald. Mike Gasper
- Timothy Osowski
- Sue Knauer
- Jordan Schwanz
- Dennis Brede

February 16, 2022

The 2021 boating season returned to somewhat of a normal operation with less Covid-19 restrictions in place and opening our office back up to the public with limited social distancing requirements. It was a wonderful feeling being able to welcome our tenants and guests and all marina customers back into the building without limiting the number of people, a far more welcoming atmosphere for all!

Port Washington Marina is being seen as a destination that boaters seek out thanks to our beautiful marina's proximity to town with all the wonderful events, shops, bars and restaurants. With a great number of transient boaters and the return of the "Great Loopers" we reached a record high this year.

Seeing no major repairs this year we were able to, for the most part, stay within budget.

One of our main projects for the year was to install an additional 35-foot section of floating dock to the existing sections attached to the Blue Bridge. This allowed more dock space for transient boaters and temporary tie ups for those stopping for lunch or dinner.

One of our goals in 2021 was to once again achieve the "Elite Boaters Choice" award from Marinas.com which is the highest award given based on customer reviews. With the help of all our employees who did an excellent job this last year I am proud to say that for the second year in a row, we were awarded with the "Elite Boaters Choice" Award in December of 2021. Thank you to all our wonderful customers for their support! This was a fitting end to another banner year!

**Respectfully Submitted,
Dennis Cherny, Harbormaster**

2021 YEAR END SUMMARY PORT WASHINGTON MARINA

Guest Slips Rented

| <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>Net Change</u> |
|-------------|-------------|-------------|-------------------|
| 845 | 859 | 953 | +94 |
| \$83,084 | \$100,521 | \$109,195 | +\$8,674 |

Tenant Season Slips Rented

| <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>Net Change</u> |
|-------------|-------------|-------------|-------------------|
| 267 (100%) | 280 (100%) | 281 (100%) | +1 |
| \$586,807 | \$646,191 | \$667,881 | +\$21,690 |

2021 YEAR END SUMMARY PORT WASHINGTON MARINA

Season Launch Passes Sold

| <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>Net Change</u> |
|-------------|-------------|-------------|-------------------|
| 210 | 295 | 302 | +7 |
| \$19,950 | \$28,025 | \$28,690 | +\$665 |

Daily Boat Launches Sold

| <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>Net Change</u> |
|-------------|-------------|-------------|-------------------|
| 2517 | 3881 | 3316 | -565 |
| \$27,687 | \$42,691 | \$36,476 | -\$6,215 |

2021 YEAR END SUMMARY PORT WASHINGTON MARINA

Gasoline Sales

| | <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>Net Change</u> |
|--------------|-------------|-------------|-------------|-------------------|
| Gallons Sold | 74,164 | 94,394 | 90,104 | -4,290 |
| Revenue | \$256,752 | \$246,901 | \$325,688 | +\$78,787 |

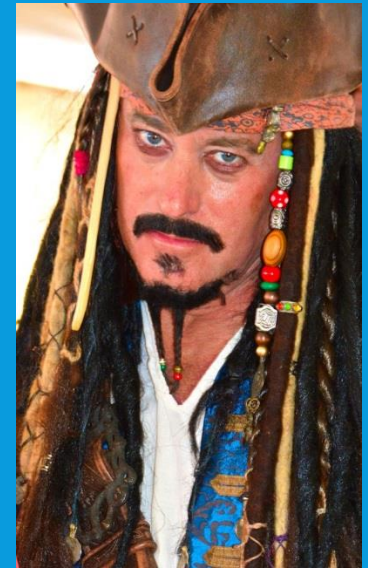
Diesel Sales

| | <u>2019</u> | <u>2020</u> | <u>2021</u> | <u>Net Change</u> |
|--------------|-------------|-------------|-------------|-------------------|
| Gallons Sold | 38,402 | 44,734 | 36,784 | -7,950 |
| Revenue | \$101,740 | \$87,137 | \$108,560 | +\$21,423 |

ANNUAL MARINA EVENTS

- Disabled Vets Fish Outing (cancelled)
- Double Handed Sailboat Race
- Child's Wish Outing
- GLSF Fishing Derby
- Fish Day (cancelled)
- National Marina Day Celebration
- Lions Fest
- Clipper Cup Sailboat Race
- PWYC Venetian Boat Parade





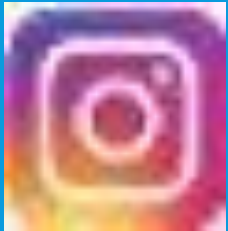


www.facebook.com/PortWashingtonMarina/

3,988 total Facebook Followers

3,735 total Facebook Likes

50,039 total Facebook Check-Ins



www.instagram.com/portwashingtonmarina

728 total Instagram Followers



339 total online guest reservations made in 2021

DEDICATED STAFF



Marina employees are trained in everyday Marina operations

- Customer Service
- Fueling Procedures
- Dockside Sanitary Pump-out Procedures
- Boating Procedures
- Grounds Keeping
- Cleaning
- Safety & Emergency Plans

CERTIFIED "WISCONSIN CLEAN MARINA"



- Proud to be one of Wisconsin's first Certified Clean Marinas
- The Marina was re-certified as a Clean Marina summer 2020
- Working hard doing our part to protect our boaters, pets, environment, and all wildlife so that all may enjoy the water for years to come



BENCHMARK ACHIEVEMENTS IN 2021

- Continued to train employees on safety and emergency plans and additional safety procedures that were needed due to Covid-19. Also trained employees on safe and proper fueling procedures and duties required during a fire on the fuel dock.
- Followed safety protocols/procedures due to Covid-19.
- Followed city policies when performing marina projects.
- Upgraded Marina WIFI system in the Main Marina and North Slip giving customers and improved experience.
- Marina personnel continued to replace deteriorating boards along the North Slip
- Marina personnel continue to repair and add floating docks along the Blue Bridge and rubble mound to accommodate guests not requiring power and water.
- Removed old plants and shrubs. New plants, bushes and flowers were planted to make the entrance and welcome sign to the Marina more attractive.
- Continued to operate as a Certified Wisconsin *Clean Marina*.
- Awarded the "Elite Boater's Choice". Award based on customer reviews.

GOALS TO WORK TOWARDS IN 2022 ARE AS FOLLOWS

- Upgrade Marina Management Software
- Continue to pursue the permits needed to dredge along the north side of Pier 5
- Pursue the expansion of the north side of Pier 5 adding a possible additional (7) finger piers for a total of (14) additional slips
- Strive to achieve the “Elite Boater’s Choice” award from Marinas.com
- Continue to train summer employees regarding proper fueling and fire procedures as well as safety and emergency plans
- Continue to operate as a certified “*Wisconsin Clean Marina*”

YOUR "*DESTINATION MARINA*" ON THE WESTERN SHORES OF LAKE MICHIGAN!

