



Port Washington Marina

2022 Annual Report

"Your Home Port"



www.portwashingtonwi.gov/departments/marina

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.

2022 HARBOR COMMISSION MEMBERS

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

February 20, 2023

The 2022 boating season saw a decline in boats launching as well as a decline in transient traffic. This was due in part by the rising fuel costs. Most fishermen were only going out if the fishing was good and you didn't see as many boaters just taking an afternoon or weekend cruise on beautiful day. Sadly, we also had several of our yearly groups from across the lake cancel reservations for weekend stays here at the marina due to the high fuel costs. However, what we did find is that we had a lot of our transient guests taking advantage of our weekly rates, staying here longer rather than spending a few days here and a few days at another Marina. We also had some saving grace in fall with the amount of " Great Looper" traffic we had fueling up here and spending a few nights up to a week or two before making their way to Chicago and heading south for the winter.

The fish cleaning station was relocated spring of 2022. The change in location ended up being a smooth transition. The GLSF Ozaukee Chapter donated (10) dock carts that the fishermen can use to transport their coolers from their vehicles to the station. The Marina did some minor adjustments to the hoses and tables to make it more convenient for cleaning fish. The fishermen seem very pleased with the new station and location.

In the early spring of 2022, we learned that insurance was no longer going to cover the aging underground gasoline and diesel storage tanks. Looking into replacing the tanks was an ongoing process all year. The hope is to have them installed in the spring of 2023.

The Marina received the go ahead to move forward with the Pier 5 addition from the Army Corps of Engineers and the WIDNR. The dredging for the addition took place and was completed in December 2022. The new slips should arrive and be installed in spring of 2023 welcoming (14) new tenants to the Marina.

One of our goals every year is to 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 third year in a row, we were awarded with the "Elite Boaters Choice" Award in December of 2022. Thank you to all our wonderful customers for their support!

**Respectfully Submitted,
Dennis Cherny, Harbormaster**

2022 YEAR END SUMMARY PORT WASHINGTON MARINA

Guest Slips Rented

<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>Net Change</u>
859	953	837	-116
\$100,521	\$109,195	\$100,792	-\$8,403

Tenant Season Slips Rented

<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>Net Change</u>
280 (100%)	281 (100%)	282 (100%)	+1
\$646,191	\$667,881	\$689,376	+\$21,774

2022 YEAR END SUMMARY PORT WASHINGTON MARINA

Season Launch Passes Sold

<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>Net Change</u>
295	302	256	-46
\$28,025	\$28,690	\$24,320	-\$4,370

Daily Boat Launches Sold

<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>Net Change</u>
3881	3316	2742	-574
\$42,691	\$36,476	\$30,162	-\$6,314

2022 YEAR END SUMMARY PORT WASHINGTON MARINA

Gasoline Sales

	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>Net Change</u>
Gallons Sold	94,394	90,104	81,232	-8,872
Revenue	\$246,901	\$325,688	\$408,391	+\$82,703

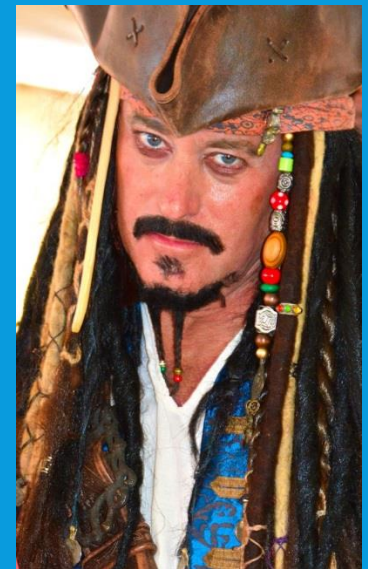
Diesel Sales

	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>Net Change</u>
Gallons Sold	44,734	36,784	45,769	+8,985
Revenue	\$87,137	\$108,560	\$226,280	+\$117,720

ANNUAL MARINA EVENTS

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



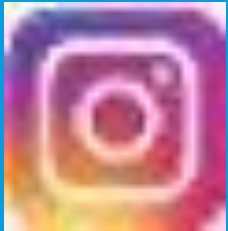




www.facebook.com/PortWashingtonMarina/

4,842 total Facebook Followers

4,500 total Facebook Likes



www.instagram.com/portwashingtonmarina

994 total Instagram Followers



339 total online guest reservations made in 2021

654 total online guest reservations made in 2022

DEDICATED STAFF



Marina employees are trained
in everyday Marina
operations

- Customer Service/ Office Operations
- 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



2022 ACHIEVEMENTS

- The Marina received approval from the Army Corps of Engineers and the WI DNR to move forward with dredging north of Pier 5
- The Marina proudly achieved the “Elite Boater’s Choice” award from Marinas.com based on customer reviews of our facilities and over-all Marina operations and performance. The Elite Fleet is the highest award given by Marinas.com. Thanks to the Port Washington Marina’s reputation as one of the best Marinas on the Western Shores of Lake Michigan, the Marina is once again filled to over 100% capacity boasting a healthy waiting list of boaters wanting to call Port Washington Marina home, proving that Port Washington continues to be a highly sought after Destination Marina. The Marina continues to be booked with transient guests practically every weekend throughout the summer . The Marina has become the “Must Stop” location for Loopers (boaters doing the great loop), which keeps the Marina busy well into the fall season.
- Marina staff completed the finishing touches to the new fish cleaning station by installing the Port Washington Welcome Sign that holds the fish scale and hooks. New hoses were installed, and other minor electrical upgrades were made based on customer needs and wants.
- (4) New picnic tables were purchased and installed in the new picnic area north of the North Building, along with nautical decorations. Giving it a warm welcoming atmosphere.
- Marina personnel continue to replace deteriorating boards along the North Slip as needed.
- The Marina was chosen by the Wisconsin Clean Marina program to participate in a promotional video on proper fueling procedures and best practices as they were impressed with our operation during our last Clean Marina Recertification process.
- Increased employee training on safety and boating protocols
- Upgraded Marina software with all contracts and reservations going through the online Dockwa portal, improving efficiency in the Marina office.

NEW FISH CLEANING STATION

(RELOCATED TO TRAILER PARKING LOT SPRING 2022)



- The fish cleaning station was moved from the north end of the Marina to its current location in the vehicle with trailer parking lot spring of 2022
- Ansay Development built the fish cleaning station with a clean, bright, open-air look, installing the blue metal roof to match the look of the Marina Control Building
- The fish cleaning station opened for public use the end May 2022
- Some modifications were done by marina staff to make the station more user friendly
- (10) dock carts were donated by the Great Lakes Sport Fishermen-OZ Chapter to make it convenient for fishermen to take their coolers from their vehicles to the station
- July 2022, Marina staff, with the help of streets, installed the Port Washington sign that holds the hooks to hang fish as well as the fish scale for weighing fish, making the project complete.

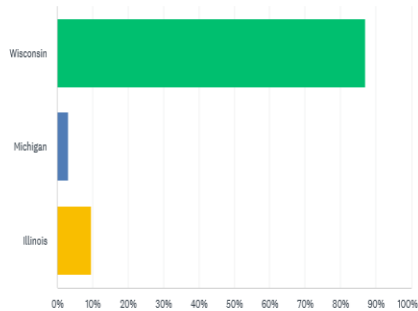
GOALS TO WORK TOWARDS IN 2023 ARE AS FOLLOWS

- In 2023, it is the Port Washington Marina's plan to dredge the area north of Pier 5 and install (7) 30' finger piers which will give the Marina an additional (14) 30' slips.
- Install additional cameras around the Marina increasing security measures.
- Install additional radios to continue improving our Wifi.
- Install central air to our North Building , making it a more comfortable environment during the hot summer months for our tenants and guests utilizing the private restrooms, showers, laundry facilities and boater's lounge.
- Replace the gasoline and diesel Underground Storage Tanks.
- Continue to upgrade the Marina software based on the latest technology.
- The Marina will continue to operate as a *Certified Clean Marina*.
- Strive to achieve the *Elite Fleet Boater's Choice* award from Marinas.com

MARINA TRANSIENT GUEST SURVEY RESULTS

Where is your home harbor?

Answered: 31 Skipped: 7

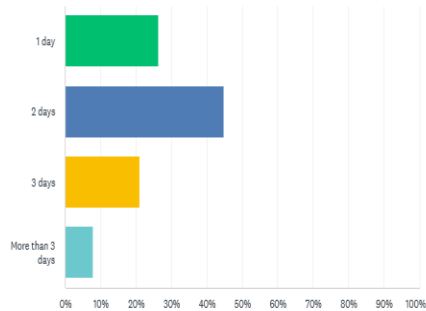


Port Washington Marina Guest Feedback

🗑️ (0)

How long was your stay in Port Washington?

Answered: 38 Skipped: 0



Port Washington Marina Guest Feedback

🗑️ (0)

How many people were on your boat during your stay in Port Washing...

Answered: 37 Skipped: 1

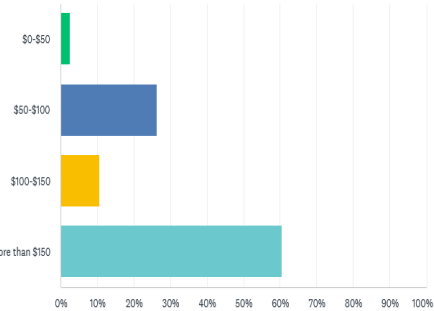


Port Washington Marina Guest Feedback

🗑️ (0)

While ashore, what is the estimated amount your party spent?

Answered: 38 Skipped: 0

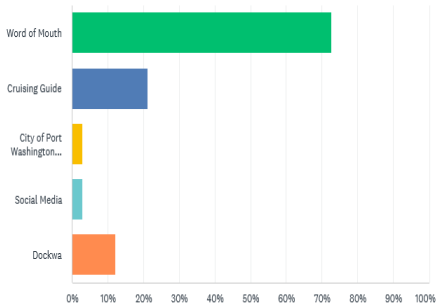


Port Washington Marina Guest Feedback

🗑️ (0)

How did you hear about the Port Washington Marina?

Answered: 33 Skipped: 5

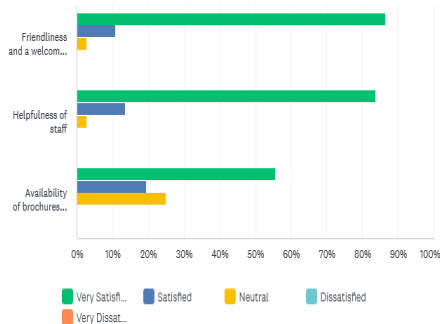


Port Washington Marina Guest Feedback

🗑️ (0)

How would you rate your experience with customer service?

Answered: 38 Skipped: 0

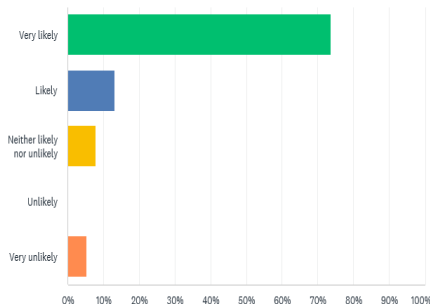


Port Washington Marina Guest Feedback

🗑️ (0)

How likely are you to visit the harbor and explore the town again?

Answered: 38 Skipped: 0

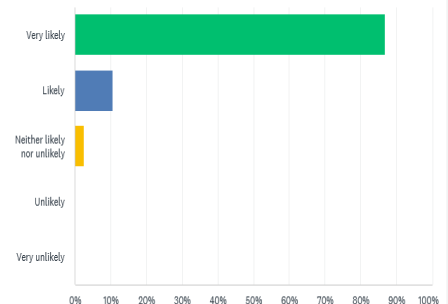


Port Washington Marina Guest Feedback

🗑️ (0)

How likely are you to recommend the Port Washington Marina to othe...

Answered: 38 Skipped: 0



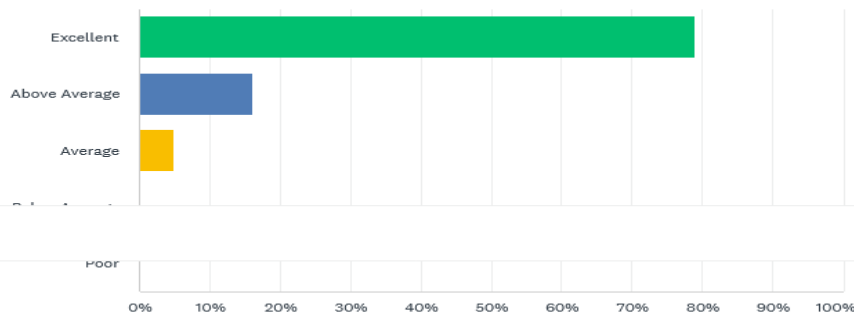
Port Washington Marina Guest Feedback

🗑️ (0)

MARINA END OF SEASON TENANT SURVEY RESULTS

Personnel: (attitudes, helpfulness, directions, etc.)

Answered: 62 Skipped: 0

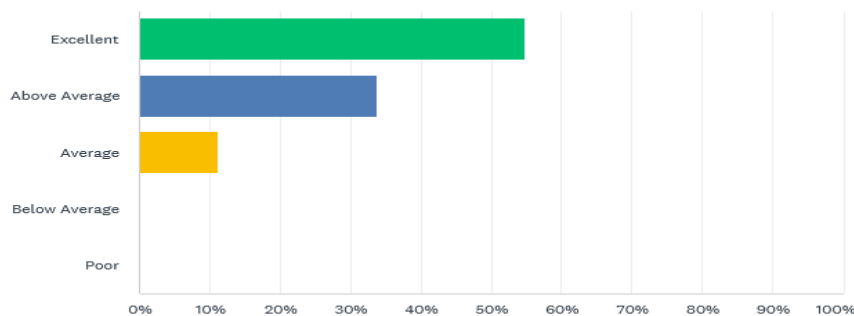


Marina Tenant Survey

🔍 (0)

Facilities: (Condition of docks and buildings, overall grounds appeara...

Answered: 62 Skipped: 0

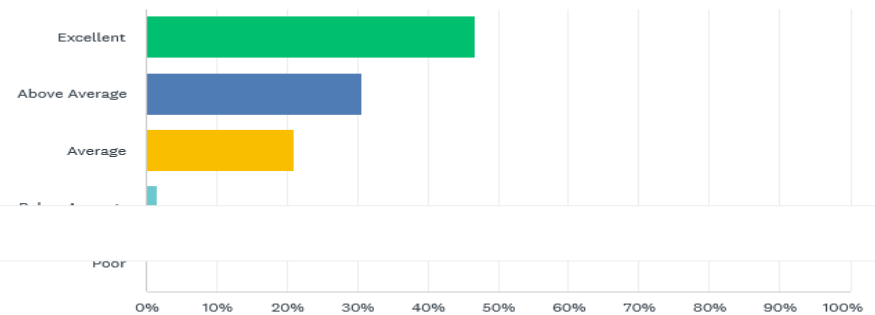


Marina Tenant Survey

🔍 (0)

Restrooms and Showers: (Cleanliness)

Answered: 62 Skipped: 0

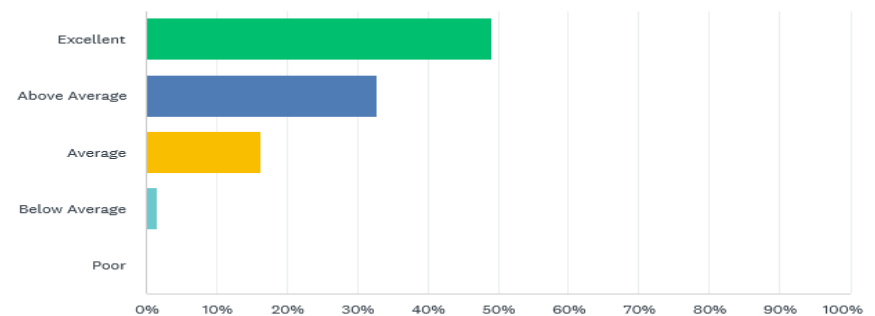


Marina Tenant Survey

🔍 (0)

Overall rating of the Port Washington Marina compared to other mari...

Answered: 61 Skipped: 1



Marina Tenant Survey

🔍 (0)

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

