



*The Premier Community on the Great Lakes*

# Port Washington Marina 2023 Annual Report

*"Your Home Port"*



[www.portwashingtonwi.gov/departments/marina](http://www.portwashingtonwi.gov/departments/marina)

[www.facebook.com/PortWashingtonMarina/](https://www.facebook.com/PortWashingtonMarina/)

[www.instagram.com/portwashingtonmarina](https://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.

# 2023 HARBOR COMMISSION MEMBERS

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

**February 05, 2024**

**The 2023 boating season saw an increase in boats launching thanks to great weather and fishing late spring through most of the summer months. We can't thank all our customers enough for their patience and understanding during the months of May through July while the Underground Storage Tanks were being replaced. Parking was a bit of a mess in the trailer lot at times during construction and there were few complaints.**

**Transient traffic remained steady through most of the summer. Several guests took advantage of our weekly rates and monthly rates, staying here longer rather than spending a few days here and a few days at another Marina. The Marina also had a major increase in small fishing boats staying here for several nights to a week or even longer as McKinley Marina's parking lots were being redone leaving them with limited parking available. Those that normally fished out of Milwaukee came to Port instead which was fantastic for us.**

**Late summer and into fall brought a lot of wind, warm water, and poor lake conditions. We took a big hit in August as several of our large groups out of Michigan had to cancel as the lake didn't allow for safe travel. Fall fishing for the smaller boats was almost non-existent due to the warm water in the harbor. Larger vessels could get out on the lake and search for the cold water if it wasn't too rough. The fish were not in the harbor either and when they were, they weren't biting. There really wasn't any shore fishing to speak of which was quite surprising as it has been a booming industry for us the last couple of years. Looper traffic was also affected by the poor lake conditions in fall. Many Loopers bypassed Port Washington to get closer to Chicago when the weather allowed. However, we did have a couple Looper's that stayed a month or more waiting for their turn to go through the locks.**

**This year saw several upgrades and additions from the Underground Storage Tank replacements and the Pier 5 addition to the central air in the North Building providing a more comfortable experience for our tenants and guests during the hot summer months. Additional security cameras were also installed giving our customers that extra sense of security while they are here or away from their boats.**

**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 fourth year in a row, we were awarded with the "Elite Boaters Choice" Award in December of 2023. Thank you to all our wonderful customers for their support!**

# 2023 YEAR END SUMMARY PORT WASHINGTON MARINA

## Guest Slips Rented

<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Net Change</u>
953	837	858	+ 21
\$109,195	\$100,792	\$117,348	+ \$16,556

## Tenant Season Slips Rented

<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Net Change</u>
(100%)	(100%)	(100%)	
\$667,881	\$689,376	\$764,184	+ \$74,808

# 2023 YEAR END SUMMARY PORT WASHINGTON MARINA

## Season Launch Passes Sold

<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Net Change</u>
302	256	250	-6
\$28,690	\$24,320	\$23,750	-\$570

## Daily Boat Launches Sold

<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Net Change</u>
3316	2742	3155	+ 413
\$36,476	\$30,162	\$34,705	+ \$4,543

# 2023 YEAR END SUMMARY

## PORT WASHINGTON MARINA

### Gasoline Sales

	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Net Change</u>
Gallons Sold	90,104	81,232	79,579	- 1,653
Revenue	\$325,688	\$408,391	\$338,832	- \$69,559

### Diesel Sales

	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>Net Change</u>
Gallons Sold	36,784	45,769	37,512	- 8,257
Revenue	\$108,560	\$226,280	\$135,667	- \$90,613

# 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
- Venetian Fest and Cardboard Boat Regatta







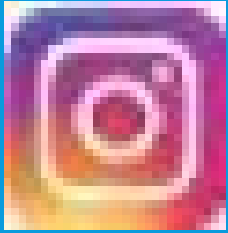


[www.facebook.com/PortWashingtonMarina/](https://www.facebook.com/PortWashingtonMarina/)

5,285 total Facebook Followers

4,800 total Facebook Likes

529,565 Facebook Reach in 2023



[www.instagram.com/portwashingtonmarina](https://www.instagram.com/portwashingtonmarina)

1,040 total Instagram Followers



339 total online guest reservations made in 2021

654 total online guest reservations made in 2022

1,034 total online guest reservations made in 2023



# 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
- Produced a video in conjunction with the *Wisconsin Clean Marina* Program about best fueling practices to be used as a teaching tool for Marinas
- Promoting clean and safe waterways by adopting best management practices making our Marina a cleaner and safer environment for boaters to enjoy now and into the future



# 2023 ACHIEVEMENTS

- Installed (7) finger piers on the north side of Pier 5 adding an additional (14) 30' slips to the Marina
- New Underground Storage Gasoline and Diesel tanks were installed with all new lines and piping from the tanks to the Fuel Pier
- A new EVO 600 Automatic Tank Gauge monitoring system for the new fuel tanks was installed
- A new furnace/central air unit was installed at the North Building and the Marina Control Building
- Three additional security cameras were installed increasing security measures around the North Slip and trailer parking lot . A new PTZ camera was installed on the roof of the Control Building that may be moved to monitor areas of concern.
- Purchased (4) new golf carts replacing the older used golf carts
- Continue to upgrade Marina software based on latest technology
- 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 personnel continue to replace deteriorating boards along the North Slip as needed.
- Continued to operate as a *Certified Clean Marina* following the best practices set forth by the *Wisconsin Clean Marina Program*
- Increased starting wages of Marina staff to retain existing staff and align with industry standards when hiring new staff



# PIER 5 ADDITION (7) FINGER PIERS-(14) TOTAL SLIPS



- Dredging of the north side of Pier 5 commenced on November 30<sup>th</sup> 2022, and was completed by December 15<sup>th</sup>, 2022 by McMullen & Pitz
- The (7) finger piers arrived early April 2023 from Meeco-Sullivan out of Oklahoma and were unloaded and placed in the Marina lot by Matt from the Streets Division
- Marina staff attached the fillets while in the parking lot, preparing the slips for installation prior to launching
- Marina staff launched and installed the slips finishing the installation by Thursday May 25<sup>th</sup>

# PIER 5 ADDITION CONTINUED



- Electrical and water hookups were installed, as well as dock boxes and hose hangers
- Gary Fischer from the Streets Division made the reflective number plates for the finger piers that were installed by Marina staff
- The first week of June slips were rented out for the season



# UNDERGROUND GASOLINE AND DIESEL STORAGE TANK REPLACEMENT



- Interstate Pump & Tank was awarded the contract for the Underground Storage Tanks
- May 8<sup>th</sup> they broke ground
- May 10<sup>th</sup> the Underground Diesel and Gasoline Storage tanks were delivered and placed in the ground
- During the month of May and into June all new underground piping from the fuel tanks to the water's edge under the fuel dock was installed
- Friday June 30<sup>th</sup> the state granted the marina's permit to operate the new tanks



# UNDERGROUND GASOLINE AND DIESEL STORAGE TANK REPLACEMENT CONTINUED



- A new Automatic Tank Gauge system was installed to monitor the UST's and the lines. This system monitors the sensors for the sumps, lines for any leaks, tanks for any leaks, fuel in the tanks, the pressure in the system, etc.
- The old Underground Storage Tanks were filled with slurry and officially abandoned after borings showed no sign of contamination in the area. Everything was backfilled and concrete was poured in July
- The city Streets Division cut out and replaced the damaged black top and line painted to complete the project in August

# GOALS TO WORK TOWARDS IN 2024 ARE AS FOLLOWS

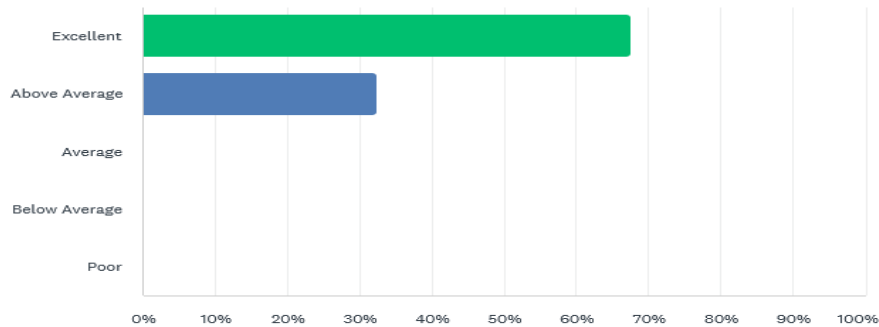
- Add an additional (4) security cameras focusing on areas not covered by previously installed cameras
- Upgrade all Wi-Fi radios around the Marina utilizing the latest technology
- Reseal and stripe the vehicle with trailer lot (M-4) and the tenant and metered lots (M-5 and M-6) providing clear parking guidelines and improved parking experience
- Explore installing permeable pavers around the fish cleaning station to reduce standing water following *Wisconsin Clean Marina* best practices for storm water management and green infrastructure. Apply for related grants to complete the project
- Apply for a grant to replace existing dockside pump out system
- Repair existing potholes in Marina parking lots
- Continue to upgrade the Marina software based on the latest technology.
- Continue to operate as a *Certified Clean Marina*.
- Strive to achieve the *Elite Fleet Boater's Choice* award from Marinas.com
- Strive to offer the best customer service experience for all Marina tenants and guests
- Continue to promote the Port Washington Marina as a Destination Marina and capitalize on the Marina's proximity to the downtown area and all it has to offer (i.e., restaurants, bars, shops, parks, beaches, and the Interurban Trail to name a few).



# MARINA END OF SEASON TENANT SURVEY RESULTS 2023

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

Answered: 34 Skipped: 0

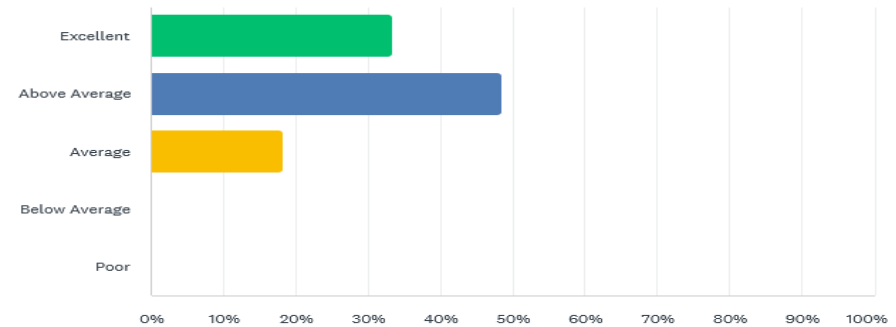


Copy of Marina Tenant Survey 2023 Boating Season

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## Restrooms and Showers: (Cleanliness)

Answered: 33 Skipped: 1

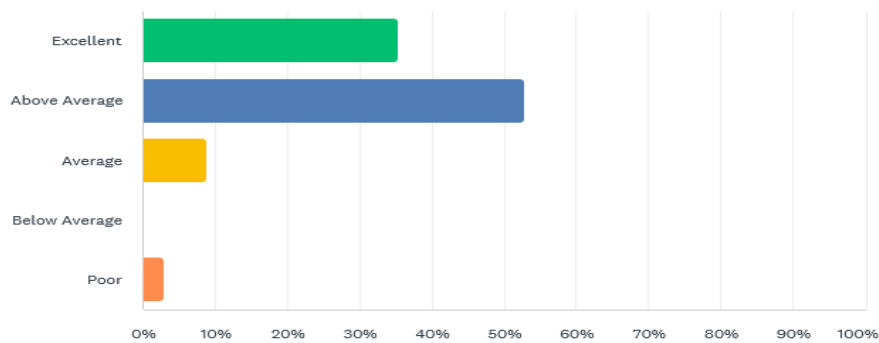


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## Facilities: (Condition of docks and buildings, overall grounds appeara...)

Answered: 34 Skipped: 0

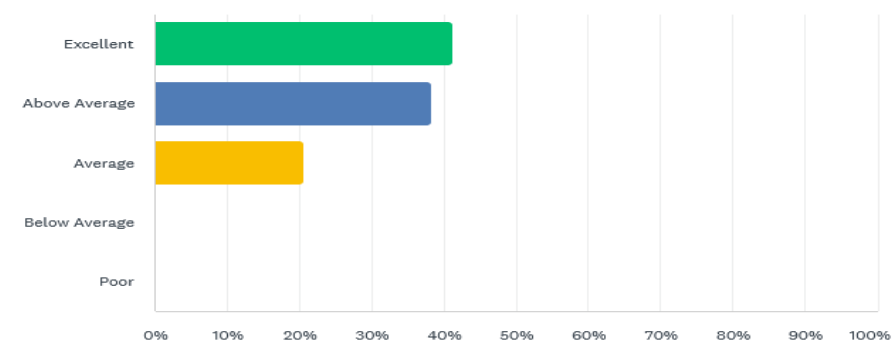


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## Overall rating of the Port Washington Marina compared to other mari...

Answered: 34 Skipped: 0



Copy of Marina Tenant Survey 2023 Boating Season

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

