

City of Port Washington

*Challenges & Opportunities –
Solving and Leveraging Together!*

April 18th, 2017



Needs discussed, expenses envisioned...

- *Key premise: these challenges and opportunities are ours collectively to own, and to effectively solve or leverage them, we must work together*
- *This will not be accomplished overnight – the work continues!*
- **April 18th**: Introduction and dissemination of ED2035 Plan copies
- **May 2nd**: breakwater repair
- **May 16th**: north breakwater lighthouse preservation
- **June 6th**: roads and sidewalks infrastructure (with PASER Ratings)
- **June 20th**: Police and Fire
- **July**: Capital needs across all City departments

Investment and revenue required!

- **August 1st**: Marketing and Economic Development
- **August 15th**: City revenue review
- **September 5th**: Borrowing update
- **September 19th**: TIF updates
- **October 3rd**: Manufacturing and Commercial growth strategies
- **October 17th**: ED2035 review/planning forward
- **November 7th**: Budget realities
- **November 21st**: Downtown redevelopment
- **December 5th**: Year-end review

How can we succeed?



• Core Principles Driving Us Forward...

- Increase residential density, representing varied type and price point, in, along, and connected with our downtown lakefront business district (**examples: Harbor Lights, Lakepointe, Prairie's Edge, Cedar Vineyards**)
- Attract (multiple) strategic regional retail presences downtown that build upon City brand, supplement and enhance existing business mix, and bring volume of people to downtown business district on year-round basis to support and sustain our business partners (**example: Duluth Trading Company**)
- Add more year-round, unique activities and experiences in and throughout our downtown lakefront business district that differentiate our City from others on a year-round basis and bring people to our community to invest in our business partners and export our brand (leave to tell others great things about PW!) (**examples: The Blues Factory, Coal Dock Park signature facility, Cedar Vineyards**)
- Preserve, enhance, expand safe public lakefront access for ALL City and County residents and visitors (**examples: North Beach walkway; breakwater gateway project; South Beach public access enhancement; waterfront safety initiatives; expansion of total publicly accessible lakefront -- 6 miles in PW vs 4 miles in Milwaukee and 2 miles in Sheboygan!**)

How can we succeed?

- *Core Principles Driving Us Forward (continued)...*

- Promote a balanced local economy, with emphasis on manufacturing/commercial tax base creation and redevelopment of vacant and underutilized sites, with goal to maintain target of 20-22% manufacturing/commercial to total property equalized valuations through 2035
- Increase total tax base to provide necessary services, afford infrastructure and capital needs, and maintain affordable quality of life for all City of PW residents

We must drive economic growth within our community to be long-term successful!