



CITY OF PORT WASHINGTON | OFFICE OF CITY MAYOR  
Tom Mlada, Mayor

---

### Some highlights about our great City of Port Washington...

- An **extremely walkable city**, Port currently boasts over three miles of publicly accessible and walkable lakefront inclusive of beach, park space, marina and harbor walk, bike and pedestrian pathways, and more. With the advance of our new Cedar Vineyard Development to the south, we will add another 1.5 miles of publicly accessible beachfront, as well as connectivity from Lions Den County Park to the south all the way into downtown Port Washington and onward to North Beach. From one end the other, then, city and county residents and visitors to our community will be able to enjoy nearly six miles of lakefront access and views.
- Our **Marina** is bustling and annually produces a multi-million dollar impact upon our local economy. Each year, it enjoys some of the highest slip utilizations (based upon percentage) of all marinas along the western shores of Lake Michigan. Within the harbor, we offer the only public boat launches in all of Ozaukee County.
- **Charter fishing** also has a significant impact on our local economy. Boasting nearly 30 charter fishing boats, our Port provides access to some of the best recreational fishing in the Midwest given the nearby underwater topography and structure. The tourism impact is significant and evident in the variety of license plates visible in our lakefront parking lots throughout the Summer months.
- Our City is extremely proud of **our commitment to green space and public recreation opportunities**. In all, we are home to 36 parks, representing extraordinary per-capita parkland availability. Our parks offer lakefront access, playground equipment and athletic facilities, and silent sports galore. For comparison, some nearby cities in southeastern Wisconsin many times our size often have about half as many parks.
- Our City is blessed by its **geographical proximity to Milwaukee and Chicago**, large Midwestern population centers. For us, this affords a unique and exciting opportunity to connect our National Marine Sanctuary designation with urban educational opportunities (and college and university partners) and truly “bring the lake and her treasures” to people. Additionally, Port Washington sits just 25 minutes from both the largest city in Washington County (West Bend) and Sheboygan County (Sheboygan). This connectivity occurs via the I-43 gateway, along which about one-third of state tourism spending occurs each year.
- We are currently engaged in discussions with Discovery World in Milwaukee regarding the **Denis Sullivan** tall ship. In short, we are working on establishing an asset-share partnership that could have her in Port Washington for perhaps 6 months of the year. We could not be more excited about the incredible things this could mean for our City of Port Washington, for Discovery World and for all of Southeastern Wisconsin! It would afford an opportunity

to bring maritime history and culture on a different level to so many people. Our initial proposal to Discovery World leadership has her in Port for nearly a full month during the Summer, with additional time here throughout the Fall and Winter.

- The Historical Society's **Port Explorem** opens its doors this Spring. The Explorem will celebrate our city's very proud maritime past and local history while engaging visitors in its present and future. It represents a multi-million dollar investment on the part of countless individual, corporate, foundation, and other groups - people who believe not just in the Historical Society, but the city it calls home. The Explorem will have a profound impact on all aspects of our great city – our downtown business district, our city business partners, our residents and visitors, and our educators and students!
- Our **North Beach Public Access Improvement Project** will be completed in 2015, representing an approximately \$500,000 investment in our lakefront. For residents and visitors, this Project will produce an improved parking area; a significantly widened pedestrian walkway; new lighting; enhanced aesthetics; handicap accessibility on a portion of North Beach; and more. As we improve functional public access, we make north beach, one of our great lakefront assets, all the more attractive and inviting.
- Throughout the year, we will be working closely with the U.S. Army Corps of Engineers, as well as our project partners, Foth Infrastructure & Environmental and SmithGroup JJR, to lead forward more significant repair of the **north Breakwater**. This work will involve necessary surface work and structural reinforcements, as well as a new ADA compliant and family friendly gateway entrance and fishing platform, and a remediated habitat area. Phase One was completed in 2014 and represented about \$1 million in investment; this Phase Two work will represent about another \$1.5 million investment. And, there is more to come in 2016, when we will shift our focus on the walkway out to the north breakwater light house. All of this represents a significant commitment by our City for an asset we own only in the “Spirit of the Law.”
- The **north breakwater light house** is a Coast Guard asset, but one they are currently in the process of divesting via the General Services Administration. As a City, we are actively exploring conveyance to ensure this extraordinary historical treasure – there is only one other like it on all of the Great Lakes – remains a community asset in the years to come.
- The **Harbor Lights Condominiums Project** is nearing its launch. This Project, a public/private partnership as part of our Tax Incremental Financing (TIF) district, is the vision of city resident and visionary developer Gertjan van den Broek, and the culmination of significant investment of financial and intellectual capital. It is an exciting and important success for all of us as we strive to bring more necessary residential into our downtown – residential that will help sustain our business partners located there and inject important energy into the business district.

- During 2015, we hope to advance the proposed **Cedar Vineyard Development**, another substantial development project. Envisioned for the former VK Land along Highway C, this development will be unique in the residential atmosphere it will offer and tourism interest it will attract. It is the outcome of collaboration among several key partners, namely our City, the County, Ozaukee Washington Land Trust, the winemaker, the bank, and of course, the developer and landscape architect at the forefront. This has the potential to be a very important investment in Port that will ensure public access to the beach via the land, conservation of the most environmentally sensitive areas, enhanced bluff stability, and more. I know you join me in declaring that Port is not only worthy of such private belief and investment, but that Port has earned this kind of private belief and investment.
- Our Community Development Authority's public, transparent, and deliberate **master redevelopment planning process** is already paying dividends - and will throughout 2015 and the years to come. In fact, we know now that from the five identified redevelopment priorities in our downtown lakefront business district, as a city we are positioned to realize over \$20 million in valuation increment. From strategic and catalytic new retail and commercial to vital residential (three of the five redevelopment priorities will produce residential housing), varied in type and price point, we will bring more people into our beautiful downtown to live, work, play, and shop – making a lasting, profound difference for every business and taxpayer in our city.
- Finally, **our city business partners** have worked hard not just to survive but to thrive, and as a result of that hard work, many now are in the position of growing and expanding, right here in Port. In fact, through our Economic Development Committee outreach efforts over the past year, we've established stronger-than-ever relationships, especially with our manufacturing and industrial partners, one of the strongest providers of jobs and sustainers of wage growth and standard-of-living metrics in any community. We celebrated when the Milwaukee Journal-Sentinel's "Top Workplaces" list honored four City of Port Washington Businesses - Allen-Edmonds, Ansay & Associates, Molded Dimensions, and Port Washington State Bank. No other community in Ozaukee County had more than one. And more recently, we celebrated Ansay & Associates as the "Large Business of the Year" in Ozaukee County – and Modern Equipment as a finalist. Franklin Energy, Kieckhafer Manufacturing Company, Construction Forms, Allen-Edmonds, Kleen Test and so many other companies who call Port home are making significant investments in themselves, their employees, and our city – and their substantial and continued investment in our community is difference-making. A shining example of success along our lakefront: Duluth Trading Company, a regional branding powerhouse with a national advertising presence, which brought nearly 100,000 people through its doors and into our downtown in 2014!